



THE MANIFESTO

MARKT
DES
GUTEN
GESCHMACKS

Bewusst genießen!

Markt des Guten Geschmacks - Market of Good Taste - is a platform for food that emphasises provenance, quality and ethos. It is aimed at regional, artisanal and sustainably-minded producers, as well as anyone who views food not as a mass-produced commodity, but as a cultural asset.

We are convinced that **good taste begins with responsibility.**

Responsibility towards the raw materials used, the people throughout the value chain, the environment – and towards future generations.

Our trade fair raises the profile of artisanal products, transparent production methods and businesses that practise sustainability rather than just talking about it. It fosters direct exchange between producers and consumers and makes it clear how food is produced.

For us, enjoyment, knowledge and awareness go hand in hand.

That is why we see the trade fair not only as a marketplace, but also as a place for encounters, inspiration and food education. We strengthen regional value creation, preserve culinary diversity and provide space for innovation in harmony with people and nature.

This trade fair stands for a sustainable food culture – enjoyable, fair and responsible.

OUR CORE VALUES AND FOCUS - SHORT & CLEAR

HEALTHY

- Authentic flavour
- natural ingredients
- Mindful enjoyment

REGIONAL

- Artisan quality
- Transparent and traceable origins
- significant regional value creation

SUSTAINABLE

- resource-efficient production methods
- Respectful treatment of people, animals and nature
- Responsibility towards future generations



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WE BELIEVE IN FOOD WITH A TRACEABLE ORIGIN.

Products tell stories of people, regions and traditions.

>> We believe in craftsmanship.

Genuine quality comes from skill, experience and passion.

>> We believe in transparency.

Consumers have the right to understand how food is produced.

>> We believe in responsibility.

Towards nature, resources, animals and future generations.

>> We believe in enjoyment.

Because good food brings people together, inspires and enhances the quality of life.

THE EXHIBITOR PROFILE

Companies will be accepted if they embody at least three of the following key areas:

- artisanal production
- regional production
- exceptional product quality
- commitment to sustainability
- innovative food concepts
- traditional production methods
- Transparent supply chains

New name. Familiar values. The same passion for food with traceability, quality and ethos.

We are shaping a food culture that brings together enjoyment, quality, regionality, sustainability and innovation.

The new market for good taste is becoming a platform for people who love good food and want to understand what the future of enjoyment looks like.

It stands for a sustainable food culture – enjoyable, fair, transparent and responsible.