Canarian food with quality labels in FITUR

The Canary Islands government began to organize tastings thirty Potato Old, Ronmiel, Miel de Tenerife, Canary banana, canary Gofio and Cheese and Wine PDO Archipelago, at the International Tourism Fair (FITUR), which records this year a new record participation with 9,500 exhibiting companies from 165 countries and regions and 60,000 square meters of exhibition space. Growth in the number of visitors exceeding 222,551 attendees of the previous edition is also estimated.

FITUR has begun today, leading to the sending and receiving markets in Latin America in which the Government of the Canary Islands participate in order to consolidate the recovery of the domestic market encounter. To this end the government has prepared a pavilion of 1,500 square meters which will be promoted canaries products with seals of the archipelago as a tourist attraction.

In this 36th edition, held in Madrid until Sunday January 24, the Ministry of Agriculture, Livestock, Fisheries and Water in collaboration with the Ministry of Tourism, Culture and Sports, will hold thirty tastings of Canary Islands production quality differentiated and representative of the seven islands, namely Old Papas, Canarian Ronmiel, Miel de Tenerife, Canary banana, canary Gofio and Archipelago Cheese and Wine Designation of Origin (PDO).
This fair provides an ideal space to show the domestic market, the third largest in the Canary Islands after the British and German tourist excellence of the Islands and Canary Productions field as an attractive highlight of this offer.

Two technicians from the Canary Islands Institute of Food Quality (ICCA) offer attendees a seven daily tastings of one hour approximately, in which details on its development and characteristics linked to its aroma, texture and flavor will be presented, which result the exceptional climatic conditions of the Islands, their geography and in many cases making processes in which traditional techniques are preserved.

These tastings will take place at the stand of the archipelago, to whose design has been chosen to continue the creative line that was awarded in the last World Travel Market in London. The pavilion, in which each island will have its exclusive space will be equipped with a spectacular mega-screen LED curved shapes that hang from the ceiling. With over 100 m2, this facility allows the projection of large format audiovisual and is the highlight of a high-impact project which also has 15 screens and other photographs element 400 m2.

In addition to this meeting, the Ministry of Agriculture has attended since the beginning of term appointments to other international tourism as the World Travel Market (WTM) held in London in November, in order to publicize the agri-food productions Canary .

Source: Government of Canarias