

www.originalpaella.com and the Escuela de Arroces y Paellas present the data of the most important International Study on Paella Preferences ever done.

PAELLA IS THE MOST SEARCHED SPANISH DISH IN THE INTERNET BY UK CITIZENS

The Paella is the third most searched dish in the internet in UK just behind the Pizza and Toad in the Hole

UK is the third country that imports more utensils for cooking Paella

London, 20 June 2016. www.originalpaella.com and the Escuela de Arroces y Paella Valenciana present the data of the most important International Study on Paella Preferences ever done with the collaboration of several blogs and specialized websites about the Valencian Paella recipe like recetapaellavalenciana.com, paellafromvalencia.com, lapaella.net, etc.

As a starting point, **a research has been carried out focused in internet searches of a selection of the most popular dishes and recipes of each country**, with the objective of finding out which are the recipes that awaken most interest in the internet.

At a global level the internet searches regarding "Paella" rank a fourth place with 5.4 million of searches in 2015, only behind "pizza" (with 26.8 million), "shushi" (with 12 million) and "risotto" and significantly ahead of gastronomic icons like "hamburguer", "hot dog", "spaguetti" and "roast beef"

Regarding the gastronomic searches **from UK, "pizza", "toad in the hole" and "paella" are in the three top places, being the most popular Spanish dish**. Regarding the increasing interest in the Paella in UK, it must be noted that during 2015 the internet searches have raised by 22,4%.

The growing interest in Paella in UK could be related to the kind of social habits that gather family and friends around food and barbecues, fact that perfectly matches with the Paella cooking tradition.

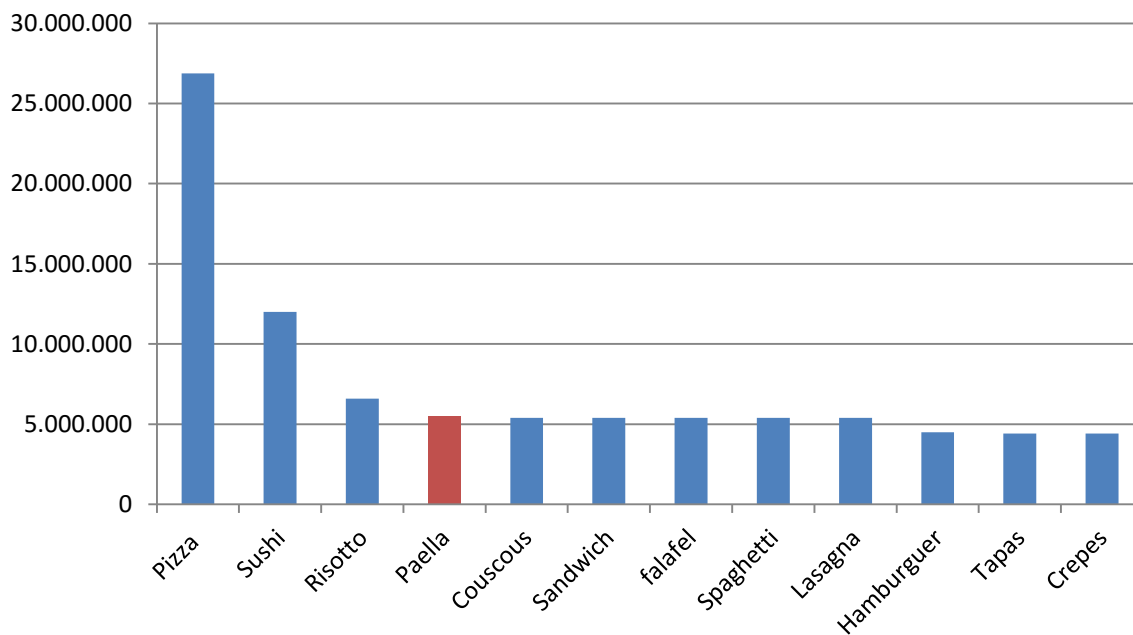
Together with the internet searches analysis, the Study promoted by Originalpaella.com and the Escuela de Arroces y Paellas, has conducted more than 1.700 surveys in 56 countries from all 5 continents, in order to meet the tastes and public preferences about the different kinds of paellas and rice dishes. In this regard, **the Paella Mixta is the most popular among UK citizens with 33,33% of the votes**, followed by Valencian Paella with 25% and Seafood Paella with 22,22% of the votes

Regarding the Paella ingredients and cooking utensils exports, according to the data collected by the website originalpaella.com, UK is the third largest importer just after France and Italy,

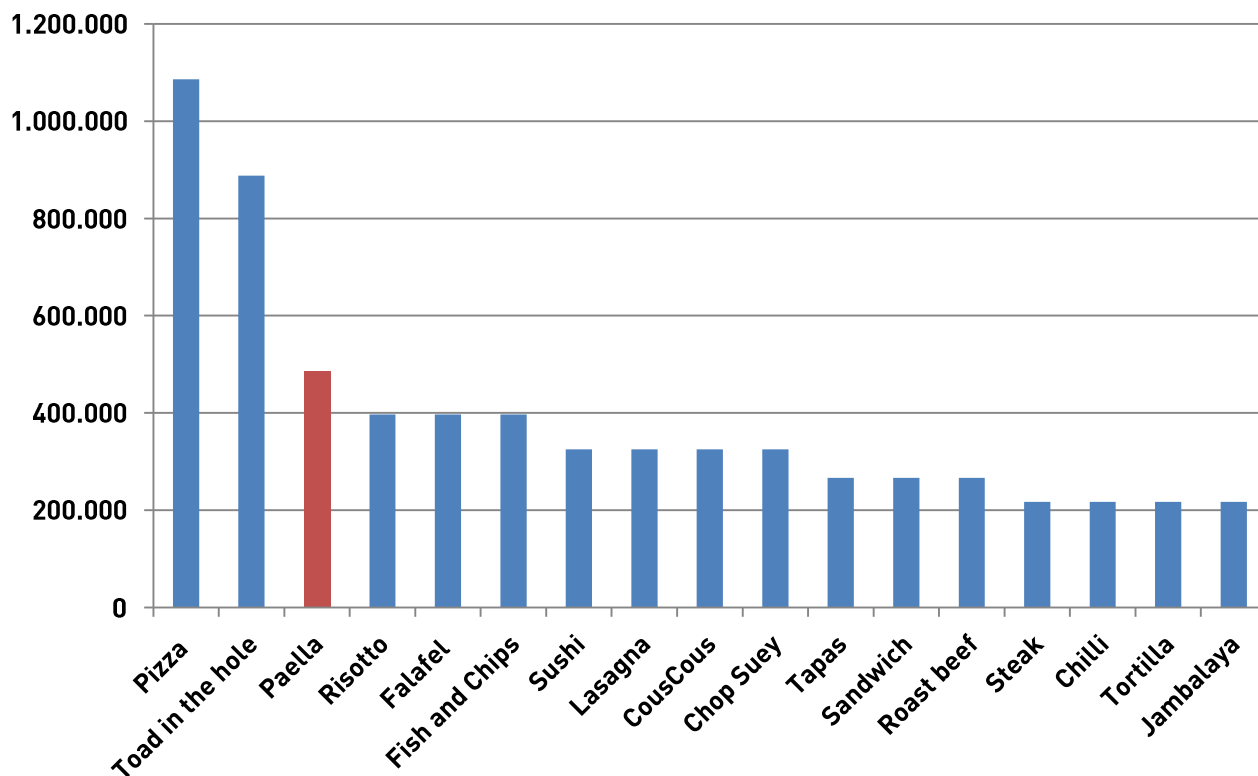
In relation to cooking schools, **the main countries of origin of students interested in learn how to cook paella are USA, Brazil, The Netherlands, Italy and Australia. Being UK the eighth country in the world by number of students.**

INTERNATIONAL STUDY ON PAELLA PREFERENCES YEAR 2015

WORLD TOP. Gastronomic specialities web searches 2015:



UNITED KINGDOM TOP Gastronomic specialities web searches 2015:

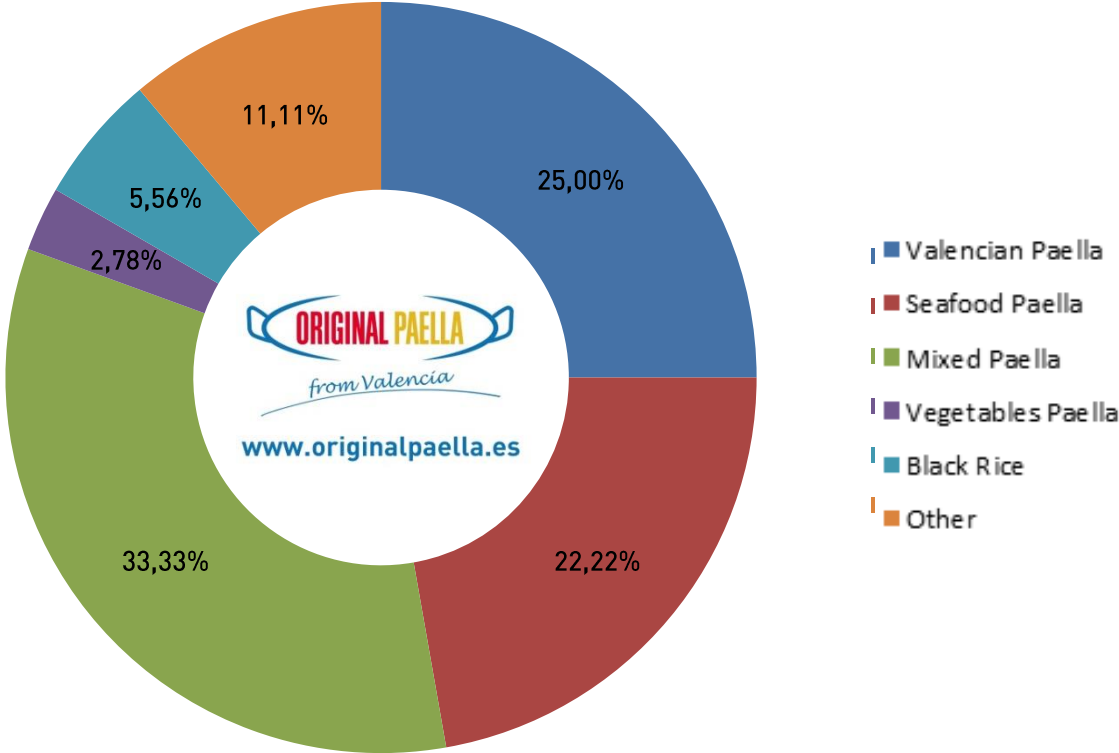


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INTERNATIONAL STUDY ON PAELLA
PREFERENCES YEAR 2015.



Which is your favourite paella? UNITED KINGDOM



Origin of the alumns to paella courses:

