

Pitti Imagine Taste At Stazione Leopolda March 12-14

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This year, the ides of March have a delectable punishment in store for the calorie conscious. From March 12-14, the sixth annual Pitti Imagine Taste event that is taking place in Stazione Leopolda in Florence promises a sensuous web of indulgence for the taste buds. Okay, so it's not exactly the ides of March; but with respect to the era, this array of edible delights can match the sensuous gratification of any lascivious Roman party of times past.

Over 240 participants will be flaunting their wares and products during the 3-day extravaganza, which also includes special

projects and events.

At the top of the list of things to do and see is the Taste Tour, which takes guests on a journey of gastronomic discovery during which they can sample such delights as pecorino with saffron, cream of black truffle soup, Chianti salami and balsamic vinegar chocolates.

The Taste Tools area is dedicated to the display of all things chef, including cooking utensils, fashion for the kitchen and state-of-the-art equipment.

The Taste Shop is the spot where guests can purchase any of the gourmet foods that captured their fancy during the Taste Tour.

The Taste Press is where guests can get the food and wine magazines devoted to the Taste event and the products featured therein.

The Pitti Imagine Taste event is the product of Pitti Imagine's collaboration with Davide Paolini, noted food journalist for *Il Gastronauta* (The Gastronomist). The festival has grown steadily each year, receiving increasing notoriety and attracting food connoisseurs and professionals from around the globe. Taste also holds events around the city in connection with *FuoriDiTaste*, a program that immerses the city of Florence in a series of food and wine events in addition to art, theatre, museum and fashion events and functions.

Among the many special projects this year at Taste will be the celebration of the King of Catering Award, presented to the best company in this sector for 2010 including some other awards that will be given out on 12 March. *D La Repubblica* will be presenting a photography exhibit called *Movie Food*: a collection of photographs celebrating the cultural and culinary experience of food. *Io Donna* will celebrate the 150th anniversary of Italian Unification through a culinary tribute of four traditional Italian dishes from different parts of Italy. On a different note, *Corriere della Sera's* *SETTE Magazine* will be presenting a photo exhibition of photographer John Stanmeyer's journey throughout the world exploring the effects of the rise in raw food material prices and leaving a stunning visual of the social and societal impacts in our world today.

Taste Rings this year will include *I Cavalieri della Cucina Italiana* (The Knights of Italian Cuisine) and *Grandi Vecchi del Vino* (The Grand Old Men of Wine), both organized by Davide Paolini, who will discuss food, wine, culture and cuisines and share their extensive expertise and experience in the world of Gastronomy and Wine. Additionally, a charity auction will be held in the Taste Ring area for 30 white acrylic Della Robbia trays by MarioLucaGiusti of Florence. Proceeds from the auction will go to "The Heart Of Children" organization for the cure of children's heart diseases.

On the last day of the event, a wine tasting called "Tu di che vino sei? Viaggio semiserio fra stelle e bicchieri" (What wine are you from? A half-serious journey through stars and glasses) will take place at 11 am, attended by various sommeliers and moderated by Davide Paolini.

Also taking place during this year's Taste is the Genoa Pesto World Championship, where participants compete to make the renowned Mortar-made Genovese specialty.

The Taste exhibition is open to the public, unlike the Pitti fashion events, which are by invitation only. The entrance fee is 10 euros and includes the food tasting. The hours of operation are from 10:30 am to 8:30 pm on the 12th and 13th and from 9:30 am to 4:30 pm on the 14th.

For more information on the Taste event, go to <http://www.pittimmagine.com/it/fiere/taste> (English version also available)

For information on Stazione Leopolda, go to: <http://www.stazione-leopolda.com>

For information on the *FuoriDiTaste* events in Florence, go to: <http://fuoriditaste.it>

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