

Hi Adam,

I just had to write to tell you about the restaurant I found a few years back. I've been keeping it a secret..... Hey, I don't want to fight for a table! But, I know how much you appreciate good food. It's a great little restaurant where the food actually has taste! You're like me, fed up of tasteless processed food which even the "good" restaurants are serving up. When was the last time you had a fat juicy steak which actually tasted like steak?? Probably more like chewing on leather.

What's my secret?.....**Bar Higueral.**

Adam, you don't have to compromise on taste, in fact, you don't have to compromise on anything. Let me take you to Bar Higueral.....

It's early Spring and you're driving through the beautiful Andalucian countryside in Southern Spain. The sky is blue and the sun is at its zenith. The road is lined with almond trees in full blossom. You see a small white washed village on the hillside ahead of you. You smile, it's beautiful.

You pull up at Bar Higueral, cascades of flowers hang from window boxes and you can see flickering firelight in the windows. The warmth of the fire hits you as you open the heavy oak door, your cheeks flush. You return the greetings of the owner and his wife behind the bar and walk to an empty table by the fire.

Immediately, your senses are awakened by the smell of the meat cooking on the open fire. A couple on a nearby table have ordered lamb and you can see various cuts of meat arranged over the fire. Your mouth waters, you can't help it. The couple are enjoying their starter, some tapas - "jamon y queso", the local Serrano cured ham that the owner has sliced from the leg behind the bar, and the delicious local sheep cheese. You suddenly feel very hungry.

Well, Adam, are you hungry? Have I whet your appetite? What I've written above isn't fiction or fantasy, it's what happened to on my first visit to Bar Higueral, and I'm writing to invite you to try Bar Higueral - you won't regret it!

Let me tell you more.....

Bar Higueral is known throughout the region for its "Carne a la brasa" - meat cooked on the open fire. All the meat is locally and organically reared and cooked especially for you and in front of your very own eyes to your taste - rare, medium, well done...you choose. Enjoy them with fat juicy chips or a salad drizzled with local olive oil and balsamic vinegar - enjoy the tastes of the Mediterranean. You may not even be able to fit the salad on your plate - you'll get so much meat!

What if you don't fancy the carne a la brasa? No problem. There is a varied tapas menu - Spanish tortilla, succulent olives, salads, gazpacho (the regional dish of Andalusia), various Spanish sausages and cold cuts. And if you like fish you'll be spoilt too - cuttlefish, octopus, calamari, prawns, langoustines, the list is endless and the fish is fresh that day, delivered from the local ports.

In many ways Bar Higueral is a typical Spanish bar - yet it is so different. I can't stay away from it! Why?

- It's "slow food". No, I don't mean that you have to wait hours! Bar Higueral doesn't produce the "fast food" we're all getting so sick of. Miguel cooks the food slowly to retain its wonderful taste. And you won't go hungry while you're waiting for your chops or steaks - enjoy a salad, a fish course or some tapas. Don't rush, sit back and enjoy!
- You can watch your own food cook and have it cooked to YOUR taste not to someone else's.
- The food is great! It's real! It's not processed or out of packets, it's fresh local produce.
- You receive a warm welcome. Miguel and Maria see it as their job to please you. Nothing is too much trouble. Your wine glass is never empty, magically it keeps being refilled.

It's not just me who's mad about Bar Higueral either:-

"Wow! What an amazing meal! I can't remember the last time I had steak like that - thick, juicy and huge. I'm coming again!" Bob Jackson, Birmingham.

"Bar Higueral is fantastic! We first visited it 3 years ago and every time we're on holiday in Spain we visit it. Amazing food! Miguel and Maria greet us by name and always ask after our children. A lovely bar and lovely people." Suzanne Gregg, London

"Gracias to Miguel and Maria, what a lovely couple and such a lovely bar. I'm so glad I found it. Jack and I loved the prawns, so fresh and succulent, and the paella was out of this world. A highlight of our holiday. Thank you." Edith Thomas, Wales.

"I didn't know that bars like that still existed. It was great being pampered. Great food, a warm atmosphere and plenty of wine!" Sam Sheridan, Scotland.

I could go on but they all say the same!

Adam, I know that cost isn't important to you. I know that quality means more to you but I just have to tell you this. When I first visited Bar Higueral, I laughed when Miguel gave me the bill, laughed and laughed and then got him to double check it! I had enjoyed a bowl of gazpacho, a huge plate of pork "lomo" (tender pork fillets) washed down with a few glasses of wine, a coffee and a liqueur, all for the same price as a McDonald's meal.

Can you believe it? I would have paid five times the amount and considered it a good deal! Bar Higueral isn't just great food, it's great atmosphere, it's amazing value and it's good for the soul!

Listen, Adam, I know that you're visiting Andalucia and I know that you're desperate to visit Bar Higueral, you don't want to miss out! Well, I've just had a chat with Miguel and his wife and I told them about you and how much you're looking forward to your holiday. Miguel can't wait to meet you and cook you a wonderful meal - a friend of mine is a friend of his, he said!

We've arranged for you and your wife to have the best table nestled in a romantic corner near the fire. Miguel is going to save a bottle of his best local **award winning wine** for you, his gift to you, **AND** you can have any of his wonderful desserts **FREE!** Didn't I tell you about the desserts? I'll let them be a surprise!

Miguel is going to spoil you, you'll never want to leave! And do you know what? I want you to enjoy your wine and your after dinner liqueurs so I'm picking you up from your villa, taking you to Higueral and then I'm taking you home again. You don't have to worry about anything, it's all arranged for you. Just give me a call today and let me know what day of your holiday you want to go. I promise you, Adam, you'll have a fantastic time.

Looking forward to hearing from you and have a safe journey.

Sincerely,

Your friend
Matt Green

p.s. Remember to pick up the phone and call me now to book my taxi service! Don't delay! This offer runs out at midnight April 30th, the last day of your holiday.

p.p.s. Please don't miss out, your Spanish holiday won't be complete without visiting Bar Higueral!