

TASTE 2025
"Born under the Sign of Taste"

From February 8 to 10, 2025, at the Fortezza da Basso in Florence, the Pitti Immagine food fair transforms into a journey among the stars of contemporary gastronomy.

Like a constellation, the exhibition layout expands with new spaces and themes.

The 18th edition will feature over 750 companies, including 150 first-time exhibitors.

Highlights: special focuses on heroic wines and breakfast.

Davide Paolini's Rings, the Taste Talks, Masterclasses, training sessions, the Taste Horoscope and the Cosmic Bar.

Fuoriditaste: an ever-growing calendar of events.

TASTE, the Pitti Immagine fair dedicated to the contemporary food scene celebrates its 18th edition. From **February 8 to 10, 2025**, at the Fortezza da Basso in Florence, **more than 750 companies** will showcase the finest in **food and wine production and culture**. Among them, **approximately 150 newcomers** have been **carefully scouted** and selected to be introduced to the **Taste community** for the very first time.

For this new edition – highly anticipated by industry professionals seeking to stay updated on the latest trends and innovations, from pantry to table – **the event evolves in multiple directions**. Leading the way is a concept, a slightly magical idea, an intriguing metaphor: constellations, radiant alignments of stars that together shape the celestial sphere. **In 2025, Taste will become a stellar, brilliant, captivating, and enlightening journey, charting the culinary universe.**

New exhibition areas will spotlight fresh themes (heroic wines), trends, and emerging consumption moments (breakfast). The route through the Fortezza will map unpredictable culinary constellations, and with a special "Taste Horoscope," we'll discover new gourmet zodiac signs.

Monday will be entirely dedicated to industry professionals, while the newly renovated Padiglione delle Ghiaie is set to host the Arena for the Ring events, Talks, and other activities, as well as a brand-new room for Masterclasses.

"Taste, much like constellations, creates connections and new pairings. It is in constant touch with the world of contemporary gastronomy, sensing its changes, identifying its needs, and always taking a proactive approach by offering ideas, discovering new companies, or highlighting the value of more traditional enterprises," **says Agostino Poletto, General Director of Pitti Immagine**. "This year's carefully curated choices reflect this vision, targeting a professional audience that we aim to make increasingly international, to enhance visibility and business opportunities for the companies we believe in."

The Ministry of Foreign Affairs and International Cooperation and ICE Agency for Taste 2025

The Ministry of Foreign Affairs and International Cooperation, together with the ICE Agency, is promoting Florence's role in the internationalization strategy and the promotion of Italy's excellence industries through support for Pitti Immagine's 2025 fairs. This partnership provides critical backing for the program to bring in top foreign operators and support communication efforts. "Thanks to this



TASTE

collaboration for Taste," says Agostino Poletto, General Director of Pitti Immagine, "we can allocate valuable resources to inviting buyers from emerging markets – both those we identify as potential new customers for high-quality Made in Italy products and those already becoming significant for our exhibitors. For this initiative, we've worked closely with ICE's foreign office staff, consistently finding expertise and deep knowledge of their respective distribution and consumption contexts – key elements for effective planning."

BUYERS

Among the buyers and operators from the most important specialty stores, food distribution companies, department stores, and importers of fine Italian products, the following have confirmed their participation:

Aas-Food Astana (Kazakhstan), **Adoro** (Sweden), **Advant** (Poland), **Affinitis** (Switzerland), **Agora Fine Foods** (Greece), **Agrowest** (Azerbaijan), **Alma Gourmet** (United States), **Altomontes** (United States), **Anc Group** (Azerbaijan), **Artisan Fine Foods** (Singapore), **Augustus** (Switzerland), **Aux Gourmets d'Italie** (France), **Bianca/Criscuolo Gastro** (Germany), **Biocoop** (France), **Boparan Group** (United Kingdom), **Bocca Gourmet** (Hungary), **Bongusta** (Poland), **Buongustaio Handels** (Austria), **Buonissimo** (Cambodia), **Buono** (Hungary), **Casa Caria** (Austria), **CBG** (Spain), **Ceromi** (France), **Certa Platform** (Hong Kong), **Chiuch** (Belgium), **Ciao Gusto** (France), **Cibo Divino** (United States), **Cicorella Alimentari** (Germany), **Colmado Singular** (Spain), **Conca d'Oro** (United States), **Cucina Fine Foods** (Canada), **Culinaris Wholesale** (Hungary), **Dallmayr** (Germany), **De Simoni** (Switzerland), **Delicatezze d'Italia** (Netherlands), **Delight Caffè** (Slovakia), **Delizius** (France), **Ditalia.com** (United States), **Eataly** (France), **Emporio** (Portugal), **Euromercato** (United Arab Emirates), **Fallon & Byrne** (Ireland), **Fatucci Consulting** (Kazakhstan), **Favuzzi International** (Canada), **Fenwick** (United Kingdom), **Fine Food** (India), **Foodelux** (Switzerland), **Formaggio Kitchen** (United States), **Fourway Trading** (United Arab Emirates), **Garda Import** (Spain), **Gastronome** (Georgia), **Geofood** (Belgium), **Gourmet Studio** (Latvia), **Gustiamo** (United States), **Harrods** (United Kingdom), **Harvey Nichols** (United Kingdom), **Herfy Food Services Company** (Saudi Arabia), **Il Nuraghe** (Germany), **Imex Delikatessen** (Switzerland), **Italia & Co** (Australia), **Italian Products & Beyond** (United States), **Italicatessen** (Ireland), **Italicatessen** (United Kingdom), **J&G** (United Kingdom), **Jaleel Holdings** (United Arab Emirates), **Just Gourmet Foods** (United Kingdom), **Kaefer** (Germany), **Katie's Pizza and Pasta** (United States), **La Provençale** (Luxembourg), **La Trattoria Madame** (France), **Les Passions de Manon** (Canada), **LLP Az Syndicate** (Kazakhstan), **Lucilla** (Thailand), **M5 Corporation** (United States), **Mago** (Belgium), **Mammafiore** (Spain), **Manicaretti** (United States), **Manor** (Switzerland), **Manzo Food Sales** (United States), **Marco Simonis** (Austria), **Maritime Zeitkapseln** (Germany), **Mc Olives** (Canada), **Natoora** (United Kingdom), **Olicatessen** (Greece), **Olijfbedrijf** (Netherlands), **Olio & Olive** (United States), **Petracca** (Switzerland), **Pizza31** (Thailand), **Praline** (Kazakhstan), **Prima Classe** (United Arab Emirates), **Prima Perla** (Switzerland), **PWE Trading** (Poland), **Ramz Al Maha** (Saudi Arabia), **Reale & Fantoni** (Portugal), **Ritrovo Italian Regional Foods** (United States), **Roberto & Franco** (Poland), **Rogers Collection** (United States), **Romina** (Germany), **Sanyo Enterprises** (Japan), **Selfridges** (United Kingdom), **Shanghai Bright View** (China), **Smak Italia** (Norway), **Sum** (France), **Sunsol Trading** (Taiwan), **Sweetly** (South Korea), **Tapsalon Goesto** (Netherlands), **The Caprioli** (Hong Kong), **The Fine Cheese** (United Kingdom), **The Oil Merchant** (United Kingdom), **Vava Tenina** (Hungary), **Viani** (Germany), **Viola Import** (United States), **Wholesome Harvest** (Singapore), and **Zia Pia** (United States).

UniCredit is the Main Partner of Pitti Immagine

UniCredit confirms its role as the Main Partner of Pitti Immagine and the Taste fair. This active partnership involves collaborative initiatives to support businesses in tackling challenges related to ESG-driven innovation and internationalization. This aligns with the Group's commitment to regional development and supporting sectors of Italian excellence, such as agrifood.

UniCredit supports this sector with tailored solutions, a dedicated team, advanced financial tools, agreements to support supply chains, and specific funding programs, including the €1 billion allocated



this year to support investments by agricultural and agrifood companies, technological and digital modernization, and sustainable transformations in line with European green transition directives. As part of the collaboration between UniCredit and Pitti, the UniCredit Taste Arena, set up at the Padiglione delle Ghiaie, will host a series of meetings, talks, presentations, and events throughout the days of the exhibition.

"Born Under the Sign of Taste" is the Theme of Taste 2025

In the deep blue night sky, the stars of the next edition of Taste light up: sweet and savory delights, to eat and drink. They shine like solitary stars but glow even brighter together, forming luminous constellations that create new combinations of flavors to captivate and amaze. In February, the theme of the fair will be "Born Under the Sign of Taste." The Fortezza da Basso will transform into a mesmerizing firmament of constellations, weaving together innovations, content, and experiences. The promotional campaign for Taste 2025 was created by the award-winning creative agency **Auge**.

The Exhibition Itinerary

This year's **EXHIBITION ITINERARY** introduces numerous features, extending into new areas of the Fortezza da Basso, such as the **Monumental Areas** and the **Costruzioni Lorenesi**, which will host special projects.

The entrance will be from **Porta Faenza**. The journey through Taste's gastronomic excellence unfolds between the **Central Pavilion** and **Cavaniglia**. A new feature for 2025 allows ticket holders to access Cavaniglia directly without completing the full route. Events, talks, and training sessions will take place in the newly redesigned **Padiglione delle Ghiaie**.

The **TASTE TOUR** will start from the Top Floor of the Central Pavilion, focusing on savory products, before continuing to the Ground Floor and gradually transitioning to the Cavaniglia Pavilion, where sweet flavors take center stage.

Also at Cavaniglia, the **TASTE SPIRITS** section solidifies its presence with **34 labels, including Gin, Vermouth, and Amari**. This section shines a spotlight on small, single-product companies with unique stories to tell – precious gems of Made in Italy craftsmanship, steeped in botanicals, alembics, and a passion for experimentation.

Finally, on the Top Floor and Ground Floor of the Central Pavilion, the **TASTE TOOLS** section will once again delight visitors with a selection of tableware and kitchen accessories, blending craftsmanship with cutting-edge technology.

This year, the **TASTE SHOP** is evolving into a fully digital experience, making shopping even more convenient and accessible. While it will not have a physical presence at the fair, the entrance ticket will grant the general public a **20% discount code**, valid from **February 10 to 23**, for use on the online sales channels of participating exhibitors. These exhibitors will be easily identifiable through dedicated signage, both at their stands and on their Pitti Connect page.

A new layout for the PADIGLIONE DELLE GHIAIE

At the heart of the Taste route once again this year will be the **Padiglione delle Ghiaie**. This central hub will serve as a meeting point for attendees, offering a space to enjoy presentations, events, and masterclasses. On the **Unicredit Taste Arena** stage, Davide Paolini will host his signature Rings, along with many other notable figures from the food world. Meanwhile, in the space dedicated to Filippo - Ristorante a Pietrasanta, the spotlight will shine on iconic dishes from Versilia and themed tastings.

Special projects and participations of this edition:



TASTE

HEROIC WINES FROM EXTREME LANDS

At Taste 2025, through a curated selection of labels, we will delve into the world of heroic viticulture, celebrating Italian tradition and the history of “extreme” yet captivating territories capable of delivering exceptional results. Heroic wines come from vineyards on volcanic soils or at high altitudes, from vines over 18 meters tall or terraced cliffs overlooking the sea. They include wines made from grapes grown in ice, deserts, or sand. Some are harvested on December 31, aged at high altitudes under snow or beneath the sea. **Guided by Alvaro De Anna**, we will meet the courageous winemakers who cultivate vines in extreme conditions, defy atypical climates, rescue forgotten or vanished grape varieties, experiment with bold vinification methods, and create innovative wines. Above all, they protect unique landscapes that are a heritage for all of us.

On **Saturday, February 8, at 2:30 PM** the **UniCredit Taste Arena** will host the special talk **"The Courage to Be Unique: Heroic Wines"**. Alvaro Deanna and wine critic Zosimo will explore Italy's heroic viticulture, sharing the stories of extreme terroirs.

NEW AT THIS EDITION: THE TASTE MASTERCLASSES

focused on Heroic Wines, hosted in the Masterclass Room at Padiglione delle Ghiaie.

_February 8 | 11:00 AM – 12:30 PM

The Courage to Be Unique: Heroic Wines overlooking the sea

Wine critic Zosimo will lead a tasting of 10 selected labels from the following heroic wineries: Conte Gherardo degli Azzoni Avogadro, Bortolusso, Azienda Agricola Toscani, Casale del Giglio, Marisa Cuomo, Vini Biagi, Destro Vini, Salvatore D'Amico.

Open to the public – cost: €50. Attendees who purchase this masterclass will have exceptional early access to Taste from the morning.

_February 9 | 11:00 AM – 12:30 PM

The Courage to Be Unique: Heroic Wines

Sommelier Paolo Lauciani will guide a tasting of 10 heroic wines from the following wineries: Sandro De Bruno, Radoar, Giovanni Dri Il Roncat, Azienda Agricola Toscani, Podere La Botta, Marisa Cuomo, Vini Biagi, Nima, Destro Vini, Vigne Muzanu.

Open to the public – cost: €50. Attendees who purchase this masterclass will have exceptional early access to Taste from the morning.

_February 9 | 4:30 PM – 6:00 PM

The Courage to Be Unique: the Perlage of the Heroic Territories

Sommelier Paolo Lauciani will present a tasting of eight heroic sparkling wines from the following wineries: Sandro De Bruno, Mike Dalto, Cembra Cantina di Montagna, Bortolusso, Tenuta Stella, Vini Biagi, Destro Vini, Tenute Lombardo.

Reserved for buyers and representatives – cost: €50. Buyers and representatives interested in registering can send an email to mailing@pittimmagine.com

COLDIRETTI, CONSORZIO DELL'OLIO TOSCANO IGP, AND UNAPROL AT TASTE 2025

A winning team doesn't change. Coldiretti Toscana, the Consorzio dell'Olio Toscano IGP, and Unaprol return to Taste. This year, they will be hosted in a very special space, larger than in the previous edition: the Hall and Corridor of the Arch in the Monumental Area. The Consorzio dell'Olio Toscano IGP, representing over 8,000 Tuscan olive growers, will offer masterclasses dedicated to olive oil. These experiential training sessions will guide participants, with the help of professional tasters, through a sensory analysis of different types of oils. Attendees will learn to identify the distinctive features of olive oil and differentiate high-quality oils from inferior ones.

For the second consecutive year, on Saturday, February 8, Unaprol, with scientific support from the Fondazione Evooschool, will host the final session of the professional training course to earn the "Certificate of Physiological Suitability for Virgin Olive Oil Tasting." But that's not all. Over the course of the three-day event, the program will also feature show cooking sessions, presentations, and meetings.

1895 COFFEE DESIGNERS BY LAVAZZA

At the Costruzioni Lorenesi, an immersive experience blends high-end pastry, fine dining, and specialty coffee. In collaboration with 1895 Coffee Designers by Lavazza, visitors will have the opportunity to explore the world of coffee in a completely new light through tastings, meetings with chefs and coffeiers, and cultural insights into coffee. "1895 Coffee Designers by Lavazza is a story inspired by a vision in which exceptional coffee becomes a ritual that enhances all the senses. It is a universe where passion, craftsmanship, and technology intertwine with precision and harmony, fully respecting Italian style and with particular attention to sustainability. **1895 Coffee Designers by Lavazza will participate in Pitti Taste 2025 with the goal of creating memorable coffee experiences and spreading Lavazza's excellence.**"

(See the dedicated press release for further details.)

ICEA – ISTITUTO PER LA CERTIFICAZIONE ETICA E AMBIENTALE

ICEA, the Institute for Ethical and Environmental Certification, brings its twenty years of expertise to Taste. Originally established as a body specializing in organic agriculture, ICEA has expanded its scope beyond the food sector, offering a wide range of certifications. These include DOP, IGP, vegetarian, and vegan certifications, as well as the latest Regenerative Organic Certified® (ROC), which promotes regenerative practices for agriculture, animal welfare, and social equity. A strategic partner for companies committed to responsibility and quality, ICEA continues to support businesses that embrace sustainable and ethical practices.

CONSORZIO BIRRA ITALIANA

The Consorzio di Tutela e Promozione della Birra Italiana da Filiera Agricola, the first national association bringing together all key players in the Italian beer supply chain, makes its debut at Taste. The consortium's mission is to promote and enhance the production of cereals, hops, and the biodiversity that defines Italian beer. At the Fortezza, nine associated beer producers and a hop grower will showcase their exclusive products, offering visitors a unique opportunity to discover the excellence of Italian agricultural brewing.

ACQUA PLOSE, technical sponsor of the event

The South Tyrolean company Fonte Plose, chosen since the first editions of Taste as an example of Italian excellence in the beverage and high-quality water sector, is once again the technical sponsor of Pitti Taste. Throughout the event, they will provide their pure and ultra-light water.

(See specific press release)

"FILIPPO – RISTORANTE A PIETRASANTA" AT TASTE

Taste has once again chosen "Filippo – Ristorante a Pietrasanta" for its dining area, dedicated to hospitality and tailor-made cuisine. Within the Padiglione delle Ghiaie, the project, curated by Filippo Di Bartola, will be even more convivial and interactive this year. The main feature will be a modern reinterpretation of the classic deli counter, complemented by stations where some of Filippo's iconic dishes will be freshly prepared and served on the spot.

(See specific press release)

gASTRONOMIC OBSERVATORY: the bookshop by Guido Tommasi Editore

Milan-based publisher Guido Tommasi Editore, renowned for its focus on gastronomy, confirms its presence at TASTE. For this 18th edition, it transforms its space into an Astro-



TASTE

Bookshop! A true **gASTRONOMIC OBSERVATORY** for delicious observations of the infinite cosmic cookbook. Giant telescopes will allow visitors to explore the deep universe in search of culinary ASTRO-RECIPES: giant and super-tasty stars, Saturn and its onion rings, the Moon with its cheese craters, the partially skimmed Milky Way, crunchy asteroids, super clusters of beans, and comets with cotton candy tails! Concept and set design by Marco Marzini Design Studio.

GIUNTI EDITORE and LIBRERIA ULISSE

The collaboration between the historic Florentine publishing house Giunti Editore and Bologna's Libreria Ulisse, a cornerstone of independent publishing for over 30 years, brings a wide and engaging selection of titles to the Fortezza. The collection, featuring Italian and international works, focuses on the world of food and wine, reflecting constant research to satisfy a passionate and professional audience eager to stay updated on the latest trends in their fields.

The Companies at Taste

Over 750 companies at this edition
150 new entries and returning participants

New Names

(New exhibitors at this edition will be marked with a ★ on event signage and online)

Acetaia Aggazzotti, Acetaia Castelli, Acetaia Midolini, Acetaia San Giacomo, Acetificio Mengazzoli, Alajmo Food & Design, Alessio Brusadin "Invasidalgusto", Amaro del Tumusso, Amaro Liborio Analcolico, Anchoas Linda Playa, Antico Forno Santi, Aries, Armando in Porto Azzurro, Aroko Chocolate, Artemis Bio, Az. Agr. Biologica La Rita, Az. Agr. Viola, Bagai Cioccolato, Balsamico Village, Baltik, Biocal, Biosing, Birra Comedia, Birrificio Gjulia, Bottega Broletto, Bugin, Caffè Verre, Cantine del Dardinale, Capsicum, Casa Vecchio Mulino, Cascina Fiume, Caseificio Paje, Caseificio Persia, Caseificio Sociale di Predazzo e Moena, Chironi, Colle Vicario, Corte del Dome, Country Pig, Cusmai 1925, Davit 1900, Distilleria Greco Caroppo, Ditta Eredi I.Nigro, Dolcefraietta, Donna Elvira, D'stilla, F.Ili Bonacchi, Famiglia Crispino, Farmacia Camboa, Fattoria dell'Uva, Feral Drinks, Fior di Roccia Val Malenco, Forno Minniti, Frantoio Masaccio, Fratelli Pistone, Funicchito, Geraci 1870, Gli Alchemici, Gorgi Tondi, Gustificio, I Bibanesi, I Tattoli Bini Smaghi, Il Dolce Canavese, Il Gazzolo, Il Pesto di Calcagno, Il Testarolo, Infermentum, Inmare Kelpeat - Ocean Healthy Bites, Krumiri Monferrato, La Campagnola, La Sosta Specialty Coffee, La Vecchia Dispensa, Laboratorio Marchetti – Fontana, Latteria di Branzi 1953, Latteria San Salvatore, Laudemio Fattoria di Volmiano, Legend Kombucha, Liquoreria Friulana, Liquorificio Guiducci dal 1921, Liquorificio Rospini, Loretta Fanella, Luvirie, Maglio Arte Dolciaria, Mandorle Pagliarello, Manta - Maestri Pastai, Meat Japan, Medea flavors, Melovita, Molini Fagioli, Molino Angeli, Mongetto, Mucci Giovanni 1894 Confetti e Dragées, Murrieri's Bakery, Nanea Elisir della Passione, Nanometro Zero, Naturalmente Lunigiana, Naturius, Norcineria Bianculli, Oleaprilis, Orlandi Passion, Pamagiagare, Paolo Bove Chiocciolate, Pastai Sanniti, Pasticceria Lorenzetti, Pasticceria Patrizi, Pasticceria Perbellini, Penna bakery, Pojer & Sandri, Quintosapore, Riserva 24, Roberto Catinari, Roberto Pastry & Bakery, Romanengo, Rustichella d'Abruzzo, Sabadì, Sabino Leone, Salumi di Mare, Salumificio Anzuini, Salumificio Ducale, Salumificio il Chiaramontano, Salumificio Patrone, Salumificio Squisito, Sapori di casa, Scriptorium gin, Scudellaro, Serge Milano, Spina Sapori di Puglia, Succo World, Sutiras, Tartufo di Pizzo® - Gelateria Enrico, Tenuta Calisoni Bulgari, Tenuta San Carlo, Teo & Bia, Terraviva, Terre di Castelmagno, Terre di Shemir, Tito Speck - il Maso dello Speck, Torrone Trapani, Vezzali Caffè, Vignuolo, Villa Zarrì, Vini Giarola, Viragi.



TASTE

Among the exhibitors that have become a reference point for the fair:

Accademia Olearia, Acetaia la Bonissima, Agricola Paglione, Amedei, Antica Torroneria Piemontese, Artigiano Pastaio Cav. Giuseppe Cocco, Artigianquality, Az. Agr. Paolo Petrilli, Acquerello, Alberto Marchetti, Biscottificio Mattei, Borgo Santo Pietro, Brezzo, Campisi, Cantarelli, Caseificio Il Fiorino, Cioccolato La Molina, De Magi, De Vivo, Fish Different, Forno Sammarco, Frantoio Franci, Frantoio di Sant'Agata Oneglia, Frantoio Muraglia, Frantoio Santa Tea, Fratelli Lunardi, Fratelli Pelizzari, Friultrota, Giaveri, Giraudi Cioccolato all'infinito, Gold Chef, Il Borgo del Balsamico, La Casera, La Giardiniera di Morgan, La Valdotaïne, La Via del Té, Marco Colzani, Marina Palusci Organic Farm, Mortadella Opera, Muma Gin, Noalya, Pastai Gragnanesi, Pasticceria Giotto oltre la dolcezza, Pasticceria Filippi, Pastificio Agricolo Mancini, Pastificio Benedetto Cavalieri, Pastificio Gentile di Gragnano, Pesto Rossi, Petra Molino Quaglia, Pieve di Campoli, Riserva San Massimo, S. Ilario Prosciutti, Salumificio Coccia Sesto, Salumificio Santoro, San Pietro a Pettine, Savini Tartufi, Scuppoz, Stefania Calugi, Taste Conserve, Upstream, Via dei Birrai 32.

VISITORS

The 2024 edition of Taste recorded **over 11,000 visitors**. Among these, **8,250 were industry professionals**, including approximately **7,150 buyers**, and **600 journalists and media representatives**. International numbers were strong, with **750 buyers from over 50 countries**, marking a **+25% increase**. The most represented foreign markets were Germany, France, the United States, the United Kingdom, Austria, Japan, and South Korea. The attendance figures from the Scandinavian region were positive, and high-profile buyers and importers also arrived from the Baltic States, Mainland China, and Hong Kong. Additional markets, even distant ones, such as Australia, Brazil, the UAE, and Saudi Arabia, also made a notable presence.

TASTE RINGS by Davide Paolini

@UniCredit Taste Arena, Padiglione delle Ghiaia

Saturday, February 8 | 12:00 PM

Italy as an Olive Oil Importer: Is the Deficit Driven by High Domestic Consumption or Does the Oil End Up in Made in Italy Bottles Abroad?

With Nicola Di Noia (General Director, Unaprol), Savino Muraglia (Producer, Puglia), Fausto Borella (President, Accademia Maestrod'olio), Giorgio Franci (Producer, Tuscany).

Saturday, February 8 | 4:30 PM

What are astrology, food and wine affinities?

With Andrea Gori, author of *Sotto il segno del vino* (Trenta Editore), and Ginny Chiara Viola, astrologer (@unaparolabuonapertutti).

Sunday, February 9 | 11:30 AM

Do investment funds help the growth of small and medium-sized food businesses?

With Cristiano Savini (Savini Tartufi), Professor Giovanna Dossena (Chairman, AVM), Francesco Sanapo (Founder & CEO, Ditta Artigianale).

Monday, February 10 | 12:00 PM

The Michelin Star: what Cost-benefit Ratio does it Create in a Restaurant?

With Stefano Terigi, Benedetto Rullo, Lorenzo Stefanini (Chef-patrons, Il Giglio di Lucca), Giacomo Devoto (Chef-patron, Locanda dei Banchieri, Fosdinovo), Marco Stabile (Chef, L'Ora d'Aria), Raffaele Alajmo (Le Calandre, Le Calandre Group), Filippo Di Bartola (Ristorante Filippo, Pietrasanta).



TASTE

TASTE TALKS

@UniCredit Taste Arena, Padiglione delle Ghiaia

Flavors are galaxies to explore, and in the sky of Taste, there are stars of the highest magnitude. It's time to set out on a journey, guided not by the lunar calendar but by the schedule of **Taste Talks**, which, like constellations, will outline the future framework of the new food culture. During the event, the exhibition experience is enriched by a series of meetings, debates, presentations, and masterclasses presented by Pitti Immagine and hosted at the **UniCredit Taste Arena** in the **Padiglione delle Ghiaie**.

TASTE TALK – Saturday, February 8 – 2:30 PM

The Courage to Be Unique: Heroic Wines

With Alvaro Deanna and wine critic Zosimo, aka Carmelo Sgandurra, we'll explore the world of heroic Italian viticulture and the incredible stories of its "extreme" territories.

TASTE BOOK – Saturday, February 8 – 3:30 PM

“Una torta per dirti addio. Vita (e ricette) di Nora Ephron” (Guido Tommasi Editore) by Angela Frenda

Author Angela Frenda, journalist and writer, will be in conversation with Giuliana Parabiago (journalist and Pitti Immagine consultant) and Alice Agnelli of @gipsyinthekitchen. A tasting of cakes will follow.

Saturday, February 8 – 4:00 PM – Aula Masterclass

MASTERCLASS PRIMA CLASSE

Navigating the Food Market of the United Arab Emirates

A training session for companies looking to enter the Middle Eastern market, led by Valeria Kuhar, CEO of Prima Classe.

TASTE TALK – Sunday, February 9 – 12:30 PM

Creating value with training: from knowledge to know-how in the kitchen

With: Giorgio Pintzas Monzani (chef, Congusto), Stefano Pinciaroli (chef, JRE), Claudio Stefani Giusti (CEO, Acetaia Giusti), Nico Palazzo (Vice President, La Nef Spa), Luca Lotterio (CEO, Restworld), and a professor from the Saffi Institute of Florence.

Curated by Federico Loreface of Grande Cucina and Congusto.

TASTE TALK – Sunday, February 9 – 2:30 PM

Breakfast, fist

From a basic necessity to a marketing tool, a positioning strategy, and a promotional vehicle on Instagram.

Anna Prandoni, director of Linkiesta Gastronomika, in conversation with: Loretta Fanella, pastry chef, Loretta Fanella; Cesare Murzilli, pastry chef, Portrait Milano; Antonio Follador, Forno Follador, Nicola Olivieri, Olivieri 1882. With a sweet incursion of baked goods from Olivieri 1882 and Forno Follador.

TASTE TALK – Sunday, February 9 – 3:30 PM

Writing about food in the years of artificial intelligence - the new challenges of food writing

With: Gianluca Bitelli (podcast Juice it Up), Giulia Crossbow Balestra (YouTuber @Giuliacrossbow), Greta Contardo (Cook_ink Magazine), and Martina Liverani (Editor-in-Chief, Dispensa Magazine).

Curated by Massimiliano Tonelli, Editor-in-Chief of CiboToday.

Among the events at the UniCredit Arena at the Fortezza:

Saturday, February 8 – 5:30 PM

_Tuscan Cantuccini and the IGP Journey

With: Daniele Scapigliati, President of Assocantuccini; Marco Ginanneschi, Director of Assocantuccini;

A tasting of Tuscan Cantuccini IGP will follow, curated by Marco Ginanneschi.

Sunday, February 9 – 10:30 AM

_Olive Oil: Do We Really Know It?

Curated by Agronetwork and Confagricoltura, in collaboration with the Unione Provinciale Agricoltori di Siena and Unione Provinciale Agricoltori di Firenze.

Institutional greetings: Simone Lorenzo Signorini, President, Unione Provinciale Agricoltori di Siena; Francesco Colpizzi, President, Unione Provinciale Agricoltori di Firenze

Speakers: Sara Farnetti, President of Agronetwork, Internal Medicine Specialist; Luca Toschi, Director of the "scientia Atque usus" Center for Generative Communication ETS, University of Florence;

Daniele Rossi, Delegate for Research and Innovation, Confagricoltura

Moderator: Giulia Callini, External Relations, Agronetwork

Monday, February 10 – 10:30 AM

_Presentation of "FIRENZE. THE GO-TO RESTAURANTS" by Davide Paolini (Gruppo Editoriale)

A brand-new guide to Florence's must-visit restaurants by Davide Paolini. The journalist and gastronomy expert, a true explorer of authentic flavors, meticulously selects and describes each restaurant, highlighting key details, curiosities, and the standout dishes and ingredients on their menus.

FUORIDITASTE:

Gourmet initiatives throughout the city dedicated to the products at Taste

FuoriDiTaste is the calendar of events taking place from February 3 to 10, bringing the city of Florence to life while shining a spotlight on the top-tier producers and brands showcased at the Fortezza da Basso. Dinners, tastings, presentations, and meetings will take center stage in some of the city's most renowned venues and evocative locations. Experts, critics, producers, and, most importantly, food lovers will have the chance to discover new trends and niche products from the finest Made in Italy gourmet scene.

(See detailed press release for more information.)

Among the scheduled events:

The calendar opens with the conference "**Tuscan Viticulture Tells Its Story in Florence**" (Monday, February 3, at 10:00 AM, Florence Welcome Center), organized by **ANCI Toscana**, under the patronage of the **Accademia dei Georgofili** and the **Accademia Italiana della Vite e del Vino**. The event will explore the experiences, challenges, and opportunities of winemakers producing in mountain and island territories.

The gastronomist and journalist **Leonardo Romanelli** curates a series of events combining food, cinema, and literature. It begins with "**A cena con il commissario Bordelli**", featuring the writer Marco Vichi, who presents his latest book while offering tastings of the olive oil he produces (Frantoio Pruneti) and wine from I Balzini (*Trattoria da Burde*, February 6). On February 7, at the *25 Hours Hotel*, the program continues with a screening of the second part of the video art "**Il mio corpo che**



TASTE

cambia", accompanied by an aperitif.

Also returning are events curated by **Il Forchettiere**, including "**Girodolio**" (February 9), dedicated to Italy's best extra virgin olive oils, and "Make Pennette alla Vodka Great Again" (Saturday, February 8). For the first time, a Ponte Vecchio boutique will host a FuoriDiTaste event dedicated to Vodka Altamura (Sunday, February 9).

On **Friday, February 7, from 6:00 PM**, visitors will have the opportunity to explore **Pieve di Campoli**, the agricultural estate of the Diocesan Institute for Clergy Support, through an immersive video installation in the former Church of Santo Stefano al Ponte. That same evening, Riso Vignola 1880 and Borgo Santo Pietro will celebrate the "from soil to plate" philosophy, showcasing the creative cuisine of Chef Ariel Hagen in the welcoming and cosmopolitan setting of the Saporium Lounge (Lungarno Benvenuto Cellini 63/R).

On **Saturday, February 8**, from 8:00 PM, **Teatro del Sale** in Florence will be transformed into a 1950s Romagna setting for the event "**Romagna Segreta**", curated by Enio Ottaviani - Vini e Vigneti. On Sunday, February 9, Cru Caviar will present the first "Party Box by Cru Caviar", an exclusive experience featuring Italian caviar and signature gourmet creations, in collaboration with Luca's Restaurant at La Gemma Hotel, curated by chef Paulo Airaudo (6:30 PM).

For more information and the full program of events:

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

PITTI CONNECT

The companies participating in Taste are also featured on the digital platform Pitti Connect (**taste.pittimmagine.com**), now an essential tool for enhancing visibility and fostering connections between producers, buyers, and the press, both before and after the fair. This is evidenced by the results of the previous edition, during which Pitti Connect recorded **over 135,000 visits** and more than **1.325 million page views**, along with **4,500 registered buyers**, **13% of whom were from abroad**.

TASTE INFO

NEW: Monday Exclusively for Professionals

During the three days of the event, opening hours for professionals and industry operators will consistently be from 9:30 AM to 6:30 PM. Enthusiasts from the general public will only be allowed entry on Saturday and Sunday, between 2:30 PM and 6:30 PM.

For the first time, Monday will be exclusively reserved for business-to-business meetings.

Official Hashtags: #Taste18 #PittiTaste #fuoriditaste#TasteRing #TasteShop #TasteTool #TasteTour @pittitaste

*The Pitti Crew
wears*

ARMOR LUX, FLOWER MOUNTAIN and MANIFATTURA CECCARELLI

Pitti Immagine thanks ARMOR LUX, FLOWER MOUNTAIN, and MANIFATTURA CECCARELLI for their contribution in dressing The Pitti Crew for this edition of the fair.