

TASTE=XPO

CERTIFIED TOURS FOR PROFESSIONALS AND ENTHUSIASTS: EXPLORING ITALY'S FOOD AND WINE HERITAGE, IN ANTICIPATION OF EXPO 2015

TastExpo – a new **italian food and wine tourism specialist** - present a series of themed tours in anticipation of Expo 2015, divided into two categories: **TastExpert** is more focused on professional training, while **TastExperience** is more leisure and tailor made orientated.

TastExpo pools the complementary expertise and experience accumulated by three Italian tourism and food and wine sector professionals, in collaboration with DEKRA, the testing and certification body, and local organisations specialising in providing services and promoting traditional, regional produce.

The current Italian regions selected by TastExpo are Tuscany, Umbria, Emilia-Romagna, Piedmont, Val d'Aosta, Lombardy, Sardinia, Veneto and Friuli. Participants discover their chosen region accompanied by an expert TastExpo guide, exploring Italy's rich food and wine heritage.

TastExpert tours are certified training courses aimed at broadening participants' knowledge of Italian food and wine. They have been designed for the international market, for people who, for professional or personal reasons, would like to attain a deeper understanding of the production processes behind the principal constituents of Italian food and wine. The courses are three-day tours concluding with the presentation of a certificate attesting to the expertise acquired. Participants will join a network of experts, where they can continue to explore the themes and exchange information and ideas.

The certificates attesting to the expertise acquired during the tours are issued by the **DEKRA Tasting and Certification** Company and guarantee a high standard of training. Professional development features of the tours include farm visits, guided and comparative tastings, meetings with chefs and sommeliers, visits to stores and markets, lectures, and classes covering import and export regulations.

The tours also cover the fraudulent labelling of wine and food produce as 'Made in Italy', a sadly common problem, and examine strategies to help participants distinguish the real thing from the fake.

TastExperience tours are exclusive, original journeys, offering foodies, slow travellers and wine lovers the opportunity to explore the different regions, visit internationally renowned vineyards and wineries, meet producers, participate in comparative tastings, cooking shows and workshops with distinguished chefs, and visit farmers' markets and food shops accompanied by an expert TastExpo guide.

TastExpo's partners - the protagonists of the tours - are the people and organisations promoting, safeguarding and developing Italian food and wine: the representatives and custodians of culinary excellence in Italy.

Tours can be booked online at www.tastexpo.it or by contacting Fufuns Wine & Gourmet Tours, the TastExpo offices based in Tuscany.

TastExpo offers original, focused experiences: the current round of tours, organised to complement related events such as Expo 2015, have been conceived as the first phase in a project that will progressively expand in order to actively contribute to the growth of the food tourism sector and the promotion of Italian food and drink.