

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 AMERICANS

USA is the country with more students in Valencian cooking schools

USA is the third country that imports more utils for cooking Paella

Washington, 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 USA**, "pizza", "sushi" and "lasagna" are in the three top places while **"Paella" ranks sixth, being the most popular Spanish dish**. Regarding the increasing interest in the Paella in USA, it must be noted that during 2015 the internet searches have raised by 22,3%.

The growing interest in Paella in USA 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 www.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 Seafood Paella is the most popular among USA citizens with 33,65% of the votes**, followed by Paella Mixta with 32,69% and Valencian Paella with 25% of the votes.

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

In relation to cooking schools, **USA is the first country in the world by number of students** interested in learn how to cook paella, followed by Brazil, The Netherlands, Italy and Australia.



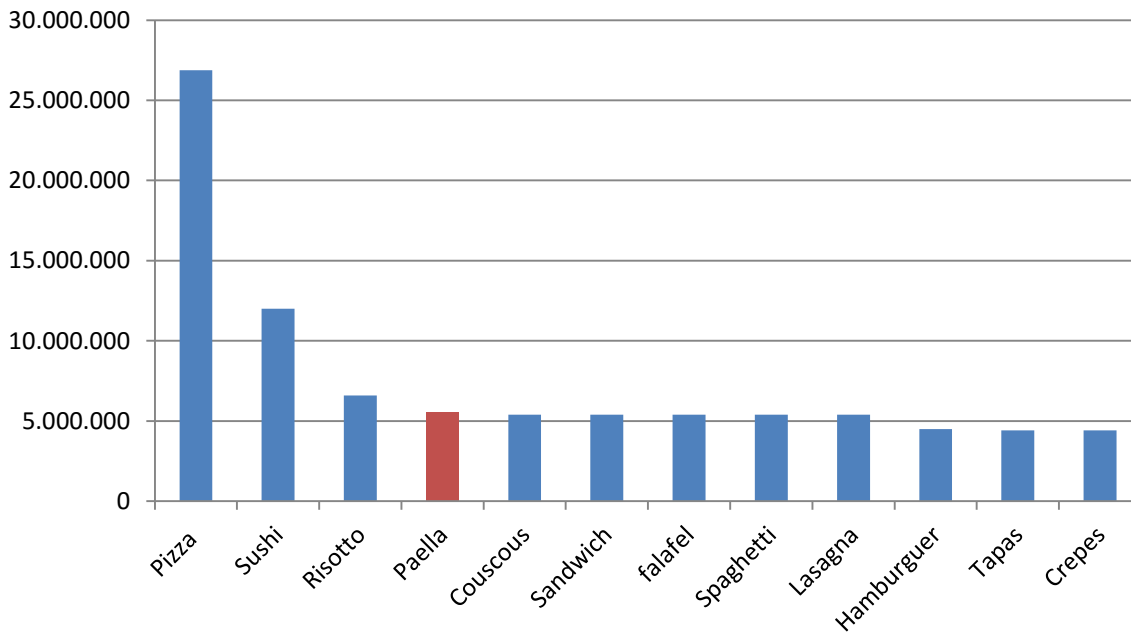
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International Study on Paella Preferences Year 2015

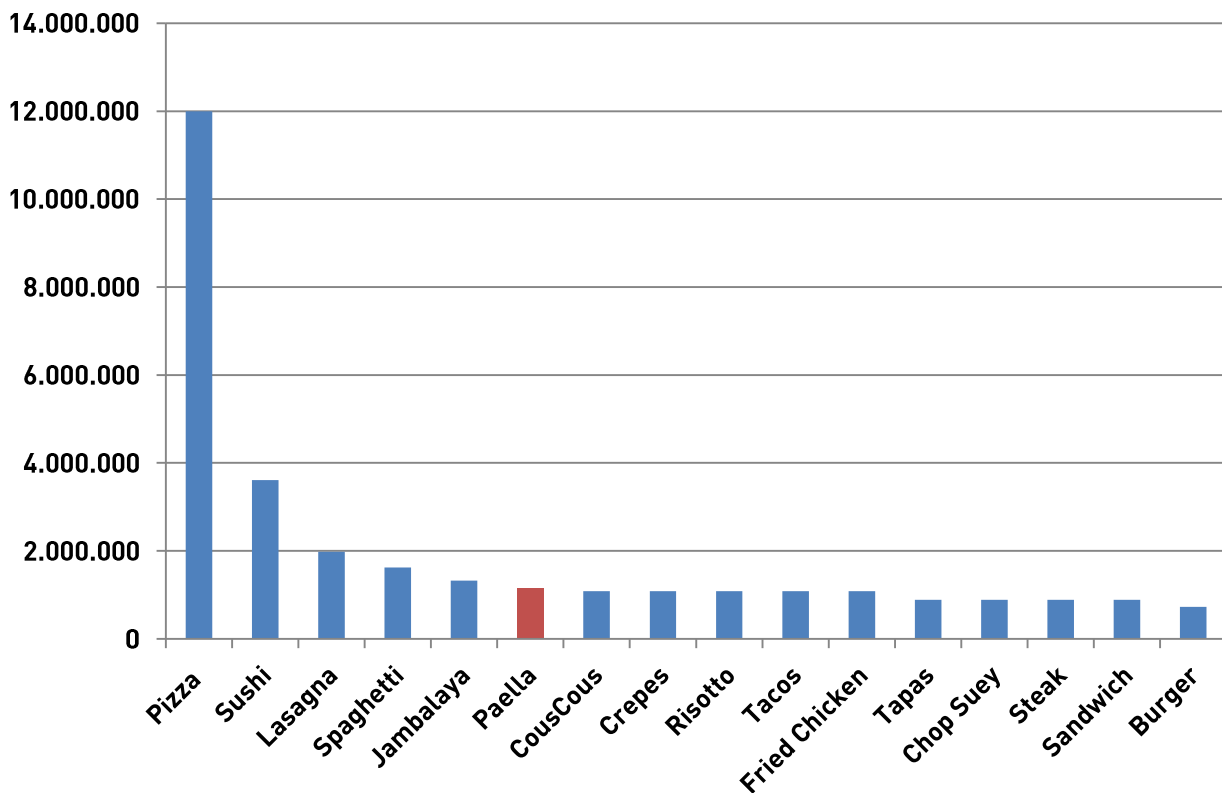


INTERNATIONAL STUDY ON PAELLA PREFERENCES YEAR 2015

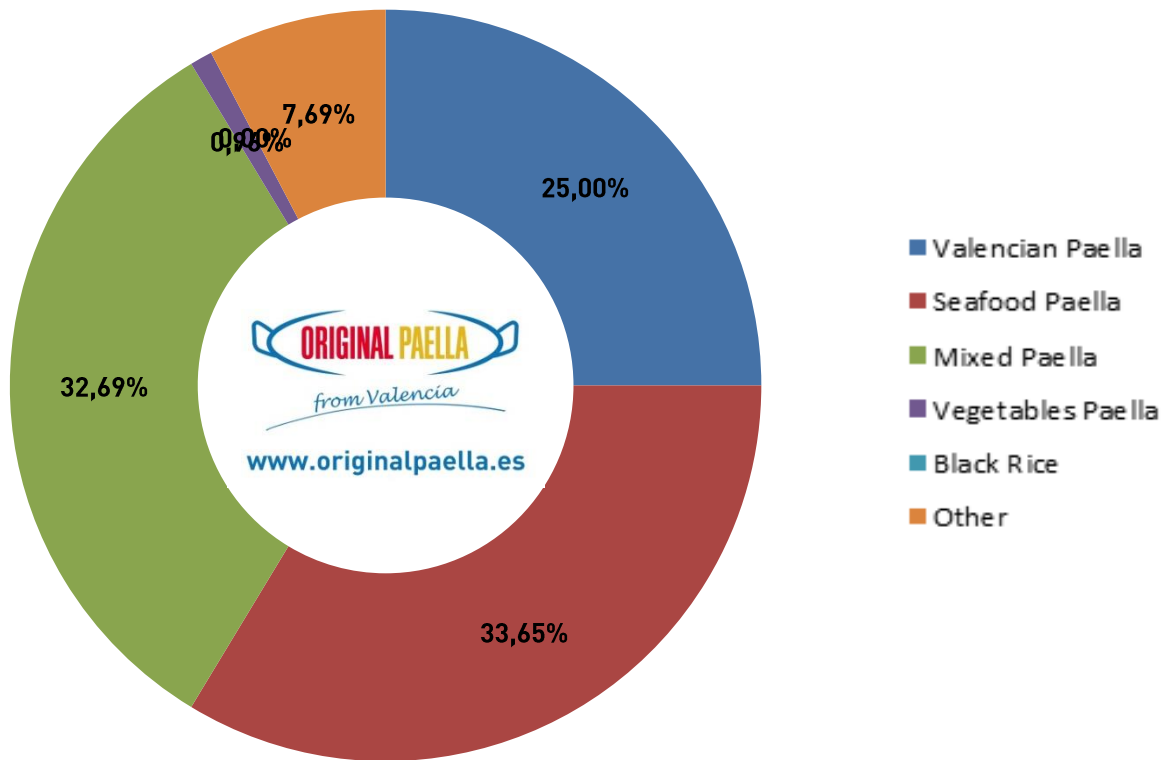
WORLD TOP. Gastronomic specialities web searches 2015:



USA TOP Gastronomic specialities web searches 2015:



Which is your favourite paella? USA



Origin of the alumsns to paella courses:

