



info@cookingcongress.com - www.cookingcongress.com





WHO WE ARE



The Mediterranean Cooking Congress was conceived as a territorial marketing project and it was launched in 2014 by the company By Tourist, touring through the Mediterranean nations.

Our goal? To create space and tools for an organized and honest communication, which will cultivate a critical thinking in the new generations and it will raise awareness among producers, innovators, suppliers, businessmen, experts and consumers through knowledgeable manners towards the Mediterranean Sea, from the land to the sea.

How? Through opportunities for interactions and searching continuous synergies, promoting international meetings and formative discussions, workshops in school focused on the raw materials of the Mediterranean coasts, conferences with scientific approaches and b2b moments between smaller producers and importers-suppliers, incentivizing the exportation of traditional products and, through the knowledge of the chefs, spreading the culinary traditions and the culture of the flavors of the Mediterranean Sea.

Furthermore, two projects are related to this initiative, both published by the company By Tourist: *Gusto Mediterraneo*, magazine in two languages, registered to the courthouse and the Roc from 2007, and the book guide *Mediterranean Experiences*.

Mediterranean Cooking Congress in breve:

- Educational.
- Fam Trips for the journalists.
- Workshops of *Gusto Mediterraneo* focused on raw materials with experts, catering schools, universities, conferences.
- B2b for the producers with importers/suppliers.
- Conferences (in Italy and abroad) focused on one product with chefs, experts, producers, consumers, schools and universities.
- Magazines in two languages created in 2007 and distributed to the Mediterranean coasts.



#FamTrip #PressTour #Meeting #Workshops #CookingShow #Solidarity #Research
#Beneficeance #Congress #Magazine #Guide #B2B #Importers #Dealers
#medcookingcongress







GUSTO MEDITERRANEO – WORKSHOPS



- February and March 2019
- 2 lessons per week, 2 hours each lesson
- Auditors: Hospitality colleges
- Location: Catering institute I. Cavalcanti in Naples
- Focus: Olive trees, Wheat and Tomato
- Theoretical, demonstrative lessons and field studies





EDUCATIONAL & FAM TRIP



MARCH 24/25, 2019
CASTELLAMMARE DI STABIA

SEPTEMBER 30, 2019
VENICE

OCTOBER 28/31, 2019
TAORMINA











VI EDIZIONE



1ST OF OCTOBER 2019
GREECE: VENICE/PATRASSO ON A BOARD
OF THE SHIP GRIMALDI

- 4 days trip
- On board of the ship Grimaldi there will be the conference dedicated to the theme “To feed the Mediterranean Sea”
- During the voyage – workshops with chefs, b2b meeting and themed dinners with well know chefs
- Itineraries in Greece to deepen our knowledge of the culinary and farming culture of this Nation, focusing mainly on various fishing methods and the seasonality of the sea



