

LIVE THE FOOD EXPERIENCE!

Attend our private & guided retail tour to visit the most authentic & in-vogue food concepts in Milan.

- A tailor-made programme with exclusive restaurant visits to discover the latest F&B innovations & upcoming trends in the food industry
- Share a unique culinary experience & taste new food concepts
- Meet new foodservice retailers & operators and build business connections with them

9.30 WELCOME AT MELIA HOTEL (VIA MASACCIO, 19)

10.00 DEPARTURE BY BUS

10.30

THE ITALIAN PANINO ACADEMY

The Italian Panino Academy is the Cultural Foundation created to define the identity and promote the unique qualities of the Italian Panino around the world, raising its status to that of an iconic «Made in Italy» product. The Italian Panino is a unique expression of Italian craftsmanship, creativity and tradition.

The Academy is a place for education, discussion and dissemination of the culture of the Italian Panino.



Accademia del Panino Italiano

- Welcome by Antonio Civita, President of the 'Accademia del Panino Italiano' Foundation & CEO of Panino Giusto
- Visit of the Accademia & presentation of the ongoing projects
- Private cooking class 'create your own panino'

Via Pompeo Leoni, 2 - www.accademiadelpanino.com - www.paninogiusto.co.uk/

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12.30

CASCINA CUCCAGNA URBAN FARMSTEAD

Tour of the urban fam & lunch

Cascina Cuccagna is a 17th Century farmhouse in the heart of Milan that was the subject of an exemplary urban regeneration project transforming it in a new public space. It now features a restaurant, a self-service bar with homemade bakery snacks, a garden growing vegetables, a hostel, bike and wood workshops, a wine shop, a farmer's market offering selected local produce & various events.

Via Privata Cuccagna, 2 - www.cuccagna.org



Cascina Cuccagna

15.00

STARBUCKS RESERVE ROASTERY

Opened in September 2018 inside the historic poste building in Piazza Cordusio, this Starbucks Reserve Roastery is the company's first location in Italy. It has been designed as an homage to the Italian espresso culture, design and craft. More than a simple coffee shop, the Milan location is also a roastery where customers can see the entire roasting experience.

Piazza Cordusio, 3
www.starbucksreserve.com/en-us/locations/milano



Starbucks

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15.45

LAVAZZA FLAGSHIP STORE

The historic Italian coffee house Lavazza opened its first flagship store in the heart of Milan. A space where coffee lovers can sample an authentic espresso and innovative coffee-based recipes. Design and décor have been carefully planned to make visiting the shop a journey of amazement and an increasingly immersive experience.

*Piazza San Fedele, 2
www.lavazza.com/en/about-us/stores/flagship-store.html*



Lavazza

16.30

BUS TO CORSO GARIBALDI

16.45

GARIBALDI DISTRICT

> AMOR

A steamy Venetian love story. AMOR is a revelation among the many predictable fast-casual food offers on the high street today. It invites today's busy metropolitan tribe – modern lovers of food and life – to partake in a premium experience founded on the simple philosophy of three Michelin star chef Massimiliano Alajmo, and of the world-icon designer Philippe Starck. Max's patented pizza dough, the centrepiece of his menu, is steamed & aerated for the ultimate taste, digestibility & lightness.



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> **PANDENUS**

Opened in 2007, Pandenus has become a vital milanese reference point welcoming its customers with refined atmospheres, fresh products and menus that combine traditional recipes with today's needs. The five Michelin star chef Enrico Bartolini has joined Pandenus Bistrot in via Mercato, and four elegant brand new suites are available upon the restaurant, thence developing the first Locanda Pandenus.

Via Mercato, 24 - www.pandenus.it

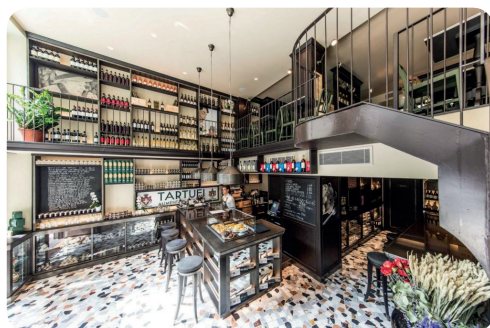


Pandenus

> **PROCACCI 1885**

Florence's delicatessen institution opened an outpost in Milan. Along with its internationally renowned bite-sized bread rolls with truffle paste, Procacci in Milan's small kitchen serves in a relaxing setting a number of Tuscan specialties, such as pappa al pomodoro, panzanella, carpaccio, salads and a line of signature truffle-based delights.

Corso Garibaldi, 79 - www.procacci1885.it

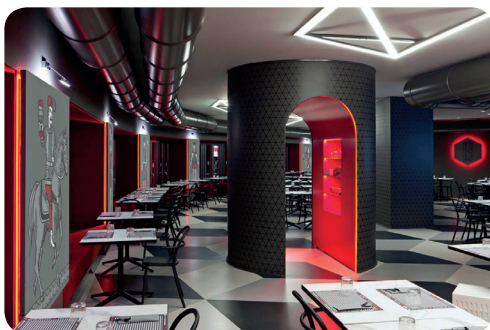


Procacci

> **BRISCOLA PIZZA SOCIETY**

Conceived as 'a pizza fraternity', Briscola is a pizza lovers club with an underground and convivial atmosphere. It is a new initiative from Foodation, an Italian company looking to develop home-grown quick-and-casual eateries that offer high quality, affordable eats and exude Italian style. You can compose the pizza of your dreams or opt for the 'Pizza Sharing' to share couples of smaller pizzas to taste it all.

Corso Garibaldi - www.briscolapizza.it



Briscola

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> TEMAKINHO

Temakinho locations (Milan, Rome, London, Ibiza) are certified sustainable Japanese-Brazilian restaurants offering a casual dining experience to a young & trendy clientele. All of the menus are updated every six months giving by the chefs of every restaurant guaranteeing the uniqueness of the experience in each city. You can choose between ceviches, temakis, tartares with a selection of signature cocktails.

Corso Garibaldi, 59 - www.temakinho.com



Temakinho

19.00

CITYLIFE SHOPPING DISTRICT & APERITIVO

> VISIT OF CITYLIFE FOOD HALL

CityLife is the largest urban shopping district in Italy and one of Europe's largest redevelopment projects including 1,000 new homes, offices for almost 10,000 staff, the new 42-acre park, piazzas and kindergarten. CityLife integrates a public park with indoor and outdoor piazzas, food hall, restaurants, cafes, shops and cinema as well as facilities for health and wellbeing. The 32,000m² shopping district will welcome seven million visitors each year when the CityLife redevelopment fully completes in 2020.

Piazza Tre Torri - www.citylifeshoppingdistrict.it/en



Citylife

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> APERITIVO AT ATTIMI BY HEINZ BECK

“Attimi” is a created by Chef express, an Italian food company, and three-stars Chef Heinz Beck. In a stylish welcoming environment, with an on-view kitchen & maximum care for every detail, the idea is to find again the pleasure of food without compromise: the wisdom and flavours of “three-star” cuisine presented in a new way, designed to satisfy all needs – of taste, of style and of rhythm.

www.attimi-heinzbeck.it

20.00

BUS TO MELIA HOTEL



Attimi