



**CACAO ROCA XR**

EXPERIENCE

# ÍNDEX

<b>THE ROCA BROTHERS</b>	<b>3</b>
A THREE-WAY GAME	3
JOAN ROCA	4
JOSEP ROCA	5
JORDI ROCA	6
<b>EL CELLER DE CAN ROCA</b>	<b>7</b>
GIRONA	7
A CUISINE OF FREEDOM	8
A WONDERFUL DINING ROOM	9
THE CELLAR OF EL CELLER	10
COMMITMENT TO INNOVATION	11
JOAN ROCA: INNOVATION IN THE KITCHEN	11
JOSEP ROCA: INNOVATION IN WINE	12
JORDI ROCA: INNOVATION IN THE SWEET WORLD	12
DEVELOPMENT OF INNOVATIVE TOOLS	13
<b>THE EXPERIENCE</b>	<b>14</b>
SEQUENCE OF THE EXPERIENCE	15
CACAO FLOWER	16
<b>ORIGIN</b>	<b>17</b>
<b>THE CASA CACAO BONBON</b>	<b>18</b>
<b>PRESS</b>	<b>19</b>

# THE ROCA BROTHERS

## A THREE-WAY GAME

The Roca brothers have built their shared dream with a sense of complicity, passion, and humility. Together, they have created one of the world's most renowned culinary projects: El Celler de Can Roca, a three-star Michelin restaurant in Girona, named the best restaurant in the world on two occasions (2013 and 2015).

Joan, Josep, and Jordi have each developed their own fields —the kitchen, the dining room, and desserts— and, at the same time, have woven a perfect harmony where creativity and innovation go hand in hand with tradition and family memory.

El Celler de Can Roca is not only a space for haute cuisine, but also a living laboratory of ideas, emotions, and experiences. Their vision transcends the plate, linking cooking with art, science, and culture.



# JOAN ROCA

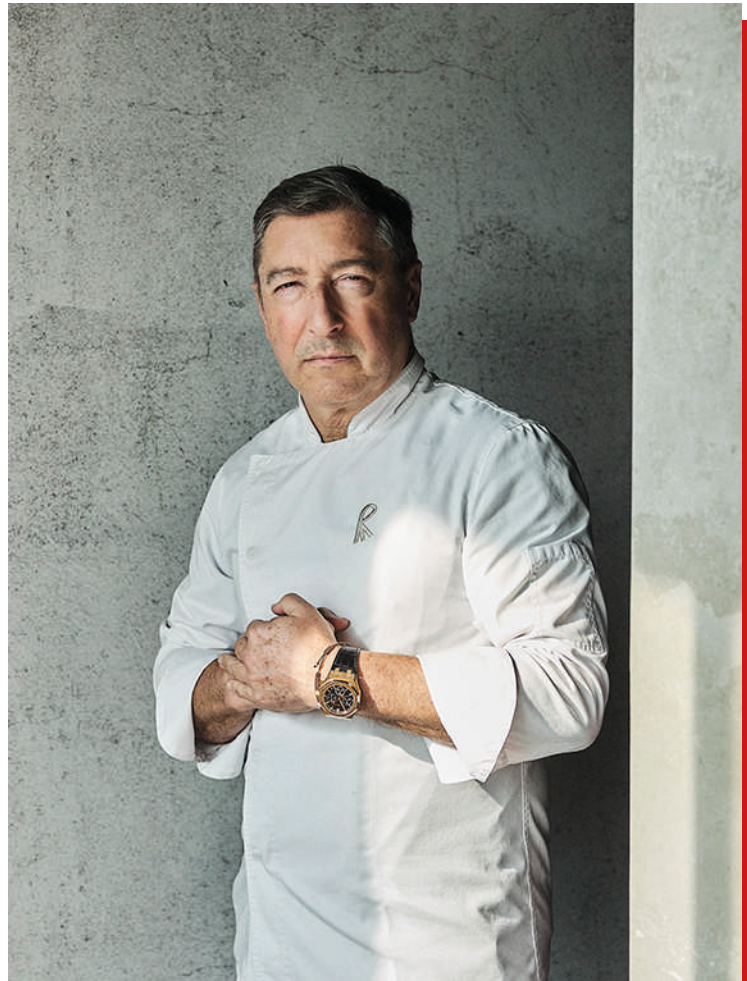
Although he trained academically at the Girona School of Hospitality —where, years later, he would return as a teacher— his culinary vocation was first forged at Can Roca, the family restaurant run by his parents. It was there that he grew up and first came into contact with his mother Montserrat Fontané's cooking. Today, he directs El Celler de Can Roca alongside his brothers, Josep —sommelier— and Jordi —pastry chef.

The Roca trio's creative culinary activity, their vibrant sense of hospitality, and the special fraternal connection between the kitchen, wine, and the world of desserts catapulted the restaurant to the number one spot on The World's 50 Best Restaurants list in 2013 and 2015. The same ranking would later proclaim them, in 2019, Best of the Bests Restaurant for eternity.

His is a free-spirited cuisine that both elevates and respects authentic flavor through the application of precise technique. To achieve this, he harmonizes tradition and modernity in the perfect balance, seeking in that harmony an emotional journey for the diner. In parallel with the restaurant's service, Joan leads a team dedicated to research, innovation, training, and creativity, which has followed a continuous path from La Masia (I+D).

Through a transversal vision of the culinary creation process, his dishes converse simultaneously with science and tradition, technology and sensitivity, product and sensory anthropology.

His contributions to controlled vacuum and low-temperature cooking have probably transformed the way cuisine is perceived in the 21st century. His generous vocation as an educator has led him to teach cooking as a professor for more than 20 years, to be recognized as Doctor Honoris Causa by the University of Girona, and to collaborate in various university programs such as Harvard's Science & Cooking course. In 2015, he received an invitation from the World Economic Forum to join its Council of Cultural Leaders and, together with his brothers, serves as an ambassador for the United Nations Sustainable Development Goals.



# JOSEP ROCA

His first contact with wine goes back to the cellar in the basement of his parents' inn. There, it is said, he already had the skill to fill up to six wine bottles at the same time. He was eight years old, moving gracefully from the cellar to the dining room, where he enjoyed talking to customers — sometimes on roller skates. Soon, between games, he forged an intimate relationship with his two great talents: wine and service.

Today, he is a master of the art of pairing and master of ceremonies at the restaurant he runs alongside his brothers Joan and Jordi: El Celler de Can Roca. Here, wine transcends the dining room

and also becomes a source of inspiration for the creation and conceptualization of dishes at their three-Michelin-starred restaurant, which has been named the best in the world twice by The World's 50 Best Restaurants Academy.



He has been awarded the National Gastronomy Prize for Best Maitre d' (2004), the National Gastronomy Prize for Best Sommelier (2010), the International Academy of Gastronomy Prize for Best Sommelier (2005 and 2011), the Gueridón de Oro Prize for Best Maitre d' (2013), and Best Sommelier in Spain by the Michelin Guide (2024).

Josep Roca likes to call himself a “wine waiter.” According to the press and specialized critics, he has achieved “an almost infinite associative suitability between dishes and wines.” He trained academically at the Girona School of Hospitality.

He devotes his free time to sharing knowledge and training, both about the world of wine and about team management, through international lectures and also as a professor. Currently, he directs a Specialization Course for Sommeliers at the University of Girona and teaches subjects within the Tourism and Oenology Degree.

His first wine-related publishing experience came hand in hand with Marcel Gorgori, with Shared Wines, the result of a friendship forged in the TV3 program En Clau de Vi.

In 2016, he published After the Vineyards: A Journey into the Soul of Wines, in collaboration with Dr. Imma Puig —an essay that explores the most humanistic side of wine.

# JORDI ROCA

“I am a postrero.”

The dictionary defines postrero as something placed last, but Jordi has taken the liberty of giving it a new meaning. “For me, being postrero has a vital sense and defines the way I interpret my profession; I create desserts, not cakes.”

His training in the world of sweets began in a dilettante way, not at all academic. He was guided by Damián Allsop, a talented Welsh pastry chef who arrived at El Celler de Can Roca after a long journey through major European restaurants. In the late 1990s, he took charge of the pastry section. With him, Jordi understood the importance of sweet cuisine, its specificity and uniqueness. He helped him open his curiosity, first as his assistant and later as his successor. Allsop provided him with the tools needed to understand the “why” of sweet cuisine, as well as the method, precision, minute-by-minute craftsmanship, patience, composure, confidence, and obsessive involvement. These were beginnings where rules and measurement were the foundational signs.



Thus began his ability to create and to fly. Since then, he has never stopped having fun, dreaming, provoking, being surprised, and above all, playing. Jordi considers himself addicted to sweet entertainment for more than 15 years. He feels an absolute need to express his life through sweetness. A walk, a landscape, a scent, a little story, a sound, a transgression, an emotion —any path can lead to creativity. Freedom and freshness. Radicality and extremism. He enjoys playing at the edge, with irreverence and breaking molds. Fantasy captivates him, and he explores his universe in the sweet moment, far from the rigor and seriousness of the main courses or heavier dishes of the menu. “I like to surprise at the final moment of the menu, where the boundary between the established and fascination is possible.”

# EL CELLER DE CAN ROCA

GIRONA



Estrelles Michelin

**50**  
**BEST**

Best of the Best 2013 & 2015 The World's Best Restaurant

El Celler de Can Roca is the Roca brothers' most definitive yet never finished project. It has been in constant evolution for more than 35 years, with a routine where repetition is beauty and innovation is rhythm. Authenticity, audacity, generosity, and hospitality. Welcome.



# A CUISINE OF FREEDOM

Awakening the senses, memory, and emotion. Harmony is skill, the humble mastery of making the complex and infinite connections contained in a dish appear simple, building an ephemeral discourse in what is tangible to awaken through flavor what is essentially human and endures in memory. Contrasts intertwine in a melody of acts and stories that convey experiences lived through emotion, landscape, product, magic, and surprise —the fraternal interplay of three worlds, solid, liquid, and sweet: Joan, Josep, and Jordi— to share what we have eaten, what has moved us, what we have learned, where we come from, and where we are heading: the world we dream of.

A cuisine connected to the earth as pantry and habitat, engaging in dialogue with the small producers who have grown alongside us. A cuisine that envisions a world that strives to be human, genuine, and sensitive.

To embrace every technique and every innovation, in a continuous and conscious search for quixotic perfection, in order to offer you a 360° experience, grateful that, fortunately, you come to us with an open heart. That is what moves us.



## A WONDERFUL DINING ROOM

Go is a marvelous Chinese game, one that has long been part of Eastern civilization. It is a board game where two opponents face each other with black and white pieces. The boldest might compare it to chess, where two worlds also clash, divided between black and white figures —much like we could define cooks and waiters. In chess, you must kill to win. In Go, you must build to live. The goal is not to capture the other, but to trace out a larger territory.

This is how we should envision the complicity between kitchen and dining room teams in gastronomy: building and devising strategies to seduce. The dining room of a restaurant creates cohesion in a way few other spaces can. It is a universe of emotional connections, enriched by the immediacy of proximity.

We must be able to connect emotionally with the cooks and better prepare our approach to the diner. To serve with an intentional and calm gaze. To draw upon Eastern wisdom, its ritual. The enchantment of the tea ceremony is an example for Western service.



# THE CELLAR OF EL CELLER

We have always tried to avoid ostentation, to reduce wine to a mere symbol of luxury or money. At a certain point, we began to share aspects of wine that interested us more deeply. We have been able to enjoy countless experiences in open tastings, to witness expressions enriched by the senses, and we have brought to the restaurant what has most captivated and inspired us, in order to share our way of living wine.

We aspire for the people who come to our house to better understand those who care for the wine. We want an interaction to take place —a vision rooted in respect for nature, in dialogue with the producers. We want to feel like ambassadors for those who make the wine, to show ourselves close to the people, who need not encounter rigidity in the habit and enjoyment of wine.

We want to demonstrate that wine is not only to be tasted and smelled, but also to be felt —even listened to. We hope to ensure that a visit to the cellar can be enjoyed as much by the wine enthusiast as by the teetotaler.



# COMMITMENT TO INNOVATION

The Roca brothers' commitment to innovation has allowed them not only to develop pioneering techniques and tools, but also to redefine what it means to create in the kitchen. Their approach has shaped a new paradigm in which creativity, science, and emotion combine in a unique way to offer an unparalleled culinary experience.

Through their various projects —and most notably at El Celler de Can Roca— they have demonstrated their tireless pursuit of new ways to connect with diners, with innovation always serving as the cornerstone of their work.

Innovation is present not only in ingredients or techniques, but also in the very way of understanding cuisine, desserts, or wine, and in how these relate to the world, the environment, and society. For the three brothers, innovation is a constant commitment that seeks not only to surprise, but also to evolve, to learn, and to transform.

What makes their approach truly special, however, is that they have managed to integrate innovation without losing the essence of the other creative concepts that define them: tradition, memory, humor, landscape, and academic rigor.

## JOAN ROCA: INNOVATION IN THE KITCHEN

For Joan Roca, innovation is a continuous process of searching and reflecting. “For us, innovation is not just about introducing something new for the sake of it. It is a way of understanding the product differently, of transforming what is familiar into something deeper and more exciting.”

Over the years, El Celler de Can Roca has become a space for experimentation, where new technologies and avant-garde techniques are combined with the timeless art of cooking.

The use of techniques such as sous-vide cooking has allowed Joan and his team to explore new frontiers in gastronomy.

However, beyond technology, what truly defines his work is the ability to maintain an honest relationship with the products.



## JOSEP ROCA: INNOVATION IN WINE

Josep Roca, the family's sommelier, has embraced innovation in the world of wine with an approach that goes beyond simple tasting or pairing. For him, innovation is not only technical, but also a commitment to sustainability and the future of wine.

"Innovation in wine is not only about production techniques, but also about how we can reinterpret the way we experience it, how we pair it, and how we tell its story," explains Josep. Over the years, he has developed tasting experiences using methods such as biodynamics and natural fermentation, always keeping in mind respect for the terroir and winemaking traditions.



## JORDI ROCA: INNOVATION IN THE SWEET WORLD



Jordi Roca, the youngest of the three brothers, brings innovation to his own field: the world of desserts. In his view, sweetness is not only a matter of flavors, but also of emotions and sensory experiences. His work has been key in transforming modern pastry, using unexpected ingredients, new textures, and bold combinations to create desserts that are far more than sweets — they are stories of creativity.

"In pastry, innovation can be as free and wide-ranging as one wishes. It is the perfect space to explore, to experiment, and to surprise people," says Jordi. His innovation in pastry is not limited to creating new flavors, but also extends to the way they are presented.

# DEVELOPMENT OF INNOVATIVE TOOLS

Roner, Rotaval, and Rocook are three of the kitchen devices developed at El Celler.

The Roner is the result of research into precision in low-temperature cooking. This device, patented by Joan Roca and Narcís Caner, was a pioneer in this cooking methodology. The sous-vide technique allows food to be cooked by applying heat to the product, previously vacuum-sealed so that it does not lose its aroma and flavor qualities. The Roner was originally designed for professional kitchens, but today there is a push for its use at home, making cooking both tastier and healthier through the Rocook project.

If the Roner is the adaptation of a laboratory thermostatic bath, another device from science —the rotary evaporator, which enables distillation at low pressure and temperature— was adapted for culinary use by the Alicia Foundation (the R+D+I center in cuisine that collaborates with El Celler on various projects), according to the restaurant's requirements. This is how the Rotaval was born.

The smoke pipe is another tool used at El Celler. Imitating the action of a smoker, it makes it possible to direct smoke inside a cloche or a caramel bubble to achieve a perfectly spherical shape without breaking it. An example of this technique is the charcoal-grilled boletus ice cream, presented at the table inside a caramel bubble filled with freshly burned olive wood smoke. Following this dish, others have been created using the same technique, such as smoked cuttlefish tartare, sardines marinated with grilled eggplant, and oven-baked octopus with smoked paprika.



# THE EXPERIENCE

## *A MAGICAL JOURNEY THROUGH COCOA*

Imagine a place where haute cuisine meets the most advanced technology to offer an experience that goes beyond what you can taste. This is A Magical Journey Through Cocoa, an innovative proposal created by El Celler de Can Roca in collaboration with the Mobile World Capital Barcelona Foundation and the technology studio Futura XR. In this experience, the final stage of the meal becomes a multisensory journey that takes diners to the heart of cocoa and into a fantastical world through mixed reality.

At the final moment of the gastronomic experience at El Celler de Can Roca, just as dessert arrives, a surprise awaits: a special bonbon from Casa Cacao, Jordi Roca's bean-to-bar chocolate shop. While tasting it, diners put on mixed reality headsets that transport them to a virtual ceremony. It is a journey that activates not only the palate but also the imagination and the senses, merging the pleasure of gastronomy with the magic of technology.

Behind this immersive experience are the Meta Quest 3 mixed reality headsets, designed to be easy to use, comfortable, and completely hygienic. These headsets are controlled by the restaurant's team through a tablet, ensuring the experience is smooth, personalized, and that all diners live the adventure at the same time. It is a system that combines technical precision with the hospitality of a three-Michelin-star restaurant.

A Magical Journey Through Cocoa is not only an extraordinary culinary experience, but also an invitation to reflect on the role of technology in our daily lives. This synergy between the physical and the virtual world opens new doors in gastronomy, creating moments that transform a simple meal into an unforgettable experience. As Jordi Roca says: "The last thing you eat is the first thing you remember." And this experience takes that to a completely new level.



# SEQUENCE OF THE EXPERIENCE

At the end of the Festival Menu at El Celler de Can Roca, diners move on to the final course: the Cacao Roca XR experience, a magical journey through cocoa.

The experience begins when the dining room team hands each guest a pair of Meta Quest 3 mixed reality headsets. These headsets, previously sanitized and prepared, are carefully adjusted to each user with the assistance of the staff, ensuring a comfortable and precise fit.

Once in place, the team verifies that all guests can clearly see the focus points. When the vision is correct, the experience begins, always guided by our dining room staff, who accompany and explain each phase of the journey.

Without revealing the details of what is seen in this virtual universe —since the Roca brothers' intention is for the experience to remain intimate and personal— there comes a moment when guests are instructed to taste the Casa Cacao bonbon, presented on a plate specially designed for the occasion. This bonbon is a creation made exclusively for this experience by Casa Cacao, El Celler de Can Roca's bean-to-bar chocolate factory.

The dining room team indicates the precise moment when the bonbon should be enjoyed, with the goal of engaging all the senses and thus completing the journey into the world of cocoa.

After the tasting, the experience continues within this phygital environment. At the end, the dining room staff assist each guest in removing the headsets, which are then disinfected and prepared for the next session.

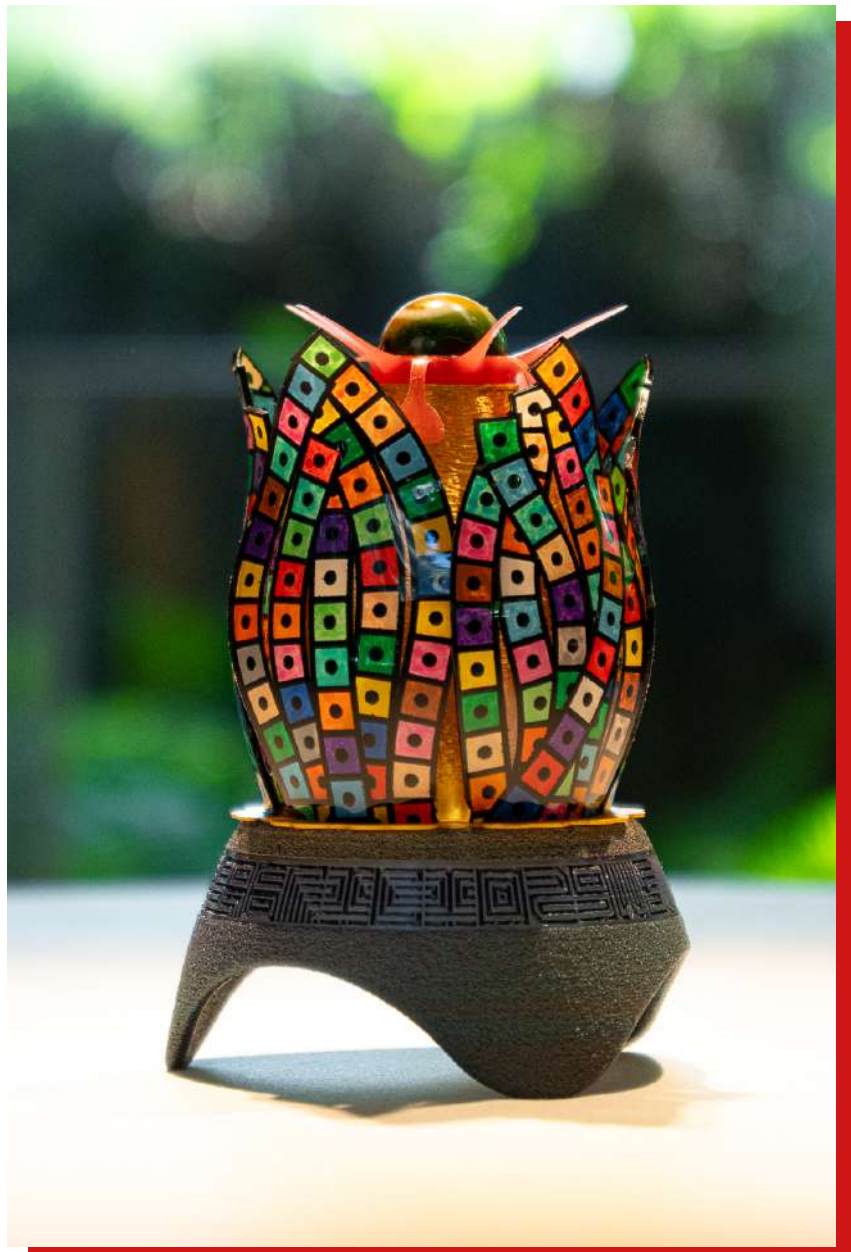


# CACAO FLOWER

The “Cacao Flower” project is a piece created by Alex Canosa for El Celler de Can Roca that integrates gastronomy, art, and technology into a multisensory experience with augmented reality. The challenge was to design an exclusive plate to serve a bonbon at the final stage of the tasting menu, with complete creative freedom from the initial concept to the final production.

The design is inspired by cocoa, the protagonist of the experience, and combines organic and psychedelic forms with techniques such as 3D printing and thermoformed methacrylate. Elements such as the central pod with an LED light, the decorated petals, and the food-grade silicone piece create a vibrant, symbolic, and suggestive aesthetic that harmonizes with the audiovisual narrative.

As a whole, the plate provides symbolic and aesthetic value, exemplifying the fusion of avant-garde cuisine, design, and immersive technology.



# ORIGIN

## «FEEL THE TECHNOLOGY»

### BARCELONA MOBILE WORLD CONGRESS 2023

It all began in 2023, during the Mobile World Congress in Barcelona, with the presentation of the project “Feel the Technology.” On that occasion, attendees had the opportunity to take part in a bonbon tasting within a phygital environment —a combination of physical tasting and an immersive experience that transported participants into a virtual setting.

With three flavor options —sweet, sour, or spicy— the bonbons awakened the senses while technology amplified the perception of flavors.

From there, the team at El Celler de Can Roca, together with Futura Space and Mobile World Capital Barcelona, embarked on developing an even more ambitious proposal: A Magical Journey Through Cacao. For over a year, they worked to perfect every detail, achieving a unique experience that can only be fully understood when lived in person.

The Futura Space team visited the restaurant on multiple occasions to fine-tune the details, ensure flawless technological implementation, and train EL Celler’s staff. After all, it is the waiters and sommeliers themselves who, in addition to guiding the gastronomic experience, now also immerse diners in this phygital world, transforming the table into a stage that pays homage to cacao.



# THE CASA CACAO BONBON

## *A MAGICAL JOURNEY THROUGH COCOA*

The bonbon created specifically for the Cacao Roca XR project is a unique piece crafted at Casa Cacao, condensing into a single bite the sensory richness of cacao-producing regions. It is made of a fine layer of dark chocolate that encloses a guava gel, crunchy cacao nibs coated in dark chocolate, and a delicate ganache of cacao pulp, soursop, and guava.

According to Jordi Roca, this bonbon “somehow synthesizes the tropical flavors native to the original cacao-producing areas,” becoming a true ode to the land, to cacao, and to the products that surround it. Its visual finish —with bright tones of red, green, yellow, and blended white— represents what the chef calls “mestizaje”, evoking the cultural diversity and sensory richness that define the project’s gastronomic and immersive experience.



Casa Cacao is El Celler de Can Roca’s chocolate project —a space conceived as workshop, shop, and hotel, celebrating the essence of cacao from its origin to its final transformation. With deep respect for producer communities and for the biodiversity of the regions where cacao is grown, Casa Cacao works directly with farmers to guarantee fair, transparent, and sustainable trade.

Following the “Bean to Bar” philosophy (from bean to bar), each creation is born from the complete process of selection, roasting, refining, and artisanal elaboration, maintaining the traceability and authenticity of cacao at every stage. The result is chocolates that showcase the product in its purest form, preserving its connection to the land and paying tribute to the cultural and natural wealth that cacao represents.

# PRESS

## *A MAGICAL JOURNEY THROUGH COCOA*

Throughout the years of creation and production, the project has been showcased in various presentations, both to the public and the press, with the aim of demonstrating its evolution and achievements.

The first took place at the Mobile World Congress 2022, with the unveiling of a phygital gastronomic experience that combined VR technology with bonbons tailored to each participant's olfactory profile. That moment marked the starting point of the concept and the beginning of a period of intense creative and technical work. This first initiative became the seed of what we now know as "The Magical Journey Through Cocoa."

After months of development, the proposal evolved into its current form and was officially presented at the Barcelona Gastronomic Forum, where Jordi Roca introduced to the general public the innovative use of augmented reality glasses to complete the dining experience at El Celler de Can Roca. This revelation not only sparked strong media interest but also positioned the project at the crossroads of haute cuisine and cutting-edge technology.

In March 2025, coinciding with a new edition of the MWC, a special presentation was held for the press and technology leaders in Barcelona. On this occasion, the project was already fully active at the restaurant, allowing it to be demonstrated live and to share the first impressions of diners who had experienced it.

The cycle of presentations concludes in Girona, the Roca brothers' hometown, with a symbolic event that pays tribute to their roots and to the place where the idea was born.





# CACAO ROCA XR

EXPERIENCE