



# FOOD FOR ECONOMIC DEVELOPMENT: THE BOOST RECIPE

CALI,  
COLOMBIA









# PROGRAM AT A GLANCE



## MONDAY, MAY 2

- 8:30 - SUGAR CANE & CANDY FACTORY VISITS (OPTIONAL)
- 13:00 - EXECUTIVE COMMITTEE MEETING
- 16:30 - CALI CITY CENTER TOUR (OPTIONAL)

## TUESDAY, MAY 3

- 7:30 - BREAKFAST FOR NEWCOMERS
- 9:00 - CALI FOOD STRATEGY
- 14:00 - DÉLICE INTERNAL MEETING

## WEDNESDAY, MAY 4

- 9:00 - FOOD FOR ECONOMIC DEVELOPMENT:  
THE BOOST RECIPE
- 14:00 - SHARING INGREDIENTS OF THE BOOST RECIPE

## THURSDAY, MAY 5

- 9:00 - EXPERIENCING CALI: GALERÍA ALMADA
- 10:30 - THE AUTHENTIC CALEÑO FLAVOR COOKING CLASS
- 14:30 - DÉLICE BEST PRACTICES SESSION

## FRIDAY, MAY 6

- "THE AUTHENTIC CALEÑO FLAVOR" CONTEST (OPTIONAL)



# WELCOME TO CALI

Ask any Colombian what Cali is known for, and two things will immediately come to mind: salsa music and amazing food. From world-renowned specialty coffee and coconut-infused seafood stews to fried delicacies featuring corn and plantain, Cali has something delicious for everyone to try.

Cali's gastronomy is a reflection of its culture, of course. In Cali's case, the city's almost three million inhabitants are a vibrant mélange of Afro-Colombian,

Indigenous and Spanish heritage. Yet it is Cali's Afro-Colombian influence that is most present! The city is home to the third-largest African-American population of any city in South America.

Cali is honored to be the first South-American city to host Délice Network. We wish for these few days to present the strong commitment of the food partners to make Cali a tasty and sustainable food capital.





# THE BOOST RECIPE

There are many layers to the food sector within a city's economy, from the Food produced locally to the food distribution, the foodservice sector, and all the side sectors relying on these industries. The impact of this mega-sector can be monitored through figures such as employment or growth.

It is how we have looked at the food sector for decades. However, in 2021, our perception of Food has drastically changed. The tons of potatoes produced are no longer the sole indicator. Food will always remain an important sector that will provide economic growth and jobs to citizens of a city.

But today, economic monitoring is shifting to include quality assessment and any additional added value that

the activity can bring at the local level. More and more business models are reviewed with consumers willing to pay the fair price and entrepreneurs looking to reduce the intermediaries to reduce costs and control quality.

What are the keys to success for this Boost Recipe from Cali to Chicago, Hong Kong, and Lisbon? How can a city successfully activate the proper mechanisms to ensure that the local partners take ownership of the magic of circular economy in its holistic approach? How can the essential informal sector on Food integrate this great city project?

Together, let's look into our local Food Economy and create the Boost Recipe.





# MONDAY, MAY 2

## FOR EXCOM MEMBERS

Participation in the optional morning program is possible, with a particular transfer to Cali Tourism Secretary Office at noon for lunch and Ex-Com meeting. Transfers can also be organized from the Spirito Hotel according to the ExCom members' arrival.

**13:00**

### LUNCH

📍 *Cali Tourism Secretary Office*

**14:00**

### EXECUTIVE COMMITTEE MEETING (4H)

📍 *Cali Tourism Secretary Office*

The Executive Committee Members from Brussels, Barcelona, Lyon, Stavanger, Puebla, and Tuscon, are invited to gather for the last meeting of their mandate.

It will be the occasion to look back at three years of activities and challenges marked by the pandemic. Members will also assess the 2017-2022 Délice strategy and identify key learnings for the new Excom to be elected on June 21st, 2022.

Délice HQ will communicate detailed agenda a month prior to the event.





## OPTIONAL PROGRAM

### 8:30 BUS TRANSFER (1H)

📍 *Hotel Spirito, Lobby*

### 9:30 SUGAR CANE FARM & CANDY FACTORY VISITS

📍 *Valle del Cauca*

Take a trip to the countryside of Cali, and discover the Valle del Cauca landscapes. The area is the leading sugar cane producer in Colombia. This guided visit will bring participants to a cane farm and a confectionery goods facility to learn about this vital sector of the local economy.

### 13:00 LUNCH IN GINEBRA

📍 *Restaurant Los Guadales (at own expense)*

This colonial-style Hacienda offers beautiful gardens where guests experience the serenity and typical cuisine restaurant. Do not miss the Sancocho, a traditional chicken soup cooked over a wood fire, giving it a distinctive smoky taste.

### 15:00 BUS TRANSFER (1H)

### 16:30 CALI CITY CENTER TOUR (1H30)

📍 *San Antonio, Cali*

Stroll through San Antonio, a neighborhood in western Cali, well known for its colonial architecture and history. As a symbol of the culture of the city and Colombia, San Antonio includes theaters, libraries, and a variety of artistic groups.

### 20:00 BUS TRANSFER

📍 *Hotel Spirito, Lobby*

### 20:30 DINNER IN CALI

📍 *Restaurant Platos Voladores Norte (at own expense)*

Vicky Acosta Cruz, Owner and Chef, focuses on traditional Colombian dishes, combining local and foreign ingredients. Working hand in hand with local and artisanal food producers, quality and proper handling of fresh ingredients is her priority to ensure a memorable gastronomic experience.



7:30

### BREAKFAST FOR NEWCOMERS

📍 *Hotel Spirito, Breakfast room*

President Olivier Marette and the Executive Committee invite city representatives attending their first Délice gathering to share breakfast. A perfect opportunity to get to know each other and present in detail Délice's activities.

8:30

### BUS TRANSFER

📍 *Hotel Spirito, Lobby*

9:00

### CALI FOOD STRATEGY

📍 *Casa Merced*

As the gastronomic epicenter of Valle del Cauca region, Cali has one of the richest cuisines in Colombia. The multi-ethnic cultures converge to create an exceptional gastronomic scene. Food is now a key-pillar of the city's marketing plan.

The Tourism Secretariat of the City and the Region will present the achievements and goals for the future. The Cali Gastronomic Committee will present their work in bringing together the food ecosystem around a common project.

COFFEE  
BREAK

**Amasijos del Valle del Cauca, typical pastries**

**Menu:** Pandebonos, Buñuelos, Pandeyucas, Hojaldras, Masitas, Arepitas

**Table design:** Artesanias de Colombia

12:30

### LUNCH

📍 *Ringlete Restaurant*

Created in 2003, Ringlete restaurant seeks to recover the gastronomic tradition of Valle del Cauca, respecting the legacy of the area's ancestors. Chef Martha Cejasa renews the traditional cuisine, giving it a modern touch, respecting recipes, ingredients, and flavors. She is committed to positively impacting society and the economy, prioritizing daily promotion, and implementing more sustainable actions.







14:00

## DÉLICE INTERNAL MEETING

📍 Casa Merced

Délice Member City representatives will get an update on the life and ongoing activities of the organization. A specific focus will feature the launch of the new Executive Committee elections, including the presentation of candidacies.



**Dulces del Valle del Cauca, traditional sweets**

**Menu:** Manjarblanco, Gelatina de pata, Cortado, Panelitas, Cocadas con arequipe, Dulce de guayaba, Maceta, Brevas, Queso con melao

**Table design:** Artesanias de Colombia

17:00

## BUS TRANSFER & FREE TIME

19:00

## WELCOME COCKTAIL

📍 Hotel Spirito, Rooftop

Délice guests are invited to share a drink to celebrate their arrival in Cali, in front of a spectacular panoramic view from the hotel rooftop. It will be the opportunity to meet with special guests from Cali's food sector.

20:00

## BUS TRANSFER

📍 Hotel Spirito, Lobby

20:30

## WELCOME DINER

📍 Waunana Restaurant

The Chef Ricardo Torres Izquierdo will welcome Délice guests with his signature cuisine. Prepare to be surprised by the Chef's creativity, with unexpected pairings of local ingredients. Enjoy a unique experience with his author cuisine made of 100% local, fresh, and seasonal products.



8:30

### BUS TRANSFER

📍 Hotel Spirito, Lobby

9:00

### FOOD FOR ECONOMIC DEVELOPMENT: THE BOOST RECIPE

📍 Zoo de Cali, Auditorium

With the growing consideration for climate and the ongoing pandemic, many global cities are now refocusing their economic strategy to connect the local demand with the local offer.

How can a city successfully activate the proper mechanisms to ensure that the local partners take ownership of the magic of circular economy in its holistic approach? How can the crucial informal sector on Food integrate this great city project?

There is no one solution. Every city has its social-economic context. But a few ingredients can be shared for a city to prepare its Boost Recipe.

- **KEY-NOTE SPEECH**

*Speaker to be announced soon*

- **THE BOOST RECIPE IN CALI & CITIES WORLDWIDE**

Cali and all guest cities will be invited to share their innovative initiatives, promoting a sustainable and socially engaged new Food Economy.

COFFEE  
BREAK

#### Fritos del Valle del Cauca, fried food specialties

**Menu:** Empanadas – Aborrajados – Marranitas – Chorizos pequeños Tiritas de Bofe – Chicharroncitos

**Sides:** Hogao – Ají – Guacamole – Cascos de limón

**Drinks:** Lulada – Champús

12:15

### BUS TRANSFER







12:30

## LUNCH

📍 *Hacienda del Bosque*

Located on the banks of the Cali River within the Municipal Forest, the Hacienda del Bosque is a time-keeper of its ancestors and exhibits contemporary good taste. The restaurant's different atmospheres combine both the city's heritage and modern touch.

14:00

## SHARING INGREDIENTS OF THE BOOST RECIPE

📍 *Hacienda del Bosque*

Following morning's inspiration and discussion, participants will be divided into small groups to discuss the food sector's challenges and opportunities to develop the local economy. The exchanges will highlight the different ingredients a city can use to boost a virtuous economic food sector and inspire all Délice members.

AFTER  
WORK

### Viche tasting

Traditional alcoholic drink made from sugar cane

17:30

## BUS TRANSFER & FREE TIME

20:00

## BUS TRANSFER

📍 *Hotel Spirito, Lobby*

20:30

## DINER EXPERIENCE

📍 *Sensorium Restaurant*

Enjoy an incredible gastro show using 5 senses in 6 gastronomic acts.





# THURSDAY, MAY 5

INDIGENOUS  
GASTRONOMY

8:30

## BUS TRANSFER

📍 Hotel Spirito, Lobby

9:00

## EXPERIENCING CALI

📍 Galerìa Alameda

Let's dive into the varied flavors and aromas of Colombian gastronomy in the Galerìa Alameda, the traditional market of Cali, where you find the most typical products and beautiful fruits of the Cauca Valley. This tailormade visit for Délice Members will introduce one of Cali's main visitor's attractions: the food market.

10:30

## "THE AUTHENTIC CALEÑO FLAVOR" PROJECT PRESENTATION & COOKING CLASS

📍 Galerìa Alameda

Discover the "El Auténtico Sabor Caleño" project, which aimed to revitalize and stimulate economic reactivation through the transmission of culinary knowledge. Guests Chefs from Délice Cities will learn from Cali's traditional cooking to prepare for a popular cooking contest scheduled the day after.

After introducing the project, all participants will enjoy a particular master class with local chefs, and Pacific women cooks at the heart of the Galerìa Alameda. For lunch, taste what has just been fresh-cooked.

14:00

## BUS TRANSFER







**14:30**

## DÉLICE BEST PRACTICES SESSION

📍 *Tertullia Museum*

All member cities are invited to share recent innovative projects with the network. Projects will first be pitched and discussed in small groups to ensure fruitful exchanges and takeaways.

[Submit your best practice through the registration form](#)

**COFFEE  
BREAK**

**Café del Valle del Cauca**

Discover different types of local coffee and different ways to prepare it.

**17:00**

## BUS TRANSFER & FREE TIME

**20:00**

## BUS TRANSFER

📍 *Hotel Spirito, Lobby*

**20:30**

## FAREWELL DINER

📍 *To be announced*

Goodbyes are never fun but it is easier while sharing a dinner and dancing salsa! A light meal will be shared before diving into the heart of Cali's culture: Salsa.

**22:00**

## BUS TRANSFER TO THE CABARET OR THE HOTEL

📍 *Hotel Spirito, Lobby*

**22:30**

## SALSA DANCING SHOW

📍 *Mulato Cabaret*

Besides its gastronomy, Cali is the World Capital of Salsa. The Mulato Cabaret, the 1st Latin Cabaret of Colombia, pays tribute to the great dance stars, offering a sensory experience to all its visitors. After the show, time to dance!



# SIDE PROJECT & PROGRAM

**FRIDAY, MAY 6**

## "THE AUTHENTIC CALEÑO FLAVOR" CONTEST

📍 *Cali City Center*

The Tourism Secretariat of Cali organizes this culinary contest for professional and amateur chefs to identify and list the authentic recipes of Cali, to preserve better and promote them. The competition allows professional and amateur chefs to compete under different three different categories:  
Street Food | Traditional Cooking | Migrant Cuisine

## HOME-COOKED PROGRAM

Cali Valle Bureau is at your disposal to organize tailor-made visits to the City and the region days before and after the Délice event. Gastro tours, touristic route on Disney's *Encanto* movie, trips to the countryside, among others. Pick your favorite!  
Contact Catalina Garcia at Cali Valle Bureau: [cgarcia@calivallebureau.org](mailto:cgarcia@calivallebureau.org)

## A TRIBUTE TO WOMEN CHEFS

The local partners and ProColombia have decided to honor women chefs and celebrate the transmission of culinary talents. Six women chefs from Délice Network cities are invited to Cali for an exceptional 4-day journey.

Together with local women chefs, they will be discovering the local products, learning the ancient culinary techniques, and understanding the complexity of the local food culture. Then, on May 6, they will present their version of iconic local dishes during the Culinary Contest "The Authentic Caleño Flavor" under a special Délice Network category.

An opportunity not to be missed for any engaged women chef from your city, limited to 6 chefs from 6 different Délice cities: [Check out the invitation.](#)





# PRACTICAL INFORMATION



## ACCOMMODATION

### SPIWAK HOTEL

There are two hotels in one, offering the same services with different rooms.

**Délice rate for 1 pax room**, including breakfast and taxes: 99 USD (standard room) or 130 USD (suite with balcony)

**Book your room online:**

**Web:** [www.spiwak.com](http://www.spiwak.com) / **Promocode:** Delice2022

In case you need to contact the hotel:

**Mail:** [reservas@spiwak.com](mailto:reservas@spiwak.com) / **Tel:** +57 (2) 395 9949

**Address:** Av. 6 D 36 N18, Cali, Valle del Cauca, Colombia



## TRAVEL TO CALI

### DIRECT FLIGHTS TO CALI

From Bogotá, Cancùn, Madrid, Mexico, Miami, New York

### ENTRY FORMALITIES

As of 5/01/2022, international travelers who entered Colombia should not present a negative PCR test to enter the country.

They only have to do their [Check-Mig registration](#) 24 hours before their flight.

You can check updates on entry formalities [HERE](#).



## FAST FACTS ABOUT CALI

**Official Name:** Santiago de Cali

**Department:** Valle del Cauca

**Country:** Colombia

**1 188 gastronomic establishments**

80.5% serve typical Colombian dishes

69.9% use local food

**Inhabitants:** 2 075 380 Caleño in 2005

3rd biggest City of Colombia

**Currency:** Colombian Peso (COP / \$)

1 000 COP = 0.25 USD = 0.22 EUR

Cali's Flag



Cali's Blazon





# REGISTRATION

Free participation for 2 city representatives per Délice member  
100€ for all extra participants

**PLEASE REGISTER HERE BEFORE APRIL 1**

# CONTACT DETAILS



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