

Pullmantur Gastrolab

Discover how we turn good things into
extraordinary things.



 pullmantur
cruises

cruises the
way we are

Set sail for the best culinary experience



All cruise lines have a Michelin-star chef designing a recipe or menu for them. At Pullmantur, we have Paco Roncero, who in two years has increased the satisfaction of our customers.



Today, the time has come to continue to evolve in our quest for excellence to offer the most intense culinary experience of the sea.

Gastronomy, the pillar of our culture



Like us, our passengers love gastronomy, it is something inherent to our way of life.

- We love diversity in cooking.
- It is an experience full of intensity.
- It is a moment that we experience with all five senses.



And we know that excellence is achieved by working with and combining different elements.

- Having the best raw material is key.
- The final result is in the hands of each chef.
- A chef specialising in paella is not the same as one who specialises in arepas. Nor is an ice cream expert an expert in Asturian cuisine.

We want to meet the needs of our customers in an extraordinary way.
That is why we present...





We turn good things into
extraordinary things





What is Pullmantur Gastrolab?

An open platform for knowledge where one can share and gather talent from different areas at the service of our Pullmantur culinary experience.

A platform that will have the best chefs of every culinary speciality (from Spanish culture and others) working as a team along with our specialised chefs to ensure that the best raw material reaches its peak at the table of every passenger every day of the cruise

A group of professionals led by an ambassador who loves to challenge themselves and share our passion and motto:

**Turn good things,
into extraordinary things**

Who leads Pullmantur Gastrolab?



Jordi Cruz

Jordi Cruz is a chef with whom we share the Pullmantur spirit. He likes to challenge himself, he innovates every day, he is humble but ambitious, curious and a tireless worker seeking excellence.

How does Pullmantur Gastrolab work?



Frequently Asked Questions

A new idea of gastronomy and a new chef

They say that gastronomy is “a strategic asset of its new brand positioning”, wasn't it that way before?

It always has been, but we believe that we must challenge ourselves and show even more that we sail as we live: full steam ahead. That is why we want to turn each experience on board into something extraordinary.

What happened with Paco Roncero? Did it not work for them? Did they not get the expected results?

Paco Roncero has helped us offer the best cuisine that we have ever had before. He helped us to create and design the entire culinary offering on board. It has worked perfectly, it has increased the satisfaction of our customers and we are very grateful. So much so that we hope to continue to have his advice and participation in certain aspects of our gastronomy platform.

Why this new concept?

The challenge is to offer our passengers not only the best cuisine, but an unbeatable and extraordinary experience that can only be achieved with the participation of expert chefs in every discipline to respond to the passion of our passengers to enjoy excellence in every dish: from appetizers to entrées to desserts, and the intrinsic passion that all of this entails.

Why have you chosen Jordi Cruz?

He is our Gastrolab ambassador. He will lead this platform in which our chefs and outside culinary talents will participate. We believe that he is the perfect person to do so, he likes to challenge himself, he wants to innovate every day, he is humble but ambitious, curious and a tireless worker who strives for excellence.

What values does Jordi represent?

"I consider myself to be a balanced and hard-working person with perfectionism and respect for the product and tradition as

part of my culinary DNA. If I add to this the constant exercise of creativity which I dedicate myself to, we have as a result something as unique as my cooking. It is necessary in my life to have constant challenges to improve myself daily and try to be better every time" -Jordi Cruz-.

What do you expect Jordi Cruz to contribute?

Drive, passion, creativity, curiosity, and challenging oneself all the time to achieve excellence.

They say that Jordi Cruz is going to “lead” the gastronomy platform, what is involved in “leading”?

The Pullmantur Gastrolab platform will always be above any professional as it is a living entity that is nourished by the contributions of the best professional minds which will grow and improve the culinary experience aboard our cruise ships. And since Pullmantur Gastrolab should work like an orchestra, we are going to need a good conductor and we believe that there is nobody better than Jordi to be the first to lead our platform. Jordi's duties in this sense will be to trace the main lines of what will be the new culinary offering on board our cruise ships, and together with the entire team and the guest chefs, conduct and refine all the information created to be able to implement it in the most excellent way in each of the company's cruise ships. Jordi will be the spearhead of a great team that will have only one goal in mind: to turn the gastronomic experience on board into an extraordinary experience.

All the shipping companies have the support of a chef, how do they expect to set themselves apart?

We will not have only one, we will also have the best on land and working as a team with our chef specialists on how to get the best ingredients to reach their peak at the table of each passenger after 7 days of sailing... that is Gastrolab.

Frequently Asked Questions

Gastrolab: team and working plan

Do you already have the working plan established?

We will work in the short and medium term without losing sight of the horizon of our future.

We have planned the first years which we will be counting little by little. The areas to innovate are analysed depending on the needs of the consumer from the internal Gastrolab team. After this, working as a team with Jordi and other chefs, the offer is innovated and shared with the Pullmantur's chefs, and they ensure the arrival of the best raw material to create it on board, and finally we implement it on the ships

Who is part of the working team?

The Pullmantur team of chefs, guest chefs to Gastrolab who specialise in everything we deem necessary and professionals from other disciplines always in connection with the culinary experience: architects, designers, event planners, etc. and all this led by Jordi Cruz.

When are you going to have the first guest chef? Who will it be?

We will reveal this in due course, we are not going to discover everything right off the bat, so the world will be able to enjoy the evolution of this magnificent culinary journey.

Are you going to continue to rely on Spanish and Mediterranean cuisine?

They are our roots, and we will not abandon them. But if anything sets us apart, it is multiculturalism, that is what makes our cuisine so rich and diverse. Of course, using products of the highest quality and making the most of our creativity.

Are you going to try out Latin American cuisine? Peruvian, Mexican, Argentinian, Brazilian, Colombian?

We are going to address culinary trends that our passengers need, in order to have the best culinary experience. The idea of creating a gastronomic platform where not only one Chef is leading but many are participating is that we offer our passengers diversity in dishes from different places around the world, including Latin America.

How will the culinary offering keep on changing?

Where are you going to start?

This platform is so extraordinary that it deserves a gala, and that is where we will start: with a gala dinner.

As a passenger, how will I be able to tell that Jordi Cruz is leading this project and creating the new menu?

The crown jewel of this project is Gastrolab and as such, our eyes must always be focused on it. This platform is led by Jordi Cruz, who will also have an extraordinary team which will make this great project possible but there is nothing more important than our platform.

Gastrolab is going to be innovating in every gastronomic area on board over time, starting with the menu of the gala dinner, then including different recipes in the dinner menu, designing a unique buffet, recipes from the destination countries, and also ethnic cuisine...

Will the children's menu also have changes? Which ones?

All areas will be worked on, this isn't about changing but rather innovating and evolving to achieve excellence in every gastronomic area.

Will there be the possibility of an exclusive menu designed by the Gastrolab chefs for exclusive passengers or in exclusive areas which can be paid for?

At Pullmantur, there are exclusive areas such as the WU restaurant, which just like any other culinary area, will benefit from the innovation of our platform.

How will the chefs announce that they are collaborating on this project with JC? How long in advance?

A recipe is not designed from one day to the next, there is a whole innovation process and rationale behind it. Their participation will be announced as soon as they start creating along with the Gastrolab team, normally months in advance.



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