

Taste-tastic!

The numbers are up for the Pitti Immagine fair dedicated to the excellences of taste:

a total of 5,750 buyers attended from 50 foreign countries, an increase of +8%.

There were excellent performances from United States (+15%), France (+45%), Switzerland (+72%), Japan (+30%), Spain (+6%), Russia and the Far East; there was also growth from Italy (+8%),

The total number of visitors exceeded 16,200 over the three days.

Taste is increasingly becoming an unmissable event for professionals of flavor and international food culture.

Taste has once again come to an end with a very successful edition in terms of the number of members of the trade who came to Florence as well as the lovers of quality food and gastronomical and wine culture who crowded the Stazione Leopolda for the three days of the fair – discovering the latest ideas and culinary treasures of the almost **400 exhibiting companies** – and taking part in many of the events scheduled inside the fair and around town as part of the packed FuoriDiTaste program.

The **total number of buyers reached 5,750, +8%** compared to a year ago (an edition which was also marked by growth), with increases for Italy and other countries, both up by **+8%**. The markets which recorded the best results included **United States (+15%** in terms of the number of stores and department stores present in Florence), **France (+45%), Switzerland (+72%), Japan (+33%** in terms of stores), and **Spain (+6%)**, with very good figures for **Russia, Australia and countries in the Far East**, as well as buyers from **Northern Europe** and from the **Gulf countries**.

There was also a rise in **Italian buyers** which were up by **+8%**.

In all, Taste no. 13 recorded **total attendance of over 16,200**, also thanks to the highly qualified public of food lovers and enthusiasts which numbered **around 10,500** over the three days of the fair, in line with the participation figures recorded a year ago.

“A wonderful edition of Taste” **says Agostino Poletto, general manager of Pitti Immagine**, “one of a series of editions marked by growth in terms of both the numbers and the quality. We are very satisfied: on the one hand for the selection of participating companies which everyone agreed were of the very highest level and, at the same time, for the presence of the members of the trade in attendance which included some of the best department stores and representatives of specialist distribution from all over the world. Taste is increasingly a business platform for our producers of excellence and we are also investing in this direction with targeted invitation programs for buyers and international professionals. However it is also a receptacle for trends and ideas



connected to the contemporary culinary scene: starting with the success enjoyed by the events dedicated to *Foraging*, the theme of this edition, to the huge public participation in the Taste Rings orchestrated by the *Gastronaut*, along with the other events scheduled at the Leopolda, to the appreciation expressed for the special participation of SchoenhuberFranchi/Knindustrie, and for the over 70 events that lit up the city of Florence as part of FuoriDiTaste. Even more creative, surprising and tasty”.

The figures recorded by the **Taste Shop** located in the Piazzale Gae Aulenti were also very significant – in three days it sold over **17,100 products**.

Florence, 13 March 2018