

# FOODIE TOURS

MADRID

No two gastronomic  
experiences are alike  
because no  
two travelers are alike



# WHAT IS FOODIE TOURS MADRID?

We are a **community of experts and specialists** who have chosen to rebel against industrialized tourism. We are not a travel agency, but a cultural interpretation **hub that uses gastronomy as the language** through which the city is decoded.

Guided by the belief that “**Madrid is not shown — Madrid is understood,**” we offer tours built around expert, deeply knowledgeable human accompaniment, designed for those who avoid the crowds and seek the authentic truth of every place.

*Our distinctive value*

# THE COMMUNITY

The soul of *Foodie Tours Madrid* is not the itineraries, but the people who create them. We have built a **carefully curated network of experts** who bring unique perspectives and cultural authority that simply do not exist in conventional tours:

## **Multidisciplinary experts with proven experience**

Our community includes food journalists, trendsetters, sommeliers, and professionals who live and interpret Madrid from its roots.

## **Human judgment vs. algorithm**

In a world dominated by TripAdvisor rankings and AI, we offer **discernment**. We select each place for its history, authenticity, and quality — not its popularity.

## **Accompaniment, not direction**

The expert is not a guide repeating a script, but a host who engages the traveler in an intelligent conversation.



# OUR METHODOLOGY HYPER-PERSONALIZATION

For us, personalization is not a label — it is a rigorous process.

| **0% Industrial**

We reject pre-designed routes.

| **100% customization**

Before every experience, we get to know the traveler — their tastes, pace, and interests shape the route.

| **Unrepeatable proposals**

By combining the traveler's identity with the expertise of our specialists, we guarantee that **no two experiences are ever the same.**



*Our services*  
**ACTIVATING  
THE COMMUNITY**

At *Foodie Tours Madrid*, we do not sell fixed packages. We activate a network of knowledge based on who you are. This is how we transform a form into a truly unique experience:

**The personalization process:**

1

**Client affinity and preferences questionnaire**

Everything begins with getting to know you — not just what you like to eat, but **how you like to live**, your travel rhythm, and your cultural interests.

2

**Manual curation and expert selection**

Based on your profile, we choose the member of our **expert community** who best connects with you. If you love history, you'll be accompanied by a historian; if you seek cutting-edge experiences, a food journalist or sommelier.

3

**Design of a unique itinerary**

Your assigned expert designs an exclusive route just for you. There are no **preset tours** — only meaningful stops selected through human judgment, far from AI or TripAdvisor algorithms.

4

**Immersion**

On the day of the experience, you don't have a guide — you have an expert host who helps you **understand Madrid** through a private and deeply engaging conversation.

# TYPES OF EXPERIENCES

*(examples of what we do)*



## **Private gourmet journey**

A tailor-made journey through the city's least obvious culinary gems, focused on exclusivity and cultural storytelling.



## **Market-to-table experience**

Exploration of authentic neighborhood markets and seasonal, product-driven cuisine, guided by a local product specialist.



## **Custom cultural immersion**

Experiences where gastronomy is the thread that reveals Madrid's architecture, history, or art.

# WHO WE ARE

## *Founders*

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Behind this community is a strategic and editorial vision that ensures service excellence:



**Mapi Hermida (La Gastrónoma)**

Journalist and leading figure in Spanish gastronomy. Her network and ability to uncover exclusive stories (“insider access”) form the foundation of our editorial standards.



**Abraham Martín**

Marketing strategist with a track record at major industry players (TheFork/TripAdvisor, Pangea, Civitatis). His obsession is premium customer experience and flawless service execution.

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# OUR PHILOSOPHY

## *Pillars*

### **Cultural understanding**

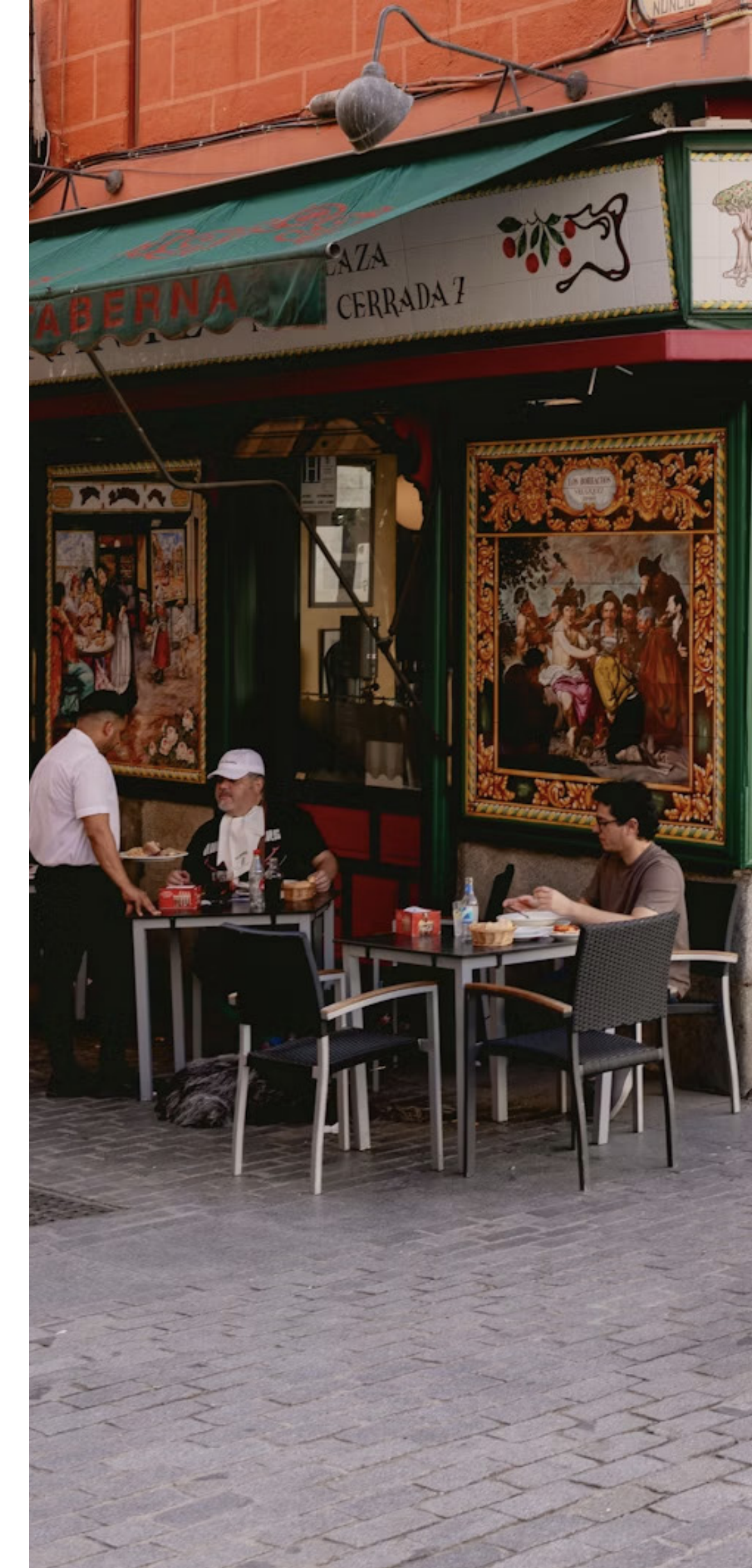
Food is the vehicle for understanding Madrid's rituals and history.

### **Less is more**

**Fewer places, better chosen.** True luxury is having someone with discernment decide for you so you don't waste time.

### **Radical honesty**

We don't show what you're "supposed" to see — we show what truly makes sense to experience.





# CONTACT & BOOKINGS

## Ready to decode Madrid?

We are here to design your next gastronomic adventure. Contact us directly or complete our form so our community of experts can begin shaping your experience.

**Website** | [www.foodietoursmadrid.com](http://www.foodietoursmadrid.com)

**Contact email** | [info@foodietoursmadrid.com](mailto:info@foodietoursmadrid.com)

**WhatsApp concierge** | +34 667 421 025

**Instagram** | [@la\\_gastronoma](https://www.instagram.com/la_gastronoma)

