

PRESS RELEASE

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Salone Del Gusto 2006 – 5 days of gastronomic curiosity in Torino

1500 food communities from 5 continents, 5000 farmers, breeders, fishermen and traditional food producers, 1000 cooks and 200 universities meet in Turin to share tastes, scents, colors, sounds, and experiences. This year, competing for customers alongside Madagascan red rice, Rumanian Brânza de burduf cheese, Sarikey pepper harvesters, Norwegians with stockfish and Andean potato chips will be Yorkshire Meats, a specialist meat company from York with handmade sausages, dry-cured bacon and rare-breed pork. Welcome to the “Global Food Village”; Salone del Gusto 2006.

Every two years, approved slow-food producers set up stands and pitch their products on the international stage to the public. Situated in the old 50,000 m² Fiat factory in Turin, the 2004 festival, one of the largest in the world, hosted over 140,000 guests and 600 exhibitors from 120 different countries. Organized by ‘Slow Food’ and the City of Turin, the objective of the event is to promote the fine food sector and to help small-scale producers thrive in the world food market by advocating the importance of slow and traditional food production.

Through securing a DTI Government Grant, Yorkshire Meats has reserved a 4m² stand in the heart of the event to promote British meat and the finest British cuisine. Our Oxford Sandy and Black pigs stand as one of England’s most endangered breeds and all live outside and are fed additive-free foods, malted barley and apples. We hand-make our 98% meat sausages and the bacon is home-cured. Our adopt-a-pig scheme is one of a kind and gives the consumer the chance to take the importance of food provenance to the ultimate level.

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