



FEATURE PRESENTATION "NEW MARKET OF SAN MIGUEL"

- * The new market of San Miguel is the only steel structure market that has survived in Madrid to this day. It is considered a Monument of cultural interest in its category and has undergone a profound process of renovation, maintaining the buildings original spirit, whilst fulfilling the needs of a traditional market of the 21st Century.
- * It is located in the most transient area of the capital, in the historic centre of Madrid, behind the Plaza Mayor, in a district, filled with character and literary reminiscences. The market receives on average 60,000 visits per week.
- * The New Market of San Miguel, has 33 stalls, a multipurpose central area capable of hosting fairs and presentations, as well as two bars where you can savour a varied selection of foods, directly supplied by the market itself. This establishment, is a temple where the product is king and shopping a recurrent pleasure.
- * Madrid, one of the cities that has most evolved in recent decades, hosts, since May 13, 2009, the day of its reopening, a market that meets the needs of citizens in the 21st Century. A project that has given Madrid's markets the international recognition they deserve. Welcome to the 21st century Traditional Market!.

* OPENING HOURS:

Monday to Sunday from, 10:00 am. to 10: 00 pm.

Thursdays, Fridays and Saturdays the market is open until 02:00 am.

MERCADO DE SAN MIGUEL A BIT OF HISTORY.

- * The new market of San Miguel is the only steel structure market that has survived in Madrid to this day. After the disappearance of two striking examples that where the Cebada and Mostense markets, San Miguel was declared Cultural Monument of interest in its category. Located in the plaza of San Miguel facing the Plaza del Conde de Miranda and Cava de San Miguel, its construction, under the direction of Alfonso Dubé and Díez, was completed in 1916.

The real estate on which it is situated is dated since 1430 and corresponds with the first urban site built in medieval times. The land was surrounded by ramparts, of which, there are still remains, these bastions had a series of doors that gave access to major roads, over the time, these roads became the main arteries of the city.

Originally, the site occupied by the market was the site of the parish church of San Miguel de Octoes, where Lope de Vega was baptized. The temple was ravaged by fire in 1790 and Juan de Villanueva in 1804 recommended its demolition, this finally took place on November the 28th, 1809, by order of king Joseph Bonaparte, in accordance with his policy of opening up large spaces in the city of Madrid. In 1809 the original real estate is enlarged with the demolition of two city blocks and is acquired by the Earl of Sacena. This became an outdoor market, adjacent to zones, traditionally used by transporters and traders who came to Madrid (Plaza de los Carros, Cava Alta and Cava Baja, Plaza de La Cebada, etc.). This area was mainly devoted to the sale of fish with classic stalls run by women from Leon more exactly from the Maragata region, bringing their goods in carts. The site became a public square in which a perishable goods market, made of rows of wooden crates and stalls, arose. In 1835 the town hall built a new wooden square with streets and fixed stalls, each decorated to the liking of each owner and that same year, thanks to the ideas promoted by hygienists, physicians and scientists, the architect Joaquín Henri designed a project that fell short, just managing to build the fronts of the stalls, thereby hiding the cases from the sight of passer-by's.

Finally, in 1909 Don Honorio Riesgo and Don Alejandro Villegas reached an agreement with the vendors for the rental of the real estate and proceeded with the construction project of the present day- market. Here is how the San Miguel market reforms came to be called "modern", this type of architecture affected most major markets in Europe, known as the "Parisian style", following the model of Les Halles Centrales in Paris (1888),

These reforms tended to build great palaces of glass and iron, in spite of critics, questioning the suitability of these structures, as far as hygiene and cleanliness where concerned. The building was concluded following this model and finally inaugurated on May 13, 1916.

The market has 1,200 square meters and two floors. Its most characteristic features are the iron supports of the structure, the composition of the roofing and the ceramic crest crowning the markets roof.

With the advent of the Civil War in 1936, the San Miguel market stayed up though closed to all activity. In 1947 there is an unusual lawsuit, the absence of a horizontal property law, the owners lost their real estate. In 1951 an agreement was reached for its purchase, this turned the market as an owners association. It was a clean market, pleasant to the nose, although suffering the rigors of winters low temperatures and even snow. It was well supplied in fish, meat, tripe poultry, vegetables, fruits, olives, and a knife sharpener. The goods came mainly from villages and towns near Madrid. For a long time, the market of San Miguel was the purveyor to the finest restaurants in town:

Horcher, Edelweiss, El Puchero, Botín, Moaña, Lhardy, Casa Paco and many others.. who trusted in the quality of their raw materials and fresh produce.

Among its clients was the palace of the Pardo and over the years and through history, crowned heads and heads of state have tasted their products in the royal households and the palace of La Moncloa.

In 1999 the community of Madrid with European funds and private capital raised by the stall owners themselves remodelled the market returning it to its original appearance. However, like most markets of this type, business withered away due to the great urban expansion, isolated from wide access roads, with little space for traffic and transit, and locked in by the speculative growth of the surrounding environment led to a virtual death.

In 2003 a group of visionary individuals, under the banner "Gastródromo de San Miguel" acquire the building whereby the market begins a new chapter in its history, returning it to the prevalent place it deserves, making it into a must, in the food trade, unique in Madrid and a pioneer in the global arena.

REHABILITATION OF THE SAN MIGUEL MARKET

The most important conditions when considering an intervention on the market are based on two facts, it's a historical monument and secondly for Madrid, the enormous cultural and architectural heritage it represents. The works that the current owners have carried out consist of two complementary actions, but each being very different from one another.

Firstly there has been a consolidation project, an extremely difficult task, which supposed shoring up "pillar by pillar" the entire structure. And secondly, the building has been redesigned, in order to enhance and maintain the historical "flavour" using only prime quality materials and equipment,. The result is a building capable of housing a unique market.

What was initially thought to be a punctual rehabilitation project, was transformed, due to the sorry state of the structures and the different pathologies that afflicted the building, into a much wider task. The reforms of the late nineties, were vastly insufficient, in face of the buildings real needs. The diagnosis of serious illness suffered by San Miguel, leads to a project of far greater importance in means, time and of course money.

The new owners decide to give the priority to the cultural and architectural values of the Mercado de San Miguel and retrieve not just a building that otherwise would have disappeared, but also highlighting its use and its activity as a market place.

Thus the consolidation project, preceded by a rigorous investigation of the origin and scope of these conditions, continued logically to a comprehensive reform. The fact of

having to shore pillar by pillar the whole building and treating the wrought iron from rust, gives an idea of the effort and cost, as well as explaining the disappearances of la Cebada and Mostenses markets.

This has led to the recovery of a unique building for Madrid but its initial activity has also been restored, naturally adapted, to today's needs, creating an avant-garde concept. The decoration and equipment have been selected with the idea of providing excellence in building, and current state of the art equipment, within a clear framework of history.

This objective has given an added value to the original building. The floor is granite, inlaid oak and glass were added, new Fernandina lamps installed. Even the angle irons which decorated the market in 1915 were reproduced.

Each stall was designed specifically in answer to their particular needs. Furthermore, the market is fully equipped with a P.A system as well as a fully comprehensive sound broadcasting system in order to use the market as a television set.

NEW MARKET OF SAN MIGUEL. THE CONCEPT

In order to prevent its disappearance, a group of individuals belonging to different cultural and social fields, formed in 2003 the society "The Gastródromo of San Miguel". To achieve the transformation of the building an exhaustive reconstruction, rehabilitation and design project was undertaken that has ennobled the initial idea, moreover, the former commercial offer has also evolved, opening the market towards a new concept, the "Traditional Market of the 21st Century", where product, leisure and culture are integrated in a single venue. As part of the concept of the "21st Traditional Market" and in order to adapt to the pace of life in large cities, San Miguel has very extensive business hours. Opening on Monday to Sunday from 10 am to 10 pm and during weekends until 2 am.

The Mercado de San Miguel is:

- A community of merchants, specially selected for their expertise and particularly devotion to their produce.
- A temple, where the produce is the star and not the chef
- A large-scale grocery store where one can sample and enjoy an informal dinner.
- A space, with a schedule, in accordance with the activities and needs of consumers today. A late evening presence, for those wishing to consume first-rate products.
- A place with constant cultural offers of the product through exhibitions and presentations.
- An area, actively taking part in the city's cultural offer, with conferences, recitals, concerts and more.
- A meeting place, a public square, where you can take a breather whilst shopping, an original purchase on a whim and pure enjoyment in a no "strings attached" atmosphere.

LIST OF STALLS AND TRADERS OF THE NEW MARKET OF SAN MIGUEL

BUTCHER-La BOUCHERIE
POULTRY AND GAME-LA BOUCHERIE
FLORIST-EL CESTILLO
COOKING USTENSILS AND GADGETS - VINÇON
NOUGAT AN ICE CREAM-HORNO SAN ONOFRE
CHOCOLATES - HORNO SAN ONOFRE
CANDY - HORNO SAN ONOFRE
VIENESE PASTRY - PASTRY V
DRIED FRUITS & NUTS – EL YANTAR DE AYER
SHERRYS, VERMOUTH - EL YANTAR DE AYER
PICKLES & OLIVES - EL YANTAR DE AYER
LIBRARY - LAIE
BODEGA - PINCKLENTON & WINE
CHEESE - La FROMAGERIE
OYSTERS - SORLUT
PASTA, SPICES AND VEGETABLES-IL PASTAIO
WINE OUTLET - MOREU CB OCHOA
CURED HAMS & DELI - MAS GOURMETS & CARRASCO GUIJUELO
GREENGROCER - LA FLOR DE SAN MIGUEL
SMOKED AND SALTED FISH – LA CASA DEL BACALAO
FRESH JUICES -JUGOSA
FISHMONGER - LONXANET
TAKEAWAY MEALS - LHARDY
EXOTIC FOODS – NOW STARRING JAPAN
RIOFRÍO AND RUSSIAN CAVIAR - DELICIOUS HOUSE FOODS
BAKERY - L'ARTESA DE GALLENT
BEER BAR - QUE BONITO ES PANAMA
COFFEE SHOP - QUE BONITO ESPANAMA

OUR TRADESMEN IN THE SAN MIGUEL MARKET

BUTCHER, poultry and game - LA BOUCHERIE

The Butcher and the poultry and game stall, are managed by "La Botchery" (www.lesboucheries.com). It is to be highlighted that besides offering domestic beef, they distributed premium French Charolais beef with different cuts and preparations little known in our country, at a competitive price.

As for the poultry and game products, La Boucherie has a wide variety of poultry as well as typical French derivatives (foie gras, galantines, magrets, confit etc...) and with an assortment of the most recognized brands in the industry.

CHEESE - LA FROMAGERIE

La FROMAGERIE offers a wide selection of cheeses from Spain, France and Italy you can buy the weight or plates, which you can enjoy on the spot. La FROMAGERIE has the unconditional support of one of the best cheese experts in our country, Mr José Luis Martín.

FLORISTS – EI CESTILLO

The florist has introduced a new concept in Madrid, proposing a mix of fresh flowers, dried flower centres and decorative items. In the near future the offer will expand with related products such as candles, decorative items or honey, produced in the traditional way.

HOUSEHOLD KITCHENWARE-VINÇON

Vinçon (www.vincon.com) National Design Award is one of the main household decorator shops and a reference in design in our country. They have two stores, one in Barcelona and one in Madrid and now also a place in the new market of San Miguel where you will find mainly kitchen items, household goods and gastronomic Souvenirs.

FISHMONGER - LONXANET

Lonxanet Foundation (www.lonxanet.com) based on a sustainable economy principle, distributing Galician seafood, owned by a fishermen's cooperative. It is a revolutionary concept in order to maintain sustainable fishing in Galicia. They've opened in the San Miguel Market a stall where the fish comes to Madrid daily, from the Galician fishing grounds without intermediaries, thereby offering the highest quality fish at very affordable prices.

Their product can be bought and prepared on the spot in the beer bar for a small fee.

NOUGAT, ICE CREAM, CHOCOLATE AND CANDY – HORNO DE SAN ONOFRE - LA SANTIAGUESA

Horno De San Onofre is a legendary pastry shop in Madrid with enormous prestige. Little has changed in the way they work in recent years. They have two bakeries that produce traditional handmade products on a daily basis. They have four stores in the capital. In the Mercado de San Miguel, moreover, they are the protagonists of the sweets area, offering a wide variety of chocolates, ice creams, nougat and candy.

PASTRY - V

V is originally from Austria, offering cakes and pastries reflecting a Central European know how and tradition, but with a renewed design. The well known Black Forest cake and the famous "Apple Strudel" are present in the market thanks to Nicholas Groendoecs, recently settled in Spain.

BOOKSTORE - LAIE

Laie (www.laie.es) is a Barcelona bookstore that has 8 outlets, split between Madrid and Barcelona (CaixaForum, CosmoCaixa, Liceu, etc).

In all their locations they have a common characteristic that defines them. They meld, adapt and adopt the personality of the place where they are. In The Market of San Miguel, they have achieved a culinary library in which professionals, amateurs and profanes can find a wide selection of gastronomic works as well as gifts related to the world of gastronomy.

CELLAR – PINKLENTON AND WINE

Pinklenton and Wine (www.Pinklenton-wine.com) Is a company that custodies and merchandises wines, sparkling wines, champagnes and liquors of high quality. These services are offered through its website and in their stall in the Mercado de San Miguel. They also offer exclusive wines by the glass, allowing wine lovers to have an opportunity to try a selection of different wines.

NUTS, PICKLES & VERMOUTH-EL YANTAR DE AYER

El Yantar de Ayer is a company created to manage the nuts, pickles, vermouth and Sherries stall. These stalls forms a coherent and crucial corner for lovers of traditional snacks.

FRENCH OYSTERS AND CHAMPAGNE - OYSTERS SORLUT

"Oysters SORLUT" is one of the largest oyster producers in France.

Their product comes from the beaches of Normandy and French Marennes area, the quintessential French oyster area. Taking meticulous care leading their produce to full maturity, this can take up to 3 years before the "Special Daniel SORLUT" reaches its optimum level. In the Mercado de San Miguel they offer 4 types of oysters accompanied by an excellent French champagne.

PASTA, SPICES AND LUGUMBRES-IL Pastaio

Il Pastaio is a Fresh Pasta store in Madrid. They also have a restaurant, and are responsible for the Fresh Pasta, spices and dried vegetables stall in the market. The fresh pastas that are prepared in their small workshop are just some of the delicacies that you'll find in the stall. In addition, a wide selection of spices and leguminous produce, create a mosaic of colours, reminding us of a small Turkish bazaar.

CHARCUTERIA - MAS CHARCUTERS - CARRASCO GUIJUELO

From the delicatessen stall are two of the best specialists in this field. Mas Charcuters, a renowned Catalan house with a strong innovative character and Carrasco- Guijelo, producers of a unique ham from Salamanca. One can purchase by weight or also enjoy on the spot. They have a unique offer in Madrid, with typical products from Catalonia and hams, chorizos and other foods, characteristic of the centre of the peninsula.

GREENGROCER - LA FLOR DE SAN MIGUEL

The Fruits and Vegetables stall in the Market of San Miguel are in the most capable hands of two highly experienced professionals. La Flor de San Miguel benefits from this solid experience by providing the best possible produce to its clients. A wide variety of fruits, vegetables and mushrooms are the protagonists of a stall in which the consumption of seasonal produce is very important.

Furthermore, in San Miguel the fruit can be eaten as a snack. Customers often purchase for immediate consumption in the market itself.

SMOKED AND SALTED FISH – LA CASA DEL BACALAO

La Casa del Bacalao is today the flagship of salted and smoked fish in our country. As they themselves acknowledge, they are large stock buyers, in order to offer their customers the best possible product. In the market, in addition to offering the best salted cod in town, they have extended their offer to smoked and salted snacks or “tapas”, offering a new product that has been met with great success among the visiting public.

FRESH FRUIT JUICES - JUGOSA

Jugosa is the fresh fruit juice stall in the Market of San Miguel. Juices are prepared on the moment by Shasta Zafra, a Mexican lady who has brought to Madrid, the best of the “juice bars” of her country. Besides having excellent produce at hand, it is to be noted her extensive menu of smoothies and laasies, a unique place in Madrid where you can enjoy a freshly squeezed fruit juice with some of her original accompaniments of nuts and candy.

TAKEAWAY MEALS -LHARDY –

Lhardy is a legendary restaurant located in the heart of Madrid and one of the most popular locations for aperitifs at noon. They have chosen to expand their business by leasing the stall of “take away meals”, one can enjoy classic pastries, prepared dishes, their famous consommé and “callos Madrileños” you can also purchase prime olive oils “Jara martin”, recently selected by the prestigious guide “Flos of Olei”.

EXOTIC FOODS

Nowadays we are working with Japan. They are selling their famous Maki, Sushi, Soups and seafood salads. Its a well-known place for a quick bite in the market.

CAVIAR

Caviar from the Spanish river Riofrío is a well known place in the “Mercado”. The lovers of luxury really appreciate the small fancy appetizers and the small salmon eggs with their small delicious cups made of caviar and vegetable purées.

BAKERY - L'ARTESA DE GALLEN

Within the market of San Miguel there is a wood oven in order to bake “in situ” old-fashioned bread. L'Artesa de Gallent, a Castilian house that has barely changed the way they work over the decades. They bake the bread in the Mercado de San Miguel, producing a great variety, from different areas of our geography, they are the culprits of impregnating the market with a unique aroma of freshly baked bread in a wood oven.

COFFEE AND BREWING

The market has its own beer bar or “cervezería” and coffee bar, places for our customers to relax and taste, appetizers, tapas and various dishes prepared by our chef with the products offered by the different merchants in the market.

MERCADO DE SAN MIGUEL, "AN EDIBLE MARKET "

The on the spot sampling of goods offered by San Miguel is unique in its context. While traditional markets had a sampling area, in recent years this custom has fallen into disuse.

The new San Miguel Market has revived this tradition with a tremendous commercial success as well as an overall acceptance by critics. This market, besides being a place to buy produce by weight, is a sampling centre of the markets produce, whereby everyone participates, hence benefiting all the stalls.

There is a multifunctional central area where the visitor has the opportunity to consume excellent products from the market at very affordable prices. Furthermore, it has 2 sidebars (coffee and beer) and counters reflecting the overall market offer.

Oysters, cheese, wine; pickles ... all are products that people enjoy partaking within the premises. The fishmonger, the butcher and the fresh vegetable stalls offer the possibility of selling their produce for immediate consumption after being cooked by the cervceria kitchen.

This concept has resulted in an extremely successful commercial venture, which concentrates a very large and varied public, be it age sex or financial level, makes the new San Miguel market a referent in the field of gastronomy and as a public meeting point, giving it the active and vibrant life that markets used to have.

CENTRAL ACTIVITY AREA

CULTURAL ACTIVITIES

The central area, besides being a meeting place and sampling zone, is also a multifunctional area. Workshops were held, concerts and magic shows for children. Also book presentations and cultural activities taken place. After the resounding success, new events throughout the year including children’s activities, cultural events, product fairs, lectures, concerts and more will be scheduled shortly.

PROFESSIONAL MEETINGS

The central areas can also be rented in order to hold events and presentations; many companies opt for a new and original space in Madrid. El Mercado de San Miguel is a

unique venue point, in which private dinners, press conferences, product presentations and / or professional meetings at the highest level can be held with full catering capacity.

To complete the offer, the Mercado de San Miguel is equipped with a next-generation audiovisual installation and has an editing room to use the market as a Television set. Furthermore, the market has audiovisual displays that provide information to visitors and are used as an advertising medium.

AWARDS

- Millesime Prize, awards from the Press and the City of Madrid for the Best Gastronomic Initiative of the Year.
- Annual Prize, award from de "Academy of Gastronomy of Madrid
- Metropolis Award for Best Gastronomic Store 2010
- Award for best experimental advertising campaign by the surrounding tarps during the renovation works with the idea of "peek into the market of the 21st century"
- Mention and selection by Architecture Week in Madrid, by the College of Architecture Foundation, COAM.
- Gold Award from the American magazine Print, best corporate identity project
- Gold Award from the Graphic Posters magazine, for the markets logos.

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