

BuyFood Tuscany 2021 – Press Tour Programme

A trip to discover three Tuscan PDO and PGI excellences

Tuesday 19th October

Departure from the places of origin (by plane or train).

Arrival in the afternoon at the hotel in Siena (NH Hotel, Via La Lizza, 1)

Dinner in a restaurant of the Vetrina Toscana network *Gallo Nero - Via del Porrione, 65-67* and overnight stay.

Wednesday 20th October – BuyFood Conference “A new deal for the Geographical Indications of Tuscany” and Tuscan PDO-PGI products masterclass

10.30 a.m. registration at the entrance of Santa Maria della Scala monumental complex (Piazza Duomo, Siena)

10:30 a.m. BuyFood Conference (Santa Maria della Scala) “A new deal for the Geographical Indications of Tuscany”

Light lunch in Siena

4.30 p.m. Master class on Tuscan PDO and PGI products, in 4 Sienese restaurants belonging to the ‘Vetrina Toscana’ network

8.30 p.m. Dinner in a restaurant of the Vetrina Toscana network *San Desiderio - Piazza Bonelli 2* and overnight stay (NH Hotel, Via La Lizza, 1)

Thursday 21st October – Press Tour Day 1 “Pecorino delle Balze Volterrane” PDO and Olio Toscano PGI

09.00 a.m. Departure by private bus. The Buyfood press tour will take the participants through the territories of Pisa, Livorno and Massa.

10.30 a.m. Arrival at the livestock farm “Fattoria di Lischeto” (strada Provinciale del Monte Volterrano, 56048 Volterra (PI). This is a unique countryside where the “Pecorino delle Balze Volterrane” PDO cheese is produced, using whole sheep’s milk. Visit to the farm and livestock, followed by lunch on site

2.00 p.m. departure - Visit of the extra virgin olive oil mill of the Terre dell’Etruria Agricultural Cooperative in Donoratico (via del Casone Ugolino2, Castagneto Carducci (LI), an example of cooperation to give value to extra virgin olive oil “Toscano” PGI.

At around 5.30 p.m. departure for Livorno

7.00 p.m. arrival at the hotel in Livorno

8.30 p.m. Dinner in a restaurant of the Vetrina Toscana network *Aragosta Piazza dell’Arsenale, 6, Livorno*

Friday 22nd October – Press Tour Day 2 - White taste: the “Lardo di Colonnata” PGI

09.00 a.m. departure from Livorno

10.30 a.m. Arrival in Colonnata (MS) a village in the heart of the Apuan Alps /Visit to the “Larderie Sanguinetti” and “Guadagni Fausto”, artisan companies which produce Lardo di Colonnata PGI (pigmeat cuts), following ancient production methods. Lunch on site in a restaurant of the Vetrina Toscana network *Locanda Apuane Via Comunale, 1 Colonnata MS*

2.00 p.m. departure for Florence.

4.30 p.m. arrival at Florence SMN Railway station

The participants return home.

The expenses relating to flights, trains, shuttles, hotels, the press tour bus, all meals, master classes, visits to factories / farms are borne by the organization. Extras not included.

Anticovid rules have to be complied with for the entire duration of the tour. The people taking part in the Press Tour must have a valid Covid Certificate.

Un evento di



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Pecorino Balze Volterrane PDO

Is a cheese produced exclusively with vegetable rennet and raw, whole sheep's milk from flocks located within the geographical area. Four different types are sold, depending on the length of maturation: 'fresh', from 7 days to 44 days conservation; 'semi-mature', from 45 days to 6 months maturation; 'mature', from 6 to 12 months maturation; 'extra-mature', over 12 months maturation.

Heel height: between 5 to 15 cm. Weight: from 600 g to 2 Kg, for 'fresh', 'semi-mature' and 'mature' cheese, and up to 7 Kg for 'extra-mature' cheese. Chemical properties: Fat content of the dry matter: > 45 %; Protein (Nx6,25): > 20 %;

Organoleptic characteristics: Rind: ranges in colour from pale, straw yellow to deep yellow. After coating in olive oil and ash the cheese takes on a grey colour. Texture: compact structure and negligible friability, possibly with some holes irregularly dotted through the cheese. When cut, the colour ranges from white for the 'fresh' cheese to more or less intense straw yellow for the 'semi-mature', 'mature' and 'extra-mature' versions;

Aroma: persistent reminiscent of milk and wild cardoon, with scents of aromatic plants and yellow flowers; Taste: initially mild, with scents of milk and flowers and a note of cardoon; an aftertaste that is long and persistent with fresh green echoes; a slightly spicy end note, a characteristic which becomes more intense the longer the cheese has been matured, accompanied by tastiness and a slightly astringent quality in the 'mature' and 'extra-mature' cheeses.



Lardo di Colonnata PGI

Is a charcuterie product obtained from the fat from the back of selected pigs, salted and aged in marble basins. Processing is seasonal and takes place from September to May inclusive.

The seasoning takes place in the traditional way, in basins obtained from blocks of marble from the Canaloni marble basin, in Colonnata (Massa Carrara). Each basin is previously rubbed inside with garlic and then filled with alternating layers of lard and a mixture consisting of natural sea salt, ground black pepper, fresh rosemary and fresh peeled and chopped garlic (to which other spices can also be added). The containers are then closed with a marble slab or other suitable material and the ingredients are left to rest for a minimum period of six months.

Lardo di Colonnata PGI is of variable shape, approximately rectangular with a thickness of at least 3 cm; the lower part is covered by the rind, the upper part by salt, herbs and spices. The interior may have a lean vein. The consistency is homogeneous and soft; the color is white, slightly pink or slightly burnished. The scent is rich in aromas; the flavor is delicate and fresh, enriched by the aromatic herbs and spices that cover it.



Olio Toscano PGI

Toscana PGI extra virgin olive oil – a unique cultural heritage of the Tuscan territory- is safeguarded by the Protected Geographical Indication since 1998.

The variety of the olive trees and the techniques of cultivation, harvesting of the olives at the right stage of ripeness and meticulous workmanship, combine to create an incomparable product, recognizable in flavour, which brings with it all the nuances of this land. Each area of Tuscany has tracts that differentiate it and make it unique.

The oil undergoes a chemical and sensory analysis (tasting by a panel of experts designated by the Ministry of Agricultural, Food and Forestry Policies) in order to check its compliance with PGI regulations. The result is a 100% Tuscan oil, with a very strong link to the territory and its own specific identity.

Toscana PGI extra virgin olive oil offers maximum certainty of authenticity. The consortium safeguards each bottle with its signature, by checking the supply chain, which rigorously takes place in Tuscany, from the harvest to the packaging.

Vetrina Toscana



Is a project by the Tuscany Region and Unioncamere Toscana that promotes restaurants, producers and speciality food stores. It is a network of people and companies, men and women who share the same principles and goals: promoting the gastronomic identity and products of Tuscany with a focus on its local destinations and the quality of food and farming products in line with responsible and sustainable tourism. <https://www.vetrina.toscana.it/en>

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