

## 1. Description of the problem and discussion of the background.

Zurich, one of the most expensive cities of the world:

We all know that economic power of our world is turning back to the Asians. Through a genuinely nice manner, like one of the best pleasures of the life, eating, they are establishing their culture in ours, as we have been observing in the last few decades with the boom of the Asian cuisine.

The most notorious example could be the Sushi. Those “apparently” rice with raw fish rolls that all of us love. There are several franchises like “Sumo Sushi” “AFC Sushi” or, as we have here in Zurich, “Negishi”.

Going on with the cuisine, another well expanded canon is the Italian food. I really like it but, roughly speaking, pizza, risotto, and pasta...

So, let us introduce ourselves to one of the healthiest and most flavorful cuisine of the world. The Spanish food. Tortilla de patatas, jamón serrano, paella, fabada asturiana, flamenquín cordobés, are some of the fabulous dishes of the Mediterranean country.

We also are counting on with a grand amount and variety of DOP (Denominación de Origen Protegida – Protected Designation of Origin) and IGP (Indicación Geográfica Protegida – Protected Geographical Singh). DOP and IGP are marks that certify the quality and the origin of the products guaranteed by the European Community (EU). There are 218 DOP and 132 IGP between meet, fruit, cheese, olive oil, wine, among others. The restaurant will only offer this kind of products. Guarantee