



Milan, June 2009

Press Release

TUTTOFOOD Events and meetings (fieramilano, 10th-13th June)

**Oil, new products, technology:
the exhibition is largely educational**

How does a “strictly professional” exhibition like TUTTOFOOD survive and operate in the current context of mystification of the consumption patterns? A lot better than expected actually. It is a fact that at this stage both quantities and patterns of consumption are changing, in line with the socio-demographic developments bringing food adjustments in formats, portions, conservation techniques and consumption patterns. This process generates new products as well as reviving some that seemed to be out of fashion. Some good examples of this process are yogurt, sliced meat and bread substitutes, new products that respond to the newly established consumption needs and that stimulate purchases. TUTTOFOOD is the ideal display for the new positioning on the national and international markets of these products, innovative ideas and suggestions.

THE EVENTS – Many high-quality events will take place in Milan during the four days of TUTTOFOOD. The exhibition will present the best technical displays realised for the first edition. The rich events calendar presents three competitions, the prizes for **innovative products, niche products and the TUTTOFOOD Cheese Award**, which have been generated by a shared need. In fact the market requires new products both because trends of consumption change everywhere and because it grows transferring products, life styles, commercial successes, from one market to another, in a chain that has become truly global.

FOOD TECHNOLOGY – The 9th edition of the conference dedicated to food science and technology (9th Ciseteta), will take place on the 11th and 12th of June. CISETA, was created in the attempt to fill a void that characterized the Italian conferences scenario, which despite its abundance of symposia and specialist seminars, lacked of a meeting point for experts and academics of the food science and technology sector who dedicate their efforts to research, innovation and development.

FUNCTIONAL FOODS – In the past 30 years the perception of food as a mere nutrient evolved into a view of food as promoter of well-being, and functional foods can significantly contribute to this development. The seminar “The Italian food industry and functional foods; tradition introducing well-being”, promoted by Federalimentare with the media partnership of Largo Consumo, will take place on Wednesday the 11th at 2PM. The meeting is the first in a series of food related initiatives that the members of Confindustria aim to

organize with an eye to the 2015 Milan Expo. In particular the seminar will address the functional properties of food and the new Italian and European functional foods market, in consideration of the leading role that Italy plays in this field (second after the U.S.A.).

FOOD OILS FORUM – The much anticipated Food Oils Forum will take place on Wednesday the 10th at 3 PM (Taurus Room in the Stella Polare Congress Centre, ground floor). A round table that gathers all the lead figures of the chain: producers, olive-pressers, distributors and promoters, with the aim of analyzing and discussing the CE 1019/02 regulation which addresses the labelling of extra-virgin olive oil. The meeting is titled "Italian flavour, good flavour: together for your health – New horizons for extra-virgin olive oil". The meeting will feature Piero Gonnelli, president of Aifo, the Italian Association of Oil Pressers ("The key role of the olive mill for quality and traceability of the product"); Ranieri Filo Della Torre, Director of Unaprol, Italian Olive Consortium ("The transparency of sector regulations as a warranty to the consumer"); Walter Brunello, President of Buonitalia spa ("Opportunities and possible internationalization processes for Italian products"); Salvatore Ranchetti, quality assurance director of Esselunga spa ("Case History Esselunga") and the two Michelin stars Chef Claudio Sadler ("The importance of the restaurant industry for a correct product information and culture"). The moderator will be Paolo Marchi – Journalist of Il Giornale and originator of the signature cooking congress "Identità Golose" (Gourmand Identities).

FOOD EDUCATION (*MiWine tasting & food Educational*) –

In the fields of training and information TUTTOFOOD will host the important initiatives *Food Educational & MiWine Tasting* (a 350 meters squared area in pavilion 22), that consists of a cooking school and of 12 desks dedicated to the showcase and tasting of important Italian wines. Organized by **ViaBagutta Comunicazione** with the support of the award-winning chef group **Chic** (Charming Italian Chef) it aims to promote local products by pointing out their specificity and by matching them to refined cuisine, through special tasting sessions and cooking lessons held by highly regarded chefs. It is addressed to operators, buyers, caterers and journalists (max 50 people – booking required).

The format: a chef of the Chic group, with the help of one of the participants, holds a practical cooking lesson using the selected products. After a brief technical introduction and a guided tasting session held by an expert, the chef prepares a creative dish that the audience can taste. A wine producer will then present one of his products to match the dish. The Chic area will be open during the four days of the exhibition from 11am to 5pm with three-four 90 minute sessions per day

Chic is a group of more than 50 chefs, established with the intent of promoting Italian cooking abroad, through exhibitions, events and communication activities. The group is composed of young and successful professionals who interpret the preparation of local and typical dishes with a lot of creativity.

THE SOCIAL COMMITMENT – A big added value to TUTTOFOOD consists without a doubt in the important efforts that Fiera Milano International is putting towards social campaigns, setting a good example of the role the private sector should have in helping underprivileged communities, both in Italy and the world.

This commitment resulted in the activation and support to two projects: the first involves *the Companhia do agro-turismo Utopia Limitada* (<http://www.companhiadoagroturismoutopia.org>), an initiative started in 2006 in Mozambique aimed at the establishment of a farmers cooperative and at providing appropriate education and a living wage to improve the living conditions of the people involved. On the Italian side TUTTOFOOD supports *Mirabilia Dei*, an organisation focusing on residential homes and special education for people with disabilities. The first home was established in 1991 thanks to the efforts of two families with a genuine desire to welcome people in need of assistance, providing them with education, assistance and emotional support. 68 people have been hosted so far within 6 structures in the Italian regions of Lombardia and Puglia (2 additional homes are being built

and one of the structures will soon double its available spaces). The scenario is completed by a nursing home that can host up to 169 people that aren't self-sufficient. These structures support their guests by maintaining and improving their autonomy through physical exercise, creative activities and providing training for basic tasks. The objective, that not every guest will be able to reach, is work integration/placement. *Mirabilia Dei's* activities can be supported with donations of money, materials and, with the necessary coordination, food.

Ufficio stampa TUTTO**FOOD**:

Simona Musazzi +39 02 48550469 smusazzi@fmi.it
Caterina Zambelli +39 02 48550334 czambelli@fmi.it
Graziella Colnaghi +39 02 48550415 gcolnaghi@fmi.it

Consulente per la comunicazione

Paolo Mastromo +39 02 48550407 paolo.mastromo@gmail.com

Ufficio stampa Fiera Milano Spa

Rosy Mazzanti +39 02 49977324 rosy.mazzanti@fieramilano.it
Elisa Vittozzi +39 02 49977456 elisa.vittozzi@fieramilano.it