



A NEW IMPRINT IN FOOD PROCESSING.

STEP TOWARD SHORT SUPPLY CHAIN



SLOW SICILIAN FOOD

The nature directly on your dish

"A sly Sicilian is rocking on his chair, cradled by his old friend, laziness, and accompanied by the slowness of time and events, while he waits for his tomatoes to ripen. He cultivates them in that sunny and sandy place, nourishing them with his ever-lasting love, till when he will pick for us the authentic delicacy of Sicily, serving on our dishes the very essence of his land in a symbolic spoon".

Sun, earth, air and water are the elements that Sicily has and will always put on its table every day.

Thanks to **"SLOW SICILIAN FOOD"**, those eternal tastes, the authenticity that makes its products the best in the food processing sector are now accessible not only to everybody, but also everywhere and in every moment.

The concept of freshness and the history of tastes are contained inside a small wrapping that opens an entire new world to the consumer.

The uniqueness and the innovation of this project **"La Sicilia in un Tris"** are explained by the short biography of who has had this intuition, this new idea, the architect **Francesco Tardera**.

Francesco Tardera is a man that loves his Sicily, and, above all, a man that knows his earth and the men that work it.

Son of farmers, Francesco experiences the love for the products of his territory since when he was a young child. As a grown-up, despite his studies draw him toward another field (architecture and design), he participates actively in **ConTrade**, the business he owns together with his brothers, taking care of the production and marketing of agricultural and alimentary products.

Francesco's desire is to enhance and emphasize the high quality of the products of all the small and medium size agricultural businesses, mostly family run. Those products are not only incredibly tasteful and entirely authentic, but they are full of Sicily, a land that everyone has to experience on its own table.

These typical products are cultivated along the South East coast of Sicily, home to the true, unique Italian garden in the winter period. It is the very same corner of Sicily that everyone got the chance to know and love thanks to the television series *Il Commissario Montalbano*.

Unfortunately these small businesses are facing difficult challenges, especially in the marketing sector, due to the growing amount of advertizing, banners, spots, fliers, etc. that big companies use to bombard us with everyday.

The strength of **"SLOW SICILIAN FOOD"** resides in shortening the long passages of the food supply chain, and, even more important, in identifying the products with the land they come from in a strong, univocal way, without the artificiality of unreal images that bigger businesses strategically recur to sometimes.

In this way, the products arrive to the consumers directly from the hands of those who produce them, without any long and expensive passage.

"SLOW SICILIAN FOOD" means simplicity, freshness, authenticity and typicalness.

Within **"SLOW SICILIAN FOOD"**, these products are accompanied by the proposal of some recipes that exalt their taste. Moreover, the excellence of this wrapping lies in the perfect combination of the products grown in the sandy shores - such as the fresh vegetables, and especially the tomatoes - and those typical of the Iblei highlands - such as olive oil, wheat and the perfumes of the various herbal essences that enrich our dishes.

"SLOW SICILIAN FOOD" represents this love, Francesco's passion, which introduced the simple things as a revolutionary novelty in the world of the small, family-run businesses of Sicilian producers. Within these small businesses, the family becomes then the driving force of the "SLOW SICILIAN FOOD": in its wrapping, the "SLOW SICILIAN FOOD" captures the characters that label the products. Their union - the Mediterranean family - forms that unique dish, typical of our diet, the same Mediterranean diet advertised by the best gastronomy magazines worldwide.



The **farmer**, whose work on his land and his products has branded in his skin the taste of every spice that encloses his day, is well represented by the herbs and spices label;



The **boy** represents the cherry tomato, his freshness and youth being the symbol of this small but tasty Sicilian firstling;



The **fisherman** represents the fish he catches from our Mediterranean sea, preserving the mystery of the great deep blue;



The **girl**, whose simplicity and potential represent the authenticity and the delicacy of the cherry tomato sauce;



The **granddaddy**, with his long experience of life, represents the solidity and the definite taste of the legumes of our land;



The **dairyman**, with his hands, skills and experience, represents the strong and definite taste of our "caciocavallo ragusano";



The **woman** represents the pasta, with her immense love being the symbol of wheat, vital element of existence since the ancient times when Sicily was known as "Magna Grecia";



But Family also means history, and our history cannot be complete without those **Saracens** that first planted the olive tree in our lands, the olive tree that caresses the tastes exalting them in its own unmistakable way.

"The Sicilian family is always waiting for a guest, and that guest is you: the last perfect ingredient of this wonderful recipe".