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LA GIORNATA DELLA RISTORAZIONE 2024

For the culture of Italian Hospitality

“*La Giornata della Ristorazione*” celebrates a fundamental theme for the world of catering: **Hospitality.**

A popular, inclusive, supportive and deeply ethical initiative whose primary purpose is to invite all Italians to celebrate the sharing of a renewed feeling of community.

Hospitality is the philosophy on which the restaurant culture is based and is the main symbolic value that inspires and guides the spirit of this event.

Restaurants, trattorias, osterias, pizzerias and taverns will be the protagonists of this event. Real local cultural agencies where people can be re-educated to live together.



Restaurants Day 2023 received the President of the Republic Medal from the Head of the State as a representative award for the high merit of the initiative.

THE VALUES

CULTURE OF HOSPITALITY: Refreshment places have a fundamental social function, contributing to the supervision and mending of the collective fabric.

TRADITION AND INNOVATION: The recovery and valorization of agriculture and popular rites are combined with the ferment of modern influences.

QUALITY AND ETHICS: The desire to be a real "agency" that supports the local economy and promotes its knowledge lies in the awareness of every entrepreneur.

ENVIRONMENT: The environment is also defended at the table by the quality of food produced with respect for the land and the women and men who work it.



ABOUT THE EVENT



Restaurants Day 2024 is an initiative created by FIPE to enhance and strengthen the values and the role of Italian restaurants and gastronomy.

The event will take place on **May 18, 2024**, and its aim is to bring together restaurateurs of all levels to celebrate together a fundamental theme for the entire world of catering: hospitality.

Participating is very simple, quick and free; just follow the following steps:

- register by clicking on the [PARTICIPATE](#)
- create/indicate a dish of your choice dedicated to this Event with which you make your own interpretation of the theme of **hospitality**;
- insert into the menu the text that describes the meaning of the Event that will be transmitted to you or which you can elaborate independently if you prefer.

Once you have been registered on the platform you will be able to communicate the dish by accessing the reserved area via the **LOG-IN button**. Here you can eventually modify or update the information and include the recipe you decide to propose during the Event.

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PURPOSE



HOSPITALITY: is the philosophy on which the restaurant culture is based and is the main symbolic value that inspires and guides the spirit of this event. What unites people in a hospitable context is therefore a relationship of equality, equity, mutual exchange: **Sharing**.



PROTAGONISTS: Trattorias, osterias, pizzerias, taverns will be the protagonists of this event. Real local cultural agencies where people can be re-educated to live together. It is no coincidence that the term "**restore**" derives from the Latin "restaurare": first of all "**Giornata della Ristorazione**" represents a fundamental social opportunity to re-establish the country's sense of community.



REMEMBRANCE: Contemporaneity is lived and created in the awareness of Remembrance. Recovery and valorization of agriculture, customs, traditions, festivals, rites and fairs document the enormous importance that the gastronomic arts and sciences have had for Italian and Western culture in general.



CULTURE: Culture becomes the feeling that must guide our choices. Declination of Latin "**colere**", "**cultivate**" is a metaphor that for millennia has been the foundation of the genius loci, the talents of industriousness, the profound sense of refinement, truth, goodness, rightness, the synthesis of which is: Beauty.



TO TRANSFORM: Since the Neolithic, bread has accompanied people's daily lives: it affirms its civilization, attests its ingenuity and creativity in transforming the fruits of nature into a simple but indispensable food. It is the warm and fragrant epilogue of a meticulous job: that of "putting one's hands in the dough".



CELEBRATION: In collaboration with the Ministry of Agricultural Policies and the Ministry of Tourism, we will hold a popular, inclusive, supportive and profoundly ethical festival - the Hospitality Festival for the Culture of Italian Restaurants that celebrates and enhances a fundamental theme for the world of catering: hospitality.

It will be a widespread event that will bring together catering venues in Italy and abroad as true cultural agencies of the territory where the oldest human rite will be honored: the Art of the Convivium. This is the renewed vision of hospitality that FIPE and all the partners who will participate in the Event want to reaffirm and to promote.

MANIFEST

Giornata della Ristorazione: For the culture of Italian Hospitality

Restaurants Day celebrates a fundamental theme for the world of catering: Hospitality.

The idea of FIPE in collaboration with the Ministry of Agriculture and the Ministry of Tourism is to create the first truly great appointment dedicated to the culture of Italian restaurants.

A popular, inclusive, supportive and deeply ethical initiative whose primary target is to invite all Italians to celebrate the sharing of a renewed feeling of community.

To honor the most ancient rite: The Art of Convivium, living together



FIPE ITALIAN FEDERATION OF FOOD AND ENTERTAINMENT

FIPE has a long history. It was founded in 1945 to facilitate catering businesses in the difficult period of the reconstruction of our country. Since then, its growth and sharing objectives have never been lacking. Today this Association represents over 330,000 businesses in the area, forming a network of modern businesses attentive to innovation.

Is the leading association in the catering, entertainment and tourism sectors. The offer of public enterprises is rich and it accompanies the transformation of society and the evolution of lifestyle in the name of the new formats and the new service models: FIPE promotes and enhances the culture of conviviality.