



Slow Food[®]

Salone del Gusto An International Showcase of Quality Foods

The seventh international Salone del Gusto, organized by Slow Food, the Piedmont Regional Authority and the City of Turin, was held in 2008. The food-centric event is a place for visitors to meet, gather and shop, all supplemented by large doses of culinary and cultural awareness and social ethics. Held in the pavilions of the Lingotto exhibition center over five days, Salone del Gusto is also a model market, presenting positive examples of good, clean and fair food grown by producers from around the world who, consciously or not, are committed year-round to the philosophy of Slow Food.

The objective is to provide visitors with the key to understanding the other side of the food world and the characteristics and history of excellent but little-known products. Knowing how to recognize good quality is the best way to better understand the food we eat every day. Salone del Gusto is also the place to raise awareness about major eco-gastronomy issues. This is done, however, without losing Slow Food's distinctive approach: bringing back pleasure, touching on the most intimate and universal aspects of human culture and returning value and symbolic identity to food.

Some numbers can provide a better understanding of the scope of Salone del Gusto, which brings visitors from all over the world to Turin. In 2008 Salone covered a total of 62,239 square meters (an increase of 18% from 2006's 52,457,). Almost half the space (48%) was dedicated to teaching, educational and tasting activities. In total there were more than 400 events in the program, plus 432 booths, 188 stands, 26 restaurants, 161 Italian Presidia and 96 international Presidia from 46 countries.

A new challenge was added to the 2008 edition: to make Salone del Gusto (and Terra Madre) an event with a low environmental impact. The areas looked at included installation, garbage disposal, packaging materials, cutlery and plates for food service, the Terra Madre canteen and the Dream Canteen, transportation logistics for goods, transportation for Terra Madre delegates, energy resources and CO2 emissions. In the end around 60% of the 100,000 kilos of waste estimated to have been produced during the five-day event were differentiated. Moreover, the amount of waste was greatly reduced compared to the 2006 edition, thanks to the steps taken during the design and construction phases.

These five days every two years have become a must for the world's eco-gastronomes, those who appreciate the pleasure of taste while not neglecting the environmental and social sustainability of food. Salone del Gusto is truly an unmissable event of international significance.