

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:

[Click here to fill out the form](#)

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

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.

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.foodietourismadrid.com

Contact email | info@foodietourismadrid.com

WhatsApp concierge | +34 667 421 025

Instagram | [@la_gastronoma](https://www.instagram.com/la_gastronoma)

[Click here to fill out the form](#)

