



TASTE 2026
is
TRUE FOOD

From 7 to 9 February 2026, at the Fortezza da Basso in Florence, Pitti Immagine's food fair will showcase the excellence and distinctive qualities of contemporary food and wine culture.

The 19th edition revolves around the theme "True Food", highlighting the authenticity and quality of the raw materials and products presented to an increasingly international audience of buyers.

An ever-evolving journey featuring more than 750 companies, including over 100 new entries, presented in Florence for the first time.

TASTE, Pitti Immagine's fair dedicated to the contemporary food scene, will take place for its nineteenth edition from **7 to 9 February 2026** at Florence's Fortezza da Basso.

More than 750 companies will participate, offering an updated and in-depth snapshot of **today's food and wine production and culture, balancing tradition and innovation**. Once again, the range of exhibitors expands: alongside established names, visitors will be able to discover **more than 100 companies** selected through careful scouting by our team and **presented for the first time to the Taste community**.

(See the press release dedicated to the new entries)

"True food is what our buyers look for and find at Taste, an event that has always maintained its strong, concrete identity within the landscape of food and wine fairs, focusing not only on the product but also on the people and the territories behind it," **says Raffaello Napoleone, CEO of Pitti Immagine**.

"Taste continues to grow in a spontaneous and sustainable way, thanks to the careful selection of new exhibitors. That is why in 2026 we chose to delve into the very essence of what nourishes us, into true food, so to speak. We will do this through our exhibitors and through talks and events that will foster reflection and offer new perspectives on the evolving food world."

Increasingly international. Taste confirms itself as a rich, carefully curated event that renews its commitment to quality and the uniqueness of its exhibitors at every edition. It is no coincidence that it continues to attract **a growing number of international professionals from the food and wine sector**.

In 2025, **international buyers increased by 24%: 900 foreign buyers** – specialty retailers, distributors and importers, department stores, HoReCa professionals, restaurateurs, chefs, and raw-material experts – came to Florence from **France, Germany, the United States, Switzerland, the United Kingdom, Spain, Austria, Belgium, the Netherlands and Turkey**. There was also strong attendance from **Eastern Europe** and many non-European markets:



Australia, Japan, Canada, South Korea, Singapore, Thailand, the UAE and Saudi Arabia, Mexico, Brazil and New Zealand.

As always, **events, talks and presentations will take place both within the Fortezza and around the city**, with a rich and varied calendar that will not only inform but also offer, through tasting experiences and convivial moments, the pleasure of discovering the companies of Taste.

TASTE 2026 opens with an official inauguration ceremony on Saturday, February 7 at 10:30 am at the UniCredit Taste Arena. On this occasion, Pitti Immagine will present the **PREMIO TASTE** for the first time, honoring **Maddalena Fossati** for promoting the candidacy of **Italian cuisine for UNESCO Intangible Cultural Heritage status**.

The Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency (ICE) for Taste 2026

The Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency (ICE) promote Florence's role in the strategy of internationalization and promotion of Italy's excellence, supporting Pitti Immagine's 2026 fairs. This contribution is essential for the incoming program dedicated to top foreign operators and for communication activities.

"Thanks to this partnership," **says Raffaello Napoleone, CEO of Pitti Immagine**, "we are able to invest valuable resources in inviting buyers from emerging markets: both those we consider potential new customers for high-quality Made in Italy, and those already becoming important for our exhibitors. For this activity, we are working in close synergy with ICE offices abroad, where we consistently find expertise and deep knowledge of local distribution and consumption contexts – key elements for effective planning."

UniCredit is the Main Partner of Pitti Immagine

UniCredit confirms its role as Main Partner of Pitti Immagine and the Taste fair. An active partnership built on collaborative initiatives designed to support companies in addressing the challenges of ESG-driven innovation and internationalization. This aligns with the Group's commitment to local development and to supporting sectors of Made in Italy excellence, such as agrifood. A sector that UniCredit supports through tailored solutions, a dedicated team, advanced financial tools, supply-chain support agreements, and specific credit facilities to back investments by agricultural and agri-food companies, technological and digital upgrading processes, and sustainable transformation initiatives.

As part of the collaboration between UniCredit and Pitti, during the days of the fair the UniCredit Taste Arena, set up in the Padiglione delle Ghiaia, will host a series of meetings, talks, presentations, and events.

"TRUE FOOD" is the theme of Taste 2026

„Touching, savoring, eating with the eyes. Food, as we know, nourishes not only the body but also our imagination; it connects us to primal needs, to memories, to lived experiences. Food is raw material: form, substance, flavor. Among all the languages available to represent it, this edition of Taste chooses photography. Only the camera lens could capture – through the images by Maison Racine, under the creative direction of Francesca Sarti – the tangibility of bread, the softness of cheese, the airiness of cocoa, the crispness of an apple, the sea-salt flavor of shellfish, the roundness of watermelon and the perfection of an egg.

The NEW features of the exhibition route



Entrance to the nineteenth edition of Taste will be through **Porta Santa Maria Novella**. After registration at the **Padiglione delle Ghiaia**, the journey through the fair's food and wine excellence begins.

PADIGLIONE DELLE GHIAIA. At the start of the Taste route, and with a more central role than ever, the Padiglione delle Ghiaia will serve as a key gathering point where visitors can attend presentations, events and talks before setting out to explore the fair.

The **Unicredit Taste Arena** stage will host Davide Paolini with his “Rings” and many other leading voices from the food world. Meanwhile, the area dedicated to **Filippo – Ristorante a Pietrasanta** will showcase its celebrated dishes from Versilia. Also in the Ghiaia Pavilion, visitors will experience the “True Food” installations created by Francesca Sarti.

The **TASTE TOUR** among the exhibitors begins on the Top Floor of the Central Pavilion with the world of savory foods, then continues on the Ground Floor and proceeds to the Cavaniglia Pavilion, where sweet flavors take center stage. As usual, this edition also includes a special area where sweet and savory coexist, designed for specific consumption moments such as breakfasts and breaks.

Also in the Cavaniglia Pavilion, the **TASTE SPIRITS** section is expanding, featuring more than thirty labels of **gin, vermouth, bitters and spirits**. Its mission remains unchanged: to spotlight small, single-product artisans with compelling stories, precious gems of an all-Italian craft built on botanicals, passion and a desire to experiment.

In addition, greeting TASTE visitors in the central courtyard of the Fortezza da Basso will be the monumental installation “**Ancient/New Site**” by French architect and sculptor **Marc Leschelier**, unveiled on the occasion of **Pitti Uomo**.

TASTE SHOP online! As in the previous edition, the Taste Shop will be digital. Purchasing an entry ticket will give both industry professionals and food enthusiasts access to a 20% discount code, valid on the online sales channels of participating exhibitors, who will be easily identifiable through dedicated signage at their stands and on their Pitti Connect pages.

The discount code can be used until February 23, 2026.

Special Area:

HEROIC WINES FROM EXTREME LANDS

After its debut last year, Alvaro De Anna's project dedicated to heroic viticulture returns and expands. Volcanic vineyards, high-altitude plots, vines rising over eighteen meters, terraced vineyards plunging toward the sea, ice wines, desert wines, harvests on December 31, wines from sandy soils, aged at high altitude, under snow, or beneath the sea: this is a journey into the world of small yet extraordinary “heroic” winegrowers who cultivate vines in extreme conditions and atypical climates. Producers who rescue forgotten or disappearing grape varieties, dare to experiment with bold winemaking methods, and above all preserve unique landscapes that are part of a shared heritage.

Meet the producers: **Arrigoni** (Liguria), **Antigori Baccalamanza** (Sardinia), **Cantine di Nessuno** (Sicily), **Casale del Giglio** (Lazio), **Cembra Cantina di Montagna** (Trentino–Alto Adige), **Conte Gherardo degli Azzoni Avogadro** (Sicily), **Della Valle Jappelli** (Campania), **Dri il Roncat** (Friuli–Venezia Giulia), **Emilio Bortolusso** (Friuli–Venezia Giulia), **F.lli Biagi** (Abruzzo), **La Sbercia** (Lombardy), **Marisa Cuomo** (Campania), **Mike Dalto** (Veneto), **Salvatore D'Amico** (Sicily), **Sandro De Bruno** (Veneto), **Tenuta Maffone** (Liguria), **Tenuta**



Stella (Friuli–Venezia Giulia), **Toscani** (Tuscany), **Tre Pile** (Piedmont), and **Vini di Balghera** (Lombardy).

Taste Exhibitors

Over 750 companies at this edition

More than **100 new entries and returns**

The new names

Antica Amaretteria, Antica Marineria Famiglia Gallo, Bibogem, Blend Tea, Borgo delle Mele, Caffè Perrero, Casata del Lago, Cascina Mana, Caseificio Antonio Garau dal 1880, Castello di Ama, Cerasus Sanguine, Conservas Lavin, Cotteria Magrì, Creobio, Dal Bello, Della Fara, Drusian Francesco, Espuma Punk, Eugenia Amaretti, Fagianeria, Fermento Lab, Folla Lab, Green Heart, I Nutribuoni di Norma, Ibericos Covap, La Montemarzina, La Vera Crescia di Gubbio, Le Delices de Flore, Lino Ramunno, Massador del Mar, Maurizio Russo, Mazzuca, Meletti, Mercato ittico di Livorno, Mimina Granola, Must Uva Drink, Nebrodinero, Nomora, Olio Lametia dop, Ostrica Venere, Pasticceria Mazzali, Pastificio Ducato d'Amalfi, Petrone antica distilleria, Relanghe, Salumi Pretone, Santa Rita Bio Caseificio sociale dal 1964, Setaccioro, Stratta 1836, Succulento, Sutta a Santa, Tiri, Villa Manodori, and Zuarina.

Among the exhibiting companies at TASTE:

Acetaia ACF 1919, Adelfio di Marzamemi, Alajmo food & design, Antica Macelleria Falorni, Antico Pastificio Morelli 1860, Campisi, Caseificio Capriz Artisan Cheese, Cavazza, Claudio Olivero, Di Baldo Spirits, Feudo Mondello, Forno Brisa, Forno Follador, Forno Sammarco, Frantoio Franci, Garzotto Rocco & Figlio dal 1840, Il Convento Penisola Sorrentina, il Mangiarbene, Khol, La Casera, La Giardiniera di Morgan & Giorgio Poeta, Laudemio Frescobaldi, Le Selve di Vallolmo, Loretta Fanella, Luigi Guffanti 1876, Macelleria Giacobbe, Maglio Arte Dolciaria, Malandrone 1477, Marabissi, Marco Colzani, Marco Seno, Marta Maistrello, Meggiolaro, Nocciole.it, Pasticceria Marisa, Pastificio Agricolo Mancini, Pastificio Faella, Perbellini, Pesto Rossi 1947, Pojer & Sandri, Quintosapore, Ramo di Mandorlo, Renieri salumi fatti ad arte, Rinci, Riso Maratelli, Riso Margherita, Roberto Cantolacqua, Romagna Terrae, Romanengo, Rustichella d'Abruzzo, Sant'Ilario prosciutti, San Michele Arcangelo, Scudellaro, Scuppoz, Stella finissima pasticceria, Tenuta il Radichino, Tenuta Serravalle, Tenuta Librandi, Ursini, Verrigni Antico Pastificio Rosetano, and Zolla 14 organic farm.

Visitors and attendance

The 2025 edition of Taste welcomed **over 12,300 visitors**, including **8,483 buyers** and more than **600 journalists and media professionals**. The international relevance of the event continues to grow: nearly **900 foreign buyers** attended the event at the Fortezza, representing more than **60 countries**.

The TASTE RINGS by Davide Paolini:

@ Taste Arena, Padiglione delle Ghiaia

_The Panettone boom, but out of season - Saturday 7 February - time 4.00 PM

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)

_From bread-making to modern bakery - Sunday 8 February - time 12.00 PM

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)

_From the kitchen to the product: a new challenge among star chefs - Sunday 8 February - time 4.00 PM

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)

The TASTE TALKS

_@ Taste Arena, Padiglione delle Ghiaia

One buyer told us: “I come to TASTE to discover real food.” And so “True Food” became the guiding theme of this edition. What is real food? Something good, nourishing, carefully prepared and rooted in a territory? We will explore this question together through a series of talks that examine a variety of contexts and scenarios.

_ TRUE FOOD/TRUE FLAVOR - Saturday 7 February - time 2.00 PM

The Deceptive Taste: the Role of Smell in the Truth of Flavor

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), **Mattia Magistrelli** (Flavor Application Specialist, MANE Italy)

_ TRUE FOOD AMBASSADOR - Saturday 7 February - time 5.00 PM

New synergies between tourism and true food

Viola Buitoni, a San Francisco–based culinary instructor and author of *Italy by Ingredient*.

Artisanal Foods Modern Recipes (Rizzoli, 2023) will explain how to leverage food experiences to convey the values and flavors of “true food.”

_ TRUE FOOD / FAKE FOOD - Sunday 8 February - time 11.00 AM

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)

_ TRUE FOOD / TRUE ROOTS - Sunday 8 February - time 3.00 PM

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.

_ TRUE FOOD FOR CHANGE - Sunday 8 February - time 5.00 PM

Climate crisis and gastronomy between production and catering

Because climate change is undeniable and its consequences are there for all to see — even on our plates. From blue crab to crop migration, **Massimiliano Tonelli** (editor-in-chief of Cibotoday) will help us understand what is happening and how the choices made by some chefs are pointing the way forward.

_ TRUE FOOD/TRUE MENU - Monday 9 February - time 11.00 AM

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

A direct discussion between leading excellence brands and the chefs who transform their products into dishes. A talk dedicated to the value of collaboration and to the evolving relationship between restaurants and the production supply chain: selection, mutual trust, and a shared vision.

Curated by **Grande Cucina**

_ TRUE FOOD FOR FUTURE - Monday 9 February - time 12.00 PM

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

Training as a Goal: the finalists of the Grande Cucina Talent Prize 2025 share their journeys, ambitions, and dreams in an open dialogue with students from hospitality schools.

A talk designed to tell real-life experiences, reflect on the present of the profession, and inspire.

Curated by **Grande Cucina**

_ TRUE FOOD/TRUE DRINK - Monday 9 February - time 2.30 PM

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

A focus on the new trends that are reshaping the way we drink. The topic will be discussed with **Carlo Vischi** (food advisor), **Albino Ferri** (Scientific Director of the Ferri Academy), and **Alberto Lupini** (Editor-in-Chief of Italia a Tavola).

And among the events at the UniCredit Taste Arena as well:

Saturday 7 February - time 3.00 PM

_The danger of fake foods for consumers and companies

With **Riccardo Fargione** (Director of the Aletheja Foundation) and **Martina Liverani** (Contributor of Il Gusto)

Produced by **Coldiretti**



Sunday 8 February - time 10.00 AM

_The revolution in Agricultural Sustainability: Organic and Regenerative Agriculture between Nature Positive impacts and measurable Nature Credits

Produced by ICEA

Sunday 8 February - time 2.00 PM

_Food pyramid and food culture: towards new models

With **Sara Farnetti** (President of Agronetwork and specialist in internal medicine), **Giulia Callini** (General Secretary of Agronetwork) and **Valeria Bruni Giordani** (Vice President of Confagricoltura Florence)

Special projects and partnerships:

COLDIRETTI, CONSORZIO DELL'OLIO TOSCANO IGP and UNAPROL at TASTE 2025

Coldiretti Toscana, the Consorzio dell'Olio Toscano IGP, and Unaprol return to Taste, hosted in an exceptional space, larger than the previous edition: the Sala and the Corridoio dell'Arco in the Monumental Area. The Consorzio dell'Olio Toscano IGP, which brings together over 8,000 olive growers, will offer masterclasses dedicated to olive oil: guided sensory analysis sessions designed to help participants recognize the characteristics of high-quality olive oil. Among the scheduled events, a guided tasting with Luisanna Messeri will take place on Saturday, February 7 at 3:00 pm. In addition, for the third consecutive year, Unaprol – with the scientific support of the Evooschool Foundation – will host the final session of the course leading to the “Certificate of Physiological Aptitude for the Tasting of Virgin Olive Oils.” The program is completed by showcooking sessions, presentations, and talks taking place throughout the three days of the event.

CONSORZIO BIRRA ITALIANA

The Consortium for the protection and promotion of Italian beer from agricultural supply chains, the first national union of all players in the Italian beer industry, returns to Taste for the second time with the aim of promoting and enhancing the production of cereals, hops, and the biodiversity expressed by Italian beer. At the Fortezza, the spotlight is on nine beer producers associated with the consortium and a hop producer showcasing some of her exclusive products: **Agribirrificio La Morosina, Baladin, Beha Brewing, Birra 620 Passi, Birra Cala, Birra Epica, Birra Salento, Birrificio Agricolo Serrocroce, Birrificio Curtensi, Birrone, Bruno Ribadi, Il Giardino delle Luppole, Mastri Birrai Umbri, and Mister B.**

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.



ACQUA PLOSE: technical sponsor of the event

Fonte Plose, the South Tyrolean company selected since the earliest editions of Taste as an example of Italian excellence in the field of high-quality beverages and water, returns as technical sponsor, providing its pure and exceptionally light water throughout the event.

(See dedicated press release)

“Filippo – Ristorante a Pietrasanta” at Taste

Once again this year, Taste selects “Filippo – Ristorante a Pietrasanta” for its dining area, dedicated to warm hospitality and tailor-made cuisine. Located in the Padiglione delle Ghiaia, the project curated by Filippo Di Bartola retains its convivial, shared spirit. At the heart of the space is a contemporary reinterpretation of the classic delicatessen counter, flanked by live cooking stations where some of Filippo’s signature dishes are prepared to order.

The GUIDO TOMMASI EDITORE bookshop

Clouds of flavor: between steam, vapors and recipes

Guido Tommasi Editore, the Milan-based publisher specializing in food publications, confirms its presence at TASTE. For this nineteenth edition, it will transform its space into a steaming cauldron inspired by the ethereal atmosphere that precedes every culinary creation: the magical essence of smoke crackling from a hot grill or steam whistling from a pressure cooker. Cooking vapors embody the elusive poetry of gastronomy. Rising, swirling and dancing, they turn the simple act of cooking into a mystical ritual. The bookshop’s set design celebrates this **fleeting poetry of steam and the alchemical magic of the kitchen**. Concept and installation design: Marco Marzini Design Studio.

LIBRERIA ULISSE

Libreria Ulisse of Bologna, a cornerstone of independent publishing for over 30 years, offers Taste visitors a rich and intriguing selection of Italian and international titles on the world of food and wine. This curated assortment reflects a continuous effort to meet the needs of enthusiasts and professionals alike, providing insights into the latest trends in their fields of interest.

FUORI DI TASTE:

Citywide gourmet events dedicated to Taste products

Tastings, themed dinners, talks and presentations: Florence’s most beautiful venues become the ideal stage for Fuori di Taste, a rich calendar of events that allows even a non-professional audience to enjoy unforgettable experiences while discovering the products of the companies exhibiting at the Fortezza.

Among the scheduled events:

The Fuori di Taste events kick off on **Thursday, February 5** with “The Flying Pig: a village feast”, an evening curated by the **Cinta Senese DOP Consortium** and **Gruppo Cibrè** (8.00 PM, Circo-lo Teatro del Sale). At the same time, **La Gemma Hotel**, on the occasion of Taste, presents “Mordi e Bevi – True Food told through Pintxos and Cocktails”, featuring creations by Paulo Airaudo, recently awarded a Michelin star for Luca’s Restaurant (from Thursday, February 5 to Sunday, February 9, 4.00–8.00 PM).



On **Friday, February 6**, among the many events on offer, visitors can choose “Frontier viticulture in Tuscany and its wines”, a **guided tasting led by Leonardo Romanelli** (Firenze Welcome Center, 11:00 AM), or opt for a guided tour of the artisan shops of the **Mercato Centrale** (10.30 AM).

In the evening, dinner at **Ristorante Ora d’Aria** with chef **Marco Stabile** spotlights extra virgin olive oils from Frantoio di Sant’Agata d’Oneglia, Olio Mimi, Madonna dell’Olivo, and Olio Montigiani in “Girotolio – A prize dinner with four EVO oil producers” (8.30 PM). Meanwhile, at the **25hours Hotel**, “La Credenza”, a performance by Leonardo Romanelli accompanied by an aperitif, takes the stage.

On **Saturday, February 7**, not-to-be-missed events include the presentation of **Davide Paolini’s** book “**Una Favola di Mortadella**” (Circo-lo Teatro del Sale, 7.00 PM); “**Pastiche Rossiniano**”, an opera performance followed by a dinner celebrating Marche’s gastronomic tradition (Circo-lo Teatro del Sale, 7:30 PM); and, to round off the day, the “Italiana Vera Première Night Party” (Companion Bar – 25hours Hotel, 7:00 PM).

On **Sunday, February 8**, the day begins with **Ortobello**, a food market featuring products from the Casentino, held in the courtyard of Riccardo Barthel’s workshop-boutique (9:00 AM–4:00 PM). This is followed by many other events, including the “Fuori di Taste Brunch at Binomio” (Hotel Indigo, 12:30–2:30 PM).

For more information and the full program of events:

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

PITTI CONNECT

All companies participating in Taste are also featured on the digital Pitti Connect platform (**taste.pittimmagine.com**), now a fundamental tool for increasing visibility and fostering connections among producers, buyers, and the press before and after the fair. Results from the last edition speak for themselves: **over 135,000 visits, more than 1,325,000 page views and 4,500 registered buyers, 13% of whom were international.**

TASTE INFO

During the three days of the event, opening hours for professionals and industry operators will be 9:30 AM – 6:30 PM. The general public may enter Saturday and Sunday only, from 2:30 PM – 6:30 PM. Monday is dedicated exclusively to business-to-business activities.

Official Hashtags: #Taste19 #PittiTaste #fuoriditaste#TasteRing #TasteShop #TasteTour @pittitaste

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