

A hamburger? No thanks, pass the focaccia

Voice-over 1:

Using natural and regional products has been one of slow food's culinary battle cries since it began over twenty years ago in northern Italy. But critics of the movement argue raw ingredients are getting very expensive. And that the concept of slow food is only for the culinary elite. Luigi Biassetto, a gold medal champion in world pastry, disagrees.

Voice-over 2:

One talks about fast food and slow food. It's obvious that this is about different times of day; the requirements of different people. It's good to spread the message, 'slow down a bit, because eating is a pleasure'. In Europe, or any country with a sound economy, hunger no longer exists. One eats for pleasure. I believe it's important to spend just a little more, perhaps to eat a little less, but to really look for raw ingredients that are top of the range and high quality.

Voice-over 1:

From sun-dried tomatoes to locally-grown mushrooms and wines, the Puglia region and in this case, the Salento area of Italy, offer a variety of mouth-watering products. But can they really compete with multinational food corporations? Claudio Tridici is an artisan baker from Lecce.

Voice-over 3:

There is a taste renaissance. People today love to eat well. It's good to eat what globalisation offers; but it's also good to learn to rediscover our traditions. Tradition adds a flavour different from globalisation. This pays tribute to the artisan food makers.

Voice-over 1:

Today the average European family spends fifteen per cent of its income on food. That's half of what it spent fifty years ago. But if a renaissance in food traditions is really happening, there is perhaps room to juggle both quality and cost when it comes to eating.

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