



The 2nd European Festival of Taste

Lublin, 10 – 12 September 2010

Dear Sir/Madam,

We have a pleasure to inform you that the Frontier Academy of Taste Association and Promotion Office PROMEDIA are to implement a project within the 2nd European Festival of Taste, which will take place in Lublin on 10-12 September 2010.

The three-day Festival in the heart of the Lublin Old Town will be an artistic event aimed at presenting and popularising regional delicacies produced solely on the basis of best and unique recipes, as well as at promoting top-quality grocery products. It will serve as an exceptional opportunity to present nutritious dishes from a variety of countries, produced using original traditional recipes. The Festival of Taste will also be rich in cultural and artistic events associated with what is called "the good taste".

The Festival is to be located in one of the most prestigious and attractive places in the region, which is the Old Town Market in Lublin. The official "face" of the event will be Robert Makłowicz. Festival attractions will be like always carefully chosen artistic events: concerts and exhibitions.

Several dozen stalls will be spread over a wide space around the Crown Tribunal, where for three Festival days you will be given the possibility to try various tastes, to discover the secrets of producing the dishes, and to purchase natural grocery products.

Part of the exhibition will be specially designed for foreign exhibitors, in order to enable them to show their national culinary heritage, both in the form of dishes as well as traditional grocery products. The third day of the Festival, devoted to foreign cuisine, will feature presentation and promotion of dishes from Europe and other regions of the world. We invite you to present your offer during the European Festival of Taste and enable a presentation on the stage of your folklore and elements of national culture. Further information can be found in the documents attached.

The event will be widely promoted and reported in the media. Its patrons will include the national media, such as „Rzeczpospolita”, „Grupa Media Regionalne” (*the Regional Media Group*), as well as the most important media in the region, i.e. „Telewizja Lublin”, „Dziennik Wschodni”, and „Radio Lublin”.

Due to the presence of Robert Makłowicz and the significance attached to the Festival, we expect a huge interest from the inhabitants of the Lubelskie Voivodeship, as well as from the media and guests coming from the whole Poland. Previous edition of the European Festival of Taste, live watched nearly a hundred thousand people, and many more from the media reports in the press, radio and television.

In order to discuss the details of cooperation, please contact the Promotion Office PROMEDIA, tel. 605-848-848, e-mail: smaki@biuropromocji.com.

Kind regards,

Janusz Dwornicki

Organisational Director