

A writer from Cádiz wins the 'Oscar' of catering books with an English manual

DURATION: 1'43"

LOCATION: Cádiz

SUMMARY: A writer from Cádiz is the author of an English manual for the catering sector that has been awarded the Gourmand World Cookbook in Spain, an international prize that is considered as the Oscar of catering books. This book, "Professional English for catering" has already sold its first edition. According to this writer, its content prepares professionals of catering to take care of the English speaking costumers, a very important quality as it is required in the 23% of job offers. Professionals of catering admit that for foreign clients it is more comfortable to be served in English, this way they are able to understand what are they going to eat.

VTR:

Ambience sound:

- Toast?
- With tomato
- Two lattes and two toasts with oil and tomato!

Knowing English is becoming increasingly important in the world of catering. That's the reason why this man from Cádiz has written an English manual for professionals of catering that has made him win the Gourmand World Cookbook Award.

DANIEL GRANADO
English philologist and writer

"It is a prize without economic endowment but it is like the Oscars, a prestigious award."

An award that is delivered in 162 countries and that has been won by this philologist in Spain. According to the author, this book prepares professionals of catering to serve English speaking clients with no trouble. An added value that is required in the 23% of job offers in the catering sector.

Ambience: For starter we have tomato soup.

DANIEL GRANADO
English philologist and writer

"It is fundamental that any waiter, any employee of a restaurant is able the serve correctly and politely to an English speaking client."

ANTONIO DE MARÍA CEBALLOS
President of hospitality employers
in Cádiz

"In restaurants that use to receive foreign clients they know that it is essential."

MARCUS SIMICH
Tourist

Because, this way, clients like this tourist...

"It is more comfortable if the waiter speaks some languages, it's terrible that anybody can't speak anything here except Spanish"

NATASHA SIMICH
Tourist

Understand what they are going to eat and feel more satisfied.

"I didn't know anything, I didn't know what I wanted to eat or drink."

FRANCISCO CHOUSA
Maître

"They feel much more comfortable when they have to express themselves, when they have to ask, and you too when you explain them the dishes in their language."

Knowledge to fortify tourism, one of the pillars of Spanish economy.

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