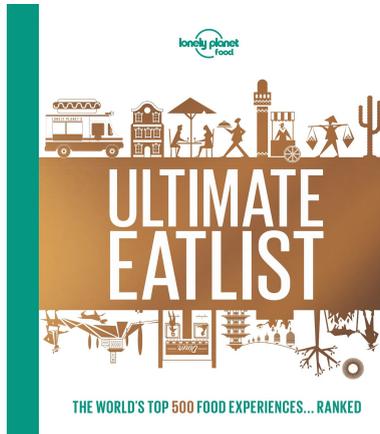


Press Release

Strictly embargoed until: 04:01 (AEST) WEDNESDAY 15 AUGUST 2018

Pintxos in San Sebastián named world's #1 food experience in Lonely Planet's *Ultimate Eatlist*



Sampling delicious pintxos along the grid of narrow streets in San Sebastián's old town has been named the #1 best food experience in the world, according to global travel authority **Lonely Planet's *Ultimate Eatlist***, published today.

In the much-anticipated follow-up to **Lonely Planet's *Ultimate Travelist***, *Ultimate Eatlist* travels the world with an insatiable appetite to present the definitive foodie bucket-list of the world's top 500 food experiences - ranked.

Whether it's baozi in Shanghai, steak tartare in Paris or clam chowder in Boston - food and place are inextricably connected. Whenever we eat while travelling, we don't just taste the dish itself but experience the whirl of people, languages, aromas and sounds that are unique to that destination. That's what makes each dish memorable, and why the food experience is always so much more than what's in the plate, bowl or glass in front of you.

Ultimate Eatlist is **Lonely Planet's** collection of the planet's most thrilling and famous culinary experiences; each entry in the list details an experience, the culture behind it, and what makes it so special. It also includes favourite food experiences as nominated by 20 of the world's top chefs and food writers - from **José Andrés** to **Andrew Zimmern**.

The Top 10 ranked experiences are:

1. Pintxos in San Sebastián, Spain
2. Curry laksa in Kuala Lumpur, Malaysia
3. Sushi in Tokyo, Japan
4. Beef brisket in Texas, USA
5. Som tum in Bangkok, Thailand
6. Smørrebrød in Copenhagen, Denmark
7. Crayfish in Kaikoura, New Zealand
8. Bibimbap in Seoul, South Korea
9. Pizza margherita in Naples, Italy
10. Dim sum in Hong Kong

How did Lonely Planet rank the 500 best food experiences in the world?

Lonely Planet asked its food-obsessed writers, bloggers and staffers to name their favourite, most authentic gastronomic encounters. With this long list to hand, we sought to rank the entries: where

should you go for the world’s must-have food experiences? Our team of expert food editors were aided by a panel – made up of chef and TV presenter **Adam Liaw** and food blogger **Leyla Kazim** – that evaluated the entries according to the taste of the dish, its cultural importance, and the special atmosphere of the location. The result is **Lonely Planet’s *Ultimate Eatlist*** - 500 delicious dishes around the world that will put you in thrilling touch with a place, its people and their way of life.

Ultimate Eatlist

August 2018 | \$39.99 AUD | 1st Edition

275mm x 237mm | 304 pages

Hardback | ISBN: 9781787014213

www.lonelyplanet.com/ultimate-eats

Visitors to lonelyplanet.com/ultimate-eats also have the opportunity to enter a competition for a chance to win the ultimate eating experience for two courtesy of Intrepid Travel’s Northern Spain Real Food Adventure. Terms and conditions apply.

Sample page spreads:



Notes to editor:

- **Strictly embargoed until 04:01 (AEST) Wednesday 15 August 2018.**
- **Lonely Planet** spokespeople are available for interview.
- Selected extracts, images and videos available with permission.
- Review copies available on request.
- *Ultimate Eatlist* is sold in the US as *Ultimate Eats*.

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Lonely Planet Food – an imprint of the world’s leading travel authority, Lonely Planet – was established in 2016 to enable travellers (both on and off the road) to discover the most local, authentic and delicious foodie hotspots around the world. Lonely Planet believes food and drink are an intrinsic part of travel, so now we’re sharing our foodie knowledge with titles that serve up unforgettable, mouthwatering food and drink experiences across the globe. Explore the culture behind local cuisines, where to find them and how to enjoy them. Find out more on <https://www.lonelyplanet.com/food-and-drink/>, and join us on Instagram ([Instagram.com/lonelyplanetfood](https://www.instagram.com/lonelyplanetfood)).