



MINISTERUL EDUCAȚIEI
NAȚIONALE



Primăria
Capitalei



DEPARTAMENTUL PENTRU
DEZVOLTARE DURABILĂ



MINISTERUL
MEDIULUI

Good for the taste, good for the health, good for the planet!

EDUCATION for healthy eating and eco-responsible attitudes with chefs from around the world committed to bringing about a new food ecosystem based on craftsmanship and diversity

Food is our first medicine, our heritage and our culture. It is essential to transmit the taste of ecologically sound cooking to our children, as we teach them to walk, read and count.

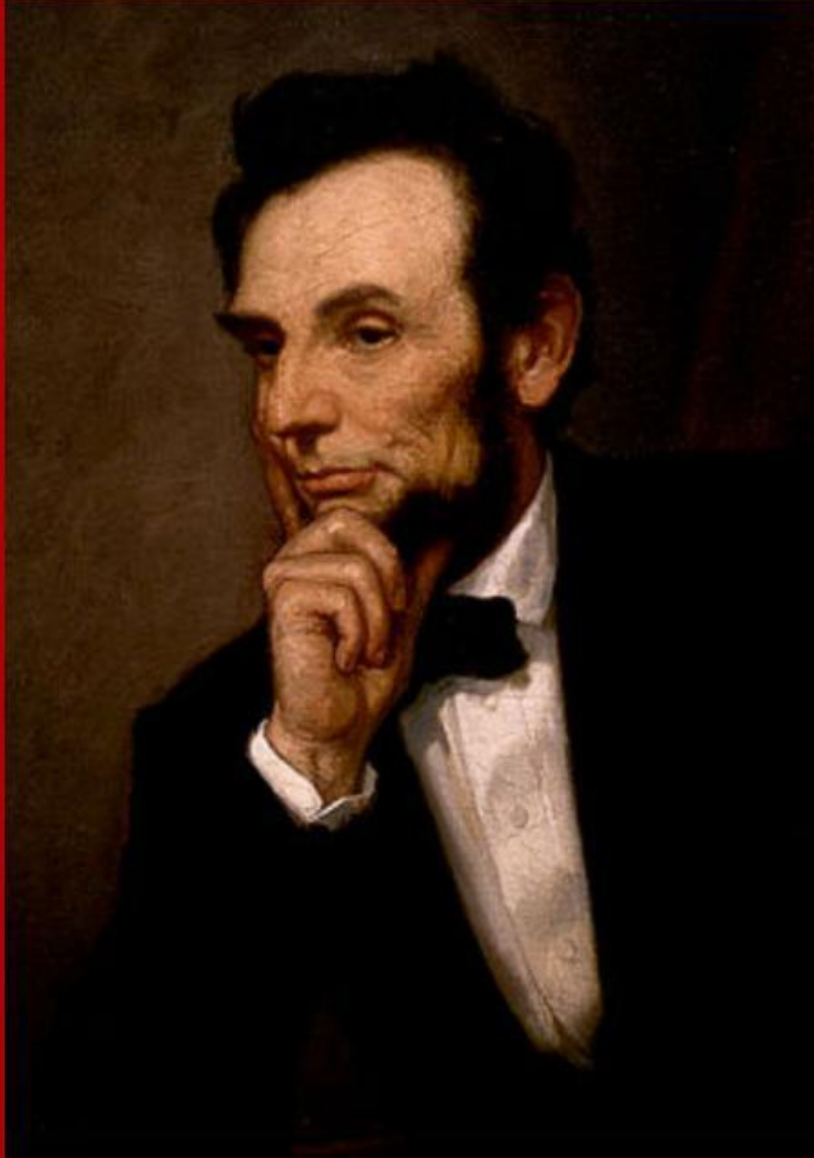
- Olivier Roellinger; Former 3-star chef, founder of Roellinger Spices and Maisons de Bricourt.

The power is in the plate! Cooking is the best way to know where the food comes from and how to control the cost of your meal.

The products are bad ! And the worst is that an inexpensive product, we pay three times: once at the cash, once at his doctor and once to the taxes, to save our forests, the land rotted by chemical fertilizers and the weather.

-Thierry Marx; committed cook-entrepreneur and starred chef at the Mandarin Oriental - Paris -

www.sarbatoarea-gustului.ro



**“If you find
education
expensive, try
ignorance.”**

Abraham Lincoln
(1809-1865)

The chef's hat was signed by best Chefs of the world

Symbol of the festival « Sărbătoarea Gustului/Taste Festival » and the transmission of values.

PEDAGOGICAL TOUR IN SCHOOLS



2014



In 2014 was signed by the most prestigious chefs (3 Michelin stars): Paul Bocuse, Alain Ducasse, Pierre Gagnaire, Alain Passard
[SEE LINK](#)



2015



IN 2015 was signed by chefs of royal houses and presidencies from all over the world, who are part of the clubul exclusivist
[SEE LINK](#)



2016



In 2016 was signed by Marc Veyrat (2 Michelin stars) Chef of the COP 21 world climate conference dinners in Paris with all the presidents of the states
[SEE LINK](#)



2017



In 2017 was signed by 2 Winners of the most prestigious global gastronomy competition Bocuse d'Or from January 2017 in Lyon - France
[SEE LINK](#)



2018 si 2019



In 2018, 2019 was signed by Alain Alexanian Chef 1 Michelin star Executive Chef at world Championship of gastronomy Bocuse d'Or.
[SEE LINK](#)



Bun pentru Planetă !



Bon pour le Goût

SALON DE GASTRONOMIE

MANIFESTARE ORGANIZATĂ DE CORDUL SEZONULUI ROMÂNIA-FRANȚA 2019

MENTORUL PENTRU
ARE DURABILĂ



HISTORY FESTIVAL SARBATOAREA GUSTULUI

2014

The chef's hat has been signed by chefs with 3 Michelin stars Taste Classes with Educational Brochures 10,000 students. School Visits with cooks.

Chefs on Campus at ASE, Culinary demonstrations, Gastronomy Fair, Sandwich contest with Viilor

Partners gala dinner

Audience reached: 50,000

2015

The chef's hat has been signed by the heads of presidencies and royal houses around the world thanks to the C.C.C.

Taste Class with Educational Brochures 19,000 students Visits to chef schools with Master Chef, ASE Campus Culinary Demonstrations, Gastronomy fair, competition

Partners gala dinner

Television reports and news in the press

Audience reached: 90.000

2016

The toque was signed by Chef Marc Veyrat,

Taste Classes with Educational Brochures 30,000 students,

School visits with chefs, ASE Campus Culinary Demonstrations,

Gastronomy fair, culinary competitions and demonstrations, Master Class courses

Partners gala dinner,

TV reports and news

Audience reached: 150.000

2017

Chef's hat was signed by the Chefs who won the BOCUSE d'OR world gastronomy competition,

Taste Classes with Educational Brochures 38,000 students.

School visits with chefs on Campus,

Gastronomy fair, competitions and.

Master Class with the City Hall of the Capita

Partners gala dinner, Television reports and news in the press

Audience reached: 180.000

2018

The chef's hat was signed by the 1 Michelin star chef and promoter of "seasonal and local eats" Alain Alexanian.

Taste Lessons with Educational Brochures 44,000 students,

School visits with cooks on campus.

Gastronomy Fair, culinary competitions and demonstrations, Master Class courses

TV reports and news in the press.

Sandwich contest with 5 schools,

Audience reached: 220.000

2019

The chef's hat was signed by the French chef, promoter of better sustainable eating, Alain Alexanian,

Taste Classes with Educational Brochures 60,000 students.

Gastronomy Fair of the France-Romania Season and Cordon Bleu London,

Anti-food waste conference with the Department for Sustainable Development (Gov. RO)

Partners gala dinner, Television reports and news in the press: Journal Pro TV,

Audience reached: 255.000



Eco-Responsibility Conference

November 26th 2019

Place ?

Crown Plaza Bucharest

What ?

Conference:

"Anti-food waste, a priority for the planet"

Who ?

Alain Alexanian under the patronage of the Department of Sustainable Development. With the Minister of Agriculture and the Secretary for Sustainable Development of the Government.



**Autograph Session with
Chef Alain Alexanian**





FIGHT AGAINST FOOD WASTE - EDUCATION

Good for the taste, good for the health, good for the planet!

November 27th 2019

Special introductory taste classes

Where: Francophone Central School in Bucharest, Lycée Français and Jean Monnet.

Who : Alain Alexanian

60,000 students (Grade 6) receive the educational brochure that contains both exercises for students and topics for parents. 21,000 teachers. More than 255,000 adults (parents and other family members).

7 themes to do with your parents at home :
The topics are those that guide them to a healthy and diverse diet, responsible cooking that has a positive impact on the environment and also awaken the interest to better know their products and their origins.



SUSTAINABLE PARTNERSHIP

Healthy eating and eco-responsible attitudes



Educational festival realized in partnership and with support



Your logo here

Your logo here

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Your logo here



When the child participates in the preparation of the meal, he wants to taste it.



The idea is that the child wants to eat to the rest of the family, or at least he participates.



GHID CU EXERCIȚII ȘI SUBIECTE
PENTRU
O ALIMENTAȚIE SĂNĂTOASĂ ȘI O ATITUDINE ECO-RESPONSABILĂ



EDITING THE BOOK

Educational vocation



- A digest of information and recipes from both educational and cultural books with:
- - Tips for a healthy lifestyle and simple and good cooking
- Traditional recipes from all over Romania
- Nutritional memos
- Every school in Romania will receive a copy!
- This book will be necessary for all teachers in order to structure their school program concerning food,
- "Technology courses": healthy food, healthy cooking, origin of products, food groups, cooking methods, etc.
- It is important to eat local, seasonal and keep the culinary traditions, not to forget them. These culinary traditions, which are part of the cultural heritage of the Romanian people, and a people without history has no future.

Good for the taste, good for the health, good for the planet!



Media Platform & Social Networks - Partnership Visibility

[Web : Sarbatoarea-Gustului.ro](http://Sarbatoarea-Gustului.ro)

- Logo and values of the partner on the first page with link on its website during the partnership period. Association and image rights with invited VIP Chefs.

<https://sarbatoarea-gustului.ro/la-lettre-n-26-juillet-2023-cioran-dans-la-cuisine-de-lucullus/>



SarbatoareaGustului

Weekly: 1 partner news sharing on the page SarbatoareaGustului

Linked in SarbatoareaGustului

Monthly: 1 monthly article share from the partner page on the Sarbatoarea Gustului page.



Sarbatoarea Gustului 2020 /2030

With “ Taste Festival 2023/2024 ”, we encourage the construction and development of the foundations of education by raising awareness among teaching staff to provide them with tools and a pedagogical approach through "Taste Classes" in distributing the book "The Art of Good Eating, BIO- Organic"» edition II (2023/2024).

An Educational Brochure, which is a workbook for a healthy and diversified diet and the acquisition of a culture and attitudes sustainable by learning eco-responsible – Farm to fork.

The entire food and living chain, from production to recycling, including processing and various forms of transport, generates 34% of global GHG emissions.

- 80% of daily household packaging is of food origin, particularly in rich countries, of which more than 60% is plastic.



A certified, clear and independent food education is a massive pedagogical weapon for: History, geography, life sciences, Francophonie, culture, tourism, food trades and catering trades serving hospitality and tourism.

Give every citizen the chance to understand that the way we feed ourselves has a major impact on biodiversity and the climate.

After the COVID crisis, the real value of food lies in restoring a "food culture by the way you eat" (knowing the products and the people who produce them), acquiring practical skills (knowing how to cultivate vegetables, cooking) (to learn more about food safety and traceability, rediscovering at the same time the sensory pleasures that the act of eating offers us.

Program for setting up the actions of the 2023/2024 festival !



October 16th ; Official launch at the central school

- Press conference
- First Class lesson. With Chef Alain Alexanian, ministry officials, representatives of patrons, the press.



November 2023

- Classes tour in 30 schools in Bucharest
- « Tablee des chefs » – Dinner with 250 VIP guest



Marc Veyrat



February – May 2024

- Classes of Taste Tour in the main cities of the country (17 Cities). Pantelimon – Ilfov, Timisoara, Satu Mare, Baia Mare, Cluj-Napoca, Oradea, Targu Mures, Deva, Sibiu, Brasov, Constanta, Suceava, Bacau, Iasi, Galati, Pitesti, Curtea de Arges, Craiova.





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MINISTERUL AGRICULTURII
SI DEZVOLTARII RURALE



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www.sarbatoarea-gustului.ro

**Sarbatoarea
Gustului Romania**
raises awareness of
the circular
economy



Daniel DOBRE

President of the Association Sarbatoarea Gustului

Phone: +40749 151 846

E-mail: danieldobre@sarbatoarea-gustului.ro

On the professional side, the young people currently in training will be major players in this change, so they must be trained as well as possible. When young people revolt to save the planet, they are in search of meaning, in this paradoxical context, cooking has never been highlighted so much by the media and shows social and environmental awareness.

