

CONSERVATOIRE



DES CUISINES
MÉDITERRANÉENNES

Conservatoria
del Piemonte

*Different types of markets,
their range of products
and chances for new
market traders*

Bonn, Feb. 24th 2007

***The Town Market ...
... Past & Future of
Porta Palazzo in
Torino***



Torino – 900.000 habitants & 42 markets ...

Torino accounts 42 town markets, that create a thick commercial network around the city

Being linked to the culture, the daily living and the quality of urban life, the Markets are a strong element of characterization for the City

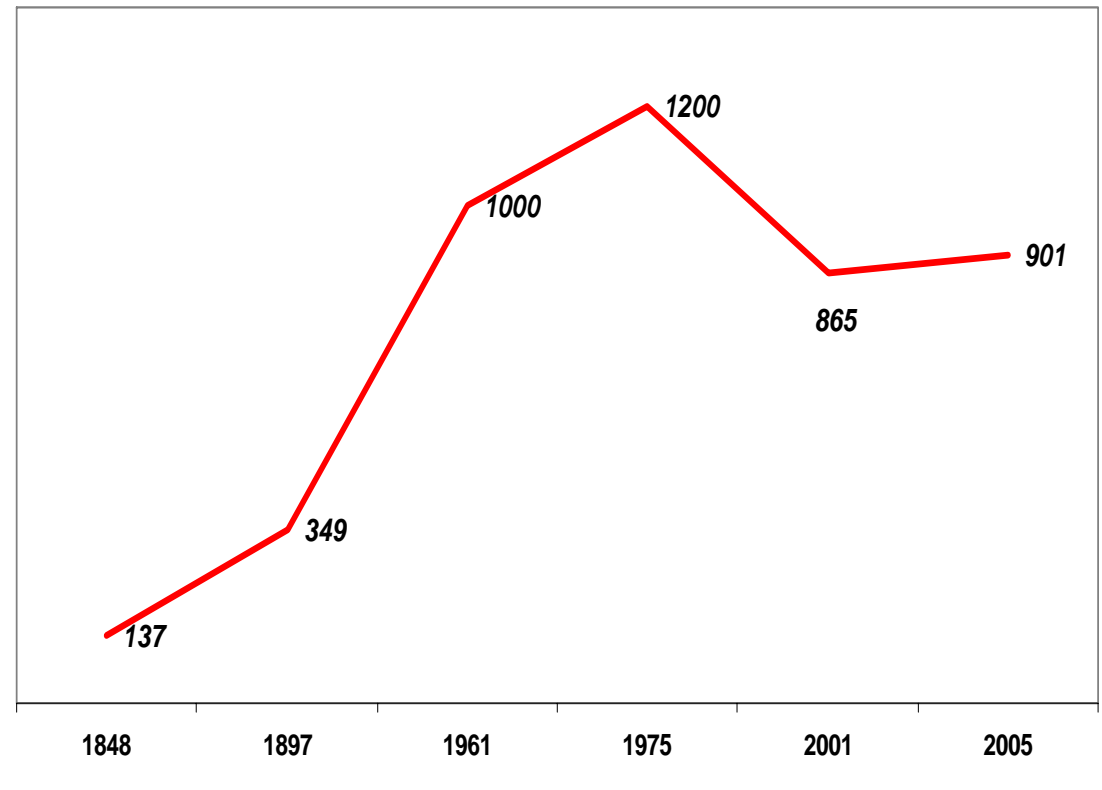
Each market represents a world on his own characterized by the location, the history of the district, the tradition of its stalls ...



Torino – the population ...

During the 20th Century the Residents in Torino increased to the actual number of 900.000 due to the immigration of people from other Italian regions and recently from European and Extra-European Countries

Torino - Residents (000) - 1848 to 2005

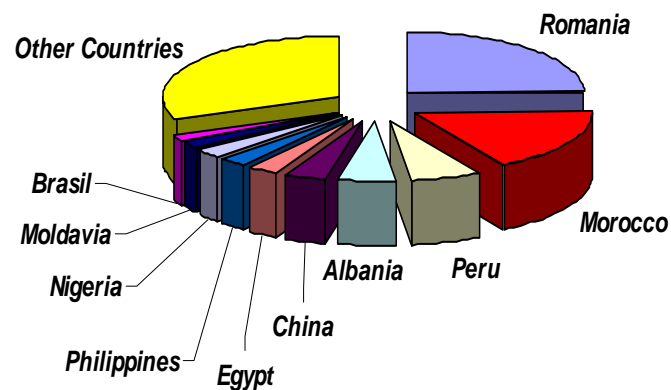


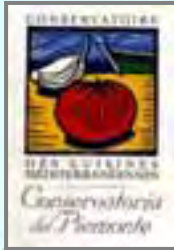


The Immigrated Residents ...

Today the Immigrated from other Countries in Torino account over 8% of the population

The major Communities arrive from Romania and Morocco ...





The “New Residents” and Porta Palazzo ...

Porta Palazzo has always been a sort of reference site, where immigrants could meet people coming from their nation or their social group ...

... where they could find their original food ...

Someone has defined Porta Palazzo “the Internet point of poor people”, a melting pot of culture, interchanges and relations: people just arrived in Torino can get all the information they need, just going to this market



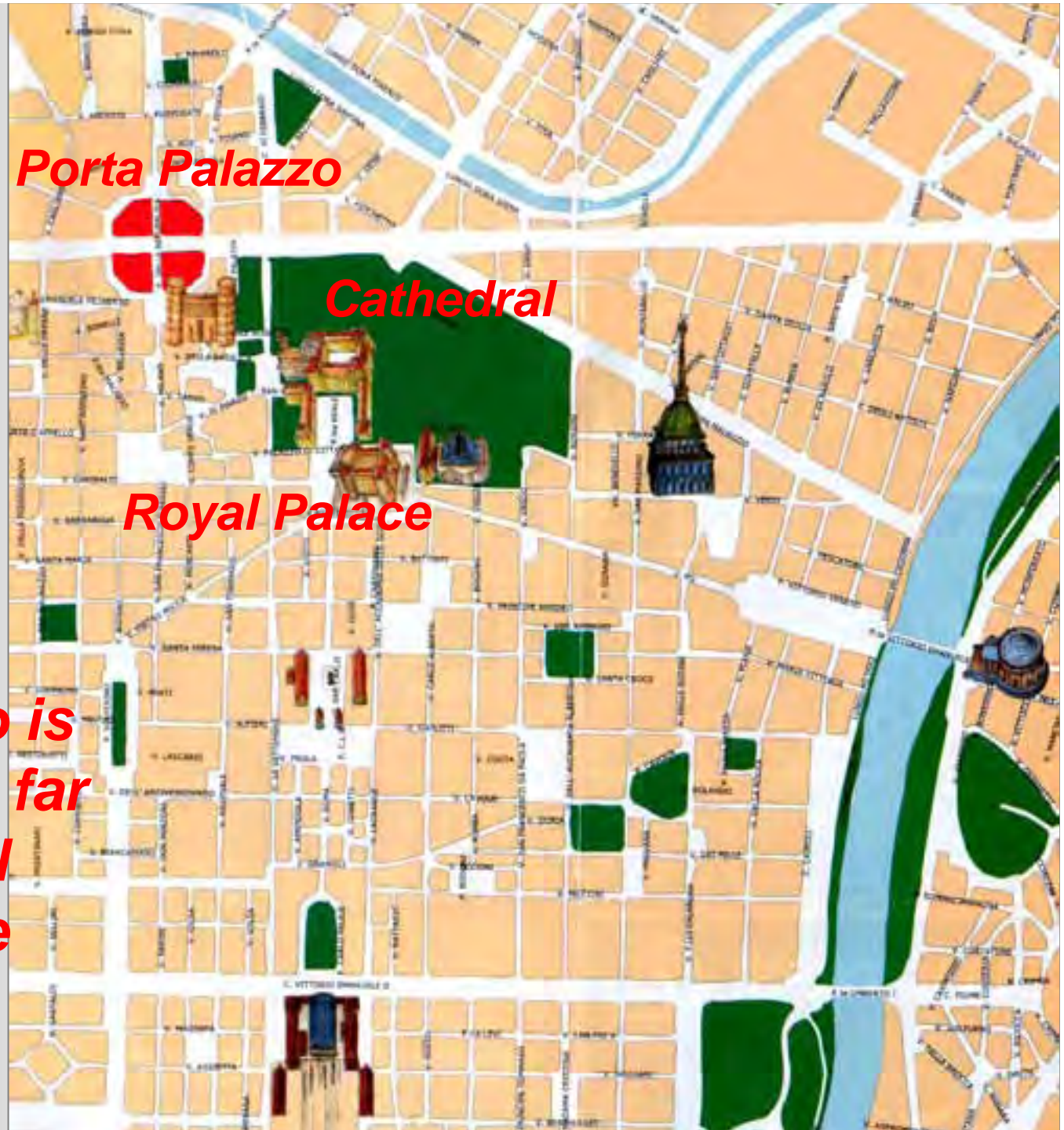


Porta Palazzo

Cathedral

Royal Palace

***“Porta Palazzo is
downtown not far
from the Royal
Palace and the
Cathedral***





Flea Market

Farmers

Food Hall

Clothing

... today ...

Stalls

Non food

Food

Supermarket

Fish Market





“Porta Palazzo” ...

Some data about the market area

- over 1.000 stalls & shops
- over 200 stalls in the Food Hall
- over 40.000 customers per day

... The largest market in Europe ...





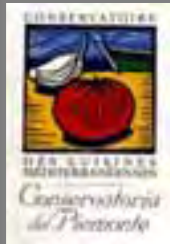
The positioning of Porta Palazzo ...

Dominant Retailing		Food hall			Penthouse / Shelter			Open Market		
		Shops	Stalls	Farmers	Shops	Stalls	Farmers	Shops	Stalls	Farmers
Torino	Porta Palazzo	Red	Red			Red	Red			Red
London	Borough		Blue							
Budapest	Nemzetközi Napok	Green	Green							
Barcelona	Bouqueria	Yellow	Yellow							
Thessaloniki	Central Market				Cyan	Cyan				
Wien	Nashmarkt							Magenta	Magenta	



The positioning of Porta Palazzo ...

Products		Products							
		<i>Food</i>	<i>Grocery</i>	<i>Clothing</i>	<i>Househol d goods</i>	<i>Home furnishing</i>	<i>Electricity & Electronics</i>	<i>Tourists gadgets</i>	<i>Flea market</i>
Torino	Porta Palazzo	Red	Red	Red	Red				Red
London	Borough	Blue	Blue						
Budapest	Nemzetközi Napok	Green	Green					Green	
Barcelona	Bouqueria	Yellow	Yellow	Yellow					
Thessaloniki	Central Market	Cyan		Cyan					
Wien	Nashmarkt	Magenta							



The positioning of Porta Palazzo ...

Services in the Market		Services			
		Bars	Restaurants	Bank	Others
Torino	Porta Palazzo				
London	Borough				
Budapest	Nemzetközi Napok				
Barcelona	Bouqueria				
Thessaloniki	Central Market				
Wien	Nashmarkt				



“The Gate” ...

The "Porta Palazzo Project" established in January 1998 by the City of Torino, is a non-profit Committee participated by public institutions and private companies

Its task is to implement "The Gate", a local development agency to improve the quality of the Porta Palazzo area





A “new generation” of quality food retailing ...

*In the retailing of “quality local & typical Italian food”
there are new types of outlets*

the large commercial centre “Eataly” in Torino

*“Piaceri Italiani” the small shop for villages who lost the
proximity food trade ... abroad*

*both are oriented to guarantee the availability of quality
Italian food*



EAT ITALY
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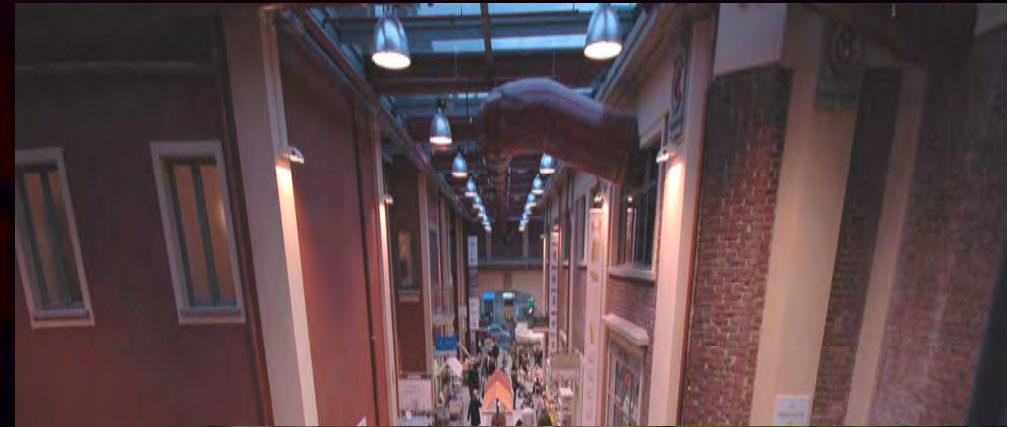
Eataly ... some data

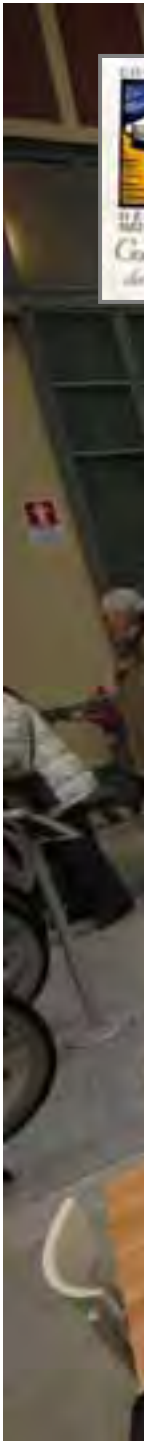
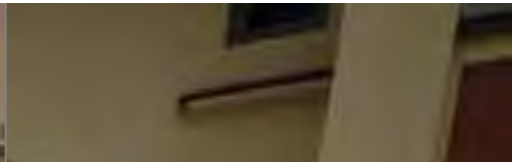
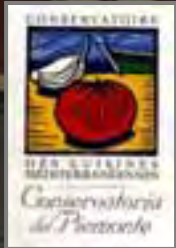
11.000 sqm including

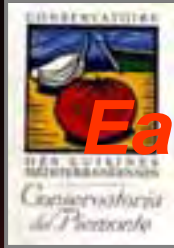
- *Very large retail area*
- *9 restaurants*
- *1 natural agro-ice factory*
- *100 new plates prepared every day*
- *10 teaching & training areas*
- *a large assortment of fresh food*
- *daily fresh fish, meat and bread*

Over all that the

“Museum of Carpano Wermouth”







Eataly is a new proposal to the food market ...

The first step is Torino ...

... the next steps will be in Italy ...

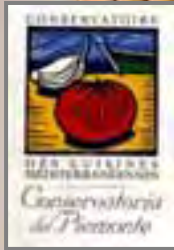
... and then New York

EATALY
alti cibi



Piaceri

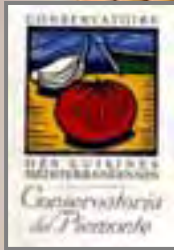
ITALIANI



“Piaceri Italiani”

“Piaceri Italiani” is an assortment of over 100 typical & local food Italian products distributed in the proximity shops and supermarkets of CRAI and in the “motorway shops”





“Piaceri Italiani” abroad ...

CRAI is developing a network of small shops in the small towns and villages which have lost the food distribution

The partners are private investors and the Town Authorities

*105 shops in Switzerland ..
... next step in Albania ...*





The world of quality Italian food is moving ...

The examples that I presented are the beginning of a new culture of distributing our quality food in Europe, USA and Far East

All this activities started in the “Town market” ...

... It is the Town Market that created this culture of fresh quality food and it is still the best benchmark ...

CONSERVATOIRE



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Tank you