

GASTRO SOSTENIBLES

| SUSTAINABLE GASTRONOMY |
| ESG IMPACT | LOCAL IDENTITY |

EXECUTIVE SUMMARY



This Executive Summary introduces Gastro Sostenibles, a national initiative that promotes sustainable gastronomy in Spain through verifiable practices aligned with SDGs and validated sustainability criteria.

The document outlines the project's core pillars, impact, and strategic value for companies seeking authentic ESG-aligned partnerships.

BACKGROUND

Sostenibles Network is an ecosystem connecting gastronomy and sustainability, born in Asturias and now recognised nationally, working with over one hundred companies and organisations across the food sector. We develop innovative projects at local, national and European levels.

Gastro Sostenibles is our flagship initiative in sustainable gastronomy in Spain, built on verifiable criteria and a rigorous methodology combining technical analysis, evaluation tools and visibility for chefs, restaurants and producers leading responsible and future-driven food models.

PROJECT RELEVANCE

Gastro Sostenibles operates at the intersection of sustainability, gastronomy, territory and cultural identity. The initiative delivers:

- **Annual printed guide** distributed across tourism offices and 4–5★ hotels.
- **Multilingual digital guide**, available in 6 languages, with strong organic traffic.
- **Rigorous evaluation methodology** based on validated sustainability criteria.
- **Digital tools** for sustainability assessment and diagnostics.
- **A growing network** of restaurants and producers with verifiable good practices.
- **Strong media presence** across regional, national and specialised outlets.
- **Participation of high-level restaurants**, including Michelin-starred chefs.

For brands, the project offers a unique **entry point into a gastronomic ecosystem** aligned with **sustainability**, **reputation** and **territorial identity** —a highly valued space for consumers, media and institutional stakeholders.

2023–2025 AT A GLANCE

- ~30 restaurants and 16 producers evaluated.
- +4,000 printed guides distributed.
- +11,000 organic visits to the digital guide.
- +10 million media impressions across more than 30 outlets.
- Coverage in RTVE, EFE, Europapress, Cinco Días, Tapas Magazine, Revista Alimentaria...
- 1 high-level event with national and international experts and institutional presence.
- In-house audiovisual material (recordings, highlight videos, images).

MOMENTUM

2026 marks a decisive expansion phase for the project:

- **Strategic expansion to Madrid**, a major gastronomic and corporate hub in Europe.
- Growth of the network and overall reach.
- New institutional collaborations.
- Strengthening of data-driven assessment tools.

The **dual Asturias–Madrid deployment** in 2026 opens direct **access to top-tier gastronomic markets**, greater national **media visibility**, and integration with leading **sustainability-driven brands**. Sponsors can position themselves as **founding partners of the project’s national expansion phase**.

VALUE FOR SPONSORS

Partnering with Gastro Sostenibles offers companies high-impact visibility and strong ESG alignment:

- Genuine alignment with **ESG goals and SDGs** (2, 5, 8, 11, 12, 13, 14, 15 and 17).
- **Premium visibility** in high-level gastronomy and responsible tourism.
- **Editorial and audiovisual integration** across content and communications.
- **Reputational association** with a project backed by verified impact indicators.
- **ESG documentation** for corporate reporting.
- **Brand activation opportunities** connected to chefs, territory and sustainability.

NEXT STEP

A 30-minute meeting to explore potential lines of collaboration aligned with the organisation’s ESG, reputational or territorial objectives.

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