

Reclaim Taste and Culture with “Slow Food”

For most of us a typical day is a mad dash from one engagement to the next, grabbing a bite to eat on the run. Fast food has become a part of our daily culture, and taste has been sacrificed to speed. However, an international movement, called “slow food” hopes to change the pace, and help us rediscover the joys and flavors of local food.

The slow food movement promotes taste, culture and the environment as universal social values. It focuses on local food that is seasonal and organically grown, while respecting and supporting those who grow, produce, prepare and serve wholesome food. Followers of the slow food philosophy recognize food as a means of expressing cultural diversity and creating a sense of community.

Italian Carlo Petrini started the slow food movement in 1986. He feared the industrialization of food was leading to the loss of thousands of food varieties and flavors. He began the movement to inform consumers about choices other than fast food and supermarket homogenization. Today the organization is active in 100 countries and has a worldwide membership of over 80,000 people.

Journey Out is proud to incorporate slow food on several tours to help travelers deeply connect with local culture. Journey Out offers travelers the opportunity to explore slow food in Brazil and Italy.

Slow Food in Brazil

Journey Out travelers visiting Rio will shop in a traditional Rio street market, sample the unique foods of Brazil and, with a master chef, help prepare a meal using Brazilian slow food techniques. Journey Out offers two trips to Rio in 2005; Carnival in Rio, February 1-9, and Rio for Christmas and New Years, December 23, 2005 – January 2, 2006.

Slow Food in Italy

Journey Out offers an all-women’s tour of Italy, the birthplace of slow food. This tour is focused on relaxation – slowing down to truly savor local culture. Activities will include a truffle hunt, wine tasting, and exploring the sights, sounds and tastes of Tuscany. This “Under the Tuscan Sun” tour is tentatively offered September 16-24, 2005.