



June 1, 2009

Terra Madre University Network  
via email

Dear Colleagues,

Greetings from the University of Gastronomic Sciences, in Colorno, Italy. I am writing about a new master's program that UNISG has launched this year and that may be of interest to your students.

The Master of Italian Gastronomy and Tourism is a unique program which has been designed as an intensive immersion in food studies. The program merges food culture and food policy in a multi-disciplinary and multi-experiential perspective. Targeted at those interested in working within gastronomy, tourism, food operations, and Italian culture, the program integrates history, geography, culture, food policy and business practices to provide an understanding of the Italian model of enogastronomic promotion and tourism, with a strong attention to the issues of food sustainability, security, and diversity.

The twelve-month master includes classroom lectures, laboratory and sensory studies, and approximately eight weeks of travel to examine food and food systems within their cultural context. A final internship concludes the program and serves as the basis for a final thesis and presentation. Students in our first cohort are currently considering projects with such organizations as the U.N. World Food Program and Slow Food International, food retailers Eataly and Coop, wineries including Castello Banfi, Arnaldo Caprai, and Zenato, Italian coffee company Lavazza, and such agri-tourism establishments as Spannochia and Antica Corte Pallavicina.

Further information is included in the attached brochure as well as on our website at [www.unisg.it](http://www.unisg.it). The deadline for applications for this year's edition is August 24<sup>th</sup> and the program begins November 18<sup>th</sup>.

Please do not hesitate to contact me if there is any further information I can provide.

Sincerely,

Simone Cinotto  
Director, Master Program in Italian Gastronomy and Tourism  
[s.cinotto@unisg.it](mailto:s.cinotto@unisg.it)