

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.**

**Over 660 companies representing the excellences of Italian food and wine.
Plus 150 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 **over 660 companies** that represent the values and specific characteristics of the Italian production culture and gastronomical tradition. **Over 150 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, Luxemburg 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 2023, 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 in the **Sala of the Volta**. An unexpected collection



of domestic chicken coops will be showcased, 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 and in the Costruzioni Lorenese 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: **A% Distilleria Toscana, Amaro Di Quartiere, Amaro Erbes, Amaro Rubino Bio, Argintario, Amaro Auser, Az.Agr. Barbarossa, Dibaldo Spirits, Distilleria Deta, Essentiae del Salento / Amaro di Ulivo, Gin Fulmine, Granamaro, Infermen.To, Infusi di Calabria, Mirto Sannai, Nannoni, Peter in Florence, Risorgimento 5 Liquoreria Artigianale, Santo Spirito Liquori, Spiriti del Bosco Volterra, Tremito - Sabino Leone, Ulibbo, Vermouth Agricolo delle Colline di Firenze, 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 15 protagonist companies: **3G Packaging, Alba Firenze, Caraiba, Fresco, Infinito Design, Nastrificio La Fenice, Nastrificio Sirene, Parentesi Quadra Food Division, Pasin Bags, Ratafià, Regalpack, Tableclothes.it, Tuorlo, Vegal, 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.

CONSORZIO DELL'OLIO TISCANO IGP at TASTE 2024

The **Consorzio dell'Olio Toscano IGP**, which brings together almost 9,000 Tuscan olive farmers, participates in the show with a special space in the Sala dell'Arco of the Area Monumentale, in which it holds masterclasses dedicated to oil: experiential training during which the participants, guided as professional tasters in a sensorial analysis of different types of oils, they will learn to recognize the distinctive characteristics of the oil and differentiate a quality oil from a poor one.

The COMPANIES at Taste:

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

Acetaia Ducale Estense, Adelfio di Marzamemi, Molino Agostini, Gli Aironi, Anisetta Rosati dal 1877, Antica Corte Pallavicina, Aromy, Be My Ghee, Bonfissuto, Brisval, Ernesto Brusa, Calcagno 1946, Capobianco Organic Farm, Cinquina, Enio Ottaviani Vini e Vigneti, Forno Brisa, Forno Sammarco, Gelateria Dolcemente, Guido Gobino, Hera nei Campi, Ics - Italiana Capers Sud, Italiqa, Mia Kombucha, L'Artigiano della N'duja, Metodo Massi, Murales, Nocciolo.it, Palazzo di Varignana, Royal Food Caviar, Solobrado, Uao! Sorprendentemente Vegetale, Visionair Gin, Vongole Bernardi, Zago, Zolla14 Organic Farm Project.

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 Valdotaine, La Via del Tè, 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, 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.

At the UniCredit Taste Arena

Daide Paolini's TASTE RINGS

_ The importance of the brand for SMEs (Saturday 3 February, 4.00 p.m.)

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).

_ Food fermentations (Sunday 4 February, 5.00 p.m.)

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), Marco Caprai (Azienda vinicola Caprai), Edoardo Tilli (Podere Belvedere) and Simone Chiappini.

_ Wine in amphoras (Monday 5 February, 11.00 a.m.)

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 Giovanni Manetti (Fornace Manetti), Lapo D'Attoma (enologist), Bernardo Conticelli (sommelier), Elena Casadei (Le Anfore) and Giovanni Frasca (Tua Rita).

The special initiatives include:

The Taste Shopping bag

Over the three days of the event, among the exhibitors' stalls not just enthusiasts, importers and distributors but also established chefs like Ariel Hagen (Saporium) and Enrica Della Martira (Orto San Frediano) and world level bartenders like Fabio Fanni (Il Locale), will each be trying their hand at creating their own dish, Ariel and Enrica, and two cocktails, Fabio. A project curated by Davide Paolini.

THE TASTE TALKS

_ Bianco o nero? Come i colori incidono sulla nostra dieta e sulle nostre scelte alimentari-Black or white? How colors affect our diet and our food choices (Saturday 3 February, 3.00 p.m.)

Times and fashions change our views and guide our choices even in the field of food where what was once in vogue is less valuable today, and vice versa.
Curated by Anna Prandoni.

_ Dal seme al piatto: come si diventa cibo- From the seed to the plate: how food is made (Sunday 4 February, 2.00 p.m.)

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.

_ Presentation of the book *Contorno* (Guido Tommasi Editore) and "Pan'ino Taste 2024" (Sunday 4 February at 3pm)

Presentation of the book with Anna Cuppini (creative director), Cristina dal Ben (set designer), Carmine Dell'Anno, Gino Fantini (food stylist) and Guido Barbagelata (photographer) of the Contorno collective. Moderated by Alessio Cannata (food content strategist). And Alessandro Frassica will present the "Pan'ino Taste 2024" inspired by two recipes contained in the Contorno book



_ I colori del paesaggio-Landscape colors (Sunday 4 February, 4.00 p.m.)

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)

Also worth looking out for at the Unicredit Taste Arena:

This edition will feature the special presence of the **Carabinieri Company dedicated to Agrifood Protection** represented at Taste by Major Simone Vergari (Commander of the Central Operations Section, Rome), who will be illustrating the activities aimed at the prevention and suppression of fraud to the detriment of Italian agrifood quality and will also get to the heart of some recent problems which are particularly important to Italian companies. In conversation with some of the entrepreneurs attending the fair.

_ La difesa dell'AgroAlimentare Made in Italy per la valorizzazione di filiere e companies-Defending Made in Italy Agrifood and valorizing production chains and companies (Saturday 3 February, 5.00 p.m.)

There will also be the first-ever participation by **Confagricoltura**, one of the main organizations of companies working in Italian agriculture that will be organizing two meetings on sensitive topics for the agri-food sector: financing and consumption (in collaboration with Nomisma).

_ Innovazione nell'Agrifood: priorità, opportunità e finanziamenti a livello europeo e nazionale-Innovation in Agrifood: priorities, opportunities and financing on a European and national level (Sunday 4 February, 12.00 p.m.)

With interventions by Nicolò Mascheroni (Director of Strategies at Confagricoltura – Hubfarm), Michele Contel (Secretary General, Osservatorio Permanente sui Giovani e l'Alcool-Permanent Observatory on Young People and Alcohol - Confindustria), Giulia Callini (External Relations Agronetwerk - Confagricoltura). Moderated by Daniele Rossi (R&I Delegate Confagricoltura and Secretary General Agronetwerk).

_ Consumi nell'agroalimentare in Italia: tendenze e comportamenti d'acquisto-Agrifood consumption in Italy: buying trends and behavior (Monday 5 February, 3.00 p.m.)

Attended once again by Daniele Rossi, Michele Contel and Giulia Callini who will be joined by Annibale Pancrazio (Vice president Agronetwerk – CEO Pancrazio Spa) and Emanuele di Faustino (Industry, services and retail Manager of Nomisma) as the moderator.

The participations at this edition include:

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.

“FILIPPO – RISTORANTE A PIETRASANTA” A TASTE

Taste has chosen “Filippo – Ristorante a Pietrasanta” as its refreshment area characterized by hospitality and tailor-made cuisine. Inside the new area of the fair, the Padiglione delle Ghiaie, in addition to the bar counter and take-away gastronomy products, it will be possible to taste classic



Tuscan dishes in a regular restaurant. But that's not all. The pop-up restaurant has set up a "chef's table" where visitors can enjoy an exceptional culinary experience the protagonists of which will be the preeminent products of a selection of exhibitors.

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.

GIUNTI EDITORE and LIBRERIA ULISSE

The collaboration between the historic Florentine publishing house Giunti Editore and the Libreria Ulisse bookstore of Bologna, for over 30 years a point of reference on the independent publishing scene, comes to the Fortezza to offer visitors at Taste a rich and interesting selection of Italian and international titles about the world of food and wine. An assortment that also reflects the constant research aimed at satisfying a public of enthusiasts and professionals who want to keep up to date with the latest trends in their reference sectors.

CLUB AMICI DEL TOSCANO

The Club Amici del Toscano is taking part in Taste 2024 by presenting a special area and a series of meetings dedicated to discovering original combinations and tastings in which the Toscano cigar is married with flavors and aromas that can exalt its qualities.

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 Coccoina 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.

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.

Here are some of the rendezvous scheduled:

_ San Frediano is Cooled

The first district FuoriDiTaste will be held on Friday 2 February from 7.00 to 9.00 p.m. in Borgo San Frediano, called the coolest district in the world in the Lonely Planet guide 2018. The event will involve four reference venues in the area (Gastronomia "Il Giglio", Dolce Emporio, Essenziale and Gunè Next Door) which will host six preeminent Italian food and wine producers developing tasting sessions based on their proposals. The participating producers will be: Acquapazza Gourmet, Cru Caviar, DiBALDO Spirits, Enio Ottaviani Vini e Vigneti, Stefania Calugi tartufi and Vongole Bernardi.

_ Pieve di Campoli....all'Opera del Duomo!

A cultural and food and wine itinerary organized by the oil and wine producing company of the Istituto Diocesano per il Sostentamento del Clero (IDSC), Pieve di Campoli. The guests will be taken on a tour that aims to exalt the work of Man and his relationship with the land by the guides of the wonderful Museo dell'Opera del Duomo, and will then be able to taste the farm's products which have been reworked and valorized according to the philosophy of the chef Vito Mollica. The event will take place on Saturday 3 February from 6.00 p.m.

_ 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

At the Pizzeria Giotto (Via Panzani 57), on Monday 5 February at 8.30 p.m., the protagonists will be 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 South Korea (Hallasan), accompanied by tastings of the international dishes that inspired the three maestros of the "arte bianca – art of baking".

_ Benedetti gli Spaghetti-Blessed spaghetti

At the Teatro del Sale (via dei Macci 111r), on Friday 2 February at 7.30 p.m., there will be the premiere of the show written and directed by and starring Leonardo Romanelli. A journey of exploration and tasting in the world of pasta and everything that gravitates around it like a universe in constant evolution (in the tradition).

_ La notte dei poeti maledetti-The night of the cursed poets

Saturday 3 February, from 10.00 p.m. at the 25Hours Hotel (Via Palazzuolo 11r, Florence FI), there will be an evening that is halfway between the rarefied atmospheres of the representatives of the poets' society and the desire for revolution of the beat generation. A tribute to gin-based cocktails, with readings of poems and writings dedicated to spirits. An after-dinner event with the gin-based



cocktails of Peter in Florence and tastings of various flavors of Torta Pistocchi.

_ Club Sandwich Mania - Fiore 1827

On Monday 5 February, at 7.30 p.m. c/o Atto di Vito Mollica (Palazzo Portinari Salviati, Via del Corso 6, Florence) the challenge for the best Club Sandwich will be held organized by Davide Paolini, Gianni Mercatali and Gruppo Editoriale. A unique opportunity to discover the secrets of the signature dish of the great gastronomical tradition of the international hospitality industry interpreted by the best chefs. The award ceremony will be followed by a supper featuring a menu dedicated to the Club Sandwich curated by Vito Mollica with the wines of the Estates of the Cecchi Family.

For information and the complete program of 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. At the last edition Connect received **over 150,000 visits, more than 1 million 300 pages were viewed**, over **4,073 buyers were 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: #Taste17 #PittiTaste #fuoriditaste#TasteRing #TasteShop #TasteTool #TasteTour @pittitaste

The Pitti Crew

wears

FLOWER MOUNTAIN *and* REPLUMÉ

special grant

madeinitaly.gov.it



Ministero degli Affari Esteri
e della Cooperazione Internazionale



main partner



Taste is held in partnership with

