



Slow Food® UK

Press Release

Wednesday, 5 May 2010

SLOW FOOD UK

In the fast, modern junk food environment, Slow Food is the voice of calm, reason and quality. Slow Food is dedicated to promoting the greater enjoyment of food through a better understanding of its taste, quality and production. They do this through initiatives, projects, raising awareness and tackling food issues through their grassroots volunteer network.

Carlo Petrini, who has led the movement to great international visibility, founded Slow Food in Italy in 1989. The organisation now has over 100,000 members in 150 countries worldwide. In the UK there are over 50 regional groups who hold food events, share knowledge about local producers and enhance their communities' understanding and enjoyment of food.

Now based out of a heritage building, in Neal's Yard, central London, this year Slow Food UK is initiating several nation-wide projects such as the Children's Taste Adventure, Slow Food Baby and is currently launching Slow Food on Campus.

Catherine Gazzoli, CEO of Slow Food UK says *'We now have in place a Slow Food office with full time staff dedicated to promoting Slow Food values in the UK and initiating our projects ready for the local groups to pick up and run with. These groups are dedicated to offering interactive events for their local community reaching more children and families to re-connect them with good, clean and fair food and the story behind it.'*

--ENDS--

- Annual membership subscription is £35 for individual members, £45 for family membership and £20 for youth membership
- www.slowfood.org.uk

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