




## FACT SHEET

<b>TITLE:</b>	<b>Spain... on the road Again</b> 
<b>LENGTH:</b>	13/60
<b>FORMATS:</b>	SD Letterbox and High Definition Digital Production; Aspect Ratio - 16:9
<b>NOLAS:</b>	SORA 101-113 SD-Base Revision 001 SORA 101-113 HD-Base Revision 001
<b>GENRE:</b>	Travel/Celebrity/Cuisine
<b>OFFERED:</b>	Special Offer – April 2008
<b>RELEASE DATE:</b>	September 20, 2008
<b>CONTRACT TERMS:</b>	Unlimited releases to be completed by September 19, 2010. Noncommercial cable, school re-record, simulcast and video-on-demand rights have been granted.
<b>PROGRAM SUPPLIER:</b>	Frappé, inc. via APT Presentations
<b>SERIES DESCRIPTION:</b>	Ride along with Oscar®-winner Gwyneth Paltrow, chef Mario Batali, author/journalist Mark Bittman and Spanish actress Claudia Bassols on the unscripted, anything-goes, cross-country road-trip, <b><i>Spain...on the road Again</i></b> . Their fun and spontaneous journey showcases the culinary pleasures of Spain, along with the country's art, history, culture and music. The foursome travels through the Spanish countryside and historic towns, often going where few tourists can. Paltrow and Batali tour the Guggenheim Museum in Bilbao with its architect, Frank Gehry, and enjoy dinner with REM frontman Michael Stipe, while Bittman and Bassols spend the evening with one of Spain's most famous chefs and bon vivants, Juan Marie Arzac. -more-

**PROMOTIONAL MATERIALS:** Use above for listing. Kit includes: a press release, episode listings (#101-104) and talent biographies. APT will post all materials on APTonline.org. APT will mail station PI directors and program guide editors a DVD containing high-resolution images. Photos have restrictions. Check captions for specific limitations on photo usage.

**PRODUCTION DATE:** © 2007-2008 Frappé, inc.

**PRODUCTION CREDITS:** Executive Producer Director: Charlie Pinsky. Hosts: Gwyneth Paltrow, Mario Batali, Mark Bittman, Claudia Bassols. Theme music: Willie Nelson with Antonio Carmona. Presenter and Distributor: American Public Television.

**UNDERWRITERS:** Freixenet  
TURESPAÑA  
Chipotle  
Pompeian  
New York Times

**BROADCAST HISTORY:** World television premiere

**SCHEDULING SUGGESTION:** Schedule weekly, during primetime, beginning Thursdays in late September, with a repeat during Saturday afternoon cooking-blocks, to take advantage of extensive national press coverage, including: a September cover and four-page spread in *People*, talent appearances on *The Oprah Winfrey Show*, *Jimmy Kimmel Live!* and the *Late Show With David Letterman*, video clips on [www.nytimes.com](http://www.nytimes.com), related feature articles in *The New York Times* and major travel and food magazines.

**RELATED MERCHANDISE:** Individual viewer purchase: The series' companion book, *Spain...A Culinary Road Trip*, by Mario Batali with Gwyneth Paltrow, is available for \$34.95. To order, visit [www.spainontheroadagain.com](http://www.spainontheroadagain.com).

Pledge: The book is available to stations as a pledge premium. For pricing/ordering details, email [dawn\\_anderson@APTonline.org](mailto:dawn_anderson@APTonline.org).

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FACT SHEET

**SERIES WEB SITE:**

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revised 8/20/08



**PRESS RELEASE**

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**Spain... on the road Again**  
*Celebrity "Dream Team" Gets Behind the Wheel*  
*in Search of Authentic Spanish Cuisine and Culture*

BOSTON / June 2, 2008 — This September, hit the road with the unscripted, anything-goes, cross-country road-trip, ***Spain...on the road Again***.

This new series from producer Frappé, inc. and distributor-presenter American Public Television will debut in late September 2008 on public television stations nationwide (check local listings).

Join four dynamic personalities — Academy Award-winning actress Gwyneth Paltrow, celebrity chef Mario Batali, celebrated cookbook author Mark Bittman and Spanish actress Claudia Bassols — as they embark on a one-of-a-kind culinary and cultural tour of Spain.

Surprises await the gastronomes around each corner. From the seaside cliffs of Mallorca to the bustling tapas bars and majestic museums of Barcelona, the 13-episode series takes viewers on a region-by-region tour of Spain, exposing them to the best culinary and cultural experiences on the Iberian Peninsula.

Each individual can claim a personal connection to the country:

- Paltrow, who fell in love with Spain when she lived there as a teenager as an exchange student, reunites with her "Spanish family" and sees parts of the country she never experienced.
- Food Network talent and Iron Chef Batali, making his debut as a public television host, attended high school in Spain and learned (in his words) "how to eat and drink" there. Batali currently runs two Spanish restaurants in New York City, Bar Jamón and Casa Mono.
- Bittman, the author of the best-selling cookbook, *How to Cook Everything*, and an award-winning public television host, adds another layer to his persona as the lovable curmudgeon — the "Larry David" of the kitchen — and draws on his previous excursions to Spain.
- Bassols, a native Spaniard and an up-and-coming actress and singer, does her best to keep the three Americans in line throughout their expedition.

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Producer Charlie Pinsky shot the series, taped in 1080p high-definition video, over the course of 10 weeks, with an initial seven-week shoot in fall 2007 and another three-week shoot in March 2008. In addition, high-definition micro-cameras specially fitted in the cars capture the foursome's leisurely paced journeys through 10 regions of Spain and more than 30 historic towns, cities and other locales.

***Spain...on the road Again*** combines the adventures of an old-fashioned road trip with a sense of excitement and discovery as two single-minded food- and wine-obsessed men join two women who, in addition to eating and drinking, love to indulge in Spain's diverse cultural pleasures — from museums to shopping and spas and nightlife. Throughout the course of their journey, Paltrow, Batali, Bittman and Bassols square off from time to time in a classic “battle of sexes,” a friendly rivalry culminating in an Iron Chef-style cooking competition, where fortunately, no one loses.

Each week finds the foursome in a new locale and setting, visiting local farms, markets, factories and wineries. Paltrow, Batali, Bittman and Bassols learn how *cava* (Spanish sparkling wine) is made at Segura Viudas in Catalunya; tapas-bar-hop with visionary Spanish chef Juan Mari Arzak in San Sebastián; and tip-toe through a pig farm in Salamanca where the famed black-footed pigs are raised and eventually brought to market as the world famous Ibérico ham.

Along the way, Paltrow and Batali pair off, as do Bittman and Bassols, to meet some of Spain's most notable culinary and cultural icons — chefs Ferran Adrià and Carme Ruscalleda, and vintner René Barbier — as well as everyday Spaniards who represent the heart and continuity of the country's most treasured food traditions.

The chemistry between each duo crackles: Batali, attired in his signature shorts and orange clogs, affectionately jokes with his long-time friend Paltrow, while the charming Bassols matches wits with Bittman about his command of the Spanish language. (Surmounting the language barrier proves no problem for Paltrow and Batali, both of whom speak Spanish.) Seasoned cook Bittman, forever in search of simple, delicious food, banter with Bassols, the novice. Their playful rapport is among the series' highlights.

Other highlights find the group savoring a 1958 vintage *rioja* from the Marquez de Riscal vineyards; dining in Barcelona with REM frontman Michael Stipe at a trendy tapas bar; touring the Guggenheim Museum in Bilbao with its architect, Frank Gehry; cooking by the centuries-old windmills of Don Quixote; hiking the fabled Camino de Santiago, a traditional pilgrimage route through northern Spain; and clamming, knee-deep in Galician waters, with *las mariscadoras*, the hearty women who harvest Spain's best shellfish.

Multi Grammy-winning singer-songwriter Willie Nelson recorded a special version of his trademark “On the Road Again” for the series' theme song. The lyrics perfectly complement the foursome's leisurely journey through Spain's picturesque countryside.

A companion book to the series, *Spain...A Culinary Road Trip*, written by Mario Batali with Gwyneth Paltrow, will be published by the Ecco imprint of HarperCollins publishers in October 2008. The book features stunning candid photos and text describing each region and its food and includes a few special recipes from meals enjoyed in the series.

To learn more about the series and read episode summaries, visit [www.spainontheroadagain.com](http://www.spainontheroadagain.com).

Executive produced and directed by Charlie Pinsky. ***Spain... on the road Again*** is supplied by Frappé, inc. and presented and distributed by American Public Television through the Exchange service at no cost to public television stations nationwide.

**About Frappé, inc.:**

President of Frappé, inc., Charles Pinsky is the five-time James Beard Award-winning Executive Producer and Director. His public television credits include: *Madeleine Cooks*; *Cuisine Rapide*; *Cooking in America*; *Cooking in France*; *Cooking in Europe*; *Chez Pépin*; *Dessert Circus With Jacques Torres*; *Jewish Cooking in America*; *A Spoonful of Ginger: Food as Medicine*; *Jacques Pépin: The Apprentice, Then and Now*; *Barbecue University With Steven Raichlen*; *How to Cook Everything: Bittman Takes on America's Chefs* and *The Best Recipes in the World With Mark Bittman of the New York Times*.

**About American Public Television (APT):**

With more than 10,000 hours of programming in its library, American Public Television (APT) has been a prime source of programming for the nation's public television stations for 47 years, distributing more than 300 new program titles per year. APT milestones include distribution of the first HD series on public television and the 2006 launch of Create™ — the TV channel featuring the best of public television's lifestyle programming. Known for its leadership in identifying innovative, worthwhile and viewer-friendly programming, APT has established a tradition of providing public television stations with program choices that strengthen and customize their schedules, such as *Spain... on the road Again*, *Carreras Domingo Pavarotti in Concert*, *Winged Migration*, *Battlefield Britain*, *Globe Trekker*, *Rick Steves' Europe*, *Great Museums*, *Jacques Pépin: Fast Food My Way*, *America's Test Kitchen From Cook's Illustrated*, *Broadway: The Golden Age*, *Lidia's Family Table*, *California Dreamin' – The Songs of The Mamas & the Papas*, *Rosemary and Thyme*, *P. Allen Smith's Garden Home*, *The Big Comfy Couch*, *Monarchy With David Starkey*, and other prominent documentaries, dramatic series, how-to programs, children's series and classic movies. For more information about APT's programs and services, visit [APTonline.org](http://APTonline.org).

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## **EPISODE LISTINGS**

**#101-111**

updated 9/12/08

### **SPAIN... ON THE ROAD AGAIN**

#### **#101: "Tilting Windmills in Castilla la Mancha"**

With the boys up early at Madrid's fish market, the ladies lounge luxuriously eating churros and hot chocolate. Then Gwyneth and Mario cruise down to Toledo for a cooking lesson with one of Castilla la Mancha's top chefs. Mark and Claudia travel the route of Don Quijote, tilting at windmills and learning how to make Manchego cheese. That night, the group celebrates Claudia's birthday in style. After eating bird sushi, Mario learns that Iron Chefs don't always have iron stomachs.

#### **#102: "Pilgrimage to Galicia"**

Mark's mood swings and insatiable appetite have the road trippers stopping often as they head north to Galicia. While in Ribera del Duero wine country, Mario grills milk-fed lamb in a vineyard. While staying at a traditional county inn, Mario's competitive edge emerges — he and Gwyneth race Mark and Claudia on the Camino de Santiago, a historic pilgrimage route. Back at the inn, Mario and Gwyneth cook dinner while waiting for Mark and Claudia to get back.

#### **#103: "Coasting Along in Galicia"**

Gwyneth, Mario, Mark and Claudia get down and dirty with the local mariscadoras, digging for some of the world's best shellfish. Later Mario grills up an impromptu feast of lobsters and razor clams paired with the acclaimed Albariño wine. Next the road trippers head inland for wood-fired empanadas. After a day on the water, Mario and Claudia prepare octopus, Galician-style, and wash it down with a flaming, boozy beverage.

#### **#104: "Landmarks, Legends and the Lap of Luxury"**

Gwyneth and Mario meet up with architectural legend Frank Gehry for a tour of the Bilbao Guggenheim. Meanwhile, Mark and Claudia head into the woods where they discover the ultimate grilling restaurant. The foursome reunites at the Gehry-designed Marqués de Riscal Hotel and Vineyard in Rioja wine country. Gwyneth and Claudia opt for opulent spa treatments while Mario and Mark sneak back into Bilbao to spend a boys' night out eating and drinking.

#### **#105: "Basking in Basque Country"**

Gwyneth and Mario greet the day at the astonishing Marqués de Riscal Hotel with a behind-the-scenes vineyard tour. Feeling peckish, Mark joins Gwyneth for some vine-side grilling. Mark and Claudia set out for San Sebastián, where Claudia takes the wheel in the kitchen, learning from Master Chef Juan Mari Arzak.

#### #106: "Rockstar Surprise in Catalunya"

Claudia takes Gwyneth for a nighttime drive through her hometown of Barcelona. Gwyneth does a celebrity appearance and then the two ladies sneak off to the gourmet department to stock up on snacks for the next leg of their journey. The next morning, Mario and Gwyneth dive into Spanish bubbly in the cellars at Segura Viudas. Meanwhile, Mark and Claudia take to the seas to enjoy some of the most sought-after shellfish in the Mediterranean and later to a fish auction that has all the excitement of a Major League game. Back in wine country, Mario and Gwyneth grill a Catalan feast. Later, Mario shocks Gwyneth when they pick up an unlikely hitchhiker. That night in Barcelona, Mario and Gwyneth join friends for a rock star dinner at the über-trendy restaurant Inopia.

#### #107: "From the Sublime to the Surreal"

Michael Stipe joins the road trip and cruises around Barcelona with Mario and Claudia, including a stop at the colorful La Boqueria market. Gwyneth and Mario travel outside of the city to the 3-star Michelin kitchen of Chef Carme Ruscalleda. A tour of the historic Jewish Quarter in Girona really hits home for Gwyneth. Mark and Claudia have a surreal time at the Dalí museum and then drive to culinary hot-spot Roses. Chef Rafa appeals to Mark with his minimalist style of cooking Catalunya's finest seafood.

#### #108: "A Sultan's View of Andalucía"

Gwyneth and Mark get a taste for Spain's Moorish history at the majestic Alhambra, the legendary hilltop palace in Granada. Claudia joins the group for a scenic drive along the Andalucían coast and, with Mark chiming in from the back seat, the group stops for local treats along the way. Mark teaches Claudia a thing or two about Moorish architecture as they explore beautiful and historic Córdoba.

#### #109: "Castillian Hog Heaven"

Footloose Mark and Claudia are in hog heaven as the road trip winds through Castilla y León. Mark and Claudia hunt down a plate of incredible Jamón Ibérico in Salamanca's Plaza Mayor. Their interest perked, they decide to head right to the source — a traditional farm that raises the famous black-footed pigs. Their porcine pilgrimage continues to Segovia where Bitty and Bassols eat like emperors in the shadow of the city's 2,000-year-old aqueduct. Feeling a little pigged-out, Mark and Claudia return to Basque country, unearthing a medieval cathedral and sampling Vitoria's finest tapas.

#### #110 "Gawking at Gaudí and Asturian Adventures"

Claudia arranges a one-of-a-kind tour of architect Antoni Gaudí's most famous buildings. Mark and Mario head west to the rugged region of Asturias. The boys stop in Oviedo for some local sweets before reaching the mountains. They visit the hilltop town of Covadonga for a little religious history. Further in the countryside, Mario and Mark enjoy a meal from a heartwarming Asturian home cook.

#### #111 "Island Hopping"

Gwyneth and Claudia pry Mario away from the golf course long enough to enjoy some of Mallorca's incredible sites. Mario and Claudia start the day with famous local pastries, ensaimadas, and take a seaside drive to the famous Palma Cathedral. The next day, Mario and Gwyneth share breakfast in scenic Deiá before heading to the beach to prepare a seafood grill. Later, Claudia and Mario hop over to Menorca where they and the local fishermen fire up a killer lobster stew, paired with an unlikely boozy beverage.

#112: "Pure Paella"

Gwyneth is in heaven as the road trip heads to Valencia, a paella-lover's paradise. She regales Mario with the story of her first trip to Spain as the two share a beach-side walk and talk. Meanwhile, Mark and Claudia tour Santiago Calatrava's futuristic City of Arts and Sciences. Gwyneth and Mario cook paella with a Zen Master in the Albufera, the epicenter of rice in Spain. The foursome is reunited over a dinner of unforgettable tapas at local favorite, Casa Montaña. Then, the final leg of the road trip heads to Madrid for a whirlwind tour of the city.

#113: "Madrid and the End of the Road"

Mario, Gwyneth, Mark and Claudia end their epic road trip in Madrid. They have a full plate of activities lined up: lunch with the world's most famous chef, an architectural tour of modern Madrid with a few palaces and some history thrown in, a quick appearance at a Real Madrid soccer match, madrileño nightlife and cocido madrileño, a delectable hangover cure. The series concludes with a no holds barred, road trip team vs. road trip team kitchen battle.

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## TALENT BIOGRAPHY

### Gwyneth Paltrow

co-host, *Spain... on the road Again*

A Hollywood legend in the making, Gwyneth Paltrow has defied the odds by remaining one of today's most prolific and celebrated actors in the ever-changing film industry. A testament to her undeniable talent, her role in ***Shakespeare in Love*** catapulted her into awards stardom with Best Actress honors at the Golden Globes, Screen Actors Guild Awards and Academy Awards. Her career has been studded with both critically acclaimed independents and studio blockbusters that have made her a fixture for this generation's film audience.

Recently, Paltrow starred in Marvel's *Iron Man*, which grossed over \$100 million in its opening weekend. Paltrow took on the role of Virginia "Pepper" Potts, personal secretary and confidant to Tony Stark aka Iron Man. Paltrow recently completed production of James Gray's romantic drama ***Two Lovers*** with Joaquin Phoenix, which premiered at the 2008 Cannes Film Festival.

Paltrow recently made her directorial debut, co-writing and co-directing ***Dealbreakers***, a short film she directed with her friend Mary Wigmore.

Paltrow's recent film credits include *Proof*, the film adaptation of the Pulitzer Prize-winning play in which Paltrow recently finished a successful run at London's Dunmar Theater. Her performance as a harassed young woman struggling to care for her eccentric math genius father reunited her with her ***Shakespeare in Love*** director, John Madden, who also directed the film co-starring Anthony Hopkins, Jake Gyllenhaal and Hope Davis. She received an Olivier Award nomination for Best Actress for her work in the play and a Golden Globe nomination for her work in the film.

***Sylvia***, the Focus Features film tells the story of the relationship between Sylvia Plath and Ted Hughes. Paltrow has appeared in director Anthony Mighella's ***The Talented Mr. Ripley*** opposite Matt Damon, Jude Law, and Cate Blanchett and in the hit film ***A Perfect Murder*** opposite Michael Douglas and Viggo Mortensen, as well as in the critically acclaimed and international box office hit film ***Sliding Doors***.

Paltrow's work on the public television series ***Spain... on the road Again*** marks her first foray on a television series. While in high school, she spent time in Spain as a foreign exchange student, where she fell in love with the country and has been "officially adopted" by Talavera de la Reina, a region of Castilla La Mancha.

Born in Los Angeles, Paltrow stems from a very close-knit family deeply entrenched in the entertainment industry. Her father, Bruce Paltrow was a highly successful producer (*St. Elsewhere*, *The White Shadow*) and her mother is the award-winning actress Blythe Danner. Paltrow and her younger brother Jake spent their early childhood in Los Angeles, where she attended St. Augustine by the Sea (now known as Crossroads).

At the age of 11, her family moved to New York and she enrolled in the Spence School where she would later graduate. Paltrow enrolled in the University of California at Santa Barbara with the intention of majoring in Art History. She quickly learned that college life was not something she felt committed to and withdrew from school despite her father's strong recommendation to remain. It wasn't until he caught her moving performance in the Williamstown Theater production of *Picnic*, starring opposite her mother and Tony Goldwyn, that he lent his support in her pursuit of an acting career.

Paltrow currently resides in New York City and London.

## TALENT BIOGRAPHY

### **Mario Batali**

co-host, *Spain... on the road Again*

With 13 restaurants, six cookbooks and a host of television shows, including the ever-popular *Iron Chef America*, Mario Batali is arguably one of the most recognized and respected chefs working in America today. This, combined with his larger-than-life personality, account for his many accolades, including *GQ Magazine's* Man of the Year and the James Beard Award for Outstanding Chef.

He has been profiled by such publications as *TIME Magazine*, *LIFE* magazine and *The New Yorker* and appears regularly on national television shows like *Good Morning America* and *Live! With Regis and Kelly*. In April 2008, Batali's eagerly anticipated sixth cookbook — *Mario Batali - Italian Grill* — debuted and quickly landed on the *New York Times* Best Seller list.

Batali owns seven New York City restaurants, including his flagship, award-winning restaurant, Babbo Ristorante e Entoteca, which he owns with partner Joe Bastianich. His other six enormously successful restaurants in New York City include Lupa Osteria Romana, Esca, Casa Mono, Bar Jamón, Otto Enoteca Pizzeria, and Del Posto.

The duo's first West Coast venture, in collaboration with Nancy Silverton, is Osteria Mozza and Pizzeria Mozza in Los Angeles. Batali and Bastianich recently journeyed to Las Vegas to open B&B Ristorante and Enoteca San Marco in the Venetian Resort Hotel and Casino. Their latest project is Carnevino — an Italian steak house opened in January 2008 in the Palazzo Hotel, adjacent to the Venetian.

Batali splits his time between New York City's Greenwich Village and northern Michigan with his wife Susi Cahn of Coach Dairy Goat Farm, and their two sons.

## TALENT BIOGRAPHY

### Mark Bittman

co-host, *Spain... on the road Again*

Mark Bittman is one of the country's best-known and widely admired food writers, beloved for his candor, non-chef attitude, straightforward writing style and simple recipes. He created "The Minimalist," the popular *New York Times* weekly column (now in its 11th year), accompanying Web videos and daily blog, "Bitten," also hosted by the *Times*.

Bittman's best-selling *How to Cook Everything* has become the bible of basic cooking for millions of Americans; his most recent book, *How to Cook Everything Vegetarian* (recent winner of an IACP/Julia Child award and nominee for a James Beard award) was one of the best-selling cookbooks of 2007 and is on track to change the way America cooks. Bittman will push his sane eating agenda further with the release of his groundbreaking work on food, diet, and climate change, called *Food Matters* (Simon and Schuster, January 2009).

His first public television series, *How to Cook Everything: Bittman Takes on America's Chefs*, first aired in spring 2005 and won the James Beard Award for the best cooking series of 2005. His subsequent series, *The Best Recipes in the World With Mark Bittman of the New York Times*, currently airs on public television and also earned a nomination for a 2008 James Beard Broadcast Media Award. American Public Television (APT) presented and distributed both series.

*How to Cook Everything* won the Julia Child general cookbook award, the James Beard general cookbook award, and three other major international cookbook awards; it also spent a record 130 weeks on the *L.A. Times* Cookbook Hot List. In the late 90s, Bittman created a best-selling collaboration with the internationally celebrated chef, Jean-Georges Vongerichten. Their classic, *Jean-Georges: Cooking at Home with a Four-Star Chef*, is widely considered among the most accessible chef's cookbooks ever published. Bittman's first book, *Fish—The Complete Guide to Buying and Cooking*, currently in its eighth printing, is the best-selling book on the subject. His other works include the blockbuster *The Best Recipes in the World* and the award-winning "Minimalist" cookbooks, now collected in *Mark Bittman's Simple and Easy Recipes from the New York Times*.

## TALENT BIOGRAPHY

### **Claudia Bassols**

co-host, *Spain... on the road Again*

Barcelona-born Claudia Bassols graduated from Spain's Coco Comin School of Musical Theater and studied acting at Australia's National Institute of Dramatic Art, at the University of North Carolina Wilmington, and in Los Angeles. She made her stage debut in Wilmington, where she received great reviews for her performance in the play *Boys' Life*. She supported herself during the audition phase of her career by appearing in commercials and singing in pubs with her band, The End.

Perseverance and hard work paid off when she was cast in the leading role of "Carmen" in the sitcom *El Mundo de Chema*, alongside renowned Spanish comedian Carlos Latre. Since then she has played the lead in other Spanish TV series such as *C.L.A. No somos ángeles*. She has also appeared in supporting roles on some of Spain's most successful TV series (*Amar en tiempos revueltos*, *Mis adorables vecinos*). Fluent in Spanish, Catalan (a Romance language spoken in parts of Western Europe), Swedish, Italian and French, Bassols has been frequently cast in English-speaking roles, including the feature film *Blackout* starring Amber Tamblyn and Aidan Gillen.

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