

# Purdue University

## The Business of Food in Italy

### Program Calendar Spring 2024

<b>Sunday, March 10<sup>th</sup></b>	
<b>8:30-5:00pm</b>	<b>Arrival to Florence &amp; Check-In to Hotel</b> <i>Students will arrive independently and check in at the hotel directly.</i> Venue: Hotel San Giorgio - Via Sant'Antonino, 3
<b>5:00pm - 7:30pm</b>	<b>Orientation and Walking Tour</b> <i>We will have a short orientation at the hotel and then a guide will take you around the Florence city-center and show you local facilities and introduce you to the history of the Renaissance city par excellence.</i> Meeting Point: Hotel San Giorgio - Via Sant'Antonino, 3
<b>7:30pm</b>	<b>Welcome Pizza Dinner</b> Venue: Ristorante Accademia - Piazza San Marco, 7r
<b>Monday, March 11<sup>th</sup></b>	
<b>7:30-8:30am</b>	<b>Breakfast at the hotel</b>
<b>9:00-11:00am</b>	<b>Guided tour of the Florence Market (with tastings)</b> <i>You will be guided through the historic Sant'Ambrogio market, where you will learn about the local produce and culinary products and begin to understand Italy's love of traditional food markets and the history behind them. Of course, there will also be time to taste these local delicacies and fresh foods straight from the market stalls.</i> Meeting point: In front of the Sant'Ambrogio Church – Piazza Sant'Ambrogio
<b>12:00pm - 4:00pm</b>	<b>Poggio Alloro Agriturismo Excursion with Lunch and Tastings</b> <i>The farm is a family business, in which parents and children work every day, side by side. On twenty four hectares they grow grapes varieties including Vernaccia di San Gimignano (a local grape that grows only in this town). On another fifty hectares they raise grains such as barley, oats, corn, sunflowers, durum, wheat, and farro to produce the delicious durum, semolina and farro pasta.</i> Meeting Point for Departure: Piazza dell'Unità Italiana
<b>Tuesday, March 12<sup>th</sup></b>	
<b>7:30-8:30am</b>	<b>Breakfast at the hotel</b>
<b>9:00 - 10:30am</b>	<b>Introduction to The Business of Food in Italy Seminar with Prof. Clive Woollard</b> Venue: Sant'Egidio Study Center, Via Sant'Egidio, 14
<b>10:30-11:30am</b>	<b>The Cultural and Sociological Implications on Italian Food Business Guest Lecture Marketing Department UniCoop FI</b> Venue: Via Santa Reparata 43
<b>11:45-1:15pm</b>	<b>Company visit to Shake Café with Prof. Clive Woollard</b> <i>Shake Café visit and guest lecture with owner Fanny Isakkson.</i> Venue: Shake Café, Via Cavour 67/69 red numbers
<b>2:00 - 3:30pm</b>	<b>The Cultural and Sociological implications on Italian Food Business &amp; Review</b> Venue: Sant'Egidio Study Center, Via Sant'Egidio, 14

<b><u>Wednesday, March 13<sup>th</sup></u></b>	
<b>All Day</b>	<b>Excursion to Parma and Modena</b> <i>You will be emailed an excursion packet for further information and details.</i>
<b><u>Thursday, March 14<sup>th</sup></u></b>	
<b>7:30-8:30am</b>	<b>Breakfast at the hotel</b>
<b>9:00-10:30pm</b>	<b>Sustainability, Circular Economics and Italian Food Systems</b> Venue: Sant'Egidio Study Center, Via Sant'Egidio, 14
<b>10:45am - 12:15pm</b>	<b>Funghi Espresso Circular Farm &amp; Essenziale Guest Lecture</b> Venue: Sant'Egidio Study Center, Via Sant'Egidio, 14
<b>1:00 - 3:00pm</b>	<b>0 KM Lunch at Essenziale</b> Venue: P.za di Cestello, 3R, 50124 Firenze FI
<b>7:00pm</b>	<b>Cooking Class &amp; Dinner</b> Venue: Chefactory - Via Camillo Cavour, 178/180/182 Rosso
<b><u>Friday, March 15<sup>th</sup></u></b>	
<b>7:30 - 8:30am</b>	<b>Breakfast at the hotel</b>
<b>9:00-10:30am</b>	<b>Exam Proctored by Accent</b> Venue: Sant'Egidio Study Center, Via Sant'Egidio, 14
<b>12:00pm</b>	<b>Farewell Lunch</b> Venue: La Corte dei Pazzi - Borgo degli Albizi, 54r
	<b>Free afternoon</b> <i>Please see Accent's Free Time Recommendations for how to spend your free time in Florence!</i>
<b><u>Saturday, March 16<sup>th</sup></u></b>	<b>Program End &amp; Departure</b> <i>Please check out of hotel room by 10:00 am. Buon viaggio!</i>