



TASTINGS,
CLASSES &
COOKING LABS

Florence
EAT, SHOP, LEARN

A BUSINESS MODEL BASED ON “EAT, SHOP, AND LEARN”

This lecture educates listeners on the Eataly Business model, which includes history and general information about our unique store, the company structure, and marketing strategies — both national and international. This class can also offer a specific additional focus on:

- **Marketing and Communication Strategies**
- **Slow Food Movement**

You also have the option of adding on a store tour where we will explain the importance of our ingredients and producers with special stops along the way.

“The more you know, the more you enjoy”

BUSINESS MODEL: 1 HOUR | 10€ PER PERSON

BUSINESS MODEL + STORE TOUR | 12€ PER PERSON

HISTORY AND CULTURE OF ITALIAN FOOD

History has greatly shaped how Italians eat food throughout the 20 regions. Learn about Italy's culinary history from ancient civilizations to today's modern cuisine and differences in dishes across the Italian boot.

15 € PER PERSON

E A T A L Y

EATALIAN GUIDED TASTINGS

Discover different flavors of Eatalian delicacies:
extra-virgin olive oil, infamous cheeses like Pecorino and
Parmigiano-Reggiano, cured meats, important wines, and more.

ALL TASTINGS LISTED LAST 1 HOUR

WINE-NOT? WINE CULTURE AND TASTING

Learn about red, white, orange, rosé, and sparkling winemaking
production with fun and interesting facts on grape varieties
and different Italian wine producing regions.

20 € PER PERSON

WINE AND CHEESE THE PERFECT PAIRING

Learn about some of Italy's most famous products: wine and cheese.
We will teach you the secrets of how to pair the
two together for flavors that will impress!

15 € PER PERSON

EXTRA-VIRGIN OLIVE OIL CULTURE AND TASTING

Extra-virgin olive oil, like wine, has many interesting stories
to tell and plays an important role in Italian cuisine.
Join us to learn everything that is EVOO!

15 € PER PERSON

CURED MEAT CULTURE AND TASTING

Prosciutto, Salame, & more! Discover the Italian
world of cured meat. Find out about animal breeds, livestock,
curing processes, and some amazing tastes!

15 € PER PERSON

NOT ONLY PARMIGIANO! CHEESE CULTURE AND TASTING

Discover different flavors of Eatalian delicacies:
extra-virgin olive oil, infamous cheeses like Pecorino and
Parmigiano-Reggiano, cured meats, important wines, and more.

15 € PER PERSON
20€ PER PERSON CHEESE AND CURED MEATS

BLONDE, RED, AMBER, DARK BEER CULTURE AND TASTING

Despite being one of the most ancient beverages, beer has recently grown
in popularity around the world. Discover the unique Italian beer
production and taste beers like a pro!

20 € PER PERSON

HEAVEN'S FOOD CHOCOLATE CULTURE AND TASTING

Chocolate, an ingredient so good it was once used as currency!
Although having South American origins, Italy's take on the sweet treat is like no other.
Enter in our chocolate world!

15 € PER PERSON

SLOW FOOD: THE MOVEMENT SLOW FOOD PRESIDIO TASTING

Slow Food is a global organization dedicated to preventing the disappearance
of local food cultures and traditions, counteracting the fast life,
and educating people in the origin of their food. The Presidium promotes
products at risk of extinction, which protects biodiversity, ecosystems,
and traditional production methods. Learn how to live a slow life!

20 € PER PERSON

COOKING LAB PIZZA MAKING

Come make one of Italy's most iconic dishes, pizza! With our expert pizzaiolo,
you will learn about key ingredients in pizza making, how to form a perfect circle,
and slide in your pizza in our wood burning oven with the pizza pala.

30 MINUTES | 15€ PER PERSON
30 MINUTES + DRINK AND APRON | 20€ PER PERSON

E A T A L Y