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Top experts convene for Madrid The Wine Edition

International wine figures share insights at Madrid Fusion 2025’s wine edition

Friday, January 17, 2025



The Madrid Fusion 2025 congress will take place on January 27, 28, and 29 at IFEMA in Madrid and will once again include The Wine Edition, a dedicated space for wine enthusiasts and professionals. Now in its fifth year, this edition will focus on themes such as volcanic wines and age-worthy white wines, alongside activities that explore current trends in the wine sector.

Attendees will have the opportunity to participate in master tastings covering volcanic wines, age-worthy whites, and rosés from various regions around the world. The program will also feature theoretical sessions on topics such as brand building, wine storytelling, and the evolution of fermentation processes. These activities will be complemented by innovative pairings, including natural wines and alcohol-free alternatives, reflecting the preferences of an increasingly diverse audience.

Confirmed speakers include notable figures from both the national and international wine scenes. Among them are Raúl Pérez, Henrietta Lovell of Rare Tea Company, Sarah Jane Evans MW, Beth Willard, Jonatan García Lima of Suertes del Marqués, Angeliki Karakosta of Hatzidakis Winery in Santorini, and António Maçanita from Portugal. Regular participants such as Ferran Centelles, Mohamed Benabdallah, Agustín Trapero, James Henry, Pilar Cavero, and Hugo Muñoz will also contribute their insights. These experts will lead tastings and discussions designed to deepen understanding of wine from multiple perspectives.

Madrid Fusion The Wine Edition 2025 reinforces its role as a key event for wine professionals and enthusiasts, offering a diverse program that combines theory and practice to enhance knowledge of the latest trends in the wine industry.

Madrid Fusion, Celebrating Three Decades of Gastronomic Innovation

Under the theme "Revolutionaries," The Madrid Fusion 2025 congress will pay tribute to the movement that, three decades ago, transformed Spanish cuisine and established it as a global benchmark. Esteemed figures such as Ferran and Albert Adrià, Gastón Acurio, Dabiz Muñoz, Massimo Bottura, and Yoshihiro Narisawa will be joined by emerging talents who continue the legacy of innovation.

A central focus of this year's event will be artificial intelligence, explored in the Madrid Fusion Dreams space. Discussions will examine its impact on the food chain, product design, and nutrition, with Eneko Atxa and Eneko Axpe presenting practical applications like creating accessible, cost-effective menus. According to Benjamín Lana, the event's director, this edition aims to recapture the pioneering spirit of those who revolutionized gastronomy by integrating physics, chemistry, and art into their creations.

The program will feature six simultaneous stages hosting lectures, live cooking demonstrations, and debates. Highlights include a tribute to Ruperto de Nola, with reinterpretations of medieval recipes, and a collaboration between Gastón Acurio and Dabiz Muñoz in crafting ceviches. International chefs such as Katsuhito Inoue and artisan baker Richard Hart will share their insights on global culinary trends.

Madrid Fusion Pastry will also play a prominent role, with acclaimed pastry chefs like Jordi Roca and Paco Torreblanca leading presentations. New competitions will debut, showcasing innovative preparations like tableside steak tartare and Galicia's best empanada. Catalonia, as the featured region, will bring its rich culinary traditions to the forefront with a dedicated program of local offerings.

The Dreams space, led by the Fundación Alícia in collaboration with ICEX, will explore how Spain can establish itself as a leader in food technology. Toni Massanés, the foundation's director, emphasized the space's interdisciplinary approach, blending gastronomy, science, and technology. Speakers such as Cecilia Tham and Ferran Adrià will discuss the role of artificial intelligence in culinary innovation.