

PITTI TASTE presents the best quality from the world of taste and the novelties in contemporary food culture

From 9 to 11 March, at the Stazione Leopolda in Florence, a new edition of the Pitti Immagine show dedicated to taste: featuring almost 400 companies from some of the best in Italy, with a special focus on *Planet Bread*, a trend that expresses tradition and sharing, geography and rediscoveries, use and re-use. All the novelties and hot topics, as well as FuoriDiTaste events to set the city alight with taste.

A remarkable journey through the food excellences of Italy and the diversities of its food culture, with forays into lifestyle and design connected with cooking and the like: **PITTI TASTE is back from Saturday 9 to Monday 11 March 2019 at the Stazione Leopolda in Florence.**

Taste is at one and the same time a business platform and a container for trends and ideas on the contemporary culinary scene, and with each version it is becoming an unmissable event for those working in the sector and for the most enthusiastic food lovers. This fourteenth edition presents **novelties from almost 400 companies** - a selection of leading Italian companies in contemporary food and wine, along with food & kitchen design objects, clothing and technical equipment for the kitchen. The menu at the Stazione Leopolda is more creative, surprising and tasty than ever, unique in its dense programme of presentations, events and talks focusing on the most up-to-date trends for the dining-table and taste. With a thrilling exhibition itinerary and atmosphere curated by Alessandro Moradei.

“Moon landing or Le Déjeuner sur l'herbe? The symbolic image of Taste 2019 brings together the fascination of distant planets with the discovery of new gourmet scenarios,” **says Agostino Poletto, general manager of Pitti Immagine.** “The invitation is, in fact, to venture beyond the known boundaries, following the impulse to explore the new dimensions of taste offered by the producers at the show. In its fourteenth edition, Taste maintains its reference numbers while presenting new products, new curiosities and new stories to the public of international buyers and food buffs. An evolution that continues to focus on the ingredients of quality and selection, and that turns the spotlights each time onto the hot topics in contemporary food culture: with the Rings curated by Davide Paolini and a thematic focus.”

“In March our destination will be “**Planet Bread**”, adds Poletto, “following its unmistakable aroma and arriving in the workshops of the master bakers, on the tables of award-winning chefs, and in the trendiest bakeries. There will be bakers at work, with workshops and fresh bread taken out of the oven several times on the Taste show days; then there will be presentations and conversations with the inhabitants of planet bread. Because bread is nourishment and tradition, pure pleasure and innovation, an exercise in style and a democratic claim. A food that embodies something of all the features of Taste!”



PLANET BREAD: the theme of this edition

Regional specialities and family traditions, and, at the same time, important rediscoveries and new trends revolve around the main item on the menu: bread. With **PLANET BREAD, the theme of this edition**, Pitti Taste celebrates an ancient, yet ever new food, with its social value of sharing and combining together. Bakers at work and on stage, with workshops and fresh bread to sample. Here are some of the special projects linked to the theme of this edition:

TASTE OVEN and TASTE BREAD

For the three days of Taste, in the piazza in front of the Opera House (Teatro dell'Opera), **Nicola Giuntini**, a historic baker from Quarrata (PT), will conduct a special workshop with his oven, making the bread directly. The public will be invited to watch all the stages of the process and to take part in and share all the phases in producing bread.

Taste Bread, created by Nicola Giuntini to a special recipe and form, will also be presented for the occasion.

Davide Longoni, with his experience as a baker in Milan and his passion for rediscovering the ancient grains (**Panificio Davide Longoni**), **Pasquale Polito** from **Forno Brisa Bologna** and **Matteo Piffer del Panificio Moderno Trento** will also be participating in the Forno Taste experience and its laboratories.

TALKS ON BREAD:

“Collective Bakery: Local fermentation, Global Revolution” – Saturday 9 March, 11.00am

Alessandro Longhin will talk about the experience of the Forno Collettivo (Bakery Collective) in Milan in conversation with Laura Lazzaroni, the writer and author of “Altri Grani Altri Pani” (Other Grains, Other Bread).

“The geography and vocabulary of bread” – Saturday 9 March, 3.00pm

The exceptional master bakers of Panificio Giuntini Quarrata, Panificio Davide Longoni Milano and Pane&Pace Matera in conversation with Zefiro Ciuffoletti, academic of the Accademia dei Georgofili. An event moderated by the Gastronom Davide Paolini.

All mini chefs with the Style Piccoli magazine lab

Flour, yeast and plenty of imagination: the kids are coming to Taste 2019, and it's going to be fun. On Saturday 9 March, at 10:30 a.m., the “Mani in pasta”[Hands in dough] workshop will offer 20 little chefs the opportunity to create their own bread and bake it like real professionals. The event is organized by Style Piccoli, the Corriere della Sera's magazine and will be held just a few steps away from the Stazione Leopolda, inside the Buoneria. This multifunctional space, which is very popular with Florentine families, will provide the participants with a master bread-maker who will follow all the stages of the workshop and explain the techniques and secrets of the “white art”. And since children are voracious, in addition to being creative, there will also be a finger-licking finale: snack time with the organic products of the Probios company from Florence.

The director of Style Piccoli, Chiara Bidoli, will also be taking part in the workshop with her son Pietro. The event is free and booking is compulsory - fuoriditaste@pittimmagine.com).



The Taste Rings 2019:

Inside the foyer of the Teatro dell'Opera in Florence, key figures in the world of food will take on the challenge of the hottest topics in contemporary cooking. Our outstanding moderator, as usual, will be **Gastronaut Davide Paolini**. These are the topics at this edition:

Saturday 9 March – 4.30pm

“Ritorno alla trattoria?” (“Back to the trattoria?”)

A focus on the phenomenon of the returning popularity of the trattoria. As a place where people can experience tradition through family recipes handed down from generation to generation, dishes that communicate a territory with its own specific products, but also authentic values. And as a backdrop the Italian cuisine, with its thousand varieties.

Participants: **Marco Bolasco** (curator of the Guide to Italian Slow Food Osterias) and director of food and wine and various subjects at Giunti Editore), **Federico Malinverno** (president of the association of Award-winning Italian Trattorias), **Fabio Picchi** (from Il Cibreo restaurant) and **Andrea Gori** (Trattoria Da Burde) and **Roberto Casamenti** (Osteria La Campanara, Galeata Forlì-Cesena).

Sunday 10 March – 4.30pm

“Il sociale nel piatto degli chef” (“The social sphere on the chef's plate”).

A trip through solidarity and culture by way of two big charitable initiatives organized by award-winning chefs **Massimo Bottura** and **Massimiliano Alajmo**, who will be at **Taste to talk about their experiences**. The former, with his *Refettorio Ambrosiano* project for EXPO Milano 2015 – later exported to London, Paris and Rio de Janeiro – founded a place that welcomes and provides food for people in difficulties, making use of about 15 tons of surplus food. The latter, with his annual event *A Taste for Research*, brings together top gastronomic excellence to raise funds for scientific research into cancer in children, and for support structures for children. Massimo Bottura and Massimiliano Alajmo.

The Taste itinerary:

for those who don't already know, these are the main stages:

_ **TASTE TOUR**, a journey of discovery and tasting of products from **about 380 companies**, selected from some of the best niche and top quality products from all over Italy. The itinerary at this edition will again include the **Alcatraz area**.

_ **TASTE TOOLS**, a selection of **14 brands with their food & kitchen design objects**, clothing, technical equipment and innovative ideas for the kitchen.

_ **TASTE SHOP**, in **Piazzale Gae Aulenti**, is the shop where people can buy the products on display and those that have been explained during the tasting itinerary. At the last show, the shop presented **1,846 types of product and sold 17,100 items**.

_ **TASTE EVENTS**: the space at the Teatro dell'Opera in Florence is the stage for a rich programme of events – conversations, book presentations, tastings – as well as hosting the Taste Rings and the area reserved for VIP Buyers.

The Taste companies

KEY COMPANIES in the show include:

Acetaia La Bonissima, Antica Torroneria Piemontese, Antonio Mattei Biscottificio, Az. Agr. La Meiro - Terre Di Castelmagno, Brùton, Calvisius Caviar, Capriz, Casa Madaio, Di Ciaccio, Pasticceri Artigiani dal 1928, Etnabitter, Friultrota, Krumiri Rossi, Macelleria Salumeria Zivieri Massimo, Manaide, Petra - Molino Quaglia, Pane e Pace, Pastificio Benedetto Cavalieri dal 1918, Renato Bosco - Pizza Pane Passione, Salcis, Saint Marcel, Savini Tartufi, Slitti Cioccolato e Caffé, Sommariva, Timpa Del Cinghiale, Van Nahmen and Wolf Sauris.



Among the **NEW ENTRIES** at this edition:

Artegadi', Bianca Vigna, Buccellato Taddeucci, Casino Di Caprafico, Filiera 110, Laudemio Frescobaldi, Friscous Petramare, Frisino, I Marinati Di Comacchio, I Segreti di Diano, La Ranocchiaia, Pasticceria Maistrello, Mata' - Craft Beer, Olio Mimi', Mimina Granola, Modigliantica - Mandorlato al Cioccolato, Monthea, Notedi, Oberhoeller Chocolate, Pruneti, Riso Maratelli, Salina Di Cervia, Salumerie di Mare, Severino Becagli Spirulina, Silviarosa, Taccola 1895 and Testa 2.0.

The Taste public

At the last show, Taste recorded an overall attendance over the three days of **over 16,200 visitors, of whom 5,750 were buyers and operators in the sector** (from over **50 countries** around the world), attracting great attention in the national and international press and television, while **the events organized in the city as part of the FuoriDiTaste programme also met with great success among the public.**

The incoming programme of international food operators

This edition also sees investments by Pitti Immagine in incoming at Taste, with a selection of important **international buyers** – including **department stores, high quality food importers and the best food boutiques** from around the world: there will be **about 50 operators** coming to Florence from Australia, Austria, Belgium, Canada, China, Denmark, Egypt, Estonia, France, Germany, Japan, Norway, Holland, the United Kingdom, the Czech Republic, Romania, Russia, Slovenia, Spain, the United States, Switzerland, Taiwan and Hungary.

Among the special participations at this edition:

READINGS AT THE BAKERY:

the new Guido Tommasi Editore bookshop

The space dedicated to the Guido Tommasi Editore bookshop at Taste 2019 will turn into an enormous oven, a machine that transforms the idea into aroma, the aroma into taste, the taste into recipe. Writing a good recipe book is exactly like cooking... skilfully mixing the orthographic ingredients, seasoned with good images and all baked at 180°.... can you smell that lovely scent of pages fresh from the oven? Good writing, good reading. Project design and display curated by Marco Marzini.

Acqua Plose, technical sponsor of the event, turns Gourmet

The Alto Adige company Fonte Plose, chosen right from the first editions of Taste as an example of Italian excellence in the field of beverages and high quality water, is again the technical sponsor of Pitti Taste, providing its deliciously pure, light water every day of the show. At this edition of the show it will also be launching the new Acqua Plose Gourmet label, the line dedicated to the catering industry: a pure, light water, soft on the palate and a perfect accompaniment to the flavours of the dishes and the aromas of the great wines. And the traditional Acqua Plose half-litre bottle is also aiming to become a plus for restaurant and bar managers, offering an incentive to good practice in glass collection.

And again, among the important presentations at Stazione Leopolda:

"To everyone his sandwich ... simple, rich, spontaneous, evocative, unusual, traditional, personal "

Saturday, March 9 at 6.00pm at the Ring area (Teatro dell'Opera), a talk involving Alberto Capatti, historian and president of the Italian Panino Academy, Anna Prandoni, director of *Il Panino Italiano* and Daniele Reponi Maestro del Panino (Master of the sandwich). To follow an interpretation of the sandwich with a tasting of his 'favorites' pieces by Riccardo Soncini, Maestro del Panino (Master of the sandwich).



**The “Tavoletta d'Oro 2019” back to Taste
Compagnia del Cioccolato gives the awards for the best Italian chocolates**

The Tavolette d'Oro, the Italian quality chocolate Oscars according to the assessments of the Compagnia del Cioccolato, come to Taste for the final ceremony in the Ring area (Tetaro dell'Opera), on Monday 11 March at 11.30am. The 17th edition of the Award that wants to highlight the best chocolates of the Peninsula in the categories: milk and milk with a high percentage of cocoa, gianduia, fondant and origins, flavored and spicy, pralines, covered fruits, spreads, cremini, chocolates from Modica and special Tablets (emerging chocolatier, international chocolatier, chocolate cocktail).

“La Fiorentina. Osti, macellai e vini della vera bistecca”: the first book on the legendary specialty Florentine steak

A Taste, Monday 11 March (12.30pm at the Ring area - Teatro dell'Opera), the presentation of the first book entirely dedicated to Fiorentina: breeding, butchers and restaurants where to taste it in Florence, Tuscany and a few selected addresses in the world. Aldo Fiordelli, journalist and enogastronomic critic, tells the secrets of this dish a few months after his candidacy for UNESCO heritage, together with an exceptional moderator like Davide Paolini. A book published by Gruppo Editoriale, to be read and savored through a special photographic storytelling.

**A new edition of FUORIDITASTE:
a taste for food is setting the city on fire, in discovery of the products at
Taste**

In addition to the events at the Leopolda, Taste is also the rich programme of tasting events that involve the city for the entire week of the show. Each time, FuoriDiTaste succeeds in enlivening Florence and its most famous and interesting sites with dinners, themed tastings, installations, shows and performances, talks and new ways of interpreting food: a dense programme of events that is registering growing success and participation and that has some great surprises in store every year.

Here are some of the places in the city involved in this edition of FuoriDiTaste:
Riccardo Barthel, De' Frescobaldi Ristorante & Wine Bar, Four Seasons Hotel, La Bottega del Buon Caffè, Ristorante La Buona Novella, Il Santo Bevitore, Locale Firenze, Ora d'aria, Scuola di Arte Culinaria Cordon Bleu... and lots more!

TASTE INFO:

Opening times for operators in the sector and the audience of fans:

_to make working at the fair ever smoother for operators in the sector, Taste is keeping a time slot specially for them: the mornings of SATURDAY 9 and SUNDAY 10 MARCH, FROM 9.30 TO 14.30.

_ also open to the public from 14.30 to 19.30 and on Monday from 9.30 to 16.30.

Official Hashtag:

**#Taste14 #PittiTaste #fuoriditaste
#TasteRing #TasteShop #TasteTool #TasteTour**