

La Semaine du Goût: destination Ticino!

Running through to September 23, "La Semaine du Goût" (Week of Taste) is travelling with its kitchen utensils to every corner of Switzerland. Lugano is proud to be this year's "City of Taste". Several member establishments of the "Grandes Tables de Suisse" network in the Ticino region are participating in the "Bons Jeunes" awareness-raising activity for youth.

This year, the gourmet capital of Switzerland could very well be called Lugano. Throughout "La Semaine du Goût", the city transforms into a haven for food-lovers with delicious tours, workshops, and tastings bursting with unexpected flavours. The region has been highly invested in the project ever since it began 18 years ago. "Here, risotto, polenta, and charcuterie are all part of our gastronomic culture. In my view, the best words to describe our region are originality and generosity. It's an area of Switzerland that loves to discover and be discovered!" enthuses Josef Zisyadis, director of the weeklong event.

Introduction to gastronomy

Heightening the young generation's awareness of fresh, seasonal foods and the excellence of Haute Gastronomie—that is the challenge many members of the "Grandes Tables de Suisse"* fine dining network have set with the "Bons Jeunes" activity during the event. Budding gastronomes between the ages of 16 and 25 can enjoy a 4-course meal for CHF60 at participating "Grandes Tables de Suisse" establishments across Switzerland. "We started this operation about five years ago, and since then some 60 restaurants across Switzerland are now taking part. We'd love to see that number grow to 100!" explains Josef Zisyadis. In this year's showcase region of Ticino, chef Ambrogio Stefanetti talks to us about the involvement of his Seseglio-based restaurant Vecchia Osteria Seseglio in this special activity. "It's not just about discovering good food and wine, it's also learning about the concept of a culinary art and taking the time and pleasure to savour one's meal in this increasingly fast-paced world!" An opinion he shares with chef Dario Ranza, whose Villa Principe Leopoldo is another participating restaurant: "It's an opportunity to open the world of high-end gastronomy to young customers and show them the difference between mass-produced food and local, organic products. I'm not interested in wowing them with rare or original proposals, but rather having them relish in everything our rich land has to offer."

Some will find their calling, others will leave with a lasting memory, but in the end, if they are all now able to associate pleasure with gastronomy, then we will have succeeded.

***"La Semaine du Goût" runs countrywide until September 23, with "Grandes Tables de Suisse" restaurants participating throughout Switzerland.**

For more information on the week's activities:

<https://www.gout.ch/programme/>