

On 14 and 15 November 2026 a unique event makes its debut: not a trade fair, but the show of Italian food as a living heritage

DINASTIE DEL GUSTO: AT MALPENSAFIERE, FAMILIES AND TERRITORIES TAKE CENTRE STAGE

At its heart, the families who have been creating masterpieces of taste for three or more generations, and the organisations that act as ambassadors for their communities and territories.

Applications now open for producers and organisations.

Busto Arsizio (VA) – An entirely new format turns the exhibition hall into a show: a succession of great stories, unusual tastings, well-known faces and the awareness of living in the most delicious and most beautiful country in the world.

Agri-food producers deeply rooted in their territories, chefs who champion regional cuisines, tourist destinations whose hallmark is food and wine: a true treasure to experience over two days at MalpensaFiere, across the two themed areas **Dinastie del Gusto** and **Destinazione Tipicità**.

Why Dinastie del Gusto?

Dinastie del Gusto is born of a conviction. Italian cuisine is not merely a collection of recipes, but an ecosystem of values, economies and social relationships of extraordinary reach and, at the same time, an immense cultural heritage.

On 10 December 2025, in New Delhi, UNESCO inscribed Italian cuisine as Intangible Cultural Heritage of Humanity: a recognition that enshrines our cuisine as part of humanity's cultural heritage and shows the full measure of what we are called upon to safeguard.

At the heart of this ecosystem stand its true pillars: families and local communities. It is to them that **Dinastie del Gusto** dedicates its commitment.

An invitation to producers and territories: step into the spotlight and tell your story!

Applications are open to businesses and organisations wishing to take part in the event as protagonists, across two themed areas:

- **Dinastie del Gusto**: for companies run by the same family for three or more generations;
- **Destinazione Tipicità**: for companies, associations and public bodies that make food a territorial experience as well.

A stage where the protagonists are producers and virtuous local traditions, alongside the great names of food and wine journalism, who will tell their stories to the public and the media.

Applications will be assessed by a Scientific Committee and are open until **30 September 2026**.

Information

Dinastie del Gusto takes place at MalpensaFiere on 14 and 15 November 2026, organised by **Fieramente Group** in collaboration with **Tipicità** and with **Italia a Tavola** as media partner.

Applications and information: segreteria@dinastiedelgusto.eu – +39 02 87157597 – www.dinastiedelgusto.eu