

## **The World's Best Restaurant, El Celler de Can Roca, launches the English version of its ultimate book**

Barcelona, 30th of February 2013

The restaurant **El Celler de Can Roca** —crowned the world's best restaurant yesterday in a ceremony held in London by the restaurant magazine— is launching this week the English version of definitive work: the book about 25 years of creative process, the values at the basis of its itinerary and the most representative recipes of its history. "A book in which we not only show what we do, but explain how and why we do it", have said Joan, Josep and Jordi Roca.

**El Celler de Can Roca. The Book** is published by *Roca Llibres*—the restaurant's imprint—and *Librooks*, a publishing house from Barcelona. In it the three Roca brothers explain the secrets of the establishment awarded with 3 Michelin stars since 2009.

This is a large format book (24x32.5 cm), printed with the finest materials and details and fully illustrated with colour photographs by David Ruano, Paco Amate, Francesc Guillaumet and Quim Turón. Its innovative and elegant design—the cover simulates a solid *rock*, recalling the Roca brothers family name and homeland—has been conceived by awarded Barcelona design studio Bisdixit.

History, philosophy, techniques, values, sources of inspiration, creative processes, close to 90 detailed recipes, a collection of the 245 most outstanding dishes from the 25-year history of this magnificent restaurant. It also gathers the thoughts of writer Josep Maria Fonalleras in his short story *A day at El Celler*.

The book is an open door to the secrets of El Celler de Can Roca, revealed in 16 chapters and organised according to the sources of inspiration that nurture the Roca brothers: Tradition, Memory, Academia, Product, Landscape, Wine, Chromatism, Sweetness, Transversal creation, Perfume, Innovation, Poetry, Freedom, Boldness, Magic, Sense of Humour.

The book has been published in three editions: English, Spanish and Catalan.

You can already reserve your copy and enjoy special conditions: a personalized inscription and signature by the three Roca brothers; no shipping charges within Spain; and a special release price of the book (85€ all inclusive).

For more information please click <http://cellercanroca.libbooks.es>

A **Press Kit** is available under request.

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Bailén 95, 1º 1ª 08009 Barcelona T. 93 184 09 60

[info@libbooks.es](mailto:info@libbooks.es) - [www.libbooks.es](http://www.libbooks.es)

