

FOR IMMEDIATE RELEASE

Rosen College Partners for Good, Clean and Fair Food

ORLANDO, July 20, 2009 — Fast food is something that we're all familiar with, but what about *Slow Food*? It's part of an emerging global movement that began in Italy more than 20 years ago and focuses on education, transforming food policy, production practices and market forces to ensure equity, sustainability and pleasure in the food we eat.

Gerald Kock, doctoral candidate and instructor at the University of Central Florida's Rosen College of Hospitality Management, and director of research for Slow Food Orlando recognized this ideal addition to the curriculum of his summer Quantity Food Production course. He partnered with Jaime Niemann, co-founder and vice president of special events for the Slow Food Orlando Convivium and marketing director of Harmoni Market, and corporate chef David Nuss to connect students with real-world applications of the Slow Food movement.

The project introduces students to the concept of authenticity by choosing foods that are wholesome, fresh and green, using Florida farmers and artisan food producers. The course culminates next month with student-designed menus that incorporate a Mediterranean-style dish using local foods.

"Local cuisine can be considered as a attraction for tourists," Kock said. "Destinations are pursuing this emerging trend of promoting authentic cuisine as a differentiation strategy in order to remain competitive."

He further explains that the class project "will support local farmers and benefit students by introducing them to what our region can produce and to the environmental benefits of buying locally grown foods. In a nutshell, the project promotes the philosophy of Slow Food International."

Harmoni Market and Slow Food Orlando are providing industry connections and best practices to facilitate the class's research. In August, students will present the final product to a panel of judges from Harmoni Market, including its corporate chef and owner, Slow Food Orlando Founders and other foodies.

"The reason we decided to partner with the Rosen College of Hospitality Management," Niemann says, "is to educate a large group of passionate, motivated and educated food service individuals who are ready to take on the challenge of sourcing local ingredients to produce a delicious, wholesome and nutritional menu."

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About Slow Food International: The Italian association was founded by Carlo Petrini in Italy in 1986. The International organization now has over 80,000 members on five continents. There is a large Slow Food USA membership, with 12,000 people sharing in the movement countrywide.

Slow Food is indeed a movement that is worldwide. It is a non-profit organization that envisions the world in which all people can eat food that is good for them, good for the people who grow it and good for the planet. In essence, food that is **Good, Clean** and **Fair!**

Further, Slow Food seeks to create dramatic and lasting change in the food system, reconnecting America with the people, traditions, plants, animals, fertile soils and waters that produce our food. Slow Food works to inspire a transformation in food policy, production practices and market forces so that they ensure equity, sustainability and pleasure in the food we eat.

Rebecca Reis-Miller, John Gabrovic, Jaime Niemann, Julie Norris, Chris Blanc and Chris Miliotes are the six founding members of the Slow Food Orlando Convivium.

About Harmoni Market: Harmoni Market is the tasty fusion of urban life and Mediterranean style, a veritable playground for food and wine lovers! Harmoni Market was inspired by the simple, wholesome cuisines of the Mediterranean and the realities of our time-starved society, where few of us have the time or desire to cook anymore. So, we combined a Market, Bistro and Wine Bar all under one roof.

Our passion for freshness and flavor motivates us to "Go Local" with as many ingredients as possible. From Olde Hearth artisan bread baked every day in Altamonte Springs to Z-Coffee roasted daily in Apopka. You'll taste why our food is better - because it's fresher and hand-made by the wonderful artisans in Central Florida. Harmoni Market embodies the philosophy of the Slow Food movement beginning at the table...we believe that the dining table is a place to slow down and come together with your friends and family over a delicious, local, and wholesome meal.

About the UCF Rosen College of Hospitality Management: Located in the heart of the tourism and hospitality industry, Orlando, the Rosen College of Hospitality Management is dedicated to the values of professionalism, leadership and service. The mission of the Rosen College of Hospitality Management is to develop future generations of global hospitality and tourism leaders representing all industry segments in the hospitality capital of the world, through innovative academic programs, cutting edge research and strong industry and community partnerships.