

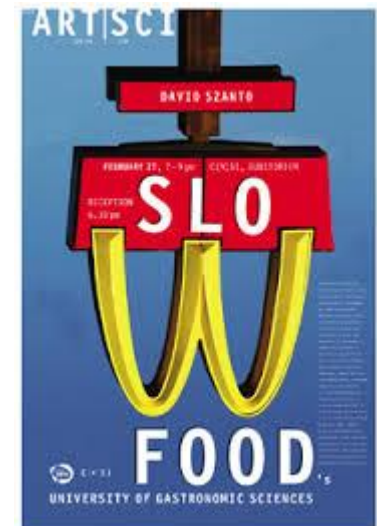
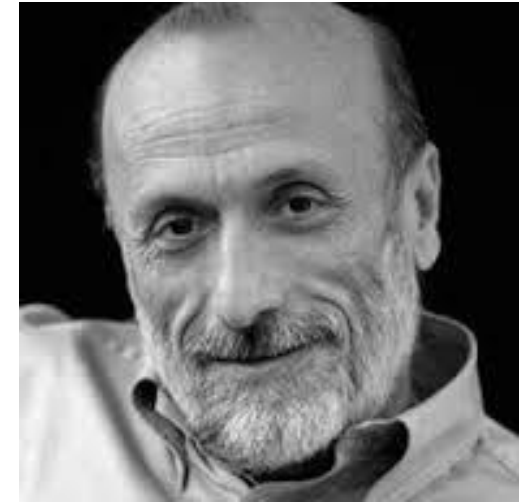
Food and Culture

When East meets West: Learning about wine culture in Italy and bringing it to Japan

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Slow Food

- By Carlo Petrini in Italy in 1986
- Alternative to “fast food”
- Traditional and regional cuisine
- Food as output of local ecosystem







University of Gastronomic Sciences



University of Gastronomic Sciences
Università degli Studi
di Scienze Gastronomiche

- in Pollenzo, near Bra, Italy
- By Carlo Petrini in 2004
- <http://www.unisg.it/en/>

- Master in Food Culture & Communications
- Master in Italian Wine Culture
- Master in the Slow Art of Italian Cuisine









- University class room
- Restaurant
- Hotel
- Wine cellar



Wine Bank Cellar

- Wine Bank, La Banca del Vino, is a social cooperative established in 2001 in order to create a space where the history of Italian wine could be preserved by selecting, stocking, and preserving the best wines from the peninsula.













- **Gastronomes** are a new type of food professional with an in-depth understanding of the entire web of food production, from agriculture to processing to distribution. Paying particular attention to environmental and sustainability issues, these leaders understand how to connect food processes to both economic and communication systems, as well as the relationships within food and wine tourism, high-quality product marketing, and the promotion of regional food traditions.

(from UNISG website)

Tourism with special interest

- Green tourism
- Eco tourism
- Agri-tourism
- Wine tourism
- Food tourism? ; Michelin 3 star











Senary Industry



- By Naraomi Imamura in Japan in 1994
- To protect agriculture (income)
- Diversification of agri-business

Senary (6th)

= primary(1) x secondary(2) x tertiary(3)
(agriculture x manufacturing x services)

(Three Sector theory by Colin Clark)

- Expand agri-business
- From primary to secondary, to tertiary







- Often
- 3 ▪ 2 ▪ 1 model (Market-in)
- Starting from tertiary
- Demand driven
- Consumption-led
- Price competitiveness
- Innovate “new product”

- 1 ▪ 2 ▪ 3 model (Product-out)
- Starting from primary
- Supply driven
- Production-led
- (unique) Quality competitiveness
(or differentiation)

Tourism

- Uniqueness, locality
- Food & beverage; key elements in visitor (or experience) economy
- Food production: entire local ecosystem including cultural and social activities
- Tourism indirectly protect the system

Wine Tourism

- Typical sensory industry
- Not only income increase
- Sustain local ecosystem and cultural and heritage attractiveness



Master in
**Italian Wine
Culture**

Designed to form Wine Tellers, the new Italian Wine ambassadors who tell the stories of, and market wine by its oenological, agricultural, historic, cultural and environmental complexity.

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Trellis system

