



TASTE

A magnificent edition of Taste, the 19th, ignited the enthusiasm of exhibitors, buyers, media, and enthusiasts from February 7th to 9th at the Fortezza da Basso in Florence.

The trade show dedicated to the world of small, high-quality Italian agri-food and food and wine businesses (this year's exhibitors numbered 810) is growing further and consolidating the B2B profile it has assumed in recent seasons: the total number of visitors is the same as last year, over 12,300, but with a further increase in international buyers and a slight decline in the final audience.

Selection, product variety, exhibition format, and food culture are the winning factors of Taste, but the difference is made by the products and the stories of the people behind the counters!

First of all, the numbers for this 19th edition of Taste: **810 exhibitors, 8,500 specialized buyers** (of which over 900 were from abroad, compared to 615 in 2023, 750 in 2024, 890 in 2025...), **1,500 professional visitors** (suppliers, agents, and representatives), **650 media professionals** (of which about seventy were from abroad), and **1,700 enthusiasts and gourmets**.

"Taste never disappoints," says **Agostino Poletto, director of corporate strategies at Pitti Immagine**, "and above all, it's always a pleasure to walk through the corridors of the Fortezza da Basso! The quantity and quality of the producers, as well as the comments and turnout of buyers, are a snapshot of an event able to evolve without losing its identity. This value clearly emerges during the fair experience. You could read it in the faces and words of our exhibitors, busy on presenting their products; there was a sense of harmony, you could hear passionate conversations, technical discussions, and stories to share. I believe it's now common knowledge that Taste has transcended the definition of a trade fair, a label that's too narrow for an increasingly multifaceted and original event."

An originality that is increasingly appreciated by Italian and foreign buyers. The latter come from around **sixty countries**, the most represented of which are the **United States, France, Germany, the United Kingdom, Switzerland, Austria, the Netherlands, Spain, Japan, Belgium, Poland, Romania...** There were also attendees from far-flung markets, clearly eager to learn about and import the finest Italian products: **Canada, Thailand, mainland China and Hong Kong, Taiwan, South Korea, Australia, Mexico, Brazil...**

"Taste is an event based on direct relationships," continue **Daria Vagelli and Vanni Marchioni, the show's sales managers**, "and on the discovery of products unique in their quality, origins, and commitment. This is what makes our event recognizable and different from all other food fairs. Each edition, Taste succeeds in achieving its goals. First and foremost, the satisfaction of the exhibiting companies, then the consensus of buyers and industry professionals, who have demonstrated their appreciation for the selection and variety of products offered. Promoting and communicating the agri-food and food and wine sectors may seem like a simple exercise, but we at Pitti know how challenging it is to bring out excellence, seeking it out locally and putting those who create it at the center. This is the winning card."

"Once again," **concludes Raffaello Napoleone, CEO of Pitti Immagine**, "we are pleased to highlight the presence and attention of the institutions, starting with the Italian Government, represented by Giacomo La Pietra, Undersecretary of Agriculture and Food Sovereignty, and of course by Matteo Zoppas, President of ICE, who was supported by a team from the Agency that worked throughout all three days of the show and with whom we are developing a crucial collaboration, begun a couple of years ago, to promote the incoming of foreign buyers. Also the presence of the Tuscany Region, with Leonardo Marras, Councilor for Economic Development and Agriculture, and the City of Florence, with Jacopo Vicini, Councilor for Economic Development, Tourism, and Trade Fairs. Finally, as always, we were able to count on the active participation of our main partner UniCredit, whose regional executives held face-to-face meetings with a number of exhibitors to gather useful information about the bank's offerings in terms of supporting internationalization and technological innovation."

Finally, it's worth highlighting the success of the event and the widespread appreciation for this edition's special events and participation, including the focus on **heroic wines from extreme lands**, the **Spirits** special area, and **Coldiretti's** participation with its olive oil masterclasses. And, of course, the **original themes, food trends, and keynote speakers** at the **TASTE TALKS** (the role of smell with Mane; synergies between tourism and true food; Gen Z consumption; the phenomenon of fermented foods; the climate crisis and gastronomy; the relationship between chefs and producers; the new generation of restaurants and new trends in tea and infusions, etc.), as well as **Davide Paolini's TASTE RINGS** (the out-of-season panettone boom; from the "panetteria" to the bakery; Michelin-starred chefs becoming producers), and all the presentations held in the **UniCredit Taste Arena**.

To be mentioned also the beautiful totemic and pop sculptures of the **True Food Series** at the Padiglione delle Ghiaia, made of real food (chili peppers, meringues, lentils, bread, etc.), strictly handmade, created by Arabeschi di Latte in collaboration with Dylan Tripp, inspired by this edition's theme.

And again, the **over 60 FuoriDiTaste** events in the city were highly attended: increasingly original and curated, they showcased TASTE companies in special locations around Florence.

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