

VEGGIE-FOOD, tasty entrepreneurship at Gamarra Catering School

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At the beginning of the course 2015/16, when we were starting designing and developing menus for students at the School of Hostelry of Gamarra, a vegetarian student observed that there was no gastronomic offer for her and that situation became a conflict. She did not have adequate dishes for her and other partners did not have the opportunity to develop a vegetarian cuisine.



As professionals in the food industry we have the obligation to get involved in the demands of modern society, which is increasingly demanding. Based on that situation, which at first it emerged as a class discussion and while noting the opportunity that is offered through the Business and Entrepreneurship Subject (BES), we conclude that BES is the appropriate framework to give a response to that situation, so the idea-project VEGGIE-FOOD was born.

VEGGIE-FOOD is a project made by students of Gamarra Culinary School. This project is developed with the intention of promoting a good diet based on the consumption of natural products.

This project is made up of students from higher-level training Culinary Management, where most have resumed studies as a career option because of the current labor crisis. Each of us comes

from different industrial branches as well as other places but all of us have the same passion that is we love culinary world.

VEGGIE-FOOD was born as an idea but it can turn into a real business project. Each of the members who make VEGGIE-FOOD offers and brings diverse knowledge, and this makes it rewarding and we can carry out the project because like in any business there is a great diversity of activities that we must solve.

These branches or activities are from the initial training, searching for information, advice, designing cuisine, seeking contacts with institutions, schools, residences; looking for finance or distribution etc.



The Ikasenpresa project is associated with BES and it serves as a space to develop and implement the technical skills that we have been acquired in the other subjects that make up our cycle while we have the opportunity to acquire others, such as learning to work together, empathy and internal communication.

After observing, analyzing and evaluating various alternatives we decided to make some vegetarian food festivals at Gamarra culinary school where we are offered the support infrastructure of the school.

Within the initial obstacles we have faced funding has been one of them. To solve it we have begun to develop different sources of income. In the first place we performed traditional Christmas raffle baskets, the second means of income will be several raffles lunches or dinners at vegetarian restaurants in Vitoria-Gasteiz. With the proceeds will fund the initial expenses of the company.

VEGGIE-FOOD is integrated into the society of vegetarians and those looking for healthy lifestyles. Our project has the solution they claim.

The simple fact of making this project fills us with enthusiasm to develop a power play and we consider our work and also involved a problem present in society.