



Taste



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We are inviting you to

TASTE SHOW CASE DAY TORINO

From 23 to 25 September 2026



Registration link (by 04/09/2026 at latest):

[TASTE | SHOW CASE DAY CHECK-IN 23 - 25 SEPTEMBER 2026 \(Torino\)](#)

Lively and elegant, Torino is a city immersed in greenery, with over 300 km of tree-lined avenues and countless [parks](#); gently leaning against the hills and embraced by the Po, it owes much of its charm to its enchanting geographical position at the foot of the western Alps.

The first capital of Italy invites you to discover its ancient and modern history, the [Royal Residences](#), the palaces and [museums](#), the parks and tree-lined avenues, the river and the mountains, the historic [restaurants](#) and [cafes](#), the long arcaded streets and the multiethnic neighborhoods, the great events and the many small pleasures that have always made it unique, in a harmonious balance among the rational Roman urban planning, the moderate splendor of the Piemonte baroque and the originality of modern and contemporary architecture.





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Torino must be discovered slowly, step by step, even by walking through streets and squares looking all around you, even upwards, and above all, the city has to be lived. For this reason, there are some things that are absolute “must-dos”, “must-sees” and “must-tastes”.

Here is our Torino, a city you don't expect!

**We look forward to welcoming you to Italy
as part of the TASTE programme!**

FOOD & WINE



A trip to Torino is also a **journey through the flavours of the capital of taste**, where you can savour traditional dishes, such as *agnolotti del plin*, *vitello tonnato*, *bagna caoda*, and *brasato*, but also experience innovative local and contemporary cuisine, always accompanied by **excellent Piedmontese wines**. Torino is the capital of **Slow Food**, the venue of **Terramadre Salone del Gusto** and it has the **starred restaurants**: a guarantee of 'good food'. The culinary tradition of generations, the passion for conviviality, a history of agriculture and research always attentive to quality, assure you who discover Torino **a flavour for every moment and occasion**.

For more information: [Food & Wine | Turismo Torino e Provincia](#)



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PROGRAMME (joint programme with [EEN Sector Group Tourism](#))

Wednesday, 23 September 2026

Free arrival in Torino

Thursday, 24 September 2026

Venue: [Circolo dei Lettori, Torino](#) (Via Bogino, 9- Torino)

09.00: Institutional welcome, CCIAA Torino

09.15: Presentation of Turin and Piedmont Region, Marcella Gaspardone [Turismo Torino](#)

09.30: Presentations from researchers @ [University of Gastronomic Sciences of Pollenzo](#):

- *The Tourist as Co-Chef*, Paolo Bosca

- *From Travel to Tourism and "Overtourism: Rethinking Tourism in a Time of Crisis"*, Pietro Bertino

10.15: Presentation of TASTE Best Practices booklet, University of Berlin

11.00: *Coffee break*

11.15: TASTE Top Up Funding Initiatives: Round tables and Award Ceremony

13.00: *Networking lunch*

14.30: TASTE Training for companies: *From post to result: what really works in the online food and wine world*, [Associazione Digital Days](#) & [GialloZafferano](#)

16.30: Launch of the TASTE quest- Gamification, University of Berlin

17.30: End of the day

19.45: *Networking dinner* @ [Terra Madre- Salone del Gusto](#) in collaboration with [IFSE](#) (@CCIAA TO Lounge, city center), offered by Torino CCIAA.





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Friday, 25 September

Departure or free visit @ [Terra Madre Salone del Gusto Fair](#)

Terra Madre Salone del Gusto fair will take place in the grand historic piazzas of Turin's city center. Hundreds of activities will be held in the streets, squares and neighborhoods of the city, including conferences, seminars. At the heart of it all will be the magnificent Terra Madre Salone del Gusto Market, featuring over 700 producers from Italy and around the world who have made the protection of biodiversity and the promotion of their local areas the hallmark of their work. The entrance to Terra Madre Salone del Gusto 2024 is free! You will need to purchase tickets for paid events such as Dinner Dates (you can buy tickets for these events on this site), and any other events labelled "paid" purchasable on external platforms, but you do not need a ticket to enter Terra Madre. Further info: [Dates and location - Terra Madre Salone del Gusto 2026](#)



Organizer Contacts:

For any questions, feel free to contact:

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We are looking forward to meeting you in Torino!

