

Pitti Taste has returned: at last!

The Pitti Immagine fair that assembles together the best of the excellences of taste has been held once again in Florence – for the first time at the Fortezza da Basso – with great success. The buyers and exhibitors were very satisfied with the new location; selection and quality were confirmed as the fair’s watchwords.

Around 5,000 members of the trade attended; there was an excellent presence of the main foreign markets, with rising numbers from France (+46%), United States (+53%), United Kingdom (+28), Netherlands (+66%) and Austria (68%).

There were almost 7,000 visitors in total over the three days of the fair, with a great level of participation in the events at the Fortezza and in the FuoriDiTaste rendezvous around the city.

The return of **TASTE**, with its fifteenth edition that was held at the **Fortezza da Basso in Florence (26-28 March 2022)**, was greeted with great enthusiasm by the members of the trade who traveled to Florence to discover the latest products and gastronomic treasures of the **470 protagonist companies** – large numbers of whom took part in the events scheduled at the fair and around the city for Fuori di Taste.

“There was a great desire to meet up again at Taste” **says Agostino Poletto, general manager of Pitti Immagine**. “We felt that very strongly when talking to the companies before the fair, but the final results and the feedback gathered over these last few days have also exceeded our expectations. The first new feature – the new venue of the Fortezza da Basso – was decidedly functional both from a safety point of view as well as in terms of giving the event even greater scope, with a layout and exhibition itinerary that made the relationship between exhibitors and buyers much more enjoyable: the great value of this choice was highlighted in all the comments that we collected. As usual, the selection of the companies and the scouting carried out – including the new entries and the new ideas these companies brought to the fair – were the strong points of Taste and judged to be of the highest level. A quality and a selection capable of attracting a growing number of professional operators and international buyers; an increasingly qualified presence of specialist stores, distribution companies, department stores, importers of Italian excellences: basically, many of the best international names from the world of quality food who came to the Fortezza to meet their clients again and to establish new relationships.”

“But Taste is also increasingly a hotbed of trends, ideas and topics linked to the contemporary food scene”, **concludes Poletto**. “Starting with the theme for this edition *Zero Spreco: don’t waste food, don’t waste the environment*, which was tackled in a series of talks and presentations, Davide Paolini’s *Rings* on trends and hot topics from the food world which, together with all the other events scheduled, featured high profile protagonists and contributions and were very popular with the public.”

Around 5,000 buyers registered in total, with important increases – compared to the last edition in 2019 – **especially in terms of the foreign attendees, with almost 500**



buyers from **50 countries of origin**, confirming the attendance from Italy– around **4,500 buyers** –from all the regions of the country.

With regard to the reference markets, the best performances were those from **France (+46%), United States (+53%), United Kingdom (+28), Netherlands (+66%) and Austria (68%)**.

The figures were also very good for **Canada, Poland** and countries from the **Scandinavian** area; the participation of some delegations of countries from the **Far East** was also registered.

Leading the ranking of the first **10 markets** in terms of buyer origin was **France, followed by United States, Germany, United Kingdom, Netherlands, Switzerland, Austria, Spain, Belgium and Norway**.

Taste recorded a **total of 7,000 visitors** also thanks to the **qualified public of quality food lovers and enthusiasts**.

This edition of the show - the reopening and relaunch - also marked the start of two important collaborations for Taste. With **Unicredit**, former Main Partner of the Pitti fairs, to bring the banking group's experience to the service of national food chains and with Vetrina Toscana, a project by **Toscana Promozione**, *benchmarking* format to integrate the world of production, sales and catering into a sustainable tourism promotion strategy for our territories.

Last but not least, the **Taste Shop**, at the end of the itinerary, which showcased the companies' new products, also registered important numbers, selling almost **13,000 products** in three days.

There were also significant results for the **Taste per l'Ucraina** initiative **which brought Pitti Immagine and the Croce Rossa Italiana (Italian Red Cross) together to support Ukrainian refugees**. Over the three days of the fair, thanks to the contribution of exhibitors and visitors to the Taste Shop, products were collected which will be made available to the refugees arriving in Florence. It is still possible to contribute by making a donation via a bank transfer directly to the Croce Rossa Italiana (IBAN: IT38K0306909606100000079238 – reason for payment: "Donazione pro Ucraina - TASTE e CRI FIRENZE").

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Official Hashtag: **#Taste15 #PittiTaste #fuoriditaste #TasteRing #TasteShop #TasteTool #TasteTour @pittitaste**

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