



7-8-9 JUNE 2026
IDENTITÀ MILANO
ALLIANZ Mi.Co.
VIALE SCARAMPO | Gate 7 | MILAN

Program

MAIN PARTNER



GUEST NATION



GUEST REGION





Identità Future: The Freedom to Think



*Relationships - A Chocolate Game - Massimiliano Alajmo
Signature Dish 2026*

Twenty-one years of signature cuisine, of great international chefs, of passionate people gathering around the table to celebrate food as a universal language. Twenty-one years in which we have never been removed from the need to ask ourselves the uncomfortable questions: the ones we would rather avoid, yet which inevitably and inexorably come toward us.

And today, as we look to the future, to Identità Future, we must confront the most radical question of all: what does it mean to be free when the world we know is changing beneath our feet?

Freedom. Everyone invokes it, few truly understand it. Many confuse it with the absence of obstacles, with being able to do whatever one wants. But this is a reductive, often superficial interpretation, a freedom that remains apparent and fragile. The most substantial form of freedom is born instead from the ability to choose, consciously, what direction to give one's life, even when those choices are painful and may mean letting go of certainties we once believed to be eternal. Therefore: the freedom to imagine new models, with new points of reference. The freedom, precisely, to think about the restaurant industry of the future.

Imagine a world in which the only rule is the courage to have none. "Identità Future: the freedom to think" is not a slogan, but the idea of a cuisine that finally wants to breathe, freeing itself from frameworks that today feel like armour grown too tight.

Today, the greatest freedom is the freedom to look at climate change without turning away. "The freedom to think" means, paradoxically, allowing ourselves to dismantle the traditional pantry: this is no longer the time for "out-of-season" products imposed by luxury, but for the freedom to elevate humble ingredients, wild herbs and forgotten varieties because they are more resilient. The creativity of the future is born from limits: less water, less waste, more thought. It is a freedom that becomes ethical, where respect for the land becomes the secret ingredient of the dish.

This revolution inevitably touches the heart of the system: restaurant models themselves. The old idea of the "temple of gastronomy" - rigid, hierarchical, almost military - is giving way to more fluid spaces. We are breaking down the boundaries between dining room and kitchen, between chef and guest. Changing model means having the freedom to close when necessary in order to protect the quality of life of the brigade, or to transform a restaurant into a social laboratory. There are no longer any compulsory paths; the only obligation is authenticity.

And who are the guardians of this flame? The new generations. For them, freedom of thought is - and must be - as natural as breathing. The young chefs and professionals of today are not looking only for a star; they are looking for meaning. They are people unafraid to combine digital technology with work on the land, to reject dogmatism in order to build a language that is hybrid, global and sustainable, yet deeply rooted in their different identities and personal imprint. Their identity is not a point of arrival, but an ongoing journey in which the past is honoured, never suffered.

In this scenario, future identity is an open construction site. It is the awareness that, in order to save the table (and the planet) we must also recognise the freedom to make mistakes, to experiment and, above all, to unlearn what no longer serves us. Because in the future of gastronomy, the only true sin is standing still.

Are we free? Yes, damnably free. And for that very reason, tremendously responsible. Responsible towards those who came before us, towards those who are here now, towards those who will come after us. History does not begin with us, and it will not end with us, but our passage through it - if considered, and therefore conscious - can make a difference.

Long live freedom: true freedom, the kind that assumes responsibility for the future.

Paolo Marchi

Theme 2026

#identitamilano2026

identitagolose.it

MAIN PARTNER



GUEST NATION

GUEST REGION





MAGENTAbureau

MAGENTAbureau is the communications agency founded in 2006 by **Claudio Ceroni**, bringing together and building on the experience gained over more than twenty years in the conception and production of major events and television productions. In 2012, entrepreneur **Paola Valeria Jovinelli** joined the team, taking on the role of Vice President.

In 2005, **Claudio Ceroni** and **Paolo Marchi** founded **Identità Golose**, Italy's leading international congress dedicated to haute cuisine, pastry, mixology and dining room service, and one of the most prestigious in the world, which reached its 20th edition in 2025.

MAGENTAbureau is the organisation behind the Congress and has supported the development of its commercial activities, the organisation of events and the creation of editorial initiatives connected to the world of signature cuisine, both in Italy and internationally.

Thanks to this original and unique experience, MAGENTAbureau is now the most authoritative point of reference for those who are looking for

an expert partner in the development of **strategic consultancy, communications projects, event production and organisational support** in Italy and abroad, in a sector where quality cuisine - an expression, all over the world, of creativity and innovation - plays a leading role today.

MAGENTAbureau has also created international events beyond the Milan Congress, including **Identità London, Identità New York, Identità Chicago, Identità Los Angeles and Identità Boston**, and annually publishes the **Guida ai Ristoranti d'autore d'Italia e del Mondo**, the **Guida alle Pizzerie e Cocktail Bar d'autore** and the **Guida Bollicine del Mondo**. Since 2011, it has been responsible for an editorial team of 80 contributors in Italy and around the world, and manages the content of **Identità Golose Web Magazine**, one of the most authoritative online magazines in the restaurant world.

Chairman MAGENTAbureau and Founder Identità Golose

Claudio Ceroni | claudio.ceroni@magentabureau.it

Founder and Curator Identità Golose

Paolo Marchi | paolomarchi@identitagolose.it

Head of PR, Communication & Marketing

Valentina Bianchi | valentina.bianchi@magentabureau.it

Sponsorships Coordinator Manager

Claudia Orlandi | claudia.orlandi@magentabureau.it

Sponsorships Coordinator

Cinzia Benzi | cinzia.benzi@magentabureau.it

Event Director

Silvia Crippa | silvia.crippa@magentabureau.it

Office

MAGENTAbureau | C.so Magenta, 46 - 20123 Milano - Tel. 02 48011841
www.magentabureau.it - info@magentabureau.it

magentabureau.it



MAGENTAbureau

#identitamilano2026

identitagolose.it

MAIN PARTNER



GUEST NATION



GUEST REGION





7TH-9TH JUNE 2026
 IDENTITÀ MILANO
 ALLIANZ Mi.Co.
 VIALE SCARAMPO | Gate 7 | MILANO

SUNDAY 7, JUNE

MAIN STAGE

IDENTITÀ FUTURE: THE FREEDOM TO THINK

- 10.15 Welcome by **Paolo Marchi** and **Claudio Ceroni**
- 10.25 Introduction by **Davide Rampello** (Art Director and Curator)
- 10.40 *Italian Cuisine is UNESCO Heritage*: dialogue with **Maddalena Fossati** (President UNESCO Recognition Promotion Committee and Director La Cucina Italiana) and **Antonino Cannavacciuolo** (Villa Crespi, Orta San Giulio – Novara)
- 11.00 *Cura la cucina*: **Davide Oldani** (D'O, Cornaredo - Milan) and **Massimo Recalcati** (psychoanalyst and writer)
- 11.30 **Luiz Filipe Souza** (Ewai, São Paulo - Brazil)
- 12.05 *"PonteMediterraneo": the journey of wheat and people*: **Corrado Assenza** (Caffè Sicilia, Noto - Siracusa)
- 12.40 **Chiara Pavan** (Venissa, Mazzorbo - Venice) and **Stefano Liberti** (Journalist and Writer)
- 13.05 **Tommaso Foglia** (Pastry Chef)
- 13.40 **BREAK**
- 15.00 *"Cinque secondi", the wine in film-making*: Dialogue with **Augusta Bargilli** (Azienda Agricola Augusta Bargilli) and the video contribution of **Paolo Virzi**
- 15.25 *Low-alcohol and NO Alcohol: is it just a trend or the future?*: **Eleonora Spadotto** (Lea Winery), **Federico Veronesi** (Signorvino), **Francesca** and **Luca Argentero**, **Giovanni Rastrelli** (Sodamore), **Marzia Varvaglione** (President Comité Européen des Entreprises Vins), **Stefano Ricagno** (President Consorzio Asti)
- 16.15 Presentation of **Guida Bollicine del mondo 2026**

SALA EMERALD 1

IDENTITÀ DI PASTA

(in partnership with Pastificio Felicetti)

- 11.00 **Jacopo Ticchi** (Da Lucio, Rimini)
- 11.35 **Alberto Gipponi** (Dina, Gussago - Brescia)
- 12.10 **Luca Fantin** (Pepe, Milano)
- 12.45 **BREAK**
- 14.30 **Matias Perdomo** and **Simon Press** (Contraste, Milano)
- 15.05 **Francesco Apreda** (Idyllo by Apreda, Roma)
- 15.40 **Giulio Zoli** (Nomos Ante, Roma)
- 16.15 **Chiara Pavan** and **Francesco Brutto** (Venissa, Mazzorbo - Venezia)

SALA EMERALD 2

IDENTITÀ DI FORMAGGIO

(in partnership with Consorzio del Parmigiano Reggiano)

- 11.00 **Isa Mazzocchi** (La Palta, Borgonovo Val Tidone - Piacenza)
- 11.35 *"Saying "it's good" isn't enough"* – Learn to taste Parmigiano Reggiano with **Alessandro Stocchi** (APR)
- 12.00 **Stefano Secchi** (Rezdora, NewYork - USA))
- 12.30 **BREAK**
- 14.30 **Luca Pezzetta** (Pizzeria Clementina, Fiumicino - Roma; Futura Pizzeria, Milan))
- 15.05 *"Saying "it's good" isn't enough"* – Learn to taste Parmigiano Reggiano with **Alessandro Stocchi** (APR)
- 15.30 **Fabrizio Fiorani** (International Pastry Consultant)

Program

#identitamilano2026

identitagolose.it

MAIN PARTNER



GUEST NATION

GUEST REGION





7TH-9TH JUNE 2026
 IDENTITÀ MILANO
 ALLIANZ Mi.Co.
 VIALE SCARAMPO | Gate 7 | MILANO

SUNDAY 7, JUNE

SPAZIO ARENA

GOLOSI DI IDENTITÀ

(in partnership with Fondazione Cotarella)

- 11.30 *Agriculture, sustainability ad productive freedom:* **Anna Maria Roscio** (Executive Director Sales & Marketing Imprese, Divisione Banca dei Territori, Intesa Sanpaolo), **Eleonora Masseretti** (President Terranostra Lom-bardia), **Gianfranco Comincioli** (President Coldiretti Lombardia), **Giuseppe Sproviero** (Student Bocconi University and Event Area Starting Finance Club Bocconi), **Grazia Boccacci** (SMM and Volunteer Fonda-zione Cotarella) , **Luca Brambilla** (Director Accademia di Comunicazione Strategica) **Matias Perdomo** (Chef and Co-Owner Contraste, Milan) **Sara Paraluppi** (Director Fondazione Campagna Amica) **Valeria Ruggeri** (Agricultural entrepreneur, livestock breeder, and livestock industry communicator)
- 15.00 *Freedom, Restriction Health: the relationship between science and culture:* **Camilla Boggiali** (Student Bocconi University and Vice President Starting Finance Club Bocconi), **Carlotta Perilli** (Maître & Restaurant Manager Bu:r Ristorante, Milan), **Cinzia Arancio** (Psychiatrist and Specialist in Experimental Endocrinology at San Raffaele Hospital), **David Scatolla** (Coordinator Fondazione Cotarella), **Elisabetta Righi** (Nutritionist Biologist Fondazione Cotarella), **Eugenio Boer** (Chef & Owner Bu:r Ristorante, Milano), **Francesca Caproni** (Accountant and Director Gal Trasimeno-Orvietano), **Paolo Vizzari** (Food&Wine Narrator), **Simone Pampanelli** (Director Servizio Nutrizionale, Azienda Ospedaliera Perugia - Nutritionist Centro DAI, Città della Pieve), **Veronica Torricelli** (Psychologist, Psychotherapist Founder Centro NuMeCo - Psy-chologist Fondazione Cotarella)

PAVILLION HOSPITALITY

BAR EXPERIENCE

- 12.00 **Agostino Perrone** (The Connaught, London - UK)
- 13.30 **Alessandro D'Alessio** (Head Bartender Rita's Tiki Room, Milan)
- 15.15 **Salvatore Calabrese** (Head Bartender Rita's Tiki Room, Milan) and **Federico Pavan** (Area Director of Mixology di Rocco Forte Hotels and del Donovan Bar presso il Brown's Hotel)
- 16.15 **Luca Ardito** (Director of Bars at The Carlton and Rocco Forte House Milan), **Mattia Capezzuoli** (Bar Manager Stravinskij Bar at the Hotel De Russie, Roma), **Federico Galli** (Bar Manager at Bar Artemisia at Hotel Savoy, Firenze) and **Nicola Loiacono** (Head of Mixology at Igiea Terrazza Bar, Villa Igiea, Palermo)

Program

identitagolose.it #identitamilano2026

MAIN PARTNER



GUEST NATION

GUEST REGION





7TH-9TH JUNE 2026
 IDENTITÀ MILANO
 ALLIANZ Mi.Co.
 VIALE SCARAMPO | Gate 7 | MILANO

MONDAY 8, JUNE

MAIN STAGE

IDENTITÀ FUTURE: THE FREEDOM TO THINK

- 10.30 Welcome by **Paolo Marchi** and **Claudio Ceroni**
 10.40 Tribute to **Aimo Moroni**
 10.45 **Alain Ducasse** (Brand President Teritoria) and **Karim Soleilhavoup** (General Director Logis Group)
 11.10 **Alexandre Gauthier** (La Grenouillère, La Madelaine-sous-Montreuil - France)
 11.45 **Antonio Bachour** ((World Best Pastry Chef 2018/2019/2022. Pastry Innovator 2024) and **Cesare Murzilli** (Executive Pastry Chef Portrait Milano, Milan)
 12.30 **Franco Pepe** (Pepe in grani, Caiazzo - Caserta) and **Josean Alija** (Nerua Guggenheim, Bilbao - Spain)
 13.00 **BREAK**
 14.55 **Niko Romito** (Reale, Castel di Sangro - L'Aquila)
 15.30 **Antonia Klugmann** (L'Argine a Vencò, Dolegna del Collio - Gorizia)
 16.05 **Daide Di Fabio** (Dalla Gioconda, Gabicce Monte - Pesaro and Urbino) and Richard Abou Zaki (Retrosce-
 na, Porto San Giorgio - Fermo)
 16.40 **Carlo Cracco** (Cracco, Milan)
 17.15 **Virgilio Martinez** (Central, Lima - Perù)

SALA EMERALD 1

IDENTITÀ DI TERRITORIO

(in partnership with Berlucci Franciacorta)

- 11.00 **Riccardo Forapani** and **Virginia Cattaneo** (Cavallino, Maranello - Modena)
 11.35 **Mattia Pecis** (Cracco Portofino, Portofino)
 12.10 **Paolo Griffa** (Paolo Griffa al Caffè Nazionale, Aosta)
 12.45 **BREAK**
 14.45 **Moreno Cedroni** (La Madonnina del Pescatore, Senigallia - Ancona)
 15.20 **Caterina Ceraudo** (Dattilo, Strongoli - Crotone)
 15.55 **Andrea Aprea** and **Jessica Rocchi** (Andrea Aprea, Milan)

SALA EMERALD 2

IDENTITÀ DI PIZZA

(in partnership with Latteria Sorrentina)

- 11.00 **Diego Vitagliano** (Diego Vitagliano, Napoli)
 11.35 **Ciro Oliva** (Concettina ai Tre Santi, Napoli)
 12.10 **Francesco Capece** (Confine, Milano)
 12.45 **BREAK**
 14.45 **Luca Pezzetta** (Pizzeria Clementina, Fiumicino - Roma; Futura Pizzeria, Milano)
 15.20 **Antonio Pappalardo** (La Cascina dei Sapori, Rezzano - Brescia; Inedito, Brescia)
 15.55 **Raffaele Bonetta** (Raf Bonetta Pizzeria, Napoli)
 16.30 **Gianluca Colucci** and **Daide Guidara** (Therasia Resort, Vulcanello - Messina)

Program

identitagolose.it #identitamilano2026

MAIN PARTNER



GUEST NATION

GUEST REGION





7TH-9TH JUNE 2026
 IDENTITÀ MILANO
 ALLIANZ Mi.Co.
 VIALE SCARAMPO | Gate 7 | MILANO

MONDAY 8, JUNE

SPAZIO ARENA

SPECIALE OSPITALITÀ

- 11.00 *Deep roots, new perspectives: the new generation of Italian hôtellerie:* **Biagio Spagnuolo** (General Manager Sant'Angelo, Matera and Sant'Angelo, Ostuni, and CEO Bema Group), **Francesco Monti** (Coowner Hotel Mediterraneo, Sorrento), **Gianvito Mangano** (Owner Canne Bianche Lifestyle Hotel), **Giovanni Torre Avallone** (Maitre de Maison and Chief Experience Officer Grand Hotel Parker's Naples)
- 11.30 *"Wellness & Longevity: the winning cards of Hospitality - Longevity Ecosystems: territory, hospitality and wellness architecture"* in partnership with **BENESE: Anna Ramazzotti** (Owner Borgo La Chiaracia Resort & Spa - Umbria), **Graziella Arba** (General Manager Castel Monastero - Tuscany), **Gregor Wenter** (Manager & Owner Bad Schöergau - Alto Adige), **Tiziano Vudafieri** (Architect & Principal Vudafieri Saverino Partners)
- 12.00 *"Wellness & Longevity: the winning cards of Hospitality - Natural Longevity vs Clinic Longevity in the New Luxury of Wellness Hospitality"* in partnership with **BENESE: Longevità naturale contro longevità clinica nel nuovo lusso dell'Ospitalità in Benessere: Angela Stoppato** (CEO Terme Preistoriche Resort Spa) e **Guglielmo Giudice** (Executive Chef Terme Preistoriche Resort Spa,), **Nicola Angelo Fortunati** (Coordinatore scientifico Gruppo Terme&SPA), **Elisabetta Grassi** (Co-owner e Responsabile Medical Spa Grand Hotel Des Iles Borromées), **Massimo Dorino** (General Manager Fonteverde Lifestyle & Thermal Retreat)
- 12.30 **BREAK**
- 14.00 *New openings, new leaderships: the GMs talks about the new geography of luxury between Venice and Cortina:* **Bartolomeo Fusco** (General Manager Orient Express, Venezia), **Christian Zandonella** (General Manager Danieli, A Four Seasons Hotel, Venezia), **Claudio Ceccherelli** (Director of Operations Le Graal), **Étienne Petitpez** (General Manager Airelles, Palladio - Venice)
- 14.30 *The Hospitality as a narrative machine: designing spaces and e imagining storytelling:* **Chiara Caberlon** (Founder Studio Chiara Caberlon Architetti), **David Morini** (CEO Pelizzari Studio), **Lorenzo Antonelli** (Socio Partner Rizoma Architettura), **Igor Rebosio** (Co-Founder & Design Director De.Tales), **Stefano Cerutti** (Vice President Italy Family Hotels)
- 15.00 *Food and Wine Tourism: Strategies, Territories and Valorisation:* **Alessandra Montana** (Co-Founder Be.Come and Founder Allumeuse), **Alex Obermair** (General Manager NN Group), **Gabriele Gorelli** (Master of Wine e Founder Be.Come), **Mario Cardone** (Ceo and Co-founder Autentico Hospitality), **Luigi De Santis** (Founder & Managing Director TRUE Event)
- 15.30 *Fine dining and High-end Hospitality: building memorable experiences:* **Andrea Ribaldone** (Restaurant Entrepreneur), **Denis Lovatel** (Restaurant Entrepreneur), **Vito Spalluto** (Managing Director 7 Pines Resort Sardinia), **Paolo Rovelli** (Commercial Director Julius Meinl Italia S.p.A)
- 16.00 *"Fine dining as a driven force of the hospitality business"* in partnership with **Food & Wine Italia and Travel + Leisure Italia: Davide Bertilaccio** (CEO Villa d'Este), **Gennaro Esposito** (La Torre del Saracino, Vico Equense - Napoli), **Marco Amato** (F&B Manager Hotel Hassler, Rome), **Riccardo Vannetti** (CMO Gruppo Egnazia Ospitalità Italiana)
- 16.45 *"Wine Tourism"* in partnership with **Food & Wine Italia and Travel + Leisure Italia: Alessandra Boscaini** (Commercial Director Masi Vini), **Roberta Ceretto** (President and Communication Director Ceretto Aziende Vitivinicole), **Federica Fina** (Marketing & Communication Manager Cantine Fina and President Movimento Turismo del Vino Sicilia), **Roberto Protezione** (GM Castelfalfi)

PAVILLION HOSPITALITY

BAR EXPERIENCE

- 12.15 **Luigi Gallo** (Bar Manager Anantara Convento di Amalfi)
- 14.00 **Antonio Ferrara** (Bar Manager The Bar dell'Aman Venice), **Edoardo Sandri** (Assistant F&B Manager Atrium Bar del Four Seasons - Firenze), **Paola Mencarelli** (Italian Cocktail Weeks Founder & Creative Director)
- 15.15 **Guglielmo Miriello** (Director Mandarin Garden, Milan)
- 16.15 **Giulia Caffiero** (Restaurant Manager Geranium, Copenhagen - Denmark)
- 17.15 **Gregor Wenter** (General Manager & Owner Bad Schöergau, Sarentino - Bozen)

Program

#identitamilano2026
 identitagolose.it

MAIN PARTNER



GUEST NATION

GUEST REGION





7TH-9TH JUNE 2026
 IDENTITÀ MILANO
 ALLIANZ Mi.Co.
 VIALE SCARAMPO | Gate 7 | MILANO

TUESDAY, JUNE 9

MAIN STAGE

IDENTITÀ FUTURE: THE FREEDOM TO THINK

- 10.30 Welcome by **Paolo Marchi** and **Claudio Ceroni**
 10.45 *Relations*: **Massimiliano Alajmo** (Le Calandre, Sarmeola di Rubano - Padua)) and **Massimiliano Zampini** (Professor of Cognitive Science at CIMeC – University of Trento)
 11.15 Tribute to the **60th Anniversary of Da Vittorio**
 11.25 **Darren Teoh** (Dewakan, Kuala Lumpur - Malaysia)
 12.00 **Leonardo Di Carlo** (Pastry Concept®) and **Gianluca Colucci** (L'Arcipelago del Therasia Resort, Vulcanello - Messina)
 12.35 **Mitsuharu Tsumura** (Maido, Miraflores -Perù)
 13.10 **BREAK**
 15.00 **Charles Spence** (Experimental Psychologist and Professor at the University of Oxford) and **Federico Rotigni** (Sensorium, Milan)
 15.35 **Santiago Lastra** (KOL, Londra – UK)
 16.10 **Gennaro Esposito** (La Torre del Saracino, Vico Equense - Naples)
 16.45 *Da Identità Golose a Festa a Vico*

SALA EMERALD 1

IDENTITÀ UMBRIA (Guest Region 2026)

- 11.00 **Emanuele Mazzella** (Cedri – Borgo dei Conti, Perugia)
 11.35 **Andrea Impero** (Elementi Fine Dining, Perugia)
 12.10 **Serena Sebastiani** (Borgo Santa Cecilia, Gubbio - Perugia)
 12.45 **BREAK**
 14.15 **Giulio Gigli** (Une, Capodacqua - Perugia)
 14.50 **Vittorio Ottavi** (Ottavi Mare, Bevagna - Perugia)
 15.25 **Anna Rita Simoncini** (I Sette Consoli, Orvieto - Terni)
 16.00 **Ronald Bukri** (Coro, Orvieto - Terni)

SALA EMERALD 2

IDENTITÀ DI LIEVITATI (in partnership with Acqua Panna – S.Pellegrino)

- 11.00 **Ciccio Vitiello** (Cambia-Menti, Caserta)
 11.35 **Massimiliano Prete** (Sestogusto, Turin)
 12.10 **Manuel Maiorano** (La Fenice, Pistoia)
 12.45 **Roberto Davanzo** (Bob Alchimia A Spicchi, Montepaone-Catanzaro)
 13.20 **BREAK**

SALA EMERALD 2

IDENTITÀ DI BUFALA (in partnership with Sori)

- 14.15 **Gennaro Esposito** (La Torre del Saracino, Vico Equense - Naples)
 14.50 **Ciro Salvo** (50 Kalò, Naples)
 15.25 **Stefano Guizzetti** (Ciacco Lab, Milan)
 16.00 **Franco Pepe** (Pepe in grani, Caiazzo - Caserta)

Program

identitagolose.it #identitamilano2026

MAIN PARTNER



GUEST NATION



GUEST REGION





7TH-9TH JUNE 2026
 IDENTITÀ MILANO
 ALLIANZ Mi.Co.
 VIALE SCARAMPO | Gate 7 | MILANO

TUESDAY, JUNE 9

SPAZIO ARENA

FUORI MENU: LA CUCINA OLTRE LA SCUOLA

- 10.00 *Neuroscience, Brain and Restaurant Industry: the key to success* with **Vincenzo Russo** (Professor of Consumer Psychology and Neuromarketing at Iulm University) - in partnership with **IULM**
- 10.30 *The Invisible Ingredient: nourishing longevity through taste* with **Anna Zhang** (Chef and Masterchef Italia winner), **Davide Guidara** (I Tenerumi del Therasia Resort, Vulcanello - Messina), **Diego Narcisi** (Founder La Clarice), **Matteo Berti** (Academic Director Alma), **Matteo Pincella** (Nutritional Biologist and Area Manager International FC e FIGC) - in partnership with **ALMA**
- 11.00 *From service to relation: redefining the role of hospitality in contemporary dining* with **Artur Vaso** (Wine Educator & Sommelier Consulting), **Claudio Amadori** (Owner & Managing Director Resort Villa del Mare - Alto Rooftop, Cervia - Ravenna), **Davide Merlini** (Vice-president Noi di Sala), **Simone Dell'Isola** (Restaurant Service Instructor Accademia Intrecci) - in partnership with **AIS** and **INTRECCI**
- 11.30 *It's not a Child's Play. Giving Students a Voice for a Sustainable Relationship between Restaurant, School and Home* with **Aya Yamamoto** (CEO Gastronomia Yamamoto, Milan and Ambasciatore del gusto), **Fabio Compagnoni** (CEO & Founder Caffè Napoli), **Guido Mangiaracina** (Principal Immaginazione e Lavoro Milano School and Educational Activities Coordinator Fondazione Piazza dei Mestieri), **Pasquale Caliri** (Ambasciatore del gusto), **Abraham Nocum** (Student immaginazione e Lavoro) - in partnership with **IMMAGINAZIONE E LAVORO**
- 12.00 *The future of hospitality is accessible. "Unbarrier to move everyone", a project to break down barriers in social places* with **Arianna Talamona** (DE&I Specialist YAM112003), **Lorenzo Sirabella** (Dry Milano), **Martina Federici** (Communication Specialist Levoni) - in partnership with **UNBARRIER**
- 13.00 **BREAK**
- 14.00 *"Talent is enough, Future has to be built"* with **Federico Loreffice** (Founder Congusto Institute and Director Grande Cucina), **Roberto Di Pinto** (Sine By Di Pinto, Milano), **Marco Pedron** (Pastry Educational Coordinator Congusto Institute), **Vincenzo Tiri** (Tiri 1957, Acerenza - Potenza) - in partnership with **CONGUSTO INSTITUTE**
- 14.30 *The Generational Shift in the Italian Agri-Food Businesses* with **Claudio Stefani** (CEO & Owner Acetaia Giusti), **Cristina Cavalchini Guidobono** (Founder Riso Buono and President Coldiretti Piemonte) and **Marella Levoni** (Director of External Relations and Communication)
- 15.00 *Cuisine and Personal Branding* with **Desirée Nardone** (Director & Co-founder Food Genius Academy), **Cristiana Pagnotelli** (Marketing and Communication Manager Gruppo Plena Education - CAST Alimenti), **Adrea Giuseppucci** (Chef, consultant and creator), in partnership with **CAST e FOOD GENIUS ACADEMY**
- 15.30 *The New Opening Hours of Restaurants in Milan: a Social, Economic and Anthropological Issue* with **Cesare Battisti** (Ratanà, Milan), **Diego Rossi** e **Pietro Caroli** (Trippa, Milan)

PAVILLION HOSPITALITY

BAR EXPERIENCE

- 14.00 **Valerio Izzo** and **Anna Candela** (Shub, Sorrento - Napoli), **Penelope Vaglini** and **Chiara Degl'Innocenti** (Founder Coqtail), **Alfonso Califano** (Founder 50Spirito Italiano)
- 15.15 **Abi El Attaoui** (Bar Manager Ceresio 7, Milan), **Benjamin Fabio Cavagna** (Bar Manager 1930, Milan), **Carlo Carnevale** (Journalist), **Chiara Buzzi** (Co-Owner Rita and Rita's Tiki Room, Milan), **Edris Al Malat** (Bar Manager Dry Milano), **Giovanni Allario** (Bar Manager Moebius, Milan), **Lorenzo Sirabella** (Pizza Chef Dry Milano), **Luca Ardito** (Director of Bars presso The Carlton and Rocco Forte Hotel, Milan)

Program

#identitamilano2026
 identitagolose.it

MAIN PARTNER



GUEST NATION

GUEST REGION





THE FUORI CONGRESSO | IDENTITÀ MILANO 2026

SATURDAY 6, JUNE

From 19.00 **BAR EXPERIENCE CONNECTION**
Milano Hospitality Week | Recommended Cocktail Bar
CERESIO 7 – Via Ceresio,7
DRY MILANO – Via Solferino, 33
RITA COCKTAILS – Via Angelo Fumagalli,1
CAMPARINO IN GALLERIA – Piazza del Duomo, 21
MOEBIUS MILANO – Via Alfredo Cappellini, 25
THE CARLTON BAR – Via Senato, 5
BVLGARI HOTEL MILANO – Via Privata Fratelli Gabba, 7B
1930 COCKTAIL BAR – Via Edmondo De Amicis, 22
 Open Events.

SUNDAY 7, JUNE

From 19.30 **SIDEWALK KITCHENS**
Via Bonvesin della Riva, 3
Sidewalk Kitchens + NSS EDICOLA present Identità da Marciapiede
 DJ set and food with the **Next Gen Lab** food court partners
 Open Event.

20.00 **IDENTITÀ GOLOSE MILANO**
Via Romagnosi, 3
 La Cena delle Meraviglie with **Antonio Bachour** (World Best Pastry Chef 2018/2019/2022. Pastry Innovator 2024), **Moreno Cedroni** (La Madonnina del Pescatore, Senigallia - Ancona), **Luiz Felipe Souza** (Ewai, San Paolo - Brasile) e **Jacopo Ticchi** (Da Lucio, Rimini).
 Open event by Reservation.

From 20.30 **FRANGENTE**
Via Panfilo Castaldi, 4
 Frangente hosts **Giulia Caffiero** (Geranium, Copenhagen - Danimarca):
 A dinner exploring the boundaries between cuisine and mixology.
 Open event by reservation.

From 21.00 **DRY MILANO**
Via Solferino, 33
 Guest shift with **Luca Ardito** (The Carlton - Milano), **Federico Gallo** (Bar Artemisia - Firenze), **Mattia Capezzuoli** (Stravinskij Bar - Roma), **Nicola Loiacono** (Igiea Terrazza Bar - Palermo), **Federico Pavan** (The Donovan Bar, Londra). With the exceptional presence of **Salvatore Calabrese**.
 Open Event.

Special Events

#identitamilano2026

identitagolose.it

MAIN PARTNER



GUEST NATION



GUEST REGION





MONDAY 8, JUNE

From 19.00 **RUMORE**

Corso Venezia, 11

Guest shift con **Antonio Ferrara** (Aman Venice) e **Sossio Del Prete** (Rumore - Milano).

Open Event.

From 19.30 **SIDEWALK KITCHENS**

Via Bonvesin della Riva, 3

Sidewalk Kitchens + NSS EDICOLA present Identità da Marciapiede

DJ set and food with the **Next Gen Lab** food court partners

Open Event.

From 19.30 **IDENTITÀ GOLOSE MILANO**

Via Romagnosi, 3

Eccellenza Perù Dinner: **Francesca Ferreyros** (Entre Migas, Lima, Perù)

Open Event by Reservation.

TUESDAY 9, JUNE

From 19.30 **SIDEWALK KITCHENS**

Via Bonvesin della Riva, 3

Sidewalk Kitchens + NSS EDICOLA present Identità da Marciapiede

DJ set and food with the **Next Gen Lab** food court partners

Open Event.

From 19.30 **TERRAZZA MARTINI**

Piazza Armando Diaz, 7

Closing Party hosted by **Milano Hospitality Week** and **Identità Golose**

By Invitation Only.

20.00

IDENTITÀ GOLOSE MILANO

Via Romagnosi, 3

Identità Umbria Dinner with **Ronald Bukri** (Coro, Orvieto - Terni), **Giulio Gigli** (UNE, Foligno -

Perugia), **Andrea Impero** (Elementi Fine Dining, Brufa di Torgiano - Perugia), **Emanuele**

Mazzella (Ristorante Cedri, Monte Petriolo - Perugia), **Vittorio Ottavi** (Ottavi mare, Bevagna -

Perugia), **Serena Sebastiani** (Tenuta Borgo Santa Cecilia, Gubbio - Perugia), **Anna Rita Simoncini**

(I Sette Consoli, Orvieto - Terni).

By Invitation Only.

Special Events

identitagolose.it #identitamilano2026

MAIN PARTNER



GUEST NATION

GUEST REGION





THE AWARDS 2026

IDENTITÀ DI PIZZA - LATTERIA SORRENTINA

IDENTITÀ FUSION - LEA WINERY

SPERIMENTAZIONI IN CUCINA - GOELDLIN

ARTIGIANO DEL GUSTO - QUAGLIOTTI

IDENTITÀ NUOVE SFIDE - BERTO'S

VALORIZZAZIONE DEI FORMAGGI - CONSORZIO DEL
PARMIGIANO REGGIANO

PIATTO DELL'ANNO - PIAZZA

PREMIO VENT'ANNI - ACQUA PANNA E S.PELLEGRINO

TIPICITÀ ITALIANA IN CUCINA - LAVAZZA

IDENTITÀ DI TERRITORIO - GUIDO BERLUCCHI

RADICI NEL FUTURO - BARRY CALLEBAUT

IDENTITÀ DI SALA - FONDAZIONE COTARELLA

CREATIVITÀ IN CUCINA - MOLINO DALLAGIOVANNA

IDENTITÀ DI COTTURA - MORETTI FORNI

IDENTITÀ NO WASTE - CARAIBA

CUOCO DELL'ANNO - BELLAVISTA

ECCELLENZE LOMBARDE - IDENTITÀ GOLOSE

IDENTITÀ DI CARNE - IDENTITÀ GOLOSE

The awards are made with Ceramiche supplied by

CARAIBA

Program

#identitamilano2026

identitagolose.it

MAIN PARTNER



GUEST NATION

GUEST REGION





EXHIBITION AREA

A1	BERLUCCHI
A2	MOLINO DALLAGIOVANNA
A3	BERTO'S
A4	ACQUA PANNA - S.PELLEGRINO BIBITE SANPELLEGRINO
A5	FONDAZIONE COTARELLA
A6	CONSORZIO PARMIGIANO REGGIANO

B1	LOUNGE MAGENTA bureau 1895 by LAVAZZA
----	--

C1	PROMPERÙ
----	----------

D1	SORÌ
----	------

E1	LATTERIA SORRENTINA
E2	MONOGRANO FELICETTI
E3	CARAIBA - QUAGLIOTTI
E4	WINTERHALTER
E5	LEVONI
E6	REPORTER GOURMET
E7	MORETTI FORNI

H8	JET HR
H9	TERITORIA
H10	ITALIA SQUISITA
H11	HOSHIZAKI
H12	VALKO
H13	CILLARIO & MARAZZI SPIRITS
H14	VILLA MANODORI
H15	GAL
H16	CASEIFICIO GENNARI
H17	UNBARRIER
H18	THE KING FISH COMPANY - STAGIONELLO
H19	AMBASCIATORI DEL GUSTO
H20	KOPPERT CRESS
H21	PIAZZA
H22	P&B LINE
H23	CONSORZIO ACETO BALSAMICO DI REGGIO EMILIA DOP
I1	SAN PIETRO A PETTINE
I2	BIALETTI
I3	THE FIRST MAGAZINE
L1	LOUNGE RELATORI
L2	SALA DEGUSTAZIONI
L3	SALOTTO TOPIC Contadi Castaldi - Barry Callebaut Fratelli Galloni - Il Prosciutto

G1	LA CUCINA ITALIANA
G2	BELLA LODI
G3	SAMBONET - ROSENTHAL
G4	ANTICA CORTE PALLAVICINA
G5	IL GUSTO
G6	CIFA - ROYALE
G7	BAR TIERRA
G8	CHS GROUP
G9	SIRMAN
G10	PINSA ROMANA
G11	HIGH QUALITY FOOD
G12	OLITALIA
G13	GOELDLIN
G14	FEDRO

F1	DIVINE CREAZIONI
F2	TG COM 24
F3	THEMA LIBERO

H1	CONSORZIO PROSCIUTTO DI CARPEGNA
H2	BESSER VACUUM
H3	ARTMENÙ
H4	RISO BUONO
H5	ACETAIA GIUSTI
H6	C&T FOOD SERVICE - CONCEPT-PA
H7	ASSOCIAZIONE MAESTRO MARTINO

PAVILION HOSPITALITY

MA1	PIÙ SUD - SANT'ANGELO RESORT
MA2	AUTENTICO HOSPITALITY Hotel Mediterraneo Sorrento Lanthia Resort
MA3	BAD SCHÖRGAU
MA4	TRAVEL + LEISURE ITALIA - FOOD & WINE ITALIA
MB1	BORGO LA CHIARACIA RESORT
MB2	CANNE BIANCHE LIFESTYLE HOTEL
MB3	BORGOBRUFA SPA RESORT
MB4	7PINES RESORT SARDINIA
MB5	CASTEL MONASTERO
MB6	JULIUS MEINL

BAR EXPERIENCE

N1	Benetti Home - Frantoio Sant'Agata D'Oneglia - Legend Kombucha - Martini Nazionale - Studio 54 - Segis
N2	SPAZIO ARENA

Our partners

#identitamilano2026

identitagolose.it

MAIN PARTNER



GUEST NATION

GUEST REGION





Exhibition Area



MAIN PARTNER



GUEST NATION



GUEST REGION





Our Partners

MAIN PARTNER



BODIES & INSTITUTIONS



GUEST NATION



GUEST REGION



MEDIUM PARTNER



MEDIA PARTNER



TECHNICAL PARTNER



PARTNER



NEXT GEN LAB



PAVILION HOSPITALITY



MAIN PARTNER



GUEST NATION



GUEST REGION

