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## Fall Food Festivals Around the World, Exhibit Brochure

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## International White Truffle Festival

Alba, Italy: October 9 - November 14

<http://www.fieradeltartufo.org/en/>

Hunt for and then savor the taste of white truffles of Alba, which are fruiting bodies of fungi. Once considered an aphrodisiac by the ancients, truffles are now highly prized by culinary aficionados around the world. Their popularity is celebrated with regional dishes, medieval games and, of course, a large truffle market.

## Kona Coffee Cultural Festival

Kona, HI: November 5 - November 14

<http://www.konacoffeefest.com/history.html>

Caffeinate on Kona coffee during Hawaii's oldest food festival. Now celebrating 40 years of Kona Coffee Heritage, Kona farmers share their bounty and traditions with festival attendees. Stay for the parade, pageant, and Colorful Bon dance.



## La Tomatina

Bunol, Spain: August 25

<http://www.latomatina.org/>

Participate in the world's largest food fight, featuring almost 140 tons of tomatoes. Although the fight's origins are uncertain, a popular explanation is that displeased citizens launched tomatoes at city councilmen during the town's festivities. Goggles recommended.

## Mooncake Festival

China & Vietnam: September 22

Indulge in a mooncake, which is filled with salted duck egg yolk, lotus seed paste, nuts, seeds, or sweeteners. The origins of the festival date back to the Great Han emperor, Wudi, who declared a night of "lunar contemplation" during the eighth lunar month when the moon was at its most glorious. Current day festivities include telling stories, moon gazing, and savoring pastries such as the mooncakes.



## About the Library

The Universal Orlando Foundation Library at UCF's Rosen College of Hospitality Management is devoted to the study of the hospitality and tourism industries.

The Library is located at 9907 Universal Blvd., near International Drive and the heart of central Florida's tourism area. For more information, visit the Universal Orlando Foundation Library's homepage at <http://library.ucf.edu/rosen> or call 407-903-8100.



## Exhibit Design

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# Fall Food Festivals Around the World



On Display  
August - December 2010

at the  
Universal Orlando  
Foundation Library

of the  
Rosen College of  
Hospitality  
Management

## Fall Food Festivals: A Guide

Hungry? Looking for a celebration? Why not attend a food festival? Food fairs and festivals are an important part of any region's event calendar. They promote businesses, provide a sense of community, encourage tourism and, most importantly, offer fabulous food and drink!

Traditionally food festivals were tied to religious ceremony and agricultural surplus. Though many of these old festivals still continue, there is also a proliferation of modern festivals that emphasize local or cultural specialties in order to draw attention to their industry, attract crowds, and enhance their regional brand.

So mark your calendars, as we highlight the most well-known food festivals this fall. Bon appetit!



### Epcot® International Food & Wine Festival

Lake Buena Vista, FL: October 1 – November 14  
<http://disneyworld.disney.go.com/parks/epcot/special-events/epcot-international-food-and-wine-festival/>

Enjoy regional cuisines as you eat and drink your way around the World Showcase Promenade. Now in its 15<sup>th</sup> year, this festival features the Eat to the Beat! Concert Series and special demonstrations. Savor the flavors of the two newest additions, Belgium and South Korea, as well as Thailand, Brazil, and more.



### International Salone del Gusto

Turin, Italy: October 21 - October 25  
<http://www.salonedelgusto.com/>

Discover the craft of local food in this eco-friendly festival. Meant for chefs, academics, artisans, and all food lovers, this festival celebrates food and its relationship to culture. The festival packs in more than 250 events, including wine tastings, dinner dates and Slow Food film screenings.

### Oktoberfest

Munch, Germany: September 18 - October 4  
<http://www.oktoberfest.de/en/>

Drink to Oktoberfest's 200<sup>th</sup> anniversary, an event that commemorates the 1810 wedding of Bavarian Crown Prince Ludwig and Princess Therese von Sachsen-Hildburghausen. Besides the usual activities of the official tapping of the first beer barrel and beer tent gatherings, this year's festival will feature historical reconstructions of the festival and twice daily horse races.



### Sonoma County Harvest Fair

Santa Rosa, CA: October 1 - October 3  
<http://www.harvestfair.org>

Taste the best of Sonoma County's wines, microbrews, and food. Festival attendees can find a myriad of activities at this harvest celebration, including the World Championship Grape Stomp, chef demonstrations, art show, and the Awards Night Gala.

### Turks and Caicos Conch Festival

Blue Hills, Providenciales:  
November 26 - November 27  
<http://www.conchfestival.com/>

Compete in a conch blowing contest, witness restaurants vie for most creative dish in the conch-e-tition, or fill up on conch fritters. This festival celebrates the conch cuisine long enjoyed by natives of the islands.



### Local Food Festivals

Good food doesn't have to be far away. Here are a few Florida food festivals that offer some hometown treats:

- The Pensacola Seafood Festival (Sept 24-26)
- Deland's Great Bowls of Fire Chili Cookoff (Oct 16)
- Mulberry's Fine Swine at the Pit (Oct 8-9)
- St. Petersburg's Ribfest (Nov 12-14)

## For Further Reading...

**Chinese Feasts and Festivals: A Cookbook.** By S.C. Moey, Rosen Gen Coll TX724.5.C5 M62 2006

**Events and Festivals: Current Trends and Issues.** Edited by Martin Robertson and Elspeth Frew, Rosen Gen Coll GT3930.E94 2008

**Festival and Special Event Management.** By Johnny Allen et al., Rosen Gen Coll GT4890.F47 2008

**Festivals and Tourism: Marketing, Management, and Evaluation.** Edited by Philip Long and Mike Robinson, Rosen Gen Coll GT3935.F48 2004

**Festivals, Tourism, and Social Change.** Edited by David Picard and Mike Robinson, Rosen Gen Coll GT3930.F484 2006

**Food and Wine Festivals and Events Around the World.** By C. Michael Hall and Liz Sharples, Rosen Gen Coll GT3935.F66 2008

**Food Fest!: Your Complete Guide to Florida's Food Festivals.** By Joan Steinbacher, Rosen Gen Coll GT4810.F6 S74 2007

**Food Tourism Around the World.** Edited by C. Michael Hall, Rosen Gen Coll TX357.F675 2003

**Holidays, Festivals, and Celebrations of the World Dictionary.** Edited by Helene Henderson, available as an ebook

**International Perspectives of Festivals and Events.** Edited by Jane Ali-Knight et al., Rosen Gen Coll G156.5.H47 I584 2008

**Latino Holiday Book.** By Valerie Menard, Rosen Gen Coll GT4803.M45 2004

**Traditional Festivals: A Multicultural Encyclopedia.** By Christian Roy, Rosen Ref Coll GT3925.R69 2005