



TASTE

Taste no. 15 is coming: at last!

**In Florence from 26 to 28 March 2022
the Pitti Immagine fair
dedicated to the Italian excellences of taste
and the latest evolutions in food lifestyles
moves to the Fortezza da Basso**

**Focus on “zero waste and the environment”,
a new section dedicated to gin, Paolini’s Rings,
the editorial collaborations and the events around the city as part of
FuoriDiTaste**

TASTE THE UNEXPECTED! Partly cartoon, partly pop art, brightly colored graphics, energy-packed and to be savored with the eyes. This is the communication campaign announcing the return of **TASTE. In Viaggio con le Diversità del Gusto.**

The fifteenth edition of the Pitti Immagine fair that assembles together **the best of the excellences of taste and the latest trends in contemporary food culture and kitchen lifestyles will be held in Florence from 26 to 28 March 2022.**

There will be lots of new features starting with the **location**. In fact, TASTE is growing and moving to the **Fortezza da Basso** with an original exhibition itinerary – starting in the **Upper Level of the Main Pavilion, then moving down to the Ground Floor, and from there coming to an end in the Cavaniglia Pavilion** – designed to accompany international buyers, specialist members of the trade, the Italian and foreign press and the public of food enthusiasts as they explore new flavors which are both surprising and unexpected.

There will be **around 470 exhibiting companies, 130 of which are new entries: over 90 companies** more than at the last edition in 2019.

“TASTE is growing and evolving. This edition is much more than a return to an in-person format: the event has been rethought and redesigned starting with the opportunities offered by the spaces at the Fortezza da Basso, with a more relaxed and functional visiting itinerary which, at the same time, guarantees a totally safe fair experience, as already seen at the relaunch of our fashion rendezvous”, states **Agostino Poletto, general manager of Pitti Immagine**. “You will find lots of preeminent products and new discoveries selected through precise scouting activities in the world of Italian gastronomy – with a few little international episodes, as well as special projects connected to types of production aimed at niche markets. “*Zero Spreco: non sprechiamo il cibo, non sprechiamo l’ambiente*-Zero Waste: don’t waste food, don’t waste the environment” will be the main theme and the thread running through the talks and events, drawing attention to concrete experiences of sustainability linked to the world of production and the environment, as well as that of the end consumers. This will be our way of contributing to protecting the territory and its products”.

Like the other Pitti Immagine fairs, Taste also has its own digital showcase on the **PITTI CONNECT** platform. The companies taking part in the fair are already online on **taste.pittimmagine.com**, in order to give members of the trade an opportunity to discover the products and new ideas in advance, to plan their itinerary for visiting the Fortezza and learn more about the main themes through editorial projects, focuses to read and galleries to browse.

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UniCredit, the pan-European banking group which is determined to maintain strong roots in the territories and a wide-ranging relationship with the communities in which it operates, is the Main Partner of Pitti Immagine and will also be at Taste with its own space at the Fortezza da Basso and with the **UniCredit Taste Arena**, an area dedicated to the Taste Rings, talks, and presentations. "UniCredit - explains **Andrea Burchi**, UniCredit Regional Manager for the Centre North of Italy - acts as the interlocutor and partner of choice for the development of the Italian productive system. We keep the focus on small businesses, supply chains, and more generally the territory to support their sustainable growth."

ZERO SPRECO-ZERO WASTE: DON'T WASTE FOOD, DON'T WASTE THE ENVIRONMENT

The theme of this edition, featuring presentations and special participations

TASTE proposes a program of events and participations that will tackle, in various ways, the topic of reducing waste and salvaging resources, relating it to the environment, land protection and regeneration, regionality, new trends and the digital dimension. Here are some of the rendezvous and the protagonists to follow at the Fortezza:

_ Rice that produces the environment

TASTE presents the experience of **Neorurale**, the natural laboratory that provides companies and farm businesses with sustainable solutions for recreating a lively eco-system that is rich in biodiversity in order to transform the agri-food production chain and the urban suburbs into resources for cities, turning them into regular environment producers. *Cavalieri d'Italia* rice was born out of this model, a brand created in honor of one of the first bird species to return to nest in the district of Pavia following its renaturalization which began in 1996. A production which operates according to the logic of regeneration, soil protection, savings and quality, for a better present and future for Man and our planet.

Saturday 26 March – 3.30 p.m. – TASTE ARENA

Speaker: Vincenzo Della Monica, food brand manager at NeoruraleHub

_ Valorizing instead of wasting

Some of the most significant entities and experiences involved in the "Zero Spreco - Zero Waste" theme and the recovery of resources will present themselves at Taste. With the participation of **Last Minute Market**, a social enterprise created to work alongside large-scale distribution companies in order to salvage surplus food; today it carries out activities aimed at the 360° prevention of loss and waste; **Too Good To Go**, the first app that directly involves end-consumers in the fight against food waste; and **Banco Alimentare**, the non-for-profit organization that is involved in the collection of foodstuffs and the salvaging of surplus food from agricultural and industrial production, redistributing it to charities that provide assistance to the poor and marginalized. Moderated by **Martina Liverani** of *Dispensa Magazine*.

Saturday 26 March – 4.30 p.m. – TASTE ARENA

_ No Waste also passes through communication

Learning to make choices that favor ethical values and those linked to sustainability and the territory means valorizing food all the way.

Sunday 27 March – 3.00 p.m. – TASTE ARENA

Speakers: **Chiara Buzzi**, founder of Forkettors, **Marco Ambrosino**, founder of the Collettivo Mediterraneo and chef at 28 Posti, **Gianni Tratzi**, Q-grader and founder of Mezzatazza and with the participation of MP **Maria Chiara Gadda**. The meeting is moderated by **Anna Prandoni**, director of Gastronomika.

The rendezvous connected to the theme also include **Davide Paolini's Rings "Zero Waste: quanto è possibile recuperare nella ristorazione-How much can be salvaged from catering"**, scheduled for Sunday 27 March at 4.00 p.m.



Davide Paolini's TASTE RINGs

_ Saturday 26 March – UNICREDIT TASTE ARENA

L'osservazione degli ecosistemi-The observation of eco-systems:

A method for processing new products (gin, cookies, etc....)

With the participation of **Valeria Mosca** (researcher, environmentalist, forager)

_ Sunday 27 March - 4.00 p.m. – UNICREDIT TASTE ARENA

Spreco Zero - Zero Waste: How much can be salvaged from catering.

With the participation of:

Vito Mollica, chef at Chic Nonna, Florence

Alessandro Cozzolino, chef at Belmond Villa San Michele, Fiesole

Paolo Lavezzini, chef at the Four Seasons Hotel, Florence

Riccardo Monco, chef at the Enoteca Pinchiorri.

_ Monday 28 March- 11.00 a. m. – UNICREDIT TASTE ARENA

New distribution models for short supply chain products

With the participation of:

Oscar Farinetti, founder of Eataly

Marco Porcato, CEO and founder of Cortilia

Riccardo Uleri, CEO of Longino & Cardenal

Alessio Badia, CEO of Postalmarket

Chiara Brandi, CEO and founder of Genuino.0

TESTO FA TASTE

This edition will also turn the spotlight on cookery books, from practical to technical manuals, and the new perspectives of food stories. In the wake of the first edition of TESTO [How a book comes to life], the new Pitti Immagine event dedicated to contemporary publishing which has just ended in Florence.

_ Saturday 26 March – 2.30 p.m. – UNICREDIT TASTE ARENA

Csaba Dalla Zorza presents “*The modern baker. 120 ricette per riscoprire il piacere del forno*”-120 recipes for rediscovering the pleasure of baking” (Published by **Guido Tommasi Editore**)

Csaba dalla Zorza, author, director of *Marie Claire Maison*, a point of reference for style, not just at the table, will talk about how food can become an interesting story from paper to Instagram.

_ Saturday 26 March – 5.30 p.m. – UNICREDIT TASTE ARENA

Presentation of the book “*Prosecco, pannolini e pappa per il gatto. Piccole grandi storie della nostra vita in 150 liste della spesa*”-Prosecco, diapers and cat food. Little big stories of our life in 150 shopping lists” by **Giulio Castoro** (Il Saggiatore).

_ Saturday 26 March – 6.00 p.m. – UNICREDIT TASTE ARENA

Martina Liverani presents ***PROVVISTE***

Provviste was born out of *Dispensa* (www.dispensamagazine.it) from an idea by Martina Liverani and Valeria Carbone, to describe and promote itineraries set amidst nature. Small walks on the occasion of big events or big walks in the company of a personality (a writer, a chef, a food and wine producer, an athlete, a manager...) in order to learn while walking and enjoy a shared experience with old and new friends, united by a passion for good food and with the joy of refreshing oneself with something simple and tasty during the breaks.

_ Sunday 27 March - 2.00 p.m. – UNICREDIT TASTE ARENA

Lydia Capasso presents ***Il passato è servito. Racconti e ricette di piatti che hanno fatto la storia*** (**Guido Tommasi Editore**)



_ Sunday 27 March - 5.00 p.m. – UNICREDIT TASTE ARENA

Presentation of the book “*Confesso che ho mangiato*-I confess I’ve eaten” by Davide Paolini (Published by Giunti Editore)

An extraordinary journey into the taste memory of one of the most important Italian gastronomical journalists in order to understand that there are people and stories behind every good dish or craft product.

_ Sunday 27 March - 6.00 p.m. – UNICREDIT TASTE ARENA

Alessandra Iannello presents Venezia da bere. Viaggio tra i cocktail bar, i luoghi e le storie della mixology della Serenissima (curated by Marco Gemelli - Il Forchettiere)

THE NEW ITINERARY

the main sections and the innovative layout at the Fortezza da Basso

TASTE TOUR _ the journey to discover products and flavors starts on the **Upper Level of the Main Pavilion** where the entrance to the fair is located, continuing on to the **Ground Floor** then ending at the **Cavaniglia Pavilion**. A journey from salty to sweet foods, with an interesting osmosis area between these two worlds where there will be space for products like juices, mustards, coffee, sweet and sour preserves, spirits, teas and herbal infusions.

The companies will have **two different types of stands** expressly designed to guarantee compliance with the rules protecting the health of all the participants: in addition to the usual “counter” where only free samples will be distributed for subsequent tasting, there will also be individual spaces where tasting will be permitted.

The new section dedicated to GIN. The TASTE itinerary will be enhanced by a very topical segment of great interest, gin, at the center of a new drinking culture which is sustainable and zero kilometer, divided into interesting territorial interpretations. The raw material, the juniper berry, with which it is made, is 100% Italian. TASTE will become the spokesperson for this rediscovery by presenting a selection of 10 companies from Tuscany, Piedmont, Umbria, Veneto, Campania and Sicily on the **Ground Floor of the Main Pavilion**, offering a tour into botany and mixology. Here are the names of the protagonists: **Canapone, Deta, Floressence, Fulmine, Gin Toscano, Il Mulino di Zoppola, Peter of Florence, River Mentana, Rubus Idaeus Gin and TNT.**

The TASTE RINGS and TALKs ARENA _ the **Upper Level** will also house the **ARENA**, the stage hosting the debates curated by Davide Paolini and the special program of meetings and presentations curated by Pitti Immagine.

TASTE TOOLS _ the Tools section has also been revamped and will be located on the **Ground Floor of the Main Pavilion**. At this edition it will not only look at kitchen lifestyles but also the latest ideas in professional equipment, packaging and digital start-ups. 15 protagonist companies including: **Alessio Moras, Deliveristo, Fresco, Infinito Design, Menù Internazionale, Parentesi Quadra, Ratafià, Regalpack, Sirene, Tableclothes, Tooa, Valoriani, and Vulcania**

TASTE SHOP _ in the **Cavaniglia Pavilion**, at the end of the TOUR among the companies’ products, we enter the SHOP, a regular store which, this year, will be even more spacious and well-stocked, in order to extend and share – even at home – the flavorsome discoveries of Taste.

THE COMPANIES:

The **NEW ENTRIES** for this edition include:

Alpex, Antica Dulcinea, Burde, Cantarelli 1876, Caseificio Mediterraneo, Feudo Mondello, Fish Different, Fredo, Gio' Porro, Green Heart Distillery, I Fortini, Il Mangiarbene, La Castagna Leopoldina, La Tenuta Bianca, Le Follie di Carlo Giusti, Marina Palusci Organic



Farming, Massimiliano Gatti Carni Pregiate, Meracinque, Migliori Olive Ascolane, Nerofermento, Noalya, Olio Montigiani, Olivieri 1882, Osteria Bonanni, Pachineat, Pesto Ramella, Redina dei Sibillini, Riso del Vo', Sgambelluri, Shark – Bottega del Pesce, Solotreviso, Sunalle, Torrefazione Ronchese, Trocoltura Cherubini, Tuorlo Biancofiore, Valoriani Forni, Virtuna 1934 and Wilden Herbals.

And the **REFERENCE COMPANIES** at the fair include:

32 Via Dei Birrai, Acetaia La Bonissima, Acqua Plose, Acquapazza Gourmet, Acquerello, Antonio Mattei Biscottificio, Arcenni, Az. Agr. San Pietro a Pettine, Az, Agraria Paolo Petrilli, Baccalà, Caseificio Il Fiorino, Cioccolato La Molina, Cioccolato Militare, Claudio Olivero Azienda Agricola Biologica, Frantoio di Sant'Agata D'Oneglia, Frantoio di Santa Tea, Giorgio Poeta, La Giardiniera di Morgan, La Via del Te', Lenti Pregiata Forneria, Luigi Guffanti 1876, Malandrone 1477, Pastificio Agricolo Mancini, Pastificio Benedetto Cavalieri dal 1918, Pesto Rossi 1947, Petra Molino Quaglia, Sapori Vesuviani, Savini Tartufi, Severino Becagli Spirulina, Slitti Experience Cioccolato Caffè Biscotti, Tablecloths.it, Tartufi Stefania Calugi, Testa Conserve, Torrefazione Caffè Lelli and Verrigni – Antico Pastificio Rosetano.

INCOMING DELEGATIONS of international members of the food trade

Once again at this edition Pitti Immagine has invested in bringing incoming delegations to Taste of a selection of important **international buyers - department stores, importers of food excellences** and the **best boutiques of flavor** from all over the world. Over **70 members of the trade** will arrive in Florence from: **Bahrain, Belgium, Cyprus, United Arab Emirates, Finland, France, Germany, Japan, Israel, Latvia, Lithuania, Luxembourg, Malta, Norway, Netherlands, Poland, United Kingdom, Spain, United States, Sweden, and Switzerland.**

THE ATTENDANCE AT TASTE

At the last edition of Taste which was held in person in March 2019, the fair registered the total attendance of **more than 16,000 visitors** over the three days of the event, **of which around 6,000 were buyers and members of the trade** from more than **50 different countries**, drawing a lot of attention from the press and national and international television stations, **while the events organized around the city as part of the FuoriDiTaste program were a great success with the public.**

Here are some of the special participations at this edition:

“L’ove. Coviamo ricette per un uovo amore”: the new cook book shop from **Guido Tommasi Editore**

On the Upper Level of the Main Pavilion Guido Tommasi Editore's special bookshop space also returns to Taste to celebrate the love of food and good cuisine and will be called **L’ove**. A play on words, a phonetic joke, an Anglo-dialect linguistic license as well as a symbol: *l’ovo*, which means egg. The symbol of creation, a thin shell containing a genetic concentrate of the past projected towards the future. The analogy with books is instant. The egg and the book are perfect shapes, unchanged time capsules, cells that contain the memories and power of new lives, repeatable memories, alchemic and biological tricks of ingredients and flavors. This is the new concept for the Guido Tommasi Editore cookbook shop created for Taste 2022 by Marco Marzini. An exhibition of eggs and short stories for an UOVO-EGG love. Including a special selection of titles connected to the “Zero Waste” theme.

Acqua Plose, the event’s technical sponsor, supports the new area dedicated to gin with Alpex Supreme Tonic Water

Fonte Plose, the company based in South Tyrol, selected right from the first editions of Taste as an example of Italian excellence in the field of beverages and quality spring water, once again will be the technical sponsor of Pitti Taste supplying its pure, very light spring water every day of the event. In the new section dedicated to Italian artisan Gin, visitors can match the various



types of spirits accompanying them with ALPEX – SUPREME TONIC WATERS, available to taste for the first time at Pitti Taste. (see attached press release)

Postalmarket at TASTE

Another new feature at TASTE is **Postalmarket**, the e-commerce platform and magazine, the re-branding of the first Italian market place which will take part with an installation on the Upper Level of the Main Pavilion where it will present its selection of products and food accessories.

The rendezvous with the **Fumoir** space also returns in an area outside the exhibition pavilions.

The events at the Fortezza da Basso will include:

The Tavoletta d'Oro 2022 award ceremony

On Sunday 27 March 2022, at 12 mid-day, the Fortezza da Basso will be the ideal stage for the consignment of the highly desirable *Tavoletta d'Oro 2022* award, with which the *Compagnia del Cioccolato* will celebrate the best chocolatiers. (see attached press release)

The special editorial projects on Pitti Connect

ABBECDARIO DELLA SPESA [A FOOD SHOPPING PRIMER]

Le parole da mettere in Dispensa- Words for storing away in your Pantry

TASTE 15 will be enriched by a new publishing collaboration with the bookazine "Dispensa" and the pen of its founder Martina Liverani, gourmet and food curator.

The first episodes of her "**Abbecedario della Spesa – Le parole da mettere in Dispensa**" are already online, on Pitti Connect: a sophisticated reinterpretation of the daily gestures linked to food and cooking. Six episodes and six words – Affection, Geography, Imagination, Temptation, Measure and Frugality – that makeup the new vade mecum for doing the shopping, in the company of quotes, reflections, poetry and a critical selection of the companies at TASTE.

THE FOOD & WINE ITALIA INTERVIEWS

The editorial staff of "*Food & Wine Italia*" magazine, led by Federico De Cesare Viola, will curate a series of interviews with the Italian and international protagonists of food retail which will be published online on Pitti Connect. This will be an opportunity to learn about some of the most interesting food professionals on the international scene, their market prospects and the next trends, as well as their choices of products and merchandising categories at TASTE. All narrated with the elegant journalistic slant that characterizes *Food & Wine*.

FUORIDITASTE:

The gourmet initiatives and events linked to the products at Taste around the city

At every edition of Taste, the whole city of Florence is energized by a series of initiatives linked to flavor. **FuoriDiTaste** also returns at last with a calendar of **around 50** events including themed tasting sessions, special events, talks and new ways of interpreting food. A program that unites the companies taking part in the fair with some of the city's most beautiful locations and venues which, at every edition, registers growing interest and participation from gourmet enthusiasts.

Here are some of the places around the city involved in this edition of FuoriDiTaste:

FirenZen Noodle Bar, Momoyama, Harry's Bar, Mercato Centrale di Firenze, Il Santo Bevitore, Obicà Mozzarella Bar, Angel Bar – Hotel Calimala, Procacci, Formaggioteca Terroir, Il Palagio – Four Seasons Hotel, Harry's Bar The Garden – Sina Villa Medici, Ristorante Frescobaldi, Villa Cora, Olivia Bistrot, The Student Hotel and Dome Cocktail Bar...



For information and updates on the program and the events:

<https://taste.pittimmagine.com/>

TASTE INFO:

The opening hours for members of the trade and the public of food enthusiasts:

_ from 9.30 a.m. to 7.30 p.m. on SATURDAY 26 and SUNDAY 27 MARCH, and from 9.30 a.m. to 4.30 p.m. on MONDAY 28 MARCH for members of the trade;

_ the fair is also open to the general public from 2:30 to 7:30 p.m. on SATURDAY 26 and SUNDAY 27 MARCH and from 9:30 a.m. to 4:30 p.m. on Monday 28 March.

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

Main partner:

