



TASTE

AT TASTE 2024
Colors are served!

**The 17th edition of the reference fair
dedicated to contemporary food culture
staged at the Fortezza da Basso in Florence
from 3 to 5 February 2024.**

**Around 640 companies representing the excellences of Italian food and wine.
Over 100 new names making their debut at this edition.**

**The fair will present itself to the public with new spaces along the exhibition
itinerary and new opening times**

**The area dedicated to *Spirits* is growing and becomes a regular section
with 24 top Italian beverage labels**

**The hot topics at the Rings and the Taste Talks,
the projects and special participations, Fuoriditaste in the city**

TASTE. In viaggio con le diversità del gusto returns to the Fortezza da Basso in Florence. The 17th edition of the Pitti Immagine fair for food & beverage sector professionals will be held **from 3 to 5 February 2024**. The spotlights will be turned on **around 640 companies** that represent the values and specific characteristics of the Italian production culture and gastronomical tradition. **Over 100 names will be introducing themselves for the first time at Taste:** *Made in Italy* sweet and salty products that are ready to travel around the world conquering the most refined tables and the most demanding palates. At this edition the exhibition itinerary at Taste will be enriched by some important new features to allow the increasingly international public of buyers learn more about iconic trendsetting products, artisan excellences and innovative productions in addition to design dedicated to the table.

"Taste continues to grow and not just in quantitative terms" comments **Agostino Poletto, general manager of Pitti Immagine**. "Over 17 editions the number of companies being showcased has obviously risen, however the increased requests to participate in the fair are carefully selected and have to pass through the tight net of quality, taking into account the demands of our interlocutors, i.e., the evermore international and well-prepared professionals from the world of food. For this reason, today Taste is an event that brings together, in the same setting, small niche names as well as more structured companies that are able to satisfy wider markets without losing quality and craftsmanship. Cult brands we never tire of discovering or unveiling".

**The Ministry of Foreign Affairs and International Cooperation (MAECI) and the ICE
AGENCY for Taste 2024**

The Italian Ministry of Foreign Affairs and International Cooperation and the ICE - Italian Foreign Trade Promotion and Internationalization Agency which works for Italian companies promote Florence's role in the strategy of internationalization and promotion of Italian industries of excellence by supporting the Pitti Immagine 2024 fairs. An essential contribution to the program of incoming delegations of top foreign members of the trade and the promotion of the event. "Thanks to this collaboration with Taste" says Agostino Poletto, General Manager of Pitti Immagine, "we can invest precious resources and also invite buyers from emerging markets, both those we know to be potential new clients for quality *Made in Italy*, as well as those which are already becoming important



to our exhibitors. We have been working with the staff of the ICE offices abroad on these activities, always finding expertise and in-depth knowledge about the respective distribution and consumption contexts, decisive elements for good programming".

Increasingly international buyers

Thanks to the support of the MAECI and ICE Agency, an important delegation of buyers and operators from the most important specialist stores, food distribution companies, department stores and importers of Italian excellences will be traveling to Florence to discover the proposals at Taste from markets like **United States, Canada, Saudi Arabia, South Korea, China, United Kingdom, Germany, Netherlands, France, Belgium, Austria, Hong Kong, Switzerland, Ireland, Scandinavia, the Baltic States and the Czech Republic.**

These will be joined by buyers on the program of incoming delegations supported by Pitti Immagine that come from **Japan, Brazil, India, Greece, United Arab Emirates, Spain, Slovakia, Luxembourg and the Netherlands.**

UniCredit is Pitti Immagine's Main Partner

"UniCredit has been confirmed as the Main partner of Pitti Immagine and of the Taste fair", **comments Annalisa Areni, Head of UniCredit Client Strategies.** "An active partnership made up of paths of collaboration for accompanying companies through the challenges posed by innovation in terms of ESG and internationalization. This is in line with the Group's commitment to developing territories and supporting the sectors of excellence of *Made in Italy* such as that of agrifood. A sector to which UniCredit offers targeted solutions, a dedicated team, evolved financial instruments and specific agreements for supporting production chains. In the course of the year, we have also supported Italian agrifood businesses with allocations of over 1 billion, 400 million Euros. Alongside these are specific programs like Made4Italy which helps companies realize projects linked to regional identity and favors joint proposals between hospitality and agrifood companies; and 'UniCredit for agriculture', with diversified lines of financing according to the particular requirements of agrifood businesses".

COLORS ARE SERVED

is the theme of Taste 2024

Colors are food for the eyes. Red, blue, yellow, green: each one arouses joy, conviviality, memories. This is why **the theme chosen for the 2024 edition of Taste is *Colors are served!*, starting with the adv campaign announcing the event.** Here the best-known ingredients on our tables become colorful symbols of the great variety of flavors offered by the event's exhibition itinerary. A kind of ideal menu which is evocative yet concrete, to be tasted on the tip of the fork, from the sweet to the savory, reawakening the senses, starting with sight, and igniting the desire to discover or rediscover Italian excellences.

This edition's special project:

NEW EGG

Giannoni & Santoni present the collection of domestic chicken coops by the artistic duo Vedovamazzei, a project curated by Nicolas Ballario, with the valuable contribution of the producer of high-quality eggs, Paolo Parisi

Giannoni & Santoni, a company which specializes in the design of spaces and works of high artistic value, presents the NEW EGG exhibition at Taste. An unexpected collection of domestic chicken coops will be showcased at the Fortezza, in the Sala della Volta, objects that cross the boundaries between art, design and architecture, designed by the ironic Vedovamazzei duo, with the artistic direction by Nicolas Ballario. The project also involves the collaboration of Paolo Parisi, the most highly esteemed producer in the world of high-quality eggs, the symbol of a vision which blends ethics, attention to biodiversity and creativity with the aim of building a new awareness around the connections between man, animals and nature. The first expression of OFF, the new brand from the Giannoni & Santoni universe, born from a desire to create unconventional objects, works and products which establish a new relationship with nature. NEW EGG made its debut at the latest



edition of Artissima in Turin and is now coming to Florence exclusively for the public attending TASTE.

The new features of the EXHIBITION ITINERARY

The exhibition itinerary at Taste 17 offers a series of important new features including the involvement of the **Ghiaia Pavilion**: this central and strategic area of the Fortezza da Basso will propose a new dimension and a new way of living the Taste experience. The entrance to the event will be from Porta Faenza, while the exit will be via Porta Santa Maria Novella. Moreover, starting from this edition, the spaces in the Monumental Area of the Fortezza will also be hosting a series of projects and special participations.

The itinerary will be divided into three sections: TASTE TOUR, TASTE SPIRITS and TASTE TOOLS.

The **TASTE TOUR** starts on the **Upper Level of the Main Pavilion** with the savory world and continues on the **Ground Floor** in a larger area compared to the last edition which features, at the end of the itinerary, a selection of products for special foodie moments – from breakfast to brunch to snacks – where salty and sweet foods cohabit. Then the itinerary takes us towards the **Cavaniglia Pavilion** which is dedicated to sweet flavors.

The Cavaniglia Pavilion will also be hosting **TASTE SPIRITS**. Originally a special project, today this focus dedicated to the excellence of made in Italy related to Gin, Vermouth and “Amari” liqueurs has become a regular section which, in February, will present a selection of 24 artisan labels.

Here are the names: **Amaro Auser, Amaro di Quartiere, Amaro Rubino Bio, Amaro Uno & Amaro l'Altro, Argintario, Di Baldo Spirits, Distilleria Deta, Elisir di China, Erbes, Essentiae del Salento, Gin Fulmine, Granamaro, Mirto Sannai, Nannoni, Peter in Florence, Risorgimento n°5, Spiriti del Bosco, Pepticus, Ulibbo, Vermouth Agricolo delle colline di Firenze, and VisionAir Gin.**

Finally, the **TASTE TOOLS** section will be renewing its offering with accessories for the table and the kitchen, from technology to lifestyle, once again on the Upper Level and on the Ground Floor of the Main Pavilion. Here are the names of the protagonist companies: **3G Packaging, Alba, Fresco, Infinito Design, Nastrificio Sirene, Parentesi Quadra, Pasin Bags, Ratafià, Regalpack, Tableclothes, Tuorlo, and Vulcania.**

The new area in the PADIGLIONE DELLE GHIAIA

The big innovation of this itinerary, as announced, is the new special area **in the Padiglione delle Ghiaia**. This is where parallel activities to those of the exhibition will be concentrated: the **UNICREDIT TASTE ARENA** which will be hosting **Davide Paolini's Rings**, the **Talks** and the scheduled events; the **restaurant curated by “Filippo – Ristorante a Pietrasanta”**, which will be energized by events and tastings; and, finally, the **TASTE SHOP** where it will be possible to purchase the products discovered during the visit. These are three important elements of the fair which, thanks to the decision to expand the layout, have assumed their own autonomy and, therefore, greater prominence within the geography of Taste.

COLDIRETTI at TASTE 2024

Coldiretti, the biggest trade association that brings together, represents and assists Italian farmers, is taking part in the fair with a special space in the Monumental Area (Sala dell'Arco and Corridoio dell'Arco), 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 a), the **Fondazione Evoo School Italia** (which aims to help the progress of the olive-growing sector 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 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 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 oil from a poor one.

The COMPANIES at Taste:

Here are some of the **NEW ENTRIES** at this edition:

Acetaia Ducale Estense, Agricola Senga, Antica Corte Pallavicina, Aromy, Artigiano della 'nduja, Be my Ghee, Brisval, Ca' Negra, Caffè Pé-Fé, Calcagno 1946, Cantina Murales, Capobianco Farm, Cinquina, Contessa 1522, Enio Ottaviani, Ernesto Brusa, Forno Brisa, Forno Sammarco, Frutti del grano, I Piaceri di, Italiana Capers Sud, Juvara, La Cascina 1899, La Mèrica, Le Ife, Mulin Barot, Patrizi, Maraviglia, Metodo Massi, Mia Kombucha, Noccirole.it, Pfeffer, Pieve di Campoli, Querciamatta, Tenute Caracci, Valico Terminus, Venditti, Vongole Bernardi, and Zolla 14.

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

A Ricchigia, Accademia Olearia, Acetaia la Bonissima, Agricola Agnoni, Agricola Paglione, Amedei, Antica Torroneria Piemontese, Artigianquality, Az. Agr. Paolo Petrilli, Acquerello, Alberto Marchetti, Biscottificio Mattei, Borgo Santo Pietro, Brezzo, Campisi, Cantarelli, Caseificio Il Fiorino, Cioccolato La Molina, De Vivo, Ditta Artigianale, Frantoio Franci, Frantoio di Sant'Agata Oneglia, Frantoio Muraglia, Frantoio Santa Tea, Fratelli Lunardi, Fratelli Pelizzari, Friultrota, Giaveri, Giraudi Cioccolato all'infinito, Il Borgo del Balsamico, La Casera, La Valdotaïne, La Via del Té, Marina Palusci Organic Farm, Mortadella Opera, Muma Gin, Parmigiano Reggiano progetto 40 mesi, Pastai Gragnanesi, Pastificio Agricolo Mancini, Pastificio Benedetto Cavalieri, Pasticceria Giotto oltre la dolcezza, Pastificio Gentile di Gragnano, Pesto Rossi, Petra Molino Quaglia, Riserva San Massimo, S. Ilario Prosciutti, Salumificio Coccia Sesto, Salumificio Santoro, San Pietro a Pettine, Scuppoz, Stefania Calugi, Taste Conserve, The Garda Egg, Upstream, and Via dei Birrai 32.

THE PUBLIC

At the last edition which was held in February 2023, Taste registered the total attendance of **around 10,000 visitors**, of which **7,050 were members of the trade** (of these **around 6,000 were buyers**). The visitors from abroad numbered almost **600 buyers from 50 different countries (+20%)**. The foreign markets most represented were France, Germany, United States, Switzerland, United Kingdom, Austria, Spain, Netherlands, Belgium, and Lithuania. Attendance was good from the Scandinavian area, Japan, South Korea, China – Continental and China – Hong Kong, as well as from new faraway markets like Australia, South Africa and Central Asian countries like Kirghizstan and Kazakhstan.

Davide Paolini's TASTE RINGS

_ Food fermentations

Fermentation and leavening are phenomena involved in many types of food such as bread, chocolate, wine, beer, vinegars. This talk will take an in-depth look at various aspects of production with the help of a scientist: Professor Duccio Cavalieri, president of the world society of studies on fermentation and leavening. He will be joined by Alessio Tessieri (Noalya chocolate), Marco Caprai (Azienda vinicola Caprai).

_ The importance of the brand for SMEs

Every brand has a dream: that of becoming a unique brand with a distinct recognizable identity and, above all, loved by its own public. But what is the difference between "brand" and "make" and what does it mean to have a winning brand today and where do we start to "do branding" in order to obtain success for our own product and service? These questions will be answered by Ilaria Legato



and Nicoletta Polliotto (authors of "Creative restaurant branding"), Elisabetta Pandolfini (Biscotti Mattei) and Piero Rondolino (Riso Acquerello).

_ Il vino in anfora-Wine in amphoras

Amphoras are the most ancient containers for fermenting wine, already adopted by the Romans and, above all, in Georgia where, in recent years, a phenomenon has developed that involves Italian producers. The talk, which will see the participation of both producers of terracotta amphoras (Giovanni Manetti: Fontodi vino e Fornace Manetti) and of wine, will try to explain the reasons behind the success of this ancient technique.

THE TASTE TALKS

_ Il sapore del colore-The flavor of color

Cuisine is a visual art that arouses emotions and colors are a fundamental element of the same because color comes before taste, guiding our choices and our perception of flavors.

We will discuss Cromocucina-Chromocuisine and how colors influence the flavor of food with a neuropsychologist, a nutritionist, a food stylist/blogger and a chef.

_ Fake Color / Fake Food

Adulteration, alteration, counterfeiting: we will talk about agrifood fraud and health protection with people directly involved with the same.

_ I colori del paesaggio-Landscape colors

Climatic changes redesign the geography and economics of cultivations: how rising temperatures, drought, flooding and extreme events impact agricultural production and how farmers are reacting and protecting themselves. The protagonists already confirmed include: Bernardo Gozzini (Sole Director of the Consorzio LaMMA), Gerardo Diana (President of the Consorzio di Tutela Arancia Rossa di Sicilia IGP). Moderated by Martina Liverani (Dispensa magazine)

_ Dal seme al piatto: come si diventa cibo -From the seed to the plate: how food is made

A talk about the food production chain and the companies that manage the whole production process. The production chain from innovation to tradition. Three stories about producers told by the director of CiboToday, Massimiliano Tonelli.

The participations at this edition include:

The GUIDO TOMMASI EDITORE bookstore

Sometimes everything is contained within a plate: origins, tastes, a sense of beauty, courage and recklessness, secret dreams and even a remnant of the future. Guido Tommasi Editore, the Milanese publishing house that specializes in gastronomical publications, is fully aware of this and, for this reason, will be at Taste 2024. Food is not just the manifestation of a private daily experience or a topic of discussion and comparison between different worlds: it is the narrative element of a complex language, the pivot around which different forms of expression revolve. The result is stories with beautiful images and precise words, sober gestures and forgotten scents. This year, in the Guido Tommasi Editore bookstore, the talk will literally be about SFUMATURE-SHADES, a way of portraying color without showing it. Because color, like flavor, is a beautiful sensation. Curated by Marco Marzini.

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, will once again be the technical sponsor of Pitti Taste supplying its pure, very light spring water every day of the event.

(see attached press release)



The events at the Fortezza da Basso will also include:

The Forchettiere Awards 2024

This year Taste will again be hosting the **Forchettiere Awards**, the fourth 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 *Pizza of the Year*, the *Personality of the year* and the *Cocktail bar of the year* will be presented at the Fortezza.

Presentation of “Senza scadenza. L'intramontabile packaging made in Italy” (No expiry date. Timeless made in Italy packaging)

In this book – published by Ultra (2023) - journalist and philologist Camilla Sernagiotto talks about the Italian product packaging that has passed the test of time: from the Coccina glue pot to the blue and white jar of Amarena Fabbri to the little brown cup of Coppa del Nonno and the Crystal Ball tube. A medley of 60 companies representing the excellence of *Made in Italy* and which have opened up their archives for this book.

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. So, **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.

The rendezvous already confirmed include:

Il Girotolio: cena “a premi” con 4 oli Evo da altrettante regioni- Supper with “prizes” with Evo oils from 4 regions

Chef Giuseppe Papallo will prepare a 4-course menu inspired by 4 regional cuisines (Tuscany, Umbria, Puglia, Calabria) with 4 important oils (La Ranocchiaia, Olio Decimi, Pujje, Librandi). The diners will have to guess which oil was used for each dish and the person who correctly matches all 4 dishes will win a sampler.

Da pop a gourmet - Il lato ‘fine dining’ di pizza & cucina etnica-From pop to gourmet. The ‘fine dining’ side of pizza and ethnic cuisine

Three famous ‘pizzaioli’ (Marco Manzi, Gabriele Dani and Manuel Maiorano) matched to three world cuisines: an unmissable supper where each pizza refers to the flavors and traditions of Peru (Sevi), India (Haveli) and Korea (Hallasan), accompanied by tastings of the international dishes that inspired the three maestros of the “white art”.

Maledetti gli spaghetti – Cursed spaghetti

At the Teatro del Sale, the premiere of the show written and directed by and starring Leonardo Romanelli, an entertaining and curious story about pasta.

La notte del Negroni-Negroni night

At the Companion del 25 Hours hotel, an evening of readings conducted by Leonardo Romanelli on the theme of cocktails, with Negroni tastings.

For information and updates on the program and the events:

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



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 **150,000 visits** and almost **1 million 300 pages viewed**, in addition to **4,073 buyers registered, 14% of which from abroad**.

TASTE INFO:

Taste is changing the opening hours. Over the three days of the event the opening hours for professionals and members of the trade will always be 9.30 a.m. - 6.30 p.m. The public of food enthusiasts can enter on the Saturday and Sunday from 2.30-6.30 p.m. and all day on the Monday.

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

special grant

madeinitaly.gov.it



Ministero degli Affari Esteri
e della Cooperazione Internazionale



main partner

