

FROM THE LAND TO THE TABLE

The agriculture of our rich and beautiful Province offers natural, genuine and high quality products that respect nature by tradition. These products answer consumer demand for better attention to health and the environment. The Arezzo territory is characterized by a high quality and nutritional food production. This is especially true in viticulture and zootechny and in the products of the land, therefore defining this food industry as an expression of a better quality of life. The land of Arezzo is a fertile and picturesque land. It is famous for its beautiful valleys and products such as honey, olive oil, wine, pecorino cheese and chianina beef, not to mention its pork products such as prosciutto, salame, spalla, carnesecca and sopressata. It also produces chestnut flour, corn flour and let's not forget its bread and pizza which are still cooked with traditional methods in wood ovens. Last but not least, here you can find mushrooms and tartufi.

It is for these reasons that the CONFARTIGIANATO IMPRESE AREZZO, ITALIAN PRODUCT SRL and the CHAMBER OF COMMERCE INDUSTRY HANDICRAFTS AND AGRICULTURE OF AREZZO are offering the International Market a new way of getting to know Arezzo's food and wine culture. This is a type of agriculture that even today continues to use traditional methods and techniques.

The Seminars that are offered for this important project are created and structured by The International Study Center BALDASSARRE CASTIGLIONE. The didactic methods used in these seminars allow the International Market to become familiar with the products of our great countryside through nature and history in a direct relationship between the LAND and the TABLE.

The Seminars offer Foreign Demand the opportunity to understand and gain knowledge of DOC ITALIANO products and how to export them by establishing a direct contact with the actual artisans in the food industry and by having the possibility to verify the use of these products in cooking. Therefore, cooking lessons will be given along with the knowledge of the territory and what it produces. In short, this is why it is FROM THE LAND TO THE TABLE. Another important element, which is added to this proposal, is the combination of food with table settings, to be precise, the use of dishes, cutlery, glasses and tablecloths because the Tuscan tradition of food and applied arts is inseparable.