Magiczny Kraków

Krakow and Targ Pietruszkowy on Terra Madre Salone del Gusto

2018-10-16

Products from Krakow and the surrounding areas will be presented at one of the most important culinary events in Europe: Terra Madre Salone del Gusto held in Turin.

During Terra Madre Salone del Gusto, the Slow Food-Central Europe project, which involves Poland, Hungary, Italy, Croatia, the Czech Republic, and 11 partners, will be presented. Financed by the European Union, this partnership is working jointly to develop of a common, transnational strategy for promoting the food and gastronomic cultural heritage of Central Europe. Delegates from these countries will join the Terra Madre Forum Food and the City (September 22 at 10:30 p.m. – Torino Lingotto Fiere), during which they will help demonstrate how gastronomic cultural heritage can be integrated into relevant urban policies. Furthermore, the Slow Food Central Europe project will be presented to journalists during a Press Conference on Saturday, Sep. 22 at 4:00 p.m.

Within the International Market, located in the Lingotto Fiere and Oval, several products from these countries will be available for the public to taste and buy. From Poland, delegates of the Targ Pietruszkowy – Krakow Earth Market will bring a series of local products, including Oscypek (Slow Food Presidium), a cheese made from the milk of Zackel sheep. Paulina Gulajska, young chef and member of Targ Pietruszkowy – Krakow Earth Market, together with Adam Chrząstowski, well known chef and co-owner of the successful Ed Red restaurants in Krakow and Warsaw, will bring the tastes of Polish cuisine to Turin. Also Stefan Wojcicki, producer and member of Targ Pietruszkowy – Krakow Earth Market, will take part in the Terra Madre Forum Nuts and Oil Seeds (September 20 at 2:00 p.m. – Torino Lingotto Fiere), a meeting in which the public will explore the vast and widespread family of oil seeds and their properties.

From the Czech Republic, the Slow Food Palava community will showcase Mamut beer. The Slow Food Tatry community from Slovakia will showcase the Carpathian Mountains cheese Ovčia bryndza (Ark of Taste), Parenica steamed cheese (Ark of Taste) from the Podpol'anie region, and beers from Buntavar Microbrewery, based in a small city called Svit. Hungary will be represented by the Mangalica Sausage Slow Food Presidium, which will also be one of the protagonists of the Taste Workshop From Hungary to South Africa: Meat Preservation Techniques Compared – Au Naturel (September 21 at 7:00 p.m. – Torino Lingotto Fiere). Within the Market, a stand will be dedicated to the Slow Living Hungary project: 8 Terra Madre communities will be present, showcasing different local, traditional Hungarian products, such as natural plum and black cherry jam from Noszvaj and Szomolya, native gray cattle from Egerszólát, traditional raw milk cheeses from the Mátra and Eger region, paprika from Kalocsa and Szeged, and honey from the Graefl castle and bio-farm near Lake Tisza. These traditional products will be paired with a selection of Hungarian wines from the Eger, Szekszárd, Tokaj, and Mátra wine regions.

This year, the beating heart of Terra Madre Salone del Gusto will be the #foodforchange thematic areas, dedicated to five major themes that Slow Food has identified: Slow Meat, Slow Fish, Seeds, Food and Health, and Bees and Insects.

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Organized by Slow Food in collaboration with the Region of Piedmont and the City of Turin, the 12th edition of Terra Madre Salone del Gusto will be held in Turin, Italy, from September 20 to 24, 2018. Over 5,000 delegates from 140 countries, over 800 exhibitors, 300 Slow Food Presidia, and 500 Terra Madre food communities will gather in Turin.