



IDENTITÀ MILANO 2026: THE 21ST EDITION OF THE INTERNATIONAL CONGRESS OF HAUTE CUISINE KICKS OFF

A three-day programme of talks, masterclasses and in-depth discussions featuring leading figures from the Italian and international culinary scene, reflecting on the future of gastronomy. 192 speakers, 97 masterclasses, 13 thematic insights: from the debut of NEXT GEN LAB, to Hospitality Pavilion with the Bar Experience and the Identità Young project. Theme of the 2026 edition: “Identità Future: The Freedom to Think”.

Milan, 6 June 2026 – Following the milestone of its twentieth anniversary celebrated in 2025, **Identità Milano** launches its twenty-first edition, returning to the **Allianz MiCo North Wing** in Milan from **7 to 9 June** for three days dedicated to fine dining, pastry, mixology, wine, front-of-house service and hospitality. Since 2005, the event has accompanied the evolution of both Italian and international gastronomy, establishing itself as one of the leading forums for discussion on the future of dining and hospitality.

Conceived by **Paolo Marchi** and **Claudio Ceroni**, Identità Milano was the first Italian congress dedicated to author-driven cuisine and continues to serve as a privileged observatory of the ideas, languages and transformations reshaping contemporary gastronomy. For the 2026 edition, the Congress once again brings together some of the **most influential voices in the international culinary world**, alongside **leading figures from culture, research, science and business**, fostering a dialogue on the major issues currently shaping the restaurant industry.

The 2026 edition is shaped by the theme **“Identità Future: The Freedom to Think”**, a reflection running through the entire Congress and inviting the industry to question what freedom means in a time of profound cultural, social and economic transformation. Freedom, in this sense, becomes the ability to imagine new models and rethink our relationship with land, work, climate change and future generations. It is not the absence of rules, but the responsibility to choose new directions for the gastronomy of today.

“Never before has Identità Milano taken place so late in the year, in the heart of June, from Sunday 7 to Tuesday 9. The world around us is very different from the days when the Congress was held during winter, between mid-January and late March. Like last year, the programme will be shaped by the concept of Identità Future, and in particular by the theme of the Freedom to Think- a call to move beyond the clichés that stifle genuine thought. It echoes the famous slogan of May 1968 in France, ‘Il est interdit d’interdire’ (‘It is forbidden to forbid’), which in Italian became Vietato vietare:



MAGENTAbureau srl
C.so Magenta, 46 | 20123 Milano | IT | T. +39 02 4801 1841 | F. +39 02 4819 3536
PI - CF - RI di Milano 05347760968 | Cap. Soc. € 17.637,00 I.V.

info@magentabureau.it | magentabureau.it



a prohibition carrying a powerful liberating force that feels remarkably relevant more than half a century later. We have asked our speakers to free their thinking and not be constrained by the fear of being misunderstood.” – Paolo Marchi, Founder of Identità Golose

“This year, Identità Milano is more than ever defined by a series of innovations that shape both its content and structure. Among the most significant is the growth of Identità Young, a project launched last year and now central to the Congress’s vision: speaking about the future without involving younger generations would be our greatest mistake. Young people will take centre stage in several moments across the Identità Future programme, but above all they represent the audience the Congress increasingly aims to engage, thanks also to preferential access and reduced rates for under-35s. Today, ‘young people’ are not only students or emerging culinary talents; they are the vast community of professionals working in dining rooms and kitchens who have significantly rejuvenated the hospitality industry in the post-pandemic era. It is within this context that NEXT GEN LAB takes shape, a project within the project designed to spotlight the new wave of author-driven street food concepts: fresh, dynamic and high-quality businesses whose largest and most receptive audience is precisely the younger generation.” – Claudio Ceroni, Founder of Identità Golose and President of MAGENTAbureau

The **Main Stage** once again serves not only as a platform for haute cuisine, but also as a forum where gastronomy engages with art, culture, research, science and business, generating discussions around wellbeing, sensory perception, sustainability, wine, hospitality and the emerging geographies of food. The stage will host talks and masterclasses featuring leading international guests, including **Luiz Filipe Souza** (*Evvai*, São Paulo, Brazil), **Alexandre Gauthier** (*La Grenouillère*, La Madelaine-sous-Montreuil, France), **Antonio Bachour** (World’s Best Pastry Chef 2018, 2019 and 2022; Pastry Innovator 2024), **Alain Ducasse** (Brand President Teritoria), **Virgilio Martínez** (*Central*, Lima, Peru), **Darren Teoh** (*Dewakan*, Kuala Lumpur, Malaysia), **Mitsuharu Tsumura** (*Maido*, Miraflores, Peru), **Santiago Lastra** (*KOL*, London, United Kingdom), **Josean Alija** (*Nerua Guggenheim*, Bilbao, Spain) and **Charles Spence**, experimental psychologist and Professor at the University of Oxford. Through their experiences and reflections, they will bring perspectives from around the world that transcend national boundaries.

Alongside these international guests, Italian cuisine will also take centre stage, represented by some of its most authoritative voices, including **Antonino Cannavacciuolo**, **Massimiliano Alajmo**, **Niko Romito**, **Carlo Cracco**, **Davide Oldani**, **Corrado Assenza**, **Antonia Klugmann**, **Gennaro Esposito**, **Moreno Cedroni**, **Andrea Aprea**, **Chiara Pavan**, **Franco Pepe**, **Davide Di Fabio** and **Richard Abou**



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Zaki, among many others. Through their diverse sensibilities, territories and generations, they continue to shape the evolution of Italian cuisine on the global gastronomic stage.

WHAT'S NEW

NEXT GEN LAB

One of the major innovations of this year's edition is **NEXT GEN LAB**, a new project developed in collaboration with **Sidewalk Kitchens** that will take shape on the terrace of the Allianz MiCo North Wing as a new author-driven street food experience, open not only to Congress attendees but also to the **general public**. Far more than a simple food court, NEXT GEN LAB is conceived as a dynamic laboratory dedicated to the new culture of urban gastronomy and to the businesses redefining the rules of contemporary street food, where quality, brand identity and speed of service coexist within a new operating model. At the heart of this ecosystem will be the **All Day Station**, open **from 9:30 a.m. to 6:30 p.m.**, featuring **L'Altro Tramezzino, Verde, Totost and Davide Longoni**. Next to it will be four dedicated food hubs: **Chuck's, Salumeria Malinconico, TOFU LAB by Dalle:8 and Pantera Pizza Rustica**, emerging concepts operating **from 11:30 a.m. to 6:30 p.m.** and selected to showcase new gastronomic landscapes and the latest trends in street food. The project is powered by **TheFork** and supported by media partner **NSS EDICOLA**, strategic partners **Jet HR, Tebi and Dickies**, and technical partners **Costa Group** and **ISA**.

FUORI MENU: LA CUCINA OLTRE LA SCUOLA

The **Spazio Arena**, which has become increasingly central to the evolution of the Congress, returns this year as an open forum for dialogue and in-depth discussion. A major new addition will take place on **Tuesday, 9 June**, with the panel "**Fuori Menu: la cucina oltre la scuola**", a new project developed together with some of Italy's leading hospitality and culinary education institutions, including **ALMA, IULM, AIS, Intrecci, Congusto Institute, CAST, and Food Genius Academy**. We will bring renowned chefs, industry experts, and influential voices to the stage to explore the most relevant topics shaping the world of food and hospitality today - speaking directly to those who approach our industry with curiosity, passion, and ambition.

IDENTITÀ YOUNG

Following its debut in 2025, **Identità Young** returns in a broader and more structured format, designed to make the Congress increasingly accessible to students, young professionals and the next generation of hospitality talent. Alongside **discounted admission rates** reserved for attendees under 35, the project now encompasses an ecosystem of dedicated initiatives, including: **NEXT GEN LAB**, developed with Sidewalk Kitchens, the panel "**Fuori Menu: la cucina oltre la scuola**", a dedicated





media partnership with **Foodminds Podcast** (a storytelling platform focused on food, wine and hospitality) and **The Digital Map**, a social-media guide created to help younger audiences navigate the Congress programme, exhibition areas and conference spaces.

HOSPITALITY PAVILION & BAR EXPERIENCE

Among the most anticipated developments of the 2026 edition is the expansion of the **Hospitality Pavilion**, which, following its successful debut last year, becomes a central component of the Congress and a dedicated showcase for excellence in hospitality. Conceived as an experiential Grand Tour of Italy, the Pavilion will take visitors on a journey from North to South, from the islands to major urban destinations, highlighting new approaches to hospitality and contemporary luxury while bringing together hotel brands, destinations and industry suppliers. The Pavilion will also feature its own culinary programme, hosting leading chefs from the fine dining world who increasingly choose to bring their signature cuisine into some of the world's most prestigious hotels. In direct dialogue with the Hospitality Pavilion, the **Bar Experience** will celebrate the finest expressions of Italian and international mixology. Through masterclasses and discussions, the space will explore the bar not merely as a venue for drinks, but as an integral element of contemporary hospitality, an environment shaped by service, its relationship with cuisine, spatial design and emerging trends.

FIFTH EDITION OF BOLLICINE DEL MONDO

On **Sunday, 7 June**, the Congress will host the presentation of the fifth edition of **Bollicine del Mondo**, the guide authored by **Paolo Marchi** and **Cinzia Benzi** and dedicated to exploring the world's finest sparkling wines, symbols of conviviality, celebration and travel. The new edition marks a significant milestone, featuring: more than **1,000 wineries reviewed**, over **1,200 labels selected** and coverage across **50 countries**. Compared with the 2025 edition, the guide includes **110 new wineries**, further strengthening its international scope and confirming its position as one of the most comprehensive references in the global sparkling wine landscape.

NEW THEMATIC AREAS

The Congress's programme will once again feature a series of thematic sessions dedicated to some of the key pillars of contemporary gastronomy that have enriched the debate around author-driven cuisine over the years: **Identità di Pasta** (Sunday, 7 June – in partnership with **Pastificio Felicetti**); **Identità di Formaggio** (Sunday, 7 June – in partnership with the **Parmigiano Reggiano Consortium**); **Identità di Pizza** (Monday, 8 June – in partnership with **Latteria Sorrentina**); **Identità di Lievitati** (Tuesday, 9 June – in partnership with **Acqua Panna and S.Pellegrino**). Alongside these established sections, the 2026 edition introduces three new thematic programmes: **Identità di Territorio**



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(Monday, 8 June – in partnership with **Berlucchi Franciacorta**); **Identità Umbria** (Tuesday, 9 June – **Guest Region 2026**); **Identità di Bufala** (Tuesday, 9 June – in partnership with **Sorì**). These sessions will invite industry professionals to reflect on the evolving relationship between raw materials, local heritage and the territories that shape contemporary gastronomy.

THE SIGNATURE DISH

The **Signature Dish of Identità Milano** returns for 2026, this year created by **Massimiliano Alajmo**. Titled “**Relationships - A Chocolate Game**”, the dish represents the latest chapter in a research journey that the chef of the three-Michelin-starred Le Calandre has been pursuing for more than twenty years. Following the Alajmo family’s previous Signature Dish presented at the Congress in 2013, the chef returns to interpret this year’s theme through a dessert composed of 14 individual tastings, conceived as both a sensory and symbolic reflection on the value of relationships, listening and caring for others. The experience unfolds through a series of small spoons connected by strands of wool that physically link diners’ hands, transforming the act of tasting into an exercise in reciprocity and shared participation.

TOPIC LOUNGE

A space dedicated to books, ideas, and stories that are helping shape the present and future of hospitality, gastronomy, and food culture.

Sunday, June 7

12:30 PM – *Bella Vista* (Topic) – with Cecilia and Osvaldo Longo

2:30 PM – *Juice Pairing* (Topic) – with Giulia Caffiero

Monday, June 8

11:30 AM – *DNA Ducasse* Book Signing (Topic) – with Alain Ducasse

12:30 PM – *99+1 for Hospitality* (Manfredi Edizioni) – with Federico Menetto

4:45 PM – *Cocktails in Florence* (Gruppo Editoriale) – with Paola Mencarelli and Federico Bellanca

Tuesday, June 9

11:30 AM – *Beyond the Menu* (Topic) – with Luca Lotterio and Matteo Telaro

12:30 PM – *Taste of the Sea* (Topic) – with Domenico Soranno

GUEST REGION: UMBRIA

For its twenty-first edition, Identità Milano celebrates **Umbria** as its **Guest Region**, dedicating an entire thematic programme to the Italian region for the first time in the Congress’s history. On **Tuesday, 9 June**, the **Emerald 1 Room** will host **Identità Umbria**, a programme exploring the evolution of Umbrian cuisine through an original chef-product pairing concept. Each of the seven participating chefs will adopt a regional agri-food excellence protected and promoted by **Parco 3A**,





the public research, innovation and certification organisation dedicated to agriculture, food and environmental sustainability. Plant- and animal-based products will become the starting point for new gastronomic interpretations created by: **Ronald Bukri** (*Coro*, Orvieto), **Giulio Gigli** (*UNE*, Foligno), **Andrea Impero** (*Elementi Fine Dining*, Brufa di Torgiano), **Emanuele Mazzella** (*Ristorante Cedri*, Monte Petriolo), **Vittorio Ottavi** (*Ottavi Mare*, Bevagna), **Serena Sebastiani** (*Tenuta Borgo Santa Cecilia*, Gubbio), **Anna Rita Simoncini** (*I Sette Consoli*, Orvieto). The initiative broadens the Congress's exploration of regional identities, presenting Umbria as a territory capable of preserving memory, biodiversity and innovation simultaneously. The story of Umbria will continue beyond the Congress itself through a dedicated dinner hosted at **Identità Golose Milano** as part of the Fuori Congresso programme.

GUEST NATION: PERU

Under the theme **“Peru: The Taste of an Extraordinary Journey,”** the South American country joins Identità Milano 2026 as **Guest Nation**, with the aim of strengthening its positioning within the Italian and European markets and showcasing gastronomy as a powerful driver of travel. The Peruvian pavilion will guide visitors through a sensory journey articulated around three emblematic culinary expressions: **ceviche**, evoking the freshness of Peru's northern coastline; **arequipeñan cuisine**, highlighting the country's rich cultural heritage; **nikkei cuisine**, representing Peru's contemporary and cosmopolitan culinary identity. The experience will be complemented by iconic products such as **pisco, coffee and cacao**, each reflecting the extraordinary biodiversity of the Peruvian territory. Through tastings, demonstrations and immersive experiences, the Peruvian space will become a showcase for the country's culture, tourism and gastronomy. Peru's participation is organised by **PROMPERÚ**, the agency of the Peruvian Ministry of Foreign Trade and Tourism responsible for the international promotion of tourism, exports and foreign direct investment. As part of the Fuori Congresso programme, Peru will also be celebrated through a special dinner at **Identità Golose Milano** on **Monday, 8 June**.

PARTNERS

Once again, the Congress highlights the essential role played by its partners. With more than **100 exhibiting partners**, the exhibition area will serve as a vibrant meeting point for hospitality professionals, featuring special initiatives, exclusive previews, tastings and networking opportunities designed to showcase the companies and organisations contributing to the evolution of gastronomy, hospitality, wine and mixology. Special thanks go to the **Main Partners of Identità Milano 2026: Acqua Panna – S.Pellegrino, Avolta, Berlucchi Franciacorta, Berto's, Bibite Sanpellegrino, Consorzio del Parmigiano Reggiano, Fondazione Cotarella, Molino Dallagiovanna,**



alongside Regione Umbria, Guest Region 2026, and PROMPERÚ, Guest Nation 2026. The 2026 edition of Identità Milano is held under the patronage of the **City of Milan**.

MEDIA PARTNERS

Identità Milano 2026 further strengthens its network of leading media partners - editorial brands and platforms capable of telling the story of contemporary gastronomy in all its forms. Through interviews, features, reports and digital content, these partners will help amplify the Congress's themes, speakers and vision. Special thanks go to this year's Media Partners: **Il Gusto, La Cucina Italiana, Elle Gourmet, Tgcom24, Food&Wine Italia, Travel+Leisure Italia, ItaliaSquisita, Reporter Gourmet, Tuorlo, James Magazine, Spirito diVino, WineNews, Italian Cocktail Weeks, Realize Networks, Foodminds and NSS Edicola, special partner of the NEXT GEN LAB project.**

THE IDENTITÀ MILANO 2026 FUORI CONGRESSO

The **Fuori Congresso** programme expands significantly in 2026, bringing the spirit of Identità Milano beyond the walls of Allianz MiCo and into some of the city's most iconic hospitality venues. Through a calendar of special events spanning cuisine, mixology and urban lifestyle, the initiative becomes a vibrant extension of the Congress throughout Milan. Alongside exclusive dinners hosted at **Identità Golose Milano**, the programme also features guest shifts and events at some of the city's leading cocktail destinations.

SATURDAY, 6 JUNE

- **BAR EXPERIENCE CONNECTION**

The Fuori Congresso programme opens with a citywide itinerary through some of Milan's most renowned cocktail bars. Organised in collaboration with **Milano Hospitality Week**, the initiative invites guests to discover the city through its finest destinations for mixed drinks, including: Ceresio 7, Dry Milano, Rita Cocktails, Camparino in Galleria, Moebius Milano, The Carlton Bar, Bvlgari Hotel Milano, 1930 Cocktail Bar. A celebration of Milan's vibrant cocktail culture and contemporary hospitality scene.

SUNDAY, 7 JUNE

- **FROM 7:30 PM – SIDEWALK KITCHENS & NSS EDICOLA PRESENT: *IDENTITÀ DA MARCIAPIEDE***

Identità da Marciapiede is a public event dedicated to emerging urban food cultures, created by **Sidewalk Kitchens** in collaboration with **NSS EDICOLA**. Taking place throughout the Fuori Congresso





programme, the initiative combines food and music through a lively evening featuring a DJ set and several of the protagonists of the **NEXT GEN LAB** street food court, offering a preview of the energy and trends shaping today's contemporary street food scene.

- **8:00 PM – DINNER AT IDENTITÀ GOLOSE MILANO: THE DINNER OF WONDERS**

The Fuori Congresso dinner series begins with an exceptional evening bringing together four leading figures from the Italian and international gastronomic landscape: **Luiz Filipe Souza**, chef of *Evvai* in São Paulo, who this year earned Brazil's first-ever three Michelin stars; **Antonio Bachour**, the acclaimed Puerto Rican pastry chef and multiple-time World's Best Pastry Chef; **Moreno Cedroni**, chef of the two-Michelin-starred *Madonnina del Pescatore* in Senigallia; **Jacopo Ticchi**, chef of *Da Lucio* in Rimini, recently awarded a Michelin star and considered one of the most exciting talents of Italy's new culinary generation. Together they will create a unique gastronomic experience celebrating excellence and innovation.

- **FROM 8:30 PM – GUEST SHIFT AT DRY MILANO**

An open-to-the-public evening bringing together: Luca Ardito (*The Carlton*, Milan), Federico Galli (*Bar Artemisia*, Florence), Mattia Capezzuoli (*Stravinskij Bar*, Rome), Nicola Loiacono (*Igiea Terrazza Bar*, Palermo), Federico Pavan (*The Donovan Bar*, London), with a special appearance by **Salvatore Calabrese**, one of the most respected bartenders in the world.

- **FROM 8:30 PM – GUEST SHIFT AT FRANGENTE**

Frangente will host a special evening featuring **Giulia Caffiero**, Restaurant Manager of Copenhagen's three-Michelin-starred **Geranium**. The dinner will explore the relationship between dining room service, beverage culture and gastronomy through the perspective of one of the leading professionals in contemporary fine dining.

MONDAY, 8 JUNE

- **FROM 7:00 PM – GUEST SHIFT AT RUMORE**

The Fuori Congresso programme arrives at **Rumore**, the American Cocktail Bar located within **Portrait Milano**. The evening will create a dialogue between Milan and Venice, celebrating luxury hospitality and contemporary mixology through the collaboration of **Sossio Del Prete**, Bar Manager of Rumore, and **Antonio Ferrara**, Bar Manager of The Bar at Aman Venice.





- FROM 7:30 PM – SIDEWALK KITCHENS & NSS EDICOLA PRESENT: *IDENITÀ DA MARCIAPIEDE*
- FROM 7:30 PM – DINNER AT IDENITÀ GOLOSE MILANO: PERU EXCELLENCE WITH FRANCESCA FERREYROS

Presented in collaboration with **PROMPERÚ**, this second Fuori Congresso dinner celebrates **Peru**, Guest Nation of Identità Milano 2026 and home to one of the world's most diverse and influential culinary traditions. The dinner will be curated by **Francesca Ferreyros**, one of the most exciting talents of contemporary Peruvian cuisine. Her international career has taken her from Lima to the United States and through the kitchens of **El Celler de Can Roca** in Girona and **Gaggan Anand** in Bangkok before returning to Peru to lead **Entre Migas**, an innovative casual dining concept blending Peruvian and Southeast Asian ingredients, techniques and traditions. The dinner offers guests a unique opportunity to experience her distinctive culinary vision.

TUESDAY, 9 JUNE

- FROM 7:30 PM – SIDEWALK KITCHENS & NSS EDICOLA PRESENT: *IDENITÀ DA MARCIAPIEDE*
- FROM 7:30 PM – CLOSING PARTY

The Fuori Congresso programme concludes with the **Closing Party**, hosted at **Terrazza Martini** in collaboration with **Milano Hospitality Week**. By invitation only, the event will celebrate the conclusion of the twenty-first edition of Identità Milano, bringing together the Congress's speakers, partners and guests in one of Milan's most iconic venues after three days of discussion, inspiration and connection.

- 8:00 PM – DINNER AT IDENITÀ GOLOSE MILANO: IDENITÀ UMBRIA

The final dinner of the Fuori Congresso programme will celebrate **Umbria**, Guest Region of the 2026 edition. The seven chefs representing the region during the Congress will come together for an invitation-only dinner showcasing the evolution of Umbrian cuisine through a sequence of dishes highlighting the territory's extraordinary ingredients and culinary heritage. Participating chefs: Ronald Bukri (*Coro*, Orvieto), Giulio Gigli (*UNE*, Foligno), Andrea Impero (*Elementi Fine Dining*, Brufa di Torgiano), Emanuele Mazzella (*Ristorante Cedri*, Monte Petriolo), Vittorio Ottavi (*Ottavi Mare*, Bevagna), Serena Sebastiani (*Tenuta Borgo Santa Cecilia*, Gubbio), Anna Rita Simoncini (*I Sette Consoli*, Orvieto).



IDENTITÀ GOLOSE

Founded in 2005 by **Paolo Marchi** and **Claudio Ceroni**, **Identità Golose** is Italy's first congress dedicated to author-driven cuisine. Organised by **MAGENTAbureau**, for more than twenty years it has brought together the leading figures in gastronomy, pastry, dining room service and hospitality, establishing itself as one of the most influential international events in the industry. Beyond the Congress itself, Identità Golose is also a leading editorial platform. Through its website and online magazine, it chronicles the evolution of restaurants, hospitality and front-of-house service through in-depth features, interviews and industry news curated by a specialised editorial team. Its digital guides provide an authoritative map of the sector: **The Ristoranti in Italia**, Europa e Mondo Guide, recognising outstanding chefs under 40; **The Pizzerie e Cocktail Bar d'autore Guides**; **The Bollicine del Mondo Guide**, dedicated to the finest sparkling wines from around the globe. For more than two decades, Identità Golose has been telling the story of the future of gastronomy, anticipating trends and giving a voice to innovation.

PRESS OFFICE IDENTITÀ GOLOSE:

Valentina Bianchi – valentina.bianchi@magentabureau.it – M. 347 9806522

Gaia Boretti – gaia.boretti@magentabureau.it – M. 334 2019331

Chiara Benati – chiara.benati@magentabureau.it – M. 391 1170883



MAGENTAbureau srl
C.so Magenta, 46 | 20123 Milano | IT | T. +39 02 4801 1841 | F. +39 02 4819 3536
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