

el Periòdic News

INTERVIEW

David Sanagustín

BEÇ RESTAURANT MANAGER

«The wine market is constantly changing, in terms of trends, fashion, tastes»



A perfectly balanced menu, combined with *fusion* cuisine, an outdoor terrace overlooking Andorra's capital, tablecloths as white as snow... serving food is pure art. The wine list is nothing less than a library of the names of the best distributors. Beç restaurant administrator David Sanagustín is willing to give professional recommendations to help diners relax and enjoy both the flavours of the dishes and the organoleptic qualities of the chosen wine. "What would you like?" David asked me. I wanted a white wine with a fruity flavour and I got a gorgeous "fruit bouquet" in my glass.

—Please tell us about the Beç restaurant concept. What is special about it in terms of wines?

—We have an exclusive. No one in Andorra has a wine list categorised by distributors. They are very important people who should be considered in

the wine list, but they don't have the visibility they deserve. In our restaurant, some of the main protagonists are the distributors. This is a novelty that both surprises and pleases our guests.

—How many wines are on the restaurant's wine list?

—We have 138 items on our list; together with those wines that are not on the list, we have about 170 items.

The Beç wine list also includes dessert wines and Andorran wines (we would like to have them more), as well as a wide variety of wines that are perfectly adapted to the menu profile.

We have very modern, new and diverse wines... not forgetting, of course, the classic ones. It's a real «wine library.»

—How do you decide which wines to include in your «library?»

—We rely a lot on the distributors for this. Yes, we can follow the news ourselves, but it's full-fledged market research that takes many



MANEL MONTORO

hours. So, the distributors are an important part of the work – they filter the latest news and follow the trends.

We also taste new wines. Often, on Sundays, we do a tasting right here in the restaurant with our staff.

—Among the restaurant's clientele, are there many discerning guests with refined

tastes who really understand wine?

—With all respect, I can say that the maximum number of wine-savvy customers is 20%. The rest need advice. And it's a pleasure for us to advise; it's part of our job.

What does the customer want? A dry, fruity or floral wine? Or maybe he wants a wine that just won't give him a hangover?

MANEL MONTORO

—It's also very important to get feedback. It helps us to get to know our customers' tastes and, most importantly, to bring them closer to the complex world of wine.

—**What wines do you favour? Spanish? French? Or do most of your wines have a different origin?**

—We have a little bit of everything. There are French, Italian, Argentinian, New Zealand and even Lebanese wines... I don't like to recommend something I don't know myself—if I were to offer all these wines before I had learnt them and gained the necessary knowledge, I would feel like I was misleading people. I want the customer to have as much information as possible.

—**How do you see the wine market?**

—The wine market, like everything in this globalised world, is constantly changing, in terms of trends, fashion, tastes... and you have to listen to it all the time. However, we believe that our personal preferences should not be sacrificed to the current fashion.

—**There is a stereotype that red wine goes only with meat, while white wine is ideal for fish and seafood dishes. Are there exceptions?**

Indeed! Meat can be served with white wine. To accompany fish, we also offer red wine from Terra Alta, fermented for twenty-eight months in amphorae... There are many options, but it always depends on the taste of each guest. All stereotypes are changing, little by little.

—**Recently, there has been a certain vogue for organic and**



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organic wine. Are they really as good as advertised, or is this nothing more than a marketing trick?

—It's a typology of wines that is increasingly becoming popular, although there used to be very little information available. So, sometimes you would get, you might say, wines that were not quite right.

Today it is a very interesting market. Many wineries invest money and effort to be able to supply the market with more quality wines of this category.

—**There is increasing talk that AI will soon completely replace some professions, including sommeliers. Can we trust artificial intelligence with such a delicate profession?**

—AI, let's not forget, was created by humans and

therefore has advantages and disadvantages. There is an energy that makes us move, feel, have experiences and react in one way or another. I think we are in the early stages, but who knows? Maybe the day will come when humans can be replaced in all fields... then I ask myself: where will human species end up?

Like everything in life, time will prove or disprove this theory. I am one of those who prefer to enjoy, learn and live in the present; the future is something that will come without us. I don't know anyone who has been there and come back to tell about it.

I am a firm believer in modernisation and moving forward. It is impossible to run a marathon until we learn to walk. ●

COMPANY

A.O.G.



The president and the technical secretary of the Andorran Family Business (EFA), Daniel Armengol and Joan Tomàs, at the presentation of the 25th Cycle of Andorran Family Business.

The EFA has not yet decided its position regarding the Association Agreement

They are working on different studies to make a final decision that they hope to communicate this fall

ARNAU OJEDA GARCIA
ANDORRA LA VELLA

In the framework of the presentation of the XXV Cycle of the Andorran Family Business (EFA), the president Daniel Armengol Bosch, stated that they have not yet decided their position regarding the Association Agreement with the European Union. Even

so, they are currently working on two studies: on the one hand the update of Andorra's macroeconomic framework, and on the other a couple of macroeconomic studies on the impact that an Association Agreement can have with the economic framework.

In reference to these studies, Armengol explained that «not

all the sectors with which we work in these studies have the same opinion», adding that «if the government explains to us how Andorran companies will be more competitive with the Agreement, our associates will see it with good eyes». In addition, the president of the EFA stated that they are expected to make a final decision towards the

autumn. The head of the EFA showed his doubts regarding the Government's ability to make Andorran companies more competitive in the face of the common market. Specifically, Armengol mentioned «interventionism in the field of wages and housing» and «the homogenization of the public administration», stating that «the adminis-



Daniel Armengol

PRESIDENT OF THE EFA

«To be able to maintain the competitiveness of companies, the digitization of administrations is important»

«Not all the sectors with which we work in these studies have the same opinion on the Agreement»

«If the Government explains to us how companies will be more competitive with the Agreement, the members will see it favorably»

tration cannot ask for data it already has».

Finally, the president took the opportunity to consider the importance of both things, both for companies to be more competitive and for the public administration to help them: «To be able to maintain the competitiveness of companies, the digitization of the administrations and we call for them to be homogenized», he concluded. ●

The 25th Cycle of the EFA focuses on digital platforms

It will be held next June 20th with different presentations by experts on the subject

A.O.G.
ANDORRA LA VELLA

The 25th Andorran Family Business Cycle will be held next June 20th at Anyós Park. This year's edition will revolve around two points, the 'family office' and the benefits of digital platforms. This is what the president of the EFA, Daniel Armengol, explained last Monday, stating that «digitalization brings more security, more resili-

ce, more agility and more innovation». Following the same line, the technical secretary of the EFA, Joan Tomàs, highlighted the importance of digitization: «Technology has been able to save Andorra's geographical isolation. It allows you to run a company in real time and give the different instructions», he said.

Apart from the inaugural speeches of Armengol and the Minister of the Presidency, Economy, Work and Housing, Conxita Marsol, during the day different experts will come to make presentations to deal with these topics, starting with 'Global Trends in Family Businesses' by Miguel López de Silanes, general manager of FOX

(Family Office Exchange). Afterwards there will be a presentation by Juan Roure, professor at IESE Business School, and a round table with the participation of Sergi Pallerola, CEO of Reig Patrimonia, and Anna Maria Vilatella, president and founder of Alter Software.

Finally, before concluding the cycle with the closing, there will be the last presentation and interview called 'Google in Customer Service', with the director of Travel and Retail in Google Spain, Maialen Carballo San Millán, in charge of Joan Roure.

In addition to emphasizing the importance of digitization for companies, both the director and the technical secretary of the EFA stressed that the public administration must improve in this aspect to «make life easier for the administration». ●

EFA



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