

A rustic outdoor dining table is set in a vineyard at sunset. The table is covered with a white cloth and features a striped runner, bread, fruit, wine glasses, and a large black bucket. The background shows a vineyard with wooden stakes, trees, and a distant landscape under a clear sky.

CARAM!
CARAM!

GENUINE ENOGASTRONOMIC EXPERIENCES

Press Kit

CARAM! CARAM! is...

A pairing of local enogastronomy, culture, projects and people.

We understand **Catalan gastronomic culture** as a **celebration**, a moment to enjoy where the confluence of people, unique products, and their stories allow us to experience truly special moments. Since 2020, we have been creating these spaces and writing new stories, **fostering connections and sharing the richness of our land** in a simple, welcoming, and dynamic way. We are proud ambassadors of our territory and strive to showcase it by designing activities that **highlight small producers and wineries from all over Catalonia**.

Our creative sensitivity drives us to personally engage in each experience, carefully selecting **artisanal products** with soul and choosing **captivating settings**. This is our core value: curating **tailor-made experiences** defined by authenticity and attention to detail. We seek products that bridge **tradition and innovation**, ensuring that everything we offer reflects the deep-rooted customs of our gastronomy while also evoking the creativity and progress of the present.

We are driven by the desire to foster a **community of curious palates**, promoting **conscious and local consumption** that strengthens the regional economy. At the same time, we aim to **encourage responsible tourism**, one that respects the land and its people while celebrating its rich culinary heritage.



Team

Clara Soler Isart

It is fascinating the memory that gastronomy can leave when it speaks for itself. I believe in tangible, close, and fresh experiences, which is why my professional background focuses on communication, sommelier expertise and food pairing. Creativity in the gastronomic world is endless, and we have the tools to fully personalize each experience.

Founder, sommelier and specialist in audiovisual communication

WE ARE YOUNG WOMEN, ROOTED IN THE PENEDES, BUT WITH A GREAT PASSION FOR THE CATALAN TERRITORY



Gemma Muray Domingo

Whenever I travel, I love immersing myself in local customs, understanding their daily life, and filling myself with the stories that have inspired me the most, in order to transform them into new values and perspectives. My professional career in wine tourism has made me fall in love with my territory, taught me to value all its potential, and sparked in me a deep desire to share this knowledge with all those people who is curious to discover the richness of our land.

Founder, sommelier and specialist in tourism

Ariadna Ràfols Ayala

I am passionate about culture as a whole. I enrich myself with it daily and while traveling, and it is the central axis of my decisions, making all my activities revolve around seeking origin and identity. From this arises a desire to promote and share, with people from here and there, those customs that shape our essence and that are expressed on tables full of products that speak to us of the land.

New addition in 2024, sommelier and specialized in business management



Enogastronomic experiences

We connect with the richness of the land and **create synergies** with its key players to enhance it and to share the stories that allow us to embark on a **journey across Catalonia through the palate**. We seek out memorable settings and we craft bold, culturally rich experiences where gastronomy and wine take center stage.

CATALONIA BLIND TASTING

A spectacle for the senses

We create captivating settings in relaxed atmospheres, occasionally covering participants' eyes and allowing their senses, free from preconceptions, to connect with the essence of the products, their aromas and textures.

An authentic immersion into the world of gastronomy, where four carefully curated pairings reveal unique artisanal products, exceptional wines and sparkling selections.



THE SECRETS OF LIQUID GOLD

A Mediterranean delight

We create engaging oleogastronomic experiences to promote and discover the world of EVOO (extra virgin olive oil). Whether in an olive mill or at a carefully selected table in a unique setting, we highlight the origins and exceptional qualities of this exclusive product through sensory tastings paired with traditional and traditional products such as cheeses, chocolates and artisanal breads.

THE FEAST

A festival of Catalan flavours

We create a table that invites you to slow down, to savour without rushing, and to let yourself be surprised. A gastronomic proposal that celebrates the Catalan gastronomy in its most distinctive expression, where artisanal and locally sourced products are presented with honesty, and flavour leads the experience.



Team joy

We create experiences to enhance **connection and interaction**; activities that encourage companionship through the game, while also showcasing unique settings and local products. Stepping outside the usual environment and, as the name suggests, creating moments of **joy and collective entertainment**.



A SEA OF VINEYARDS

A dream journey

We design activities that create a symphony between landscape and enogastronomy. Strolling through Penedès, we immerse ourselves in the region's history and culture, savoring small gastronomic bites paired with wines along the way—awakening new emotions and amplifying the sensory experience. Our goal is to embrace nature, connect with the surroundings, and promote active, sustainable tourism.

CREATIVE MIXOLOGY

The essences of Catalonia

We create four original cocktails with the expertise of a master mixologist and his cutting-edge bartending technology.

Wine, vermouth, ratafia, or any of our traditional beverages become the foundation of each recipe, and every cocktail is personalized using unique ingredients that give character and reflect the essence of the region. A refreshing and innovative proposal for those seeking exclusive and inspiring experiences.



DISRUPTIVE CATALAN CLASSICS

Cuisine with a tasty twist

We aim to bring a touch of innovation and color to the most classic Catalan recipes. We host dynamic cooking workshops led by a charismatic chef who expertly fuses the freshest products and flavors of the season into every dish.

Gathered around the kitchen, we share Catalan traditions, enjoy the process, and savor this culinary spectacle paired with local wines and sparklings.



Training

We love to explore, discover and share

Thanks to our professional experience and the time spent visiting producers, we have specialized in the Catalan territory, sharing this knowledge by providing training for both, professionals and enogastronomic enthusiasts.

We are part of the teaching team at the Escola d'Enoturisme de Catalunya and have developed some training courses such as: *Landscape Pairings, Catalonia's Gastronomic Products and Producers, and Sommelier and Pairing in Priorat, among others.*



Presentations

We love to communicate in a close, clear and engaging way.

The way we express ourselves has led us to energize both local and professional fairs, as well as to lead some thematic conferences on entrepreneurship. We have actively participated in events such as *Fira Orígens, Fira Alimentaria, and the Gastronomic Forums of Girona and Barcelona.*



Digital content creation

We love to create, collaborate and leave a mark.

We strive to capture and express everything we experience, think, and are passionate about. We have collaborated with the Wine Travel Observer, writing opinion articles, as well as with Delit Gastronòmic magazine.

Image gallery

Access it!



Contact us!

www.caramcaram.com
holacaramcaram@gmail.com
+34 669 007 137 / +34 637 251 969



CARAM!
CARAM!

ALTAVEU ENOGASTRONÒMIC CREATIU