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MARKET OF TASTE¹

Food Culture: quality – regionality – creativity

Friday, 2 March 2012, 15:00-19:00

1190 Wien, Heiligenstädterstraße 155 (Volksheim Heiligenstadt; corner Grinzinger Straße)

Admission is free.

Market of Taste

- The “Market of Taste” is a temporary market place which gives us the opportunity to get to know and to taste the great variety of high-quality regional food.
- We will meet food producers who are committed to high quality, tradition and sustainability and who pay particular attention to respecting traditional farming and processing methods, individual preparation and the training of “good taste”.
- Not only market stalls from Vienna and the surroundings will be present, but also the European partners of the “School of taste” project will present specialities from their regions.
- Other market activities are a “European exchange of plants and seeds” and easy-to-prepare dishes.

Target group for the Market of Taste

- People of all ages from Vienna and surroundings who are interested in learning something about the quality of food, its production and, in general, about the mindful use of resources.
- Guests from Germany, France, Lithuania, Romania and Turkey who are participants in the European project meeting of “School of taste” to be held in Vienna.

Regional market stalls (currently requested)

Biohof Rapf, A-7162 Tradten – biological farming

gut. Bergmühle. Biologische Landwirtschaft, A-2123 Kronberg, Weinviertel – old vegetable varieties

Hajszan Weinbau, A-1190 Wien - viticulture

Joseph Brot, A-1010 Wien bzw. A-3902 Vitis – bakery

Kittelmühle, 3253 Erlauf – flour

Suppito, A-1060 Wien – soup “manufactory”

Vienna School of Coffee, A-1090 Wien

Xocolat Manufactur, A-1090 Wien

The aim is to present a total of 10 different market stalls.

Project manager

Mag.^a Monika Reif, principal of VHS Alsergrund, Währing, Döbling – Vienna

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Grundtvig 2011-2013 with partners from Germany, France, Lithuania, Austria, Romania, Turkey.