

New companies at Taste: new *gourmet suggestions!*

From Tuscan spirulina (a type of algae) to a two-hundred-year-old recipe for almond cake, taking in savoury granola, “*Sciuscillone*” peppers from Lucania, and Vermouth with a retro feel on the way: here are some of the novelties not to be missed

Pitti Taste is in continual evolution. Our food culture experts never stop working and each year they bring to Florence the results of their research from all over Italy. With top quality products to be appreciated, niche products, and innovative experiences, there is always something new (and good) to discover. You can see this from **the companies participating in the 2019 show for the first time**: each one reveals how taste goes hand-in-hand with commitment and passion, and that there are no limits to the stories that can be told through food.

They are stories that reveal the beauty of some parts of Italy that are not well known, but that have been preserved and appreciated thanks to local food products of the highest quality. Such as Sciuscillone sweet peppers from Teggiano, in Lucania. Taking part at Taste this year is a young company, **I segreti di Diano**, which cultivates this ancient vegetable in small plots to intensify its excellent quality and to allow it to be cultivated manually. After a natural drying process, they produce three products that have won over the most demanding of chefs: “Starici” (the crunchy puffs of sweet pepper, also known as “crusco”), Pòrva, or powder, the spice, and finally Cuòrno, the whole dried pepper with its unmistakable shape.

The products from **Salina di Cervia**, the northernmost saltern in Italy, also identify a whole territory. Featuring at this Taste show, in addition to their typical natural sea salt without bitter chlorides, will be salts with aromatic herbs and new healthcare products in their wellness line. II The **Caseificio Cavola**, with its serial number 993, was founded in 1929 in a small town in the mountains of Reggio Emilia, surrounded by fields for grazing: The resulting Parmigiano Reggiano is a notch above other cheeses originating in the plains. On the road to Carmasciano, a modern cheese factory like **Carmasciando** combines the experience of expert producers and local tradition with the excellence of a raw material that is part of the local Irpinia agricultural legacy. In the Pecorino cheese, the sulfurous notes typical of the territory’s terrain are expressed.

And more, **Lardo di Colonnata PGI Mafalda** – Is the oldest producer of Colonnata lard, already established back in 1930, when lard was eaten by miners as a simple accompaniment to bread. Two essential components go into its making: the microclimate and the marble used to age it, originating in the Canaloni marble beds of Colonnata, which does not absorb or exude substances.

Then there are stories about families who have passed down secret recipes from generation to generation, like the **Taddeucci** family, active in Lucca since 1881. This year their famous *buccellato* cake is coming to Taste, with rave reviews from magazines around the world; it was also greatly admired by Prince Charles from the British royal family, during one of his visits to a historic Tuscan pastry shop. And on the topic of family stories, the centuries-old experience of the **Maratelli** family from Asigliano Vercellese will also be coming to the Leopolda: the family has given its name to a variety of rice, the oldest variety in Italy, which is still cultivated and processed today, using the traditional techniques, and produced in limited quantities. The family preserves the varietal purity of the seed of this rice. And more, the **Bifulco** family - Carni dal 1947 - has been raising livestock and processing cheese on the slopes of Mount Vesuvius for four generations. Luciano’s very own curing process ranges from a minimum of 60 days to a maximum of 250 days, conveying an incomparable flavor to the meat.

Pitti Immagine srl
Via Faenza, 111 - 50123 Firenze
T +39 055 369 31
F +39 055 369 32 00
www.pittimmagine.com



And then the **Testa** family, whose history is linked to the Etna Ognina, the ancient port of Ulysses filled by an impressive eruption, leaving room for a small port. Specialising in the fishing and conservation of red tuna from the Tyrrhenian Sea, oily fish from the Aeolian Islands and Ionian anchovies.

Taste could not fail to feature the latest novelties as regards superfoods, because food choices are also lifestyle choices. So it will be interesting to discover the futuristic products of the **Severino Becagli** company, made with organic Tuscan Spirulina (algae). This precious algae with a very high concentration of proteins, vitamins and antioxidants is cultivated on the San Lorenzo farm in Grosseto, in tanks located inside automatized greenhouses to prevent any contamination.

Friscous© Petramaré is an innovative food that combines low-gluten durum wheat semolina with the flavour of sourdough and the antioxidant properties of turmeric. A super cous cous, in other words, made in Salento with locally produced raw materials, and mixed by master bakers. Heinz Beck serves it in his restaurant La Pergola.

On the topic of natural foods, **Mimima Granola** is a youthful experience that focuses on the substance of the product and the simplicity of the packaging: a mixture of oats, seeds, dried fruit, aloe syrup and pink salt from the Himalayas, to make sweet or savoury granolas.

There's another new entry at Taste that has a strong social as well as gastronomic value:

Marinati di Comacchio, the freshest of anchovies, fished from the Po delta and processed by the Work and Service organization that seeks to provide employment opportunities for people with difficulties.

Finally, there are lots of new brands that have been operating imbued in tradition for many years, keeping the artisanal processes and quality of the ingredients intact. One example is **Taccola** spirits, that have been produced since 1895 and are meeting the challenges of Mixology with their heads held high, parading their beautiful retro bottles. The company catalogue includes: Vermouth, Gin, Bitters and Sambuca, as well as the typical Tuscan Ponce and the "ChesiaChiaro" Sambuco". From Bologna, the city of food, **Gratifico - l'Arte della Pasta** selects for its "made-to-measure fresh pasta" the very best ingredients of the territory's culinary tradition: PDO Parmigiano Reggiano aged 30 months, PGI Mortadella Bologna, and free-range eggs, with the selection of the very best grain; sheep and cow ricotta, and the very best herbs and vegetables coming from the surrounding countryside. Nothing is more traditional than ice cream: **Arte Gadì** is bringing their ice cream on a stick to Taste, with Amarena cherry-flavoured ice cream covered with dark chocolate, vegan strawberry ice cream and pistachio ice cream (made with Bronte pistachios, of course). And last but not least is **Modigliantica**, the artisanal laboratory from the Tuscan-Romagnolo Apennine hills. Its key product is almond cake with chocolate, made from a two-hundred-year-old recipe: cocoa powder, almonds (strictly Italian-origin), orange and lime candied peel, raw cane sugar and soft wheat flour.