



# Slow Food®

## Salone del Gusto The world fair and market of quality food

The **International Salone del Gusto** will be held from **October 26 to 30, 2006** in **Turin**. Now in its sixth edition, this biennial event is organized by **Slow Food**, the **Piedmont Regional Authority** and, for the first time this year, the **Turin City Council**.

Since 1996 the Salone del Gusto has been a regular fixture for everyone wanting to discover and appreciate the wonderful world of food and wine. The event has achieved increasing popularity and has not only brought flavors and traditions to the attention of a wider public, but also extraordinary examples of historic and environmental heritage in the food area.

While the event has commercial aims, it is distinctive for its focus on artisanal products which are small-scale and need safeguarding. Ever since its beginnings the Salone del Gusto has undertaken educational initiatives, providing visitors with information to enable them to discover the 'other world of food' and to understand the characteristics and history behind outstanding but little known products.

The Salone del Gusto is a response to the standardization created by globalized markets which penalize small-scale quality products. The idea of preserving a vast cultural and environmental heritage connected to food and of revitalizing local microeconomies has proved to be a resounding success.

Here are a few facts and figures to indicate the significance of the event, now a well-established fixture on the international calendar. The Salone del Gusto in 2004 attracted more than 140,000 visitors over five days. The 50,000 square meters of exhibition space hosted 125 institutional stands, 600 exhibitors with 80 countries represented, and 270 stalls with Italian and international Presidia (products defended by Slow Food as biodiversity heritage to be saved). There were areas to eat and drink, places to sample the cuisine of various regions around the world, educational initiatives, food education programs for young people and adults, taste workshops, events and demonstrations presented by top international chefs such as Ferran Adrià or Kunio Tokuoka.

For five days every two years, ecogastronomes (a term Slow Food likes to use for people who enjoy the pleasures of taste but are concerned about the environmental and social sustainability of food) have learned that this is an event not to miss.