MALTA





The capital city of Valletta © VISITMALTA



The Maltese Islands are made up of three islands: Malta, Gozo and Comino



More than three million tourists visited Malta in 2023

Malta has become a year-round tourist destination thanks to its natural beauty, rich history, thriving culture and plethora of attractions

Malta may be the world's tenth-smallest country by area but the picturesque Mediterranean island has a vast and varied tourism offering. Visitors will find prehistoric temples, family-friendly attractions, incredible diving spots, scenic beaches and outstanding restaurants.

A true year-round destination with an average of 300 days of sunshine per year, Malta is also home to a thriving MICE in-

dustry and a booming cruise sector. Additionally, it has a rich culture and history that dates back more than 7,000 years.

This remarkable offering helped Malta attract more than three million visitors in 2023, the first time this milestone had ever been reached. Now the focus of the government is to ensure that tourism grows in a sustainable way and that visitors can enjoy a host of authentic experiences.

"Our marketing focuses on promoting Malta's authentic offerings. This includes our rich history, culture, Neolithic temples, the Knights of St. John, gastronomy, wine tourism and traditional crafts," explains Carlo Micallef, CEO of the Malta Tourism Authority.

"We align these unique assets with market demand rather than creating inauthentic experiences. This approach not only preserves our customs, folklore and crafts but revives them. For instance, traditional boat building, glassblowing and lace making are being sustained through tourism interest.

"While we can't offer large-scale agrotourism like other countries, Malta has developed niche experiences. In recent years, we have seen a revival in olive oil and wine production, along with hands-on farm experiences where visitors can make traditional Maltese foods like cheeselets, pastizzi and bread.

"Visitors want genuine connections with locals and hands-on farm experiences, like gathering eggs, feeding chickens or milking cows. This kind of authenticity is their version of luxury."

These traditional experiences are complimented by an impressive offering that means there is something for every type

of visitor to enjoy. Malta has no end of beaches, remarkable diving spots, stunning architecture and historic churches. It is also becoming recognized as a leading location for sports tourism thanks to its numerous hiking and cycling routes. This

complete tourism product has led to increasing demand among travelers and the government is now working on improving connectivity to the island. There are already 115 destinations which fly to and from Malta but as of yet there are no direct flights from the U.S..

That is why discussions are underway with several airlines to create a direct flight between Malta and the U.S.. This is particularly important as in 2023 the country welcomed 55,000 American tourists

and the number is expected to grow in the years ahead.

With arrival numbers expected to increase beyond the 3.5 million mark, Malta is also working on expanding its hospitality offering, as Micallef explains: "There is a focus on attracting luxury brands similar to those in Dubai, as well as branded high-caliber family entertainment offerings."

"Our marketing focuses on promoting Malta's authentic offerings. This includes our rich history and traditional crafts."

Carlo Micallef, CEO, Malta Tourism Authority

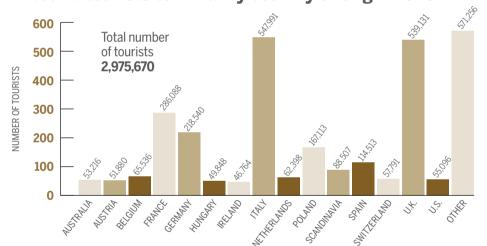
In addition to being an in-demand destination among tourists, Malta has also become a renowned destination within the film industry, with movies such as Jurassic World Dominion and Gladiator II all partly shot on the island. "With skilled local craftsmen, stunt crews and a dedicated film industry, Malta attracts both major films and streaming productions from Netflix and Amazon. This exposure boosts tourism as stars promote Malta on social media," explains Micallef.

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ADVERTISING SUPPLEMENT · CONTENT PRODUCED BY IMPACT REPORTS

Whether it's sun, restaurants, ancient history, or all three, Malta will serve up everything you could ask for, punching well above its weight for all things tourism

Inbound tourists to Malta by country of origin 2023





Malta features the world's oldest horizon

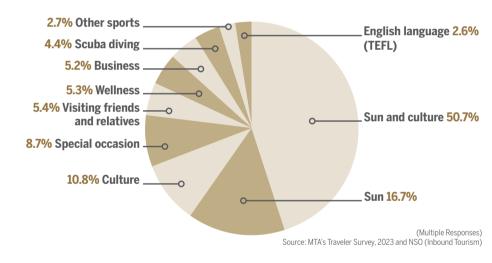
Malta boasts 300 days of sunshine per year, tank, used for underwater filming. Movies one of the highest in Europe. It has dozens of including Captain Phillips were filmed there beaches and 120 dive sites



Game of Thrones, Troy, Gladiator and the new **Gladiator II were all shot in Malta. The nation** is nicknamed the Mediterranean Hollywood

Malta has been inhabited since 5,900 BC and its megalithic temples are some of the oldest freestanding structures in the world

Main motivations for choosing Malta 2023





93% of the population is Catholic and the country contains 359 churches, almost enough for one for every day of the year



Valletta Cruise Port saw nearly 900,000 passengers in 2023, 65% more than 2022. The industry is worth \$89 million for Malta



In its 122-square-mile land area, Malta has three UNESCO World Heritage Sites, the highest per square mile in the world



Tourism expenditure amounted to \$2.8 billion in 2023 with 3 million tourists visiting, with 55,000 coming from the U.S.



Malta's remarkable tourism transformation

Malta's capital city is Valletta, which is one of the smallest capitals in Europe



The Malta Tourism Authority has played a crucial role in helping transform the island into a popular destination that attracts tourists with varying interests

When Malta first emerged as a tourist destination its greatest appeal was as a summer getaway for British tourists. Now the island has transformed into a year-round destination that attracts visitors from across the globe.

This remarkable transition into a destination of mass appeal has taken time and a significant amount of investment, with one crucial step coming in 1999 with the founding of the Malta Tourism Authority. Set up with a vision of positioning Malta as a destination of choice rather than simply a convenient summer holiday location, this goal has now been exceeded as the country is recognized as a sought-after destination that consistently outperforms expectations. Last year Malta welcomed more than three million visitors for the first time and that figure is expected to reach around 3.5 million this year.

"We have experienced a strong recovery since the COVID-19 pandemic, with tourism expected to bring in approximately \$3.3 billion this year. Demand is higher than ever, with airlines also adding capacity and frequency," explains Carlo Micallef, CEO of the Malta Tourism Authority.

"Our strategy is to manage growth in the summer months when we are at near capacity and expand in the winter months. Ten years ago, Malta welcomed around 540,000 visitors between October and March; this year, that number reached 1.3 million. Winter tourism helps support year-round industry stability, offering career opportunities beyond seasonal work. Our goal is a sustainable tourism sector that optimizes resources throughout the year, ensuring profitability for hotels, airlines and the broader hospitality industry.

"Alongside improved tourism seasonality, we are achieving growth across all major markets, including the U.K., Italy, France, Poland and Germany, ensuring a diverse and resilient tourism industry. In the past, we were heavily reliant on the U.K. market, which left us vulnerable



to economic shifts. Now, with flights to 115 airports and active promotion in more than 40 countries, we have diversified our reach."

Malta has also emerged as a popular cruise destination, catering to those on family and luxury cruises. This year the country is set to welcome more than one million cruise passengers thanks to brands such as Viking Cruises, Costa Cruises and Virgin Voyages all offering packages that in-

clude the small archipelago.

"We receive about one million cruise visitors annually, which offers Malta excellent exposure. These short visits allow visitors to get a taste of Malta's charm, often leading them to return for longer stays within a few years. This is particularly valuable for attracting tourists from lesser-known

markets like the U.S., Asia and the Middle East," states Micallef.

The island has also become an increasingly popular destination for digital nomads, which has led to the government introducing special visas for those who wish to work remotely on the island. "The Identitá Malta program offers residency for several months, particularly for people outside the EU, attracting travelers and workers,"

reveals Micallef. "This program is successful, as many participants share their experiences on social media, drawing others to Malta. Some even see business opportunities and set up shop here. Malta's favorable tax and financial services climate encourages longer stays, boosting local spending and promoting the destination globally."

While Malta has successfully positioned itself as a year-round destination with an abundant offering, the tourism board is still looking at ways to further improve the sector over the coming years. "With the tourism industry continuing to expand, there is a focus on attracting luxury brands similar to those in Dubai.

"Alongside improved tourism seasonality, we are achieving growth across all major markets, including the U.K., Italy, France, Poland and Germany."

Carlo Micallef, CEO, Malta Tourism Authority

We are improving quality by removing outdated offerings and the market is driving this change. Luxury brands, branded theme parks and high-caliber family entertainment present investment opportunities," adds Micallef. "We are pushing for quality across all levels, continually upgrading three-star properties and offering better value at every tier, from three-star to five-star-plus."

A favorite destination for filmmakers

Numerous scenes in Gladiator and the recently released Gladiator II were filmed in Malta

The first film shot in Malta was Sons of the Seas in 1925

Malta has emerged as a leading destination for those in the film industry, with numerous movies and TV shows making full use of the country's varied landscapes, perfect climate and government incentives

Over the last century, Malta has cemented its status as a leading destination for major film and television productions. Features such as Gladiator, Munich. Murder on the Orient Express, Assassin's Creed World War Z, and the hugely successful fantasy series Games of Thrones have been partly shot on the island.

One of the reasons that Malta has become so popular with filmmakers is its varied landscape. Home to ancient ruins, picturesque coastlines and hilltop cities, it provides a range of settings for different genres, particularly historical dramas and fantasy adventures.

The country's moderate climate and near guarantee of sunshine throughout the entire year also make it ideal for filming as the consistency allows for reliable scheduling and minimizes weather-related disruptions.

Another major reason why filmmakers consistently choose to shoot on the island is because the Maltase government offers incentives for foreign productions. This includes a cash rebate of up to 40% to qualifying film and television productions that decide to either portray Malta as Malta or use local facilities in the country.

"Malta's location in the Mediterranean made it a prized conquest for anyone who wanted to rule the Mediterranean region, so empires like the Phoenicians, Romans, Arabs and Ottomans, all had to take control and have left their mark on our culture and history," states Carlo Micallef, CEO of the Malta Tourism Authority.

"Malta still showcases diverse architecture and attractions from these different eras, reflecting the island's rich and varied heritage. As such, Malta is an ideal film set, standing in for places like Troy, Rome, Munich, Palestine, Libya and other places in the Middle East due to its authentic architecture and unique resources.

"The Film Commission offers strong incentives and Malta's large sea-level water tanks — of which there are very few in the world — were key to filming movies such

It is not just the production team for Trov that made full use of the excellent facilities at Malta Film Studios as the water tanks were also utilized during the filming of Gladiator II. In fact, the deep tank has been used in numerous films as it remains one of the largest in the world. Built in 1979 for the movie Raise the Titanic, it is largely used for underwater filming due to its unique depth and water clarity abilities.

Most recently, Gladiator II used Malta for all of the scenes set in Rome, including Fort Ricasoli where Roman buildings were constructed around the ancient structures already inside the fort, as well as the film's iconic Colosseum.

The highly-anticipated sequel will showcase the natural beauty of Malta and Micallef is hopeful that Hollywood producers will continue to choose to shoot in the country, thus providing even more global

"Malta attracts both major films and streaming productions so there is a vibrant industry, and this exposure boosts tourism as stars promote Malta through their social media," he explains.

"We also work very closely with the film



Numerous scenes in Gladiator II were filmed in Malta

commission. For example, for the upcoming Gladiator II release, we organized European and U.S. premieres, online promotions and

"This helps us to connect films with tourism, especially in America. Whether released on Netflix, Amazon Prime or in theaters, films are a powerful marketing tool, particularly in large markets like the U.S. and Canada, where Malta is still relatively unknown to the general public."

Due to the popularity of Malta in the international film industry, the country hopes to attract visitors who wish to visit destinations where famous scenes are set. To help achieve this, it plans to continue utilizing promotion campaigns such as the one that was carried out around the release of Jurassic World Dominion.

This saw model dinosaurs placed in locations where the film was shot and led to fans of the franchise traveling to Malta to visit these destinations.

Fans of the Gladiator films will certainly enjoy visiting the island as much of the second movie was filmed in Malta. Fort Delimara was used to depict the interior tunnels of the Colosseum and Fort Manoel is the setting for the gladiator training. The

Grand Harbor in the capital of Valletta was also heavily showcased in the sequel as it was used to portray a road to Rome.

While dozens of Hollywood films have been shot in Malta, the vast majority use the country's ancient architecture and rich history to portray another part of the world. However, plans are in place for a huge production that will not only represent Malta on the screen but will also delve into the country's fascinating past.

"We are working with a well-known actor on a film about the Great Siege of 1565, where Malta successfully defended itself against the Ottoman Turks. If it happens it will be the first time that Malta is portrayed as the central subject of a major production, providing incredible global exposure. That would be the best way to market Malta to the world," reveals Micallef.

The idea is for the film to focus on the historical event which saw a small contingent of knights and Maltese citizens heroically repel an Ottoman force vastly superior in numbers and firepower.

The acclaimed actor that is interested in making the film visited the country in September to discuss various film projects, including the Siege of Malta.

A burgeoning local film industry

The Mediterrane Film Festival was launched in 2023 and held its second edition in June of this year

Malta is home to one of the largest water tanks in the world

Home to the Malta Film Studios and the Mediterranean Film Festival, Malta also has a wealth of local talent used to working on high-end productions

Over the course of the last century, Malta has welcomed production crews from all corners of the globe as more than 100 films have been shot on the island. Movies such as The Spy Who Loved Me, The Da Vinci Code, Munich, Captain Phillips and The Da Vinci Code have all filmed scenes in the country, bringing with them some of the most influential figures in the industry.

Not only have some of the most acclaimed directors and actors worked in Malta, but the crews are made up of the most knowledgeable industry professionals in the world. These have played an instrumental role in the country developing its own blossoming film industry. Knowledge has been passed on and production companies are increasingly turning to local talent within Malta to help with their production needs. This covers everything from actors, producers and cinematographers to set designers, make-up artists and sound engineers.

This has led to praise from those inside the industry, with Aidan Elliott, the Executive Producer of Napoleon, declaring that "the quality, the depth and commitment of the local crew is second to none". Kathleen Kennedy, a Producer on the 2005 film Munich was equally impressed, revealing that "we used a lot of local people and we had great crews who were both experienced and enthusiastic".

including the University of Malta and The Mediterranean Screen Arts Academy, that offer film education and training programs. ment of local talent and the overall growth of the film and TV industry.

Malta Film Studios has also helped to produce local talent and is renowned for its water SFX facility which is situated on the south-eastern side of the island. Home to one indoor tank and two large exterior tanks, it was first opened in 1964 when it helped with the production of a Cold War drama called The Bedford Incident

"We have a community of skilled local craftsmen, stunt crews and a dedicated film industry which has grown over the years and is now very experienced," explains Carlo Micallef, CEO of the Malta Tourism Authority. "There is now a vibrant industry that helps to support major films and streaming productions."

Possessing a talented workforce that is used to collaborating with the biggest names in the film industry not only helps to put Malta on the map, but it has also been crucial to the country developing its own film sec-

In 2014, Simshar became the first feature-length Maltese film to be distributed to an international audience and was even selected to represent Maltese cinema in the Academy Award for Best Foreign

Since then, other internationally distributed feature films, such as The Boat, have been produced in the country. This includes Carmen, a joint Canadian and Maltese production that won the award for best feature

With a burgeoning film industry and a

Malta also has numerous institutions. This is helping contribute to the develop-

"We have a community of skilled local craftsmen, stunt crews and a dedicated film industry which has grown over the years and is now very experienced." Carlo Micallef, CFO, Malta Tourism Authority

The festival also included a selection of films that competed across four categories, with the Zeki Demirkubuz-directed film Life taking the Golden Bee award for Best Feature Film, while To a Land Unknown, directfilm at the 2022 Canadian Film Festival. ed by Mahdi Fleifel, was awarded the Jury's

wealth of local talent, it is no surprise that Case scooped two Golden Bees: Best Direc-Malta is also now home to a film festival. tor for Brandt Andersen and Best Acting for

Yasmine Al-Massri.

"We want to bring Malta's history and heritage to a worldwide audience. This is already being achieved through the Mediterrane Film Festival which is held in Malta and celebrates films with submissions similar to Cannes," says Carlo Micallef, CEO of the Malta Tourism Authority.

"It's a great event where industry professionals gather in Malta for a week of workshops and discussions, allowing locals and visitors to meet top artists and producers, exchange ideas and learn. The festival is becoming a key hub for the film industry in Malta, with screenings across the island. The prize-giving ceremony, held on the stunning Manuel Island with Valletta in the background, is seen as an exclusive event and attracts many people from within the industry."

One of those in attendance this year was the Malta Film Commissioner, Johann Grech, who when addressing those in attendance at the festival revealed his pledge to create a world-class film industry in Malta.

He said: "I want to add an ambitious aim that we can achieve together, on the eve of our 100-year film anniversary. I set out my aim to double the value film brings to Malta's economy, and more quality jobs for the Maltese people. Now is the time to keep moving



The film Napoleon was partially shot in Malta

The Mediterrane Film Festival was first held

in Malta in 2023 and this year ran under the

theme of "Unity through Film" which was

showcased across the festival's program-

hosted masterclasses and panel discussions

with internationally renowned figures in the

film industry, including a session with the in-

dividuals involved in in the highly-acclaimed

action film, John Wick, which was first re-

leased in 2014 and has since become a suc-

Choice prize. Additionally, The Strangers'

cessful franchise.

Held in the capital of Valletta, the festival

ming, events and industry sessions.



Traditional fishing boats called luzzu can be found throughout Malta

Off-season tourism

Once viewed as simply a summer getaway, Malta has transformed into a year-round destination that is attracting a growing number of visitors throughout the traditionally quieter winter months

One of the major reasons that Malta is experiencing a tourism boom is due to the country successfully promoting itself as a year-round destination. In contrast to many of the islands across Europe that struggle to attract visitors in the off-season, Malta is seeing a substantial rise in tourism outside of the traditional peak season

Of course, more than 300 days of sunshine is helpful, especially for travellers where good weather is the major appeal. But the country has also worked tirelessly to promote its diversity of attractions and has introduced a range of events that are spread throughout the entire year.

In January, the Valletta Baroque Festival brings international classical stars to

the city's Baroque churches and theatre, while in October a four-day festival called The Greatest Weekend attracts some hugely popular musical acts.

There are also plenty of cultural events, including Notte Bianca which takes place in October and sees the city of Valetta come alive with street performances and displays of contemporary art. Churches and museums also have later opening hours.

These have helped the island to regis-

ter a significant increase in visitors during the winter months. In fact, during the first three months of the year, foreign visitors accounted for 91% of overnight stays in Malta, the highest among EU countries.

To ensure that more tourists visit during the off-season, Malta is also working hard to promote the wide variety of attractions on the island that cater to many types of travelers.

For those interested in history, there are fascinating sites and museums, including the National Museum of Archaeology, where visitors can enjoy the awesome relics of Malta's rich prehistoric past, amid the lavish splendour of a palace.

Visitors will also find that every village is home to colorful markets that showcase local products and produce.

Malta also has a beautiful coast where visitors can enjoy boat trips, tour the island's blue lagoons and beach caves, take advantage of some stunning diving spots or simply lounge on the sandy beaches.

An enticing and varied tourism offering

Malta hosts a variety of events, including festivals, concerts and other celebrations

Malta is home to more than 120 captivating dive sites

Thanks to a packed calendar of events and an abundance of attractions on land and sea, Malta is able to cater to a broad range of tourists

Malta may be a small island but it is big on entertainment and offers something for every visitor. Throughout the year visitors will discover a packed calender of events that compliment the sites and attractions found across the country.

For those seeking water-based adventures, Malta has exceptionally clear water

and 50 licensed dive schools. These provide the chance to explore reefs, caves and shipwrecks, as well as spot damselfish, crabs and moray eels.

Another popular option is to rent a brightly colored luzzu (a classic Maltese fishing boat) and explore the coastline's hidden gems,

from the stunning Blue Grotto to the Ghar Lapsi caves. Catamarans and yachts are another exceptional way to explore the entire archipelago.

There is also plenty to explore on land. In addition to the many churches, temples and ancient ruins, the capital of Valletta is home to Teatru Manoel, Europe's oldest functioning theatre. Meanwhile, in the city of Qawra, Malta National Aquarium is

home to more than 250 species in 51 tanks.

"Malta is especially popular for family travel, offering diverse activities within short distances, which appeal to different ages and interests. In summer, families can rent traditional villas or farmhouses, complete with private pools and optional chef services, for a secluded and comfortable holiday," explains Carlo Micallef, CEO of the Malta Tourism Authority.

"The island of Gozo is a great option too, with its peaceful and rural atmosphere. It is ideal for diving, biking, sailing and more. Even Maltese locals enjoy weekend getaways there."

In addition to the varied attractions, Malta also hosts events throughout the year. One of the most spectacular is Notte Bianca, an annual festival in Valletta that celebrates culture with arts, theatre, music and museums at the forefront of the festivities.

The Malta International Food Festival in July is another celebration that always draws a crowd as more than 80 exhibitors showcase a range of local delicacies. The country also hosts the final event in the Mediterranean sailing calendar, the Rolex Middle Sea Race. Starting and finishing in

"Gozo is a great option too, with its peaceful, rural atmosphere, ideal for diving, biking, sailing and more. Even Maltese locals enjoy weekend getaways there."

Carlo Micallef, CEO, Malta Tourism Authority

Valletta, the tactically demanding race sees yachts traveling more than 600 nautical miles around the islands of Sicily, Stromboli, Pantelleria and Lampedusa.

Malta is also hosting an increasing amount of music festivals and has been able to attract a host of top international artists in recent years, including Ed Sheeran, Raye, Adele, Sean Paul and opera legend Andrea Bocelli.

History, heritage and hospitality

The National Museum of Archaeology has artefacts dating back to 5,200 BC

The ancient walled city of Mdina was the medieval capital of Malta

Home to ancient megalithic temples that predate the pyramids of Egypt, Malta has a fascinating history that can be explored throughout the island

With thousands of years of history packed on a small archipelago, Malta is the ultimate destination for tourists interested in culture and heritage. Home to some of the oldest free-standing temples in the world, the island has played host to the Phoenicians, Romans, Napoleon and the British Empire.

Malta is abundant with historical sites, from the Ġgantija Temples that date back to 3,600 BC to the Ħal Saflieni Hypogeum, an underground burial complex that bears testimony to a civilization that has long since disappeared.

The capital of Valletta is also a must-visit thanks to its ornate architecture, age-old bastions and collection of fascinating museums. The fortified city of Mdina is another absorbing destination where tourists will discover an astonishing mix of baroque and medieval architecture in its ever-winding streets, wonderfully preserved churches and majestic palaces.

Visitors will find that Malta is steeped in history as well as religion. Every town has its own church which is why religious tourism has been growing in recent years. Tourists can visit dozens of stunning cathedrals and churches, with many open to the public throughout the year, including the St. John's Co-Cathedral in Valletta, which also has its own museum.

These religious sites could also help attract visitors from the U.S., as Carlo Micallef, CEO of the Malta Tourism Authority, explains: "Malta's rich history, including its Neolithic temples and more than 365

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The Basilica of the National Shrine of the Blessed Virgin of Ta' Pinu in Gozo

churches, resonates with American tourists, especially those interested in faith tourism."

In addition to its rich culture and history, Malta is also renowned for its hospitality and visitors can expect a warm welcome when they arrive on the island.

"Today's quality tourists seek authentic, attentive service and unique cultural experiences rather than luxury, which can often feel artificial abroad. We aim to meet these expectations with genuine Maltese hospitality," adds Micallef. "We want to showcase Malta's authentic lifestyle."

Michelin stars for the gourmands

The culinary scene in Malta has gone from strength to strength in recent years, with the island home to restaurants serving an impressive array of Maltese and Mediterranean cuisine

The Maltese love their food so it is little wonder that the island is home to a flour-ishing culinary scene. Locals love nothing more than sitting down, taking their time and sharing a variety of dishes that are packed full of flavor.

Increasingly it is not just the locals who are indulging in gastronomic delights as the Ministry of Tourism has worked hard to elevate the island's restaurant scene and help showcase a cuisine that has been influenced by Italy, Northern Africa and the Arab world.

Malta has invested heavily in gastronomy and is looking to put Maltese food on the culinary map. Many restaurants will showcase Mediterranean classics but there are a

growing number of establishments that focus on classic Maltese dishes and give them a more modern take.

The country is also working with Michelin and there are now numerous Michelin-starred restaurants on the island. ION Harbour By Simon Rogan has two stars, while there are six other restaurants with one star. There are also 30 Bib Gourmand and Michelin Recommended restaurants.

Being in the middle of the Mediterranean, these restaurants have access to the best local ingredients, including fresh fish, artichokes, fava beans and leeks. Many also showcase the Bambinella pear, a small pear that is known for its sweetness and can be eaten raw, boiled or baked. Lovers of fish and seafood will be particularly delighted with Malta's offering and will find Lampuka (also known as mahi-mahi) on menus throughout the island. Caught using a system of palm-frond rafts, larger fish are used in soups or simmered with onions, garlic, tomato and herbs in potato dishes, while some chefs even serve it raw as sashimi or sushi.

Restaurants are also putting a fresh take on classic dishes such as Stuffat tal-fenek, a slow-cooked rabbit stew with a rich tomato, red wine and garlic sauce. Desserts are also popular on the island, with Imqaret — a sweet pastry filled with a date puree — making its way from street markets to highend dining establishments.

