



**EINKORN**  
Celtar  
Weizen  
Brewery  
**RIEDENBURGER**  
**BRAUHAUS**

**RIEDENER**  
**WEISSE**  
Schwarze  
Original

**Beck's**  
Pilsener  
Brewery

1.1.11  
Beck's  
Pilsener  
1.1.11  
Beck's  
Pilsener  
1.1.11  
Beck's  
Pilsener

# SALONE INTERNAZIONALE DEL GUSTO – SLOW FOOD IN TURIN

Where was the Scandinavian  
brewing industry?

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Jean-Anthelme Brillat-Savarin and Ludwig Feuerbach said the following: ‘Tell me what you eat and I’ll tell who you are’, and ‘you are what you eat’<sup>1</sup>. I believe you can quote me saying, ‘you are what you drink’. Try to think a bit of what, when and how you drink a beer, as well the brand and quality you are drinking; do you actually agree with the same values as the brand, you are drinking?

Today, there are over 85,000 members in Slow Food in 132 countries; are you one of them? The aim of the Slow Food organisation is to spread food culture and taste education, to protect biodiversity, and to promote quality in food, the environment and social life. Slow Food wants food to be good (healthful and delicious), clean (produced sustainably, in ways that are sensitive to the environment) and fair (produced with respect for social justice) and to be accessible to and appreciated by all<sup>1,2</sup>.

The Salone del Gusto was held for the seventh time on 23-27 October, 2008, in Turin, Italy, at the Lingotto Fiere.

It takes place every two years and is organised by Slow Food, the Piedmont Regional Authority and the City of Turin. Since 1996, the Salone del Gusto has been an event for people seeking to explore and enjoy the wonders of the world of food and wine; what about beer? The event did offer an extraordinary insight into the environmental and historical heritage of food, and its success has brought new flavours and traditions to the attention of the public.

This year, the event brought approximately 180,000 visitors from around the globe and, of course, a lot of journalists!

At the conference, the technical editor participated in some of the 133 taste workshops, mostly those concerning beer. A taste workshop is a tasting session in which producers and experts talk about food and beverages, while the audience tastes and learns as they listen. Subjects in this year’s programme ranged from rare beer, artisan cured meats and unique spirits to ‘Terra Madre’ community cheeses, chocolates and other food besides.

A taste workshop normally takes an hour. Some of the topics were terroir beers (like Gueze), Bavarian cheeses paired with German beers, beer and chocolate, new American beers (by Sam Calagione, Lorenzo Dabove and Charlie Papazian), Barley Champagne, and cigars!

I have to say that the pairing of Bavarian beer and cheeses is worth mentioning. This taste workshop was organised by the Munich Slow Food Convivium. They advised us to take a loaf of bread, then water, and then the chosen beer and, finally, the cheese.

Once again it was certainly confirmed that beer should dethrone red wine as the ultimate beverage at the cheese table!

As an aperitif, we got a bock beer, 6.9% ABV, from Kulmbacher Münchhof. An amber to copper coloured, full bodied beer with and medium bitterness and very low hop aroma.

The second beer, a Schneider Weisse, 5.4% ABV, was paired with a Brie from Algot. The acidity in both the beer and cheese joined very nicely. The bitterness in the beer was reduced by the acidity in the cheese and the aroma of plums →

and banana went very well with the fresh character of the Brie.

I was very surprised when I tasted a very refreshing organic, top-fermented beer from Riedenburger Brauhaus called Einkorn Edelbier naturtrüb, 5.0% ABV, paired very nicely with a Tilsit cheese. This was indeed a perfect match. The beer had a malty note and cereal taste, well rounded body and bitterness and was very refreshing.

Then followed a younger hard yellow cheese, Hoffelder, made from non-pasteurised milk paired with a Kulmbacher Kommunbräu Gasthaus Brauerei, 4.9% ABV. The beer had a yeasty note and a bit herbal aroma. The cheese had a delicate note of almonds and fruits, but I think the beer was too bitter, making this a filling experience.

A mountain cheese from Algoj, Bergkäse (a cheese very similar to an Emmenthaler), was paired with a Herrnbräu Tradition Festbier, 5.6% ABV. The nutty aroma from the cheese was matched very nicely with the malty flavour of this beer.

The fifth cheese, a Mercado, was matched with a brown beer, Schinner Braunbier, 5.4% ABV, from Bürgerbräu. The beer had a chocolate and caramelised flavour, nice bitterness and medium body. The cheese was a bit milky, goaty and buttery, but quite a good match.

The final beer was a märchenbier, Ayinger Kirta-Halbe, 5.8% ABV, matched with a Linburger rind washed cheese; like Tallegio. This was not the best match, as the bitterness from the beer was a bit too importunate.

Do beer and chocolate match? Yes, I would recommend darker beers with chocolate and in order to get the perfect match it is advisable to customise the chocolate to the beer. Think about raisins covered with dark chocolate matched with an aged stout or porter, or chocolate with bits of coffee to be paired with a rich porter!

I tasted darker beers with added pepper, cacao-liquor, carob, tobacco, or infused with cacao.

The beers tasted were the Chocarrubica made with carob, 7.5% ABV, from Grado Plato; Ke To Re Porter made with tobacco



leaves, 4.6% ABV, from Birra del Borgo; Verdi Imperial Stout, made with pepper, 8% ABV, from Birrificio del Ducato; Noël, 9% ABV, from Baladin; Tosta, made with chocolate and coffee, 12.5% ABV, from Pausa Café; and Xyauyù, an aged barley wine, 14% ABV (2005), from Baladin.

In the taste workshops, many American beers were present such as Russian River, Dog Fish and Brooklyn Brewery.

The Italians had their own 'beer tent', but the Belgian, Irish and American Brewers Associations were also present to tell about their goals and beers. Stands from the Scandinavian countries were present, but without beers. If done the right way, the Danish Brewers Association could link up with other food associations in Denmark to present, at least, the Danish footprints and values! Why not do taste workshops together; Danish beer with Danish cheese, Danish beer with Danish made chocolate, and e.g. Danish beer with Danish ham? I believe this could be the next step for an increased Danish beer-tourism!

The next Salone Del Gusto will take place in 2010 – shall we join in? ☺

#### FIGURES FROM SALONE DEL GUSTO 2008

##### Exhibitors:

432 stands; + 25% compared to 2006

188 boots; + 15% compared to 2006

##### Dimensions:

17557 sq. m commercial space

16212 sq. m space dedicated to educational activities and tastings

In total, the Salone internazionale del Gusto covered a space of 62349 sq. m.

##### Events:

In total, more than 400 meetings (conferences, taste workshops, seminars, etc.) organised by the exhibitors.

#### REFERENCES:

1. Carlo Petrini, Slow Food Nation, 2005.
2. [www.slowfood.com](http://www.slowfood.com)

