



19

# EVENTS CALENDAR AT THE FORTEZZA DA BASSO

## TASTE 19 | 07 - 09 February 2026 | Florence

### SATURDAY 07 FEBRUARY

10:00 AM	COLDIRETTI TOSCANA <b>Delivery of Evooschool Course Certificates</b> by Unaprol/Evooschool
10:30 AM	UNICREDIT TASTE ARENA <b>INAUGURATION OF TASTE 19</b> Awarding of the Taste 2026 Award
12:00 AM	COLDIRETTI TOSCANA <b>Master class dedicated to operators</b> by Unaprol/Evooschool
02:00 PM	UNICREDIT TASTE ARENA <b>TASTE TALK</b> <b>The Deceptive Taste: the Role of Smell in the Truth of Flavor</b> A sensory journey with the experts from the fragrance house Mane, featuring guided tastings and surprising discoveries. The audience will explore the deep connection between smell and taste, and the role of sensory memory. A talk curated by the fragrance house Mane aimed at understanding how to make every food experience truly unforgettable. With Bruno Chezzi (Fragrance Director, MANE Italy), Cristina Stefanutti (Fragrance Marketing Manager, MANE Italy) and Mattia Magistrelli (Flavor Application Specialist, MANE Italy)
03:00 PM	UNICREDIT TASTE ARENA <b>The danger of fake foods for consumers and companies</b> With Riccardo Fargione (Director of the Aletheja Foundation) and Martina Liverani (collaborator of Il Gusto). By Coldiretti
03:00 PM	COLDIRETTI TOSCANA <b>Master class dedicated to the public</b> by Unaprol/Evooschool
04:00 PM	UNICREDIT TASTE ARENA <b>TASTE RING</b> <b>The Panettone boom, but out of season</b> Panettone in August? Why not? The Ring explores this latest (and provocatively gourmet) trend: enjoying the most iconic of Christmas desserts all year long, in a summer reinterpretation. With Renato Bosco (Renato Bosco Bakery), Vincenzo Tiri (Tiri), Alessio Tessieri (Noalya), Lucca Cantarin (Pasticceria Marisa) e Nicola Olivieri (Olivieri 1882). Curated by Davide Paolini
04:00 PM	COLDIRETTI TOSCANA <b>Tuscan IGP oil. Genuinely good</b> Guided tasting and gastronomic story with Luisanna Messeri. Produced by the Consorzio IGP Toscano
05:00 PM	UNICREDIT TASTE ARENA <b>TASTE TALK</b> <b>New synergies between tourism and true food</b> The inimitable flavors of our country have always been a key driver of international tourism to Italy. Why not turn tourism itself into a tool to promote and support true food? With Francesca Romana Cassano (Terre di Grifonetto) e Ilaria Legato (brand designer and author). By Viola Buitoni, teacher and author

### SUNDAY 08 FEBRUARY

10:00 AM	UNICREDIT TASTE ARENA <b>The revolution in Agricultural Sustainability: Organic and Regenerative Agriculture between Nature Positive impacts and measurable Nature Credits</b> Produced by ICEA
10:30 AM	COLDIRETTI TOSCANA <b>Master class dedicated to operators</b> by Unaprol/Evooschool

11:00 AM



UNICREDIT TASTE ARENA

### TASTE TALK

#### Generation Z consumption trends focused on *less and without*

A talk to explore the choices of a new generation of consumers: less alcohol, transparent ingredients, and minimally processed foods. To understand which paths companies can take to meet the needs of today's consumers, balancing sustainability, traceability, and new expectations.

With Teo Musso (Baladin) and Duccio Cavalieri (Professor of Microbiology, University of Florence).  
Moderated by Federico Quaranta (radio and television host and author)

12:00 PM



UNICREDIT TASTE ARENA

### TASTE RING

#### From bread-making to modern bakery

Leading baking experts gather in the Ring to examine the major transformation taking place in the world of bread—once deeply rooted in tradition, now evolving rapidly.

With Davide Longoni (Bakery Davide Longoni), Fulvio Marino (bread maker), Pasquale Polito (co-founder Forno Brisa), Corrado Scaglione (Cerere-l'atelier del pane).  
Curated by Davide Paolini

12:00 PM

COLDIRETTI TOSCANA

### Master class dedicated to operators

by Unaprol/Evooschool

02:00 PM

UNICREDIT TASTE ARENA

### Food pyramid and food culture: towards new models

Con Sara Farnetti (Presidente Agronetwork e specialista in medicina interna), Giulia Callini (Segretario Generale Agronetwork) e Valeria Bruni Giordani (Vicepresidente Confagricoltura Firenze)

03:00 PM



UNICREDIT TASTE ARENA

### TASTE TALK

#### The phenomenon of fermented foods

From the Garum of ancient Rome to the avant-garde: let's ferment ideas, for an increasingly "good" diet, for taste, health and the planet.

With Marisa Passera (radio and tv host and cooking enthusiast), Mark Blackwell (co-founder Kimchi Pop), Andrea Moser (co-founder Kombwine & Legend Kombucha partner), Mattia Baroni (Founder Microbe Whisperer re.garum)  
Curated by Anna Prandoni, Director of Linkiesta Gastronomika

03:00 PM

COLDIRETTI TOSCANA

### Master class dedicated to the public

by Unaprol/Evooschool

04:00 PM



UNICREDIT TASTE ARENA

### TASTE RING

#### From the kitchen to the product: a new challenge among star chefs

A unique opportunity to see some of the most important names in Italian fine dining come together and share their experiences as producers.

With Massimo Bottura (chef patron Osteria Francescana and producer, Villa Manodori), Niko Romito (chef patron Reale and producer Niko Romito), Raf Alajmo (Founder and CEO Alajmo and producer Alajmo Food and Design). Curated by Davide Paolini

05:00 PM



UNICREDIT TASTE ARENA

### TASTE TALK

#### Climate crisis and gastronomy between production and catering

With Paolo Parisi (visionary breeder), Marco Ciardullo (Fish Different) and Simone Menegon (Solotreviso).  
Edited by Massimiliano Tonelli, Director of Cibotoday

## MONDAY 09 FEBRUARY

10:30 AM

COLDIRETTI TOSCANA

### Master class dedicated to operators

by Unaprol/Evooschool

11:00 AM



UNICREDIT TASTE ARENA

### TASTE TALK

#### When the menu tells a story... not only of the dishes, but also of the quality of the ingredients. The ever-closer collaboration between chefs and producers

With Paolo Barrale (chef at Aria restaurant), Andrea Impero (chef at Elementi Fine Dining restaurant in Borgobruna SPA Resort), Riccardo Monco (chef at Pinchiorri wine shop), Massimo Mancini (Pastificio Agricolo Mancini), Gerardo Marrazzo (Casa Marrazzo), Nico Palazzo (Coda Nera), Cristiano Savini (Savini Tartufi). Moderated by Lydia Capasso (Grande Cucina)

12:00 PM



UNICREDIT TASTE ARENA

**TASTE TALK**

**The new generation of catering: dialogue with the finalists of the Grande Cucina Talent Prize**

With Marco De Signoribus (Ristorante Gabbiano 3.0 Marina di Grosseto), Aurora Protano (Ristorante Pipero Roma), Francesco De Padova (Ristorante Santa Elisabetta Firenze), Agnese Loss (Ristorante Osteria Contemporanea Gattinara), Michele Di Leva (Casa Angelina Praiano) and Alessio Gallelli (Park Hyatt Milano). Moderated by Federico Lorefice (Director, Grande Cucina)

12:00 PM

COLDIRETTI TOSCANA

**Master class dedicated to operators**

by Unaprol/Evooschool

02:30 PM



UNICREDIT TASTE ARENA

**TASTE TALK**

**Tea and Infusions: New Trends and Opportunities for Ho.Re.Ca. from Local Botanicals to Low and No Alcohol Options**

With Carlo Vischi (food advisor), Albino Ferri (Scientific Director, Accademia Ferri) and Alberto Lupini (Director, Italia a Tavola)

03:00 PM

COLDIRETTI TOSCANA

**Master class dedicated to the public**

by Unaprol/Evooschool