

JAZZY TASTE!

**The 16th edition of the reference fair
dedicated to contemporary food culture
staged for the second time at the Fortezza da Basso in Florence
from 4 to 6 February 2023.**

**Blending harmonies and flavors, tasty improvisations and original
pairings, 500 companies will be presenting themselves
to the public of international buyers.**

The talks and events will rotate around the theme of “Pasta”.

**“Amari” liqueurs are the protagonist of the
Spirits Special Area.**

**Plus, once again there will be the hot topics at the Rings,
the latest ideas in the Taste Shop
and the digital exploits on Pitti Connect**

The 16th edition of **TASTE. In viaggio con le diversità del gusto** will be held in Florence, **from 4 to 6 February 2023** and, for the second time, it will be hosted in the extraordinary setting of the **Fortezza da Basso**, like the winter editions of Pitti Immagine Uomo, Pitti Immagine Bimbo and Pitti Immagine Filati.

538 exhibitors, over 100 companies participating for the first time and an **increasingly international presence of buyers from emerging markets**. This is just a quick snapshot of the Pitti Immagine event dedicated to Italian food and wine excellences, the fruit of centuries of tradition, territorial characteristics and extraordinary family and entrepreneurial stories. From sweet to savory, from soft drinks to spirits, passing through design for the table, Taste is the key rendezvous for discovering the best companies, iconic products and the latest food & beverage trends in an itinerary made up of increasingly creative and mindful proposals. As usual, the whole city will be energized by the **FUORI DI TASTE** calendar: themed suppers, interesting presentations and events for sampling the products at Taste in the most beautiful venues of Florence.

The **Fortezza da Basso** is confirmed as the location. A choice that has allowed Taste to grow and expand within an elegant and welcoming exhibition itinerary and to be recognized as an ideal place for discovery and business for the public of high-level international sector experts.

*“Taste has changed its skin while remaining faithful to itself”, **says Agostino Poletto, general manager of Pitti Immagine.** “The passage from the Stazione Leopolda to the Fortezza da Basso – which became necessary during the pandemic – offered us the right opportunity to allow the fair to express its full potential. The companies, in first place, liked the new setting: 90% of the participants at the last edition will be returning in 2023. Furthermore, the spaces of the Fortezza have allowed us to add 100 new and interesting features. The new entries were, instead, selected with the usual rigor via direct scouting or through the evaluation of the over 250 participation requests we received”.*



INCREASINGLY INTERNATIONAL BUYERS. Buyers from the most important specialist shops, food distribution companies, department stores and the importers of Italian excellences will travel to Florence to discover the proposals at Taste. The key markets include: **United States, France, United Kingdom, China** and **United Arab Emirates**. And among the new markets present at this edition, buyers and food professionals are expected from **Brazil, India, Poland, Singapore** and **Kirghizstan**.

UNICREDIT PITTI IMMAGINE'S MAIN PARTNER

UniCredit, Main Partner of Pitti Immagine, will be attending the 2023 edition of Pitti Taste. "Our Group - **states Andrea Burchi, UniCredit's Central-North Regional Manager** - stands as a speaker and reference partner for the development of the Italian production system. It does so with solutions capable of concretely responding to the needs of the various production sectors. For the agri-food sector, for example, UniCredit has activated a dedicated operating team and prepared specific agreements to support the supply chains. It has also relaunched Made4Italy for the three-year span of 2022-2024, a program that includes a ceiling of 5 billion and targeted consultancy to stimulate the synergy between tourism and agri-food, with a focus on sustainability, energy requalification of structures and support towards the digital transition, in line with the objectives of the PNRR".

JAZZY TASTE is the theme of the campaign to launch the event

There are many assonances between food and music. And jazz is the musical genre that best represents the desire and freedom to try out unusual pairings, exploring innovative sounds. Just as we do with flavors. A "gluttonous" version of clarinet, sax, trumpet and percussion will provide the rhythm for the sixteenth edition of Taste, launched by the communication campaign realized by Auge Design.

PITTI CONNECT IS GROWING. The Pitti Connect online platform (taste.pittimmagine.com) is registering an increasing amount of interest. It is a tool that allows all members of the trade to discover the products and new features in advance, plan their visit and increase networking – activating new contacts and managing relationships beyond the physical event, learning more about the themes through editorial focuses. Nearly all the companies taking part in this edition have decided to go online with Connect, uploading material of the highest quality which presents their story, values, products. Content that at the last edition was rewarded by **250,000 visits** and almost **1 million pages viewed**, in addition to **3,500 buyers registered, 16% of which** from abroad.

THE EXHIBITION ITINERARY

Taste no.16 will be bringing lots of new features to the **exhibition itinerary**. After the compulsory interruption, the **tastings** return to all the stands, therefore also exhibitors with the counter module will once again be able to offer samples to interested visitors.

The **TASTE TOUR** will start from the Upper Level of the Main Pavilion with salty products, continuing on to the Ground Floor which, at the end of the itinerary, will also feature a "hybrid" proposal to accompany visitors towards the sweet tastes gathered in the Cavaniglia Pavilion.

The **TASTE TOOLS** section will renew its offering with accessories for the table and the kitchen, from technology to lifestyle. Here are all the protagonist companies: **3G Packaging, Alba Firenze, Caraiba, Infinito Design, Passepartout, Fresco, Elga Design, Parentesi Quadra Food Division, Pasin Bags, Ratafia' Firenze, Regalpack, Nastrificio Sirene, Tablecloths.It, Vulcania**

The Ground Floor of the Main Pavilion will also include the **TASTE SPECIAL AREA** which, at this edition, proposes a **focus on "Amari" liqueurs**: a selection of artisan labels representing the excellence of made in Italy in this sector which are aiming to enter into the mixology proposals of the



best cocktail bars. Here are the companies that have already confirmed: **Amaro 21, Amaro Erbes, Amaro Rubino Bio, Amaro Uno e Amaro l'Altro, Elisir di China, Essentiae del Salento/Amaro di ulivo, Fattoria Barbarossa, Granamaro, Green Heart Distillery, Maremmamaro, Mirto Sannai, Pepticus (Aque), Uvamarum.**

At the end of the itinerary in the Cavaniglia Pavilion is the unmissable rendezvous with the **TASTE SHOP** where it will be possible to purchase the products discovered during the visit. Thanks to the new organization of the spaces which, at this edition, follows the alphabetical order of the companies, it will be easier to find your way around the products for sale on the shelves.

On the Upper Level, once again we find the **UNICREDIT TASTE ARENA**, the stage hosting the RINGs curated by Davide Paolini and the special program of TALKS, meetings and presentations.

THE COMPANIES at TASTE:

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

Adamas Caviar, Agrimo' / Bernardini De Pace, Alici di Menarca, Amaretti di Guarcino, Argentario, Aromi di Utra, Az. agr. Vireis, Barlotti, Bifulco carni dal 1947, Campisi, Caviar Giaveri, Ciokarrua, Geofoods, Gold chef di Giusto Manetti Battiloro, I Pozzi Beccafumo, I Segreti di Diano, Lavoratti 1938, Le Mareviglie, Maiale Tranquillo, Marco Seno, Natura Humana, Perle della Tuscia, Ramo di Mandorlo, R'era D'minot, Scovaventi, Sesamo di Ispica, Solky, Synbiofood, Taurus Gin, The Garda Egg, Tirrena, Torrone L'Aquila, Trebbio, Umami, Unique, Vermouth agricolo delle colline di Firenze.

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

Acetaia La Bonissima, Amedei, Antica Macelleria Falorni, Antica Torroneria Piemontese, Apicoltura Cazzola, Artigiano Pastaio Cav. Giuseppe Cocco, Az. Agr. Papa dei Boschi, Az. Agr. San Pietro a Pettine, Birrifficio del Forte, Calvisius Caviar, De' Magi - Alchimia de' Formaggi, Deta, Devodier Prosciutti, Domenis 1898, Frantoio di Sant' Agata d'Oneglia, Frantoio di Santa Tea, Frantoio Muraglia, Fratelli Pelizzari Prosciutti, Friultrota, Gin Canapone, Gin Toscano, Gio' Porro, Il Borgo del Balsamico, La Nicchia Pantelleria, La Via del Te', Luigi Guffanti 1876, Marina Palusci Organic Farming, Noalya, Nocciolini di Chivasso, Olivieri 1882, Pastificio Agricolo Mancini, Pastificio Benedetto Cavalieri dal 1918, Pastificio Gentile di Gragnano, Pesto Rossi 1947, Peter in Florence, Prosciuttificio Dok Dall'Ava, Renato Bosco Bakery, Riso del Vo', Salumificio Mannori, Savigni, Savini Tartufi, Tenute Librandi, Testa Conserve, Trota Altura, and Upstream.

The PUBLIC

At the last edition of Taste which was held once again in person in March 2022 – after the compulsory halt for one year and in a period still characterized by big limitations - Taste recorded a big success with around **5,000 members of the trade present**, with significant increases above all in terms of **foreign attendance** represented by almost **500 buyers from 50 different countries**. In total there were almost **7,000 visitors over the three days of the event** with an extensive participation in the program of events at the Fortezza and in the FuoriDiTaste rendezvous around town.

PASTA is the theme of this edition

The main food of Italian cuisine, whose simplicity – flour, water and nothing else – goes back to our origins, to the land that produces the wheat and the generations of producers that grind, knead, draw and dry in order to offer passion on the tip of a fork to tables all around the world. **PASTA** is tradition, typicalness, conviviality, nourishment and creativity. It is home, of course, but it is also increasingly high cuisine. Taste will offer a special **journey to discover the many experiences and facets of the world of pasta, and the names of some important pasta factories.**



The theme will also be presented with **an installation at the entrance** to the **UNICREDIT TASTE ARENA**; it will be the **protagonist of some of the Taste Talk topics**, and will **also make an incursion into the Taste Rings** curated by Davide Paolini.

The Masterpieces of the Taste Gallery

Twists, Curls, and Fine Folds

The artistry of Italian pasta is on full display. The exterior wall of the UniCredit Taste Arena has transformed into a gallery where visitors can admire the skillful creations of Taste's pasta makers, captured in unexpected and striking formats and frames. Against the backdrop of an elegant damask, the precious gilded frames crafted by Florentine artisan Santurri are showcased – and available for purchase to bring home a memory of the experience.

Davide Paolini's TASTE RINGS:

Saturday 4 February – 11 am

How do big hotels source quality raw materials?

A discussion between Food&Beverage hotel managers and food artisans about the opportunities for collaboration. With the participation of: **Giancarlo Carniani - general manager Top Florence**, **Gabriele Fedeli - corporate F&B director Lungarno Collection**, **Alessio Anedda - F&B manager Four Seasons** together with **Claudio Cerati of Upstream** and **Andrea Porro of Giò Porro Bresaola**.

Sunday 5 February – 15 pm

The revenge of dried pasta

For years starred cuisine did not use dried pasta then suddenly there is a boom of spaghetti with tomato sauce and "*alla cacio e pepe*" (cheese and pepper sauce).

With the participation of: **Andrea Cavaliere - Pasta Cavaliere**, **Alberto Zampino - Pasta Gentile**, together with chefs **Igles Corelli**, **Fulvio Pierangelini** and **Vito Mollica**.

THE TASTE TALKS

Saturday 4 February

3 pm

The origins of raw materials on labels: a must to protect

With **Giovanni Fiori** (Luigi Guffanti 1876), **Savino Muraglia** (Frantoio Muraglia), **Luigi Scordamaglia** (Filiere Italia), **Ettore Prandini** (Confederazione Coldiretti).

Curated by **Davide Paolini**, in collaboration with **Coldiretti Toscana**.

4 pm

The sounds of food

How much is our perception of food influenced by sound? With **Fiamma Rivetti** (IULM Research Center Coordinator), **a:bsent** (musician and food-related playlist expert), **Eugenio Signoroni** (author of many food themed podcasts), **Lorenzo Caimi** (CEO of Caimi Brevetti).

Curated by **Anna Prandoni**.

Sunday 5 February

11 am

What young people do not say (But do)

The new generation of Italian food and wine production compared.

Silvia Tovo (Meracinqe)

Matteo Frescobaldi (Laudemio Frescobaldi e Tirrena)

Nicola Olivieri (Olivieri 1882)

Curated by **Anna Prandoni**



4 pm

Hot Cotture

The meaning of fashion for pasta. Words and images about the mutual fascination between pasta and fashion, from esthetics to eros and taste. Curated by **Antonio Mancinelli**, in conversation with **Betony Vernon**.

5 pm

This is the pasta women are made of!

Generations, foods, cultures, latitudes compared.

With a **Marietta** from Casa Artusi, **Xin Ge Liu** of Il Gusto Xinge Dim Sum, **Matilde Pettini** of Dalla Lola. Moderated by **Martina Liverani**.

And more:

At 5:30 pm in the Upper Level Food Lounge at the Central Pavillon:

The Bitter Taste of Life

“Amaro” liqueur based aperitivo, curated by **Paolo Ponzo**.

Monday 6 February

11 am

Dedicated to the land

Stories of female farming entrepreneurs, from invisibility to women as the protagonists of agriculture. Because women are increasingly choosing to work the land, registering at the Faculty of Agriculture, leading farm businesses.

With **Alice Cerutti** (Cascina Oschiena), **Melissa Girardi** (Bio41), **Silvia Cittadini** (Casale della Riserva Torlonia). Curated by **Massimiliano Tonelli**.

12 am

Italian Sounding: a financial and quality loss for Made in Italy

With **Beatrice Ughi** (Gustiamo), **Fabrizio Filippi** (Consorzio Olio Toscano IGP), **David Granieri** (UNAPROL Consorzio Olivicolo Italiano) and **Francesco Maggi** (Casabase).

Curated by **Davide Paolini**, in collaboration with **Coldiretti Toscana**.

The special participations at this edition include:

The GUIDO TOMMASI EDITORE BOOK STORE

Guido Tommasi Editore inaugurates its 2023 with a rendezvous that has become a classic. The publishing house from Milan returns to Taste together with all the professionals representing the excellences of taste and the trends of contemporary gastronomic culture.

On an empty stomach you live badly and write even worse. That is why Guido Tommasi Editore is taking part in the fair: a love of food, places, books and people is the starting point for the publisher which will welcome visitors to its bookstore on the Upper Level of the Main Pavilion. A mixture of brand-new books, best-sellers, classics and confirmed favorites, there is just one common thread: to tempt readers and arouse the curiosity of the enthusiastic gourmet!

ACQUA PLOSE, the event's technical sponsor

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. (see attached press release)



COLDIRETTI at TASTE 2023

Coldiretti, the biggest trade association that brings together, represents and assists Italian farmers, is taking part in the fair with a special lounge area where it will be organizing events that take an in-depth look at the latest agri-food topics. With the collaboration of **Unaprol** (an Italian olive-growing consortium for over 40 years which represents the interests of more than 100,000 firms from all the olive producing regions in Italy, supporting them throughout the various phases of the production chain), the **Fondazione Ewoo School Italia** (which aims to help the progress of the olive-growing industry through courses and training activities), and the **Consorzio dell'olio Toscano IGP** (which brings together almost 9,000 Tuscan olive farmers), it will be holding **masterclasses dedicated to olive oil, differentiated according to operators/buyers and for visitors/consumers**: experiential training during which the participants, guided by professional tasters through an itinerary of sensorial analysis featuring different types of olive oils, will acquire the basic principles for recognizing fruitiness, bitterness and spiciness as the distinctive characteristics of EVO oil and to learn how to tell a quality olive oil from a poor one.

Moreover, **Coldiretti experts and representatives** will also be taking part in the **Taste Rings** curated by **Davide Paolini** and the meetings on stage in the **UniCredit Taste Arena**.

The events at the Fortezza da Basso will also include:

THE FORCHETTIERE AWARDS 2023

This year Taste will also be hosting the **Forchettiere Awards 2023**, the third edition of the recognition devised by the gastronomic information publication of the same name dedicated to the excellences of Florentine and Tuscan catering. The awards for the Dish of the Year, the green restaurant of the year, the signature cocktail of the year and the personality of the year will be presented at the Fortezza.

Awarding of the Tavoletta d'Oro Prize for 2023

Sunday February 5th at 12 pm, the Fortezza da Basso will be the ideal stage for the awarding of the Tavoletta d'Oro 2023, the true Oscars of chocolate, during which the Compagnia del Cioccolato crowns the best chocolatiers in Italy. (*see attached press release*)

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 with a calendar of themed tasting sessions, special events 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.

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 and SUNDAY, and from 9.30 a.m. to 6.00 p.m. on MONDAY for members of the trade;

_ the fair is also open to the general public from 2:30 to 7:30 p.m. on these days and from 9:30 a.m. to 6.00 p.m. on Monday.

Official Hashtag: #Taste16 #PittiTaste #fuoriditaste#TasteRing #TasteShop #TasteTool #TasteTour @pittitaste

Taste is held in partnership with



Main partner:

