

DELICE NETWORK MEETING TUCSON, USA / MAY 1-3

Optional Program April 30 & May 4

SUPERSTAR FOOD: MAKING THE BEST OF YOUR LOCAL PRODUCTS & DISHES

Would you travel to Montreal without trying the Poutine?
Would you go to Barcelona and not experience a tapas night?
Would you admit going to Kobe without a taste of the Beef?
Would you not want to stop for a Dim Sum in Guangzhou?

Around the world, most destinations are known for the “must-sees” and “must-tastes” that reflect their culture or define their sense of place. A superstar food might get its title from history, from a local legend, from a celebrity, or for reasons long forgotten. In all cases, its fame on the international scene can only spark development of interesting marketing initiatives.

In the heart of the Sonoran Desert, Tucson has understood the opportunities linked to production of the ancient agave plant for the distillation of tequila, mezcal and other agave-based liquors. By organizing a dedicated festival around this versatile plant, the city has embraced its superstar, opening to a series of new opportunities for economic development all along the value-chain.

During the Délice Network’s 2019 gathering, member cities will be looking at their own superstar food and considering how it could be used as a strong marketing tool.

THE AGAVE HERITAGE FESTIVAL

Agave Heritage Festival is a city-wide, ten-day event that spotlights the sustainability of the southwest region through the lens of the agave plant. The event explores and celebrates the cultural, commercial, and culinary significance of the agave across borders with seminars, trade shows, and world-class culinary events. **An occasion to see the great potential of a product-based event.** www.agaveheritagefestival.com



THE FIRST MIXOLOGIST PAIRING OF DELICE

After chefs, time to pair mixologists in Tucson!

Member cities are invited to bring along their best cocktail expert. A special program will be set-up to discover all about the agave-based liquors, from the plantations to the distillation as well as the tasting of unique brands. Guest mixologists will be paired with a traditional small-scale mezcal producer and with a local mixologist to share techniques and propose to visitors a unique international "MEZCrawl" on May 2.

