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IN VIAGGIO CON LE DIVERSITÀ DEL GUSTO

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PRODUCTS AND NOVELTIES

Suggestions from some of the top gastronomic exhibitors at **TASTE**:

ACETAIA LA BONISSIMA - Casinalbo, nestled between the plain and the Appennine crests, is the home of Acetaia La Bonissima: a land of Trebbiano vineyards, whose grapes have always given us the musts for the renowned **Aceto Balsamico di Modena** balsamic vinegar. Among the brand's cult products: "**Gelatina di Aceto Balsamico Di Modena**," a jelly made from a special variety of balsamic vinegar, aged at length in oak casks and then enhanced with white cane sugar. Its sweet yet vigorous flavor is the perfect partner for cheeses of all types: fresh and delicate, robust and fatty, or those with more distinct flavors from aged and blue cheeses to Parmigiano Reggiano.

ACETAIA PALTRINIERI – For five generations now, Aceto Balsamico Tradizionale di Modena traditional balsamic vinegar has been the single product made by Acetaia Paltrinieri, located in Sorbara just a few kilometers north of Modena. The territory, with its longstanding vocation for farming, is also the home of the legendary Lambrusco di Sorbara, a sparkling red wine that like the vinegar boasts the DOC denomination. At the stand, visitors can taste two types of balsamic vinegar: the classic Aceto Balsamico Tradizionale di Modena, aged at least 12 years, and the prized, 25 year old Extravecchio. **Don't miss a taste of Balsamotto, a "young" balsamic condiment, perfect for everyday use in the kitchen, Acet-up balsamic vinegar crème, and Ducla balsamic vinegar jelly**, all ideal accompaniments to cheeses and roast and boiled meats - and even strawberries and ice-cream!

ACQUERELLO – At the Tenuta Colombara, located in a wildlife protection area, crops are raised without chemicals and only natural processes and substances are used. In order to avoid any possibility of crossings and varietal mixtures, Carnaroli Acquerello is the only variety of rice grown on the estate. At Rondolino Società Cooperativa Agricola, before being processed into white rice, Acquerello is aged at controlled temperatures: the starch, proteins and vitamins become less water-soluble and the grains acquire greater consistency so that they can better absorb condiments and sauces. **After cooking, the rice grains are larger, firm, separate, and much more flavorful.**

ANTONIO MATTEI / DESEO – Their shapes may be ordinary, but their flavors are unique: these biscuits truly tempt the eye even before the palate: **Cantuccini biscuits with chocolate and hazelnuts, candied orange peel, or walnuts and pistachios.** Biscottificio Antonio Mattei recently celebrated the 150th anniversary of its founding in 1858 – and today, Francesco Pandolfini continues to enhance the tradition Prato's famous biscuits. The pistachio-and-walnut biscuit is a crisp, light, fragrant variation on the classic Cantuccini in a brilliantly balanced combination of the rich flavor of walnuts and the delicate, yet persistent fragrance of Sicilian pistachios from Bronte.

AZ. AGR. AGRIRAPE – In the heart of Sicily, there is an oasis where local varieties are preserved and protected, where unripe fruits on the tree are wrapped one by one in small bags as protection against insects, wind, and hail: this is Leonforte. Here, Azienda Agricola Agrirape – which takes its name from the feudal holdings of the Barons Giaconia of Ristretta – is committed to safeguarding and cultivating autochthonous varieties such as the **Settembrina peach, the typical broad bean, and above all the Lenticchia Nera delle Colline Ennesi black lentil.** This variety, recently on the endangered species list, is a cultivar typical of the province of Enna that boasts higher fiber and protein contents – and less fats – than common lentils.

AZ. AGR. ARAGONA – Azienda Agricola Aragona is perched on the western slopes of Mount Etna at the center of the ancient fief of the Biscari princes, who settled in Sicily in the 13th century. While respecting its age-old traditions, the farm now experiments with innovative cultivation techniques, dedicating special attention to environmentally-sustainable products and methods. **The result is the Olive d'Aragona extra virgin olive oil, pressed only from olives grown on the farm.** The earthy flavors of grass and the hint of ripe tomato and artichoke in the bouquet, typical of the Cipressino cultivar, are set off by a touch of the unique fragrance of the Nocellara Etna olive.

AZ. AGR. CASA BARONE - Azienda Agricola Casa Barone is the largest organic-biological producer in the Parco Nazionale del Vesuvio. The crop arrangement is typical of the classic mixed orchards of Vesuvian farming, where among the rocky outcrops and the golden highlights of spontaneous broom, vineyards of Caprettone, Catalnesca and Piediroso grapes alternate with apricot, plum, mulberry, sorb-apple, fig, walnut, olive, citrus, and medlar trees. The pride of the garden plots is the **Piennolo del Vesuvio, a Slow Food presidium cherry tomato, with an unusual sweet-sour flavor, that can be braided after the July harvest and**

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stored well into winter. The farm's production also includes Limoncello and Nocillo liqueurs, the Acquaviti di Albicocche e Sorbe del Vesuvio schnapps, and the Distillato di Nocillo Bianco brandy.

BARBERO CIOCCOLATO – Cream puffs, biscuits, cakes, *torrone*, chocolates and all the *bombes* that pastry-making creativity has developed over the years are the essential items in the repertoire of Barbero, the Piemontese confectioners with roots in the Belle Époque. Among its leading specialties are **Baci di Cherasco**, the result of founder Marco Barbero's frugality and inspired use of the bits and pieces of hazelnuts left on the cutting board when he prepared his *torrone*. The Baci, tasty clumps of toasted hazelnuts and dark chocolate – each one is unique in size and shape – are flanked by delights such as **Peccati del Cardinale**, **cascé alla grappa**, **lumache**, **cherascotti**, and **chocolate truffles**.

BIRRA BALADIN – **Beer, Food, and Music: The three loves that in 1986 inspired Teo Musso to create “Le Baladin,” one of the first breweries at the foot of the Langhe**, where clients can still enjoy the world's best beers. Musso's mission culminated, ten years later, in his own production in Piozzo. The brewery's Belgian-inspired beer is a work in progress inspiration, that is prepared in the midst of vineyards by a son of vine-growers who firmly believes that “beer is the essence of a land.” And so we have a selection of unpasteurized, highly fermented craft beers made from strictly prime-quality raw materials: six classic bottled beers in two product lines, and three special cuvées. Among this year's novelties: Xyauyu, a brew born of the master brewer's passion for oxidized beers with a flavor and characteristics that defy definition.

BIRRA DEL BORGO – This brewery was established in 2005 in Borgorose (Rieti), straddling the Lazio - Abruzzo regional border, in the Monti della Duchessa natural reserve. Birra del Borgo is an artisan brew that takes its cue from the rediscovered styles of the brewers of old: while starting from the traditions of the English and Belgian masters, the brewery now experiments with new beers and with spices and tobacco and unusual fermentation techniques. The “must” products include **Birra ReAle, inspired by the traditional English India Pale Ales of the late 1700s**, customized with aromatic American hops. It is golden amber in the glass, with lively highlights. This beer's “nose” is redolent of citrus and pepper, while its low carbonation accompanies the good body to the final, intense and slightly bitter finish.

BIRRIFICIO BARLEY - **Friska, Sella del Diavolo, Toccadibò, BB10, and Zagara are unpasteurized, unfiltered beers that are refermented in the bottle. This entirely natural carbonation** makes the beers extraordinarily easy to drink and easy-to digest. All the beers are made from the very finest European malts (from Germany, Belgium and England) and selected hops from the top European and American producers. An abiding love for the territory led to the idea of adding unusual ingredients such as orange honey or such rare ones as *sapa* concentrated must made from Cannonau grapes on the day of the harvest, when the freshly-pressed grape must is simmered without pause for 25 hours.

BISCOTTERIA BETTINA – “Once-upon-a-time” biscuits made by hand with selected ingredients, seasonal raw materials mostly from organic cultivations, with no artificial preservatives, colors, or flavors. Biscotteria Bettina presents a delicious range of sweet biscuits for tea-time or breakfast: orange, chocolate and hazelnut, cinnamon-caramel, and even chamomile. **And don't miss the new Baci di Dama kisses made with 100% rice flour, the tiramisu slices, or the 100% kamut flour wafers, perfect for after dinner with dessert wines.** The range of savory products is also rich in creative mélanges: curry and poppy-seed biscuits, *zaeti* corn biscuits with capers and pine-nuts, *cantucci* salty biscuits with peanuts, and country-herb biscuits, without forgetting the goat cheese and poppy-seed flavored crackers, the ideal nibble to accompany an aperitif or a glass of white or red wine.

BONOMO & GIGLIO PANTELLERIA – Founded to valorize the typical products of the island of Pantelleria, over the years Bonomo & Giglio has become one of the leaders in processing and marketing Pantelleria's capers. “Delizie Pantesche” is a food product line with strong ties to Mediterranean culinary tradition: specialties include **Capperi di Pantelleria IGP caper paté, sauce, and pesto, the unpitted green olives, and the Passito, Zibibbo Naturale, and Moscato di Pantelleria DOC dessert wines.** As of this year the company has acquired the historic Pantelleria brand, “La Nicchia”. The aim is to create a place on the island where cultivation and processing are flanked by meeting facilities for explaining the history of the caper and how it is raised.

CAFFE' MOKARICO - Caffè Mocarico, a historic Florentine firm with headquarters in Borgo San Lorenzo, produces toasted beans and ground coffee for the trade and the home. **Mocarico selects only the finest coffee beans**, such as Santos from the Sul de Minas and Cerrado districts of Brazil, washed Indian beans that give the blends body, a spicy touch and strength, Ethiopian beans with their typical floral and fruity aroma, and beans from Costa Rica and Central American with their gentle citrus accents and distinctive chocolatey aroma. **The brand's key blends are Miscele Mocarico, Bar, Noir and Bio.**

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CASCINA VENERIA - Cascina Veneria is one of the seven farms managed by the Saiagricola S.p.A.. group. It is located in Lignana in the province of Vercelli and represents an important chapter in the history of Italian rice-growing: the first mention of the farm dates to a cadastral map from 1600. For 500 years, the farm's lands – which, incidentally, provided the settings for the well-known movie *Riso Amaro* – are dedicated to growing the typical rice varieties of the Vercelli area with techniques which (although now supported by high-technology machinery) still respect the principles handed down by tradition. The result is the so-called “secondo lavorato”; that is, a delicately-milled rice grain from which the germ is partially removed, that stands up well to cooking. The varieties: Carnaroli, firm-textured and perfect for slow cooking, Baldo, Vialone Nano, Balilla, and the Gange Aromatico.

CONSORZIO PARCO PRODUCE – A consortium that grew from an association of micro-farms, all organically certified and located in the uncontaminated lands of the Parchi Abruzzesi park system. These farms are committed to promoting the model of “heroic agriculture” that lives on in the highest reaches of the central Appennine massif, where the wolf and the Marsican bear still roam undisturbed. More than organic production, an alternative, sustainable development model that has culminated in the “Adopt a Sheep” project (www.adottaunapecora.it) by which the consortium actualizes direct sales of all its products (cheeses, pasta, legumes, cereals, saffron, jams and jellies, honey, truffles, and clothing accessories made of pure virgin wool) and implements safeguards for the centuries-old practice of transhumance, now unfortunately on the road to extinction.

CONSORZIO TUTELA VINO BARDOLINO – The Bardolino wine consortium is participating in this edition of Taste with one of the most representative wines on today's Italian domestic panorama: **Chiaretto, that has enjoyed a true boom in sales, with 8 million bottles sold last year.**

DA RE SPA - I BIBANESI – Nuggets of crispy, crunchy, lightly salted hand-kneaded bread sprinkled with sesame seeds: these are the Bibanesi, made only by Da Re Spa of Bibano in the province of Treviso. The shapes are different, a sure sign that the crisps are made by hand; the color is the typical golden yellow of bread crust; the flavor is a pleasant surprise, redolent of extra-virgin olive oil. The Bibanesi are handmade after lengthy rising: the production process excludes all preservatives or additives and uses only 100% Italian extra-virgin olive oil. **Among the most recent novelties, the Bibanesi di Kamut line and the brand-new version of the Bibanesi, called “UNICO”:** made with Type 1 flour and extra virgin olive oil, with a light, delicate flavor that comes from a blend of prized Italian olive cultivars.

DELLA NEGRA – Della Negra is a company located in the Friuli region that specializes in production of ice-cream and sherbets that differ from the classic varieties thanks to a production technique perfected after years of research. Besides all the traditional flavors, available year-round, Della Negra also produces seasonal flavors and specialties made with “zero-km” flowers and fruits. Several flavors come directly from the enterprise's own organic orchard or from the farms of friends and family, whose passion for their plants and fruits is equal to Della Negra's. The pomegranate sherbet crème, for example, is made with pure pomegranate juice from fruits that are opened by hand and then sieved to remove the seeds: a manual task that requires lots of time and infinite patience but that is indispensable for a product of excellence..

DONNAFUGATA - In his famous book *The Leopard*, Giuseppe Tomasi di Lampedusa used the name *Donnafugata* to identify the Palazzo di S. Margherita and the country estates of Prince Salina, where the Donnafugata vineyards are now located; the literary reference suggested the woman's profile logo that graces every bottle. At the Contessa Entellina estate, Donnafugata grows both autochthonous grapes (white Ansonica and Cataratto, and red Nero d'Avola and Perricone) and international vines. The estate has recently introduced the Syrah and Viognier grapes used in the white Polena (50% Cataratto, 50% Viognier) and the red Sherazade (50% Nero d'Avola, 50% Syrah). Contessa Entellina attained DOC status in 1994 thanks to a Donnafugata initiative. **This year, Donnafugata is celebrating the 20th harvest on Pantelleria with a new label for the Ben Ryé wine,** an image that recounts all the love, care, and effort required for vine-growing on a unique and fascinating island. Ben Ryé 2008 is brilliant amber-yellow in color. The bouquet is spiked with intense hints of apricot and peach that blend harmoniously with notes of sea air and minerals.

EDIBLE GOLD – Top quality, a product range designed to meet any need, and unequalled packaging are the distinguishing features of **Edible Gold & Edible Silver** from Giusto Manetti Battiloro, **a line of comestible gold and silver products for decorating serving platters and desserts** or imaginative, innovative drinks. Edible Gold, for example, is marketed in luxury “Just for a Dinner” packages in the form of gold dust, leaf, tiny nuggets, and flakes. Available in three different formats, “dust” is the most appropriate gold for decorating desserts and chocolates of all types.

FILIPPI PANETTONI E COLOMBE DAL 1972 – The company, which for three generations has specialized in yeast cakes for special occasions (the Christmas *panettone* and Easter *colomba*), was the first to propose **panettone-type cakes made with 100% extra virgin olive oil**– and that means no butter or milk derivatives. These cakes are exceptionally light, easy to digest and

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have an extraordinarily balanced flavor. All the bakery's other specialty sweets are produced by a 100% natural rising process using only sourdough starter, and no artificial flavors or preservatives.

FRIULTROTA - Friultrota prepares the best of the catch in an artisan workshop, without adding any preservatives or food coloring. Some of the specialties that have conquered Italy's finest restaurants include: **Regina di San Daniele, cold-smoked fillet of salmon trout, hot-smoked Fil di Fumo sold in single-portion packages**, and **Trota Chef**, a delicately flavored fillet of trout, rich in Omega 3, that is cooked *au nature* and is available in three varieties: plain, salmon, and spiced. And finally, the smoked **Aringa Sciocca** herring has enjoyed incredible success: its flavor is milder than that of the northern variety and this makes it particularly suited to Italian tastes.

GHEZZI – SANGIOLARO – The canned fish dearest to the Mediterranean tradition is *Thunnus thynnus*, the Red Tuna of the Mediterranean. The Sangiolaro Vecchia Tonnara product line offers a vast array of products derived from this prized denizen of the deep: **tuna roe, buzzonaglia (dark meat chunks), tuna bresaola, ventresca (belly), tarantello (fillets), salted little tunny**. At Taste 2010, Ghezzi is presenting the "Cesta delle Conserve Sangiolaro," a cornucopia of top-of-the-line products: Degustazione Acciughe (an assortment of anchovies), the Assortimento Tradizionale (a selection of tuna belly, tuna fillets, Lampedusa mackerel fillets, and sardines packed in olive oil), and the Selezione Vecchia Tonnara' special assortment.

GIORDANO 1938 - Giordano has been "following its nose" for coffee for three generations now, with the same enthusiasm as on its first day. More than sixty years have gone into research to locate the world's best plantations and the finest cultivars, all in order to offer a cup of coffee with unique characteristics for true enthusiasts. **The "musts": Caffè Etiopia Yirgacheffe and Caffè Guatemala Antigua Pastores**. Native to Guatemala, where prime varieties of Arabica are cultivated on the volcanic slopes of Antigua, **Guatemala Antigua Pastores is rated among the world's finest coffees**. Silky taste and a strong character are fused with perfect balance, strength, and delicate acidity. Extraordinarily aromatic, and never aggressive.

GIRAUDI CIOCCOLATO ARTIGIANALE – Crispy chocolate-coated *torroncini* known as Nugatelli, along with Mandrugnin al liqueur, Capricci, and chocolate-covered dried fruits are some of the excellent products made by Laboratorio Artigianale Giraudi, a firm that perpetuates Alessandria's great traditions with sweets that combine taste and design. One of the classics is the Giacometta al caffè, a delicate hazelnut cream made with 32% hazelnuts from Piemonte and superior-quality cocoa. **The firm's newest product is chocolates-with-cheese**, a sophisticated cocktail tidbit or the perfect companion to a mid-afternoon beer, in **tempting flavors: Parmigiano Reggiano, Gorgonzola, Piacintinu di Enna, and Toma Ossolana**.

IL BORGO DEL BALSAMICO – The company is committed to developing an extra-fine quality product range inspired by the work of the family's ancient "acetaia" or vinegar factory. **Among the products of excellence, the Aceto Balsamico Tradizionale di RE traditional balsamic vinegar of Reggio Emilia, in three types with three labels in lobster pink, silver, or gold; the Condimento del Borgo in three aged versions, and the Aceto Balsamico di Modena**. The quality characteristics of the Condimento del Borgo and the Aceto Balsamico di Modena are expressed as a range of colors that identify the aging characteristics of each and therefore their uses in the kitchen. **Among other specialties, the Praline del Borgo: extra-bittersweet chocolate pralines filled with Condimento del Borgo Etichetta Rossa**.

IN.GREDIENTI – The "IN.GREDIENTI" product line was created to bring Massimiliano Alajmo's ingredients and style in cooking to the daily table – with absolute quality as its final objective. "IN.GREDIENTI" proposes an array of raw materials and products conceived and produced according to Massimiliano and Raffaele Alajmo's recipes and fruit of ongoing research and selection. The core products are the biscuits, in eight fragrant varieties that are indispensable for a true connoisseur breakfast. Created at the "Le Calandre" bakery, these biscuits are prepared only from the freshest ingredients, with no added food colorings or preservatives. **Chocolate and vanilla Frollini shortbreads, and the Integri, Zaeti, Picciotti, Currymiri, Venerelli, and Mandaretti. And the newest entry in the IN.GREDIENTI line: the Dragees, three tempting, bittersweet chocolate covered taste treats**.

KRUMIRI ROSSI – It is told how, in 1870 in Casale Monferrato, Domenico Rossi capped an evening spent drinking Krumiro liqueur with friends with a visit to his workshop to taste his fragrant biscuits. But the official birth date of the Krumiro is 1878, when the first advertisements appeared in the periodicals of the time. That was the year that king Vittorio Emanuele II died, and it may well be that the **Krumiro acquired their unmistakable curved shape in tribute to the king's handlebar moustache**.

LA CAMPOFILONE, PASTA ALL'UOVO DAL 1912 – The leading and only firm of Campofilone, a medieval hamlet in the heart of the Marche region, is also the Italy's first manufacturer of dried egg pasta to have obtained prestigious quality certifications such as Product Quality and Traceability, and Production Chain Traceability. **La Campofilone's traditional specialty is the**

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original “Maccheroncino di Campofilone,” a very thin egg spaghetti that can be cooked in sauce for outstanding flavor absorption and exceptional yield: 250 g of dry pasta are sufficient for four hearty portions. The company’s workshops have succeeded in recreating the same genuine goodness and the original characteristics that over the centuries have made Campofilone’s pasta an example of true culinary excellence, unique in the world.

LA DISPENSA DI AMERIGO - From Savigno, the truffle center of the Emilia region, comes a line of strictly seasonal preparations. Not just delicatessen products starring the white tuber of the Bologna hills, like the Parmigiano Reggiano con Tartufo fondue, but also a fine array of creams and sauces, vinegars and liqueurs. **Top products include the meat sauce made with Bovina Romagnola beef, an autochthonous northeastern Italian breed recently declared a Slow Food® presidium:** the meat is of prime quality, thanks both to the methods by which the animals are raised and to their genetic makeup. **Novelties include the Formaggi in Vaso cheeses: from the Crema di Parmigiano Reggiano with shallots and balsamic vinegar to the Crema di Pecorino dei Colli Bolognesi, a pecorino cream with a hint of truffle.**

LA MOLINA – Adoption of the La Molina brand name was a choice: a tribute to a woman who is known only by her nickname, la Molina – from “molinillo”, the tool used to prepare hot cocoa – and who was the **personal chocolatière to the Sun King**. The “La Molina” creations have grown from the Lunardi family’s more than 40 years of passionate devotion to bread- and pastry-making and the chocolate tradition. Among the firm’s symbols, chocolate with candied fruits and spices. Both the fruits and spices are candied “fresh from the fields” so that they keep their fragrance and nutritional qualities and then are blended with the chocolate; this process keeps all the wonderful properties intact until the wrapper is opened. The company is also renowned for its prestigious initiatives in the art world.

LA SFOGLIA – The culinary proposal by the La Sfoglia artisan workshop is a child of the creative flair of Corrado Zamboni: **a flower of twelve tortelli and a corolla of ancient flavors revisited in a modern key for the joy of any palate**. The “flower” is a tasty eye-catcher for a supper among friends, made up of inimitable pasta specialties filled with artichoke hearts and ricotta cheese, Miva (a semi-firm cheese with a dry, elastic consistency, aged by Hansi Baumgartner with Japanese black algae), green and black olives with ricotta cheese, a potato, fresh chive, and Graukas cheese filling, and Ragusano DOP and ricotta cheese with eggplant; and even a *tortello* made with parsley pasta and filled with potatoes and bits of Cinta Senese DOP bacon.

LE TAMERICI – Le Tamerici rediscovers Mantua’s nearly forgotten specialties such as **campanina apples and white watermelon**, and uses vegetables and fruits not normally candied, like green tomatoes and pumpkin. Everything is picked and fresh-processed using methods that conserve natural color and fragrances without any need for preservatives, additives, thickeners, or antioxidants. The new entry for 2010 is 3x3=GUSTO, a line of three preserves reflecting the three “ages” of Grana Padano cheese, a collaborative effort between Le Tamerici and the Consorzio per la Tutela del Grana Padano: Grana Padano DOP aged up to 16 months, with apricots and black tea; Grana Padano DOP aged more than 16 months with strawberries, red wine, and pepper; and Grana Padano DOP Reserve (aged more than 20 months) with pears and Madagascar vanilla.

LUIGI GUFFANTI FORMAGGI 1876 – When Luigi Guffanti, founder of **one of Italy’s most famous cheese-making families, began aging Gorgonzola cheese in 1876**, he bought an abandoned silver mine near Varese for the purpose. At constant temperature and humidity year-round, the cheese ripened so well that Luigi quickly conquered the markets. Utmost attention to the artisan qualities of the cheeses and perfect ripening are the tenets of the philosophy that has ferried the family business through five generations. Guffanti’s experience with Gorgonzola has now been extended to Toma, Parmigiano Reggiano, and other Italian, French, English, Spanish, Swiss, and Portuguese cheeses. But now as 100 years ago, the brand’s top-line products remain the artisan Gorgonzolas, cured for up to 300 days as opposed to the usual 90, and the Toma cheeses from the Ossola highlands and valley.

MACELLERIA FRACASSI – **The most celebrated of producers of Prosciutto del Casentino, a ham made using no preservatives of any type** and only the meats of pigs raised in the wild, hybrids of autochthonous breeds from the Romagna and Tuscany regions. No ham is cured less than 12 months; the hams are lightly – and naturally – smoked as they are dried by the warmth of a fire. The Fracassi butcher shop, in the province of Arezzo, markets fresh Chianina IGP beef as well as the free-range “Grigio del Casentino - Cinta Senese” pork.

MAGAZZINI EMILIANI - BCHEESE - Beauty Cheese by Bergamaschi is a perfect union of fashion and taste: an elegant package containing 3 cheese wedges, aged 36 months, from top producers, all bearing the Consorzio Parmigiano Reggiano mark and vacuum-packed to guarantee freshness. For more than 50 years, Bergamaschi Casearia has been an important reference point for ageing and marketing quality Parmigiano Reggiano cheeses. And for upwards of 12 years, it has been producing

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right in the Reggiano area of origin, using only fresh milk from the controlled local supply chain. For the occasion, Bcheese will be joined by Pocketcheese, 30 grams of specially packaged Parmigiano Reggiano that's perfect for take-away.

NUNQUAM - In Tavola, a locality between Poggio a Caiano and Carmignano, there is a craft manufactory that perpetuates the tradition of the **Prato's White Vermouth**, a previously "endangered" product that is now back in the spotlight, after more than 60 years, thanks to the company's efforts in applying the methods set out in the original recipe from 1750. The same firm also produces **liqueurs, by alcoholic infusion of herbs, fruits, and spices**, using strictly artisan methods and no chemical flavor-enhancers. The workshop next door produces a line of preserves: fruit and vegetable jams and conserves, sweet pickle, Chutney, and wine jellies. The "Osteria de Ciotti" line instead features the standbys of local cuisine: *ribollita* soup, *carabaccia* onion soup, *zolfini* beans in tomato sauce, and a splendid "stew" made with the pink chickpea of Reggello.

PANDOLIO - A biscuit that meets all the requirements for healthy, genuine food set by Ligurian tradition and culture and the Mediterranean diet: **this is Pandolio, a tasty olive-oil-based confectionery specialty, the signet product of the company of the same name.** As a family-run food concern since 1960, Pandolio is a leading producer of typical Ligurian pastry. The company's products are created for a consumer who demands quality and genuine ingredients: handmade olive-oil biscuits and pastry specialties, all made from simple ingredients like wheat flour, sugar, and olive oil. **This year's "must" product is the Torta Pandolio cake.**

PAOLARO' - With 20 years of research into healthy foods under her belt, Paola began producing **sweets made with alternative flours, such as spelt and kamut, at her small bakery and sales point, while providing information on the nutritional properties of cereals older than wheat** and inviting her customers to discover the joys of "healthy eating." Today, at her craft bakery, she combines creativity with ongoing research into prime quality, biologically-certified ingredients. Each and every type of biscuit is made from a different dough and in a different form; among the specialties in Paola's catalogue, the peanut-and-cinnamon biscuits, Cestini al Kamut with berries, and Cestini al Farro with apricots.

PAOLO PETRILLI - **La Motticella**, or Motta della Regina, is a settlement that has been on the map since before the year 1000. Once a fief near Lucera in Puglia, today it is a flourishing farm that uses low-environmental impact techniques to grow organic tomatoes, red beets, durum wheat, grapes, and olives. The keystones of farm production are recovery of autochthonous strains and hand-harvesting. A star among the several varieties of pureed and peeled tomatoes and pasta condiments is the **"Prunillo" cherry tomato in tomato purée.** "Prunilli" are small, round tomatoes grown in Lucera and watered only by natural rainfall, a method that reduces the harvest by 70% but lends the product an indescribably intense fragrance.

PASTAI GRAGNANESI SOC. COOP. - Pasta Verace by Pastai Gragnanesi is a **special quality pasta that starts with the durum wheats used to make the flour: only the very finest crus of the Italian durum varieties.** The dough for this craft pasta is mixed by machines from the 1950s, drawn through bronze dies, and arranged by hand on the reed mats and on the drying racks that are then moved to small rooms for static drying. Once dried, the pasta is weighed and packaged by hand. The traditional shapes, the flavor, the rough finish and consequent great "sauce-catching" capacity, and the exquisite "chewing pleasure" are what make Pasta Verace an authentic eating delight.

PASTIFICIO BENEDETTO CAVALIERI DAL 1918 - "Prime quality pasta, signed with our full name": this is the motto of a company founded in 1918 by Benedetto Cavaliere to offer an unequalled pasta produced with the "fine select" durum wheat from the sunny hills of the Puglia region. This pasta manufactory in Maglie, in the province of Lecce, employs a "delicate" touch in the prolonged mixing and gentle kneading, pressing, drawing, and low temperature drying of its pastas made of selected blends of durum wheat flours. **Don't miss the Ruota Pazza** - [Crazy Wheel] as it is called in the Salento region because of its not-quite-round shape: **it is made from a special flour that gives it a naturally excellent consistency and all the porosity needed to bind perfectly with any type of sauce.**

PASTIFICIO CAPONI DAL 1953 - Located in the historic center of Pontedera, Pastificio Caponi was opened in 1953 as a small shop making fresh egg pasta. **For over 50 years, the firm has been making egg pasta with Canadian durum wheat flour and fresh eggs from carefully selected farms - and of course nearly all the work is done by hand.** The pasta never suffers temperature changes: it is processed at room temperature because it is rolled and cut, not drawn through dies, as it is mixed and kneaded, so it is conveyed to the cutters. The final phase is a long drying period (70 to 80 hours) at low temperature (25/30° C) in special "box racks". Some of the firm's more unusual egg pastas are the spring-shaped *Molle all'uovo*, the *Piemontesi all'uovo*, and the truffle-flavored *Mezze Tagliatelle all'uovo*.

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PASTIFICIO FELICETTI – For a century now, the Felicetti family from the Val di Fiemme has been producing and distributing pasta, first for third parties and today under their own brand name. Their product range now includes more than 90 different types of pasta, made with different flours: **flours selected specifically for the quality restaurant trade, and organic, whole-grain, kamut, and spelt flours. Recently, in the last few months in fact, Felicetti has added durum wheat pasta and a new egg pasta to its catalogue.** In 2000, Felicetti launched a new project based on special grains and production of pasta made with single-grain flours – such as kamut and spelt - from farms subject to strict controls and meeting predefined purity standards. The result? The new Selezioni Monograno Felicetti product line.

PETRETO – Once a farm on a much larger estate belonging to the Fonseca family, Petreto has existed since 1871 and in all that time the grapevine has always been a fundamental element in the farm's crop arrangement. Today, the agricultural enterprise has renewed its vineyards, extending the area under cultivation and introducing new cultivars for production of its number one wine, **Pourriture Noble. Petreto's cult products include, first of all, this sweet white wine from Semillon and Botrytized Sauvignon (Botrytis Cinerea) grapes, the Bianco Secco dry white (Semillon, Sauvignon, and Traminer), a Chianti (90% Sangiovese and 10% Merlot and Canaiolo) and an IGT Merlot varietal.**

PRIMITIVIZIA – Primitivizia's research and experimentation with different raw materials **that grow spontaneously at high altitudes** – the life form that precedes all types of agriculture and farming – bring us products for high-end restaurants and refined retail stores. **Natural herbs, berries, resins, and roots are processed and prepared without preservatives or added flavors to yield singular delicacies.** High in the mountains, between 1000 and 2700 meters, Primitivizia picks what nature has to offer: nothing is farmed or cultivated. The firm's key products include highland herbs and resins.

PROSCIUTTIFICIO DOK DALL'AVA – The **Prosciutto Dok di San Daniele con Osso Numerodieci is the evolution of San Daniele ham.** We now age our hams for 24 months instead of the original 16 and the starting date is shown on the label. The Consorzio del Prosciutto has assigned us "No.10" as our identification number, which on our products, as on those of all consortium members, is printed to the right of the brand mark. **Patadok is a ham made from the "Cerdo Iberico Romanico" pig, raised in Extremadura and classified as "bellota" (that is, with an oleic acid content in excess of 58% in the fats at the time of slaughtering).** Within 24 hours after slaughtering, the meat is delivered to San Daniele to be processed according to the traditional curing methods.

RONCHEI – Taste, history, and respect for raw materials are the values that since 1973 have carried Ronchei, to an authoritative position in production of inimitable, additive-free processed pork products. The protagonists are **typical of the Parma area, such as the Salame Felino and the Coppa di Parma,** each cured for the time needed to obtain the best flavor – which, truth be told, also depends on a secret ingredient: the air of the Parma hills. Thanks to the collaboration of the Universities of Florence, Campobasso, and Messina: **Ronchei is the only processor that uses the meats of all of Italy's autochthonous breeds in its products:** Cinta Senese, Casertana, Nero dei Nebrodi, and Mora Romagnola.

S. ILARIO PROSCIUTTI – S. Ilario Prosciutti is a historic, family-operated concern founded by the owner, Piero Montali, about fifty years ago with **the aim of achieving the highest quality in Parma ham.** Carefully selected raw materials, meticulous traditional processing, and lengthy natural aging are the key factors in the decades-old Sant'Ilario ham formula. And since the firm's production targets the connoisseur market, its hams are available only at specialized retailers and fine restaurants.

SALAME FELINO RISERVA SANT'ANTONIO – Delicate, never acidic, a slightly crumbly texture that still slices well: **Felino di Sant'Antonio** salami should be cut at a 60° angle, with a well-sharpened knife, and slice should be about as thick as a peppercorn. **Gentile "di Casa Verdi,"** typical of the southern Parma region, is a tender, aged salami in a double casing, once reserved exclusively for the estate owners' tables. **Strolghino di Culatello,** instead, is made from the very lean trimmings from the culatello "ham fillet": it is sweet and peppery, and cured only three weeks. For over a century, these salamis have composed the long suit in the Fattoria di Parma hand.

SALUMI NOGARA - The Salumificio e Macelleria Nogara was founded in 1969, and since then the quest for product quality has assumed the intensity of a mission. In daily practice, this translates into scrupulous selection of the pigs, respect for the times it takes a product to mature naturally, and personal oversight of the production chain, from the breeding farm to the slaughterhouse, from butchering to processing – with a minimum of additives. And all this, in turn, retranslates into maximum safeguards for tradition, the very best in taste, and respect for the raw material. Specialties: **Prosciutto Crudo Veneto Berico-Euganeo DOP, Prosciutto Crudo Fumè, Coppa Aromatizzata, Lardo Aromatizzato, Guanciale Fumè, smoked Lonzino, Speck Alto di Fesa di Montagnana, Salame, Pancetta Salamata, Sopressa, Bocconata, Salsiccia, Musetti, Bondiola di Sant'Agata.**

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SAVINI TARTUFI - The Savini family has been working with truffles in Tuscany for four generations, since the early 1920s: a full-round cycle directly investing every stage of production, from picking to selecting the best, from cleaning to processing, from packaging to delivery. The varieties range from the prized Black to the Scorzone Black Winter truffles, from the Bianchetto (Whitish) to the Scorzone Summer truffle, and, finally, to the White Truffle par excellence, the superlative *Tuber magnatum pico*. **Focus on the “Biologica” line of truffle products, led by an impeccable extra virgin olive oil “aromatized” with White Truffles.**

SCHERZERINO...DAL 1953 – This firm, owned by the La Rocca family, continues an old tradition and is the tangible expression of the family's devotion and skill. The business dates from the 1940s, when Scherzerino La Rocca sold beef cattle, goats, and pigs, raised in the nearby Aurunci and Ausoni mountains, at the port of Gaeta. **Today, the company's blue-ribbon product is the coriander sausage made with Nera Casertina or other Italian domestic pork breeds, salt and spices with no additives whatsoever. Selected cuts of meat and fat are processed by the “a punta di coltello” method for a coarser, more compactly textured mixture, and then cellar-cured.**

SCHOONER – This company founded by Roberto Ghezzi – whose surname has been a synonym of quality in the fish packing industry for more than three generations – recalls a fast and extraordinary sailing vessel: launched in 1713 in the New England seas, the Schooner was the first ship capable of bringing the fish of the high seas to land while still fresh. **The catalogue lists many delicacies: from the “Nature” line, with its basil, five-berry, or dill seasoned salmon, its smoked tuna, and its “Nature di Pescespada” swordfish, to the “Pronti da Cuocere” ready-to-cook specialties; and from the roes and shrimps for aperitif tidbits, antipastos, and hot dishes to the Sardinian octopus in the carpaccio, precooked, or salami versions.**

SEVENGRAMS - 7 grams – not a gram more, not one less - of finely-ground coffee are the exact quantity for a perfect cup of espresso. Launched in October, 2009 by four young sisters from a family with a longstanding tradition in the coffee sector, 7Gr. is a company whose very name is an open declaration of intent, a statement of its philosophy and passion: to rediscover the culture of espresso coffee. 7Gr. produces three blends: Time, a 100% Arabica; People, a *grand cru*; and caffeine-free Always. All three embody the ideal of a perfect espresso, a perfect conclusion to a fine meal or other pleasure, with a great finish that makes you want to have another...to understand each note of its remarkable flavor.

TORTA BAROZZI PASTICCERIA GOLLINI – This cake recipe was invented in the late 1800s by Eugenio Gollini, the great-grandfather of the current owners of the pastry shop of the same name located in the historic center of Vignola. The name “Barozzi” was given to the shop in 1907, when Vignola was celebrating the four-hundredth anniversary of the birth of its most illustrious son, the great 16th-century architect Jacopo Barozzi, known as Vignola. **The star feature of this cake is that it is made entirely by hand, and for this reason it has a shelf life of only 40 days.** Were it produced on an industrial scale with addition of chemical preservatives, it would undoubtedly last longer, but it would lose much of its genuine quality. The secret of such goodness lies in the quality and proportions of the ingredients, in the carefully-orchestrated phases in production, and in the baking.

URSINI – In addition to its famous extra virgin olive oil, Ursini also makes ***Pestati di Bacco*, five pâtés to enjoy with a glass of wine** or a flute of bubbly. Orange Blanc is made with pumpkin, Poisson Blanc is a seafood-and-green-olive pâté, Melange Rosé orchestrates eggplant and sun-dried tomatoes, Bacon Rouge features red bell pepper, and Fromage Noir is a blend of red onion and pecorino cheese. Another Ursini specialty is **fruit preserved in olive oil**. Quince and persimmons are the base for an interesting appetizer, a dressing for salads or vegetables or, thanks to its sweet finish, a great companion for blue cheeses or smoked fish.

VILLA MARTA – The “Villa Marta” brand identifies a family of biscuits, shortbreads, *cantuccini* biscuits, along with the classic Margherita and new chocolate *panforte*, as well as specialties such as the fig, pear, and Vinsanto DOC del Chianti preserves, Mostarda Toscana al Chianti Classico e Vin Santo relish, the Miele Millefiori al Peperoncino, and the Miele di Acacia all'Aceto Balsamico di Modena honeys. The “must”: Torta Di Cioccolato Martaré: the intensely fragrant, dark brown, soft chocolate cake made to be served chilled, at 13°C – the perfect temperature that lets it melt slowly in the mouth. **At TASTE no. 5, Villa Marta will be presenting two new versions of the Martaré, fruit of two prestigious collaborative efforts: Martaré with Aceto Sopraffino degli Estensi and Martaré with Caffè'-Nepal from Torrefazione F.lli Padovani.**

ZAGO SRL – A family company that got its start in Friuli more than thirty years ago thanks to its founder's passion for lively, yeasty, unpasteurized beers. **The new arrival at Zago, and one of the firm's most unusual brews, is Nut: a multi-grain beer, naturally refermented** in the bottle, made from barley, corn, rye, and wheat according to the recipe given in a manuscript from

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1600, conserved at the Certosa of Florence. The Pordenone brewery has recently made its first foray into the world of baked goods, revisiting the classic holiday cakes with its beers on the ingredients lists. And so we have the Easter specialty, Colomba alla HY, the first of its kind: a traditional recipe with wholesome ingredients, and a dash of a very special beer.

THE TASTE PRESS SERVICE WISHES TO THANK THE EXHIBITORS FOR THEIR CONTRIBUTIONS.