



Mistura 2015: A Culinary Village Made Reality

- *The fair's eighth edition will be held on the Costa Verde in Magdalena del Mar. There under the cry of "Mistura is All of Us", a culinary village called Mistura 2015 will be built.*
- *Over a period of 11 days, the most varied gastronomical offer will come from all over the country. And for the first time, there will be spaces dedicated to food trucks and craft beers.*
- *Tickets go on sale as of Tuesday, July 21st, at every Teleticket module, with a special pre-sale discount of up to 32%, making prices accessible to 12 soles for an adult ticket.*

Lima, 21 July 2015.- There is a geographical point in the Andean region, exactly on the coast of Lima, where each September hundreds of aromas, flavors and dreams intermingle, embrace and give life to this culinary village called Mistura 2015. And this eighth edition, besides offering the flavors of every corner of the country, a reflection of the huge biodiversity available and infinite creativity, will be built on a unique space, inspired by the villages of Peru. With a main street and a plaza in the center of the fair grounds, it will be a culinary and cultural village where all celebrations live and where the flavor from each corner of Peru will have its place.

From September 4 to 13, the Costa Verde in Magdalena del Mar will host 188 food businesses invited to be a part of the Mistura 2015 village. These will be arranged on streets with names such as The Entrepreneurs, The Sandwich Makers, The Fusions, The Sweet Makers, The Drinks makers, The Food Carts, From the Sea, Regional Foods, and Traditional Foods.

Especially worth mentioning are the new spaces in this food village, which are The Food Trucks, and The Craft Beers. These are the first participants now being introduced for Mistura 2015: Hit'nRun, Kalum the Dragon, The Gringo, Empanacombi, La Cale, Tasty Lima, Wingman, Atrackonfoodtruck (Arequipa), Gohan sushi food truck, and Con Tenedor (Fork Food)

Meanwhile, the craft beers that have been chosen are five: Barbarian, Cumbres – Gourmet Brewery, Melkim, Magdalena and Sierra Andina from Ancash. They'll have a space where people can learn about the benefit of craft beers, which are brewed in small quantities and are growing a following to serve with traditional Peruvian dishes.



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Prices of the foods will be more accessible— **from 3 to 5 soles for desserts and beverages, with half and full portion dishes at 7 and 13 soles, respectively.** The grilled foods will be sold at 16 soles the portion.

The Grand Market

Pride comes from the heart, and the heart of Mistura is The Grand Market. Small -scale farmers from all over the country make a great effort to be at the fair, and in 180 stands will show the best of their fresh and process products, including fruit, from the coast, Andean highlands and the jungle. There will be dozens of varieties of potatoes, Andean grains, hot peppers and corn. To achieve this, the support of the regional governments had been fundamental. And their presence in this new fair will bring the seasonings and ingredients typical of each region, the customs, music, dance, handcrafts and dress, all at the Grand Market. Key participants are the regional governments of Tacna, Moquegua, Junin, Cusco, La Libertad and Lima, and a few others who are getting ready to bring the best of their fields and food workshops.

Novelties

Another of the spaces to highlight is this new edition of the fair would be **The Chocolatiers and Coffee Growers**, and the **Craft Bakers**. In the first of these spaces, the sensory experience will be key, since the Mistura visitors will not only have an opportunity to taste the best certified cacao and the best blends of coffee, but they will also be able to take home their private production: a Café Mistura, made by each visitor who would like to experience the roasting and mixing of blends. The area for the Craft Bakers will meet the wishes of those who love ‘pan de piso’ — bread baked in brick and clay ovens. Three clay ovens will be brought to the oceanside fair in Magdalena del Mar, producing hundreds of thousands of traditional breads. An experience never seen before in the previous craft bread spaces.

At the same time, the prizes and recognitions will focus on new themes and segments. In the case of the most important award given by Apega, the Golden Rocoto, the central theme this year will be “Innovation in the Agro-food Chain”, **while the 4th Teresa Izquierdo contest** will focus on female cooks in the soup kitchens, who have gone from feeding their families to shouldering the responsibilities of feeding children, young people, adults and old people in their neighborhoods. Three soup kitchens in



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Metropolitan Lima will be chosen as the winners, and will have their own space at Mistura 2015.

International Qaray 2015 Congress: The Masters of their Craft

From September 9 to 11, the Apega Grand Auditorium at Mistura 2015 will host the 2nd International Qaray Congress. Here the most reputable cooks, philosophers, academics and culinary artists in the world will gather to discuss the current reality of food on the planet, and the challenges being faced in this field. At this year's event, the superstars will listen to those who come from the past, those who have been amassing traditions and contributing with their experience — the masters of their craft.

Prominent among these are:

- **DARIO CECCHINI**

Italian butcher, the eighth generation of his family to manage the Antica Macelleria Cecchini, a butcher's shop in Panzano, Florence. His philosophy consists in respecting the animal and using every cut of the animal as food. Cecchini seeks to preserve the butcher's art that his family has practiced for so many generations. The beef and pork that he uses does not come from any specific breed, but the animals are bred in Catalonia by people he has known for more than 20 years and whom he trusts implicitly.

- **RICK and MICHAEL MAST**

Rick and Michael Mast are the founders of Mast Brothers Chocolate, chocolate makers in New York with branches in Brooklyn and London. They opened in 2007. The chocolatier brothers are characterized for their obsession for detail, meticulous, innovative, their simplicity, and their emphasis on the clarity of the flavor. They make chocolate bars and drinks. Their products can be found in specialized stores all over the world and on the cartes of chefs such as Thomas Keller, Daniel Humm, Eric Ripert and Heston Blumenthal. In 2013, Rick and Michael launched their prize-winning book, *Mast Brothers Chocolate: A Family Cookbook*.

- **HAROLD MCGEE**

Harold McGee is an American author who writes about chemistry and the history of food, the kitchen, and molecular gastronomy. He studied science at Caltech and literature at Yale, where he was also a professor, and in 1984 published the first edition of his reference book, *On Food & Cooking: The Science & Lore of the Kitchen*. In 2008, *Time* magazine included him in their list of the most influential people in the world. McGee has since published two other books: *The Curious Cook* (1990) and *Keys to Good Cooking* (2010). He wrote a weekly column in *The New York Times*, has published articles in *Nature* and *Physics Today*, and in the Peruvian magazine *Etiqueta Negra*. For the past five years he has been visiting professor at Harvard University in the course "Science and Cooking." He lives in San Francisco. This is his first visit to Peru.



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TIPS FOR THE TOURIST

For visitors from abroad, Mistura 2015 offers a number of facilities. With advance planning, groups of tourists may participate in guided tours within the fair. There will also be a special parking bay for buses bringing tour groups to the fair through tour operators.

The following hotels offer promotional rates during Mistura 2015:
Miraflores: El Pardo (DoubleTree), El Condado and Suite Service
San Isidro: Roosevelt Hotel & Suites

During the days that the fair is open there will be a private shuttle service, operated by Lima Vision. The service can be requested through hotels or through www.limavision.com

Associated taxi companies, Easy Taxi and Taxi Beat, offer the possibility for taxi reservations for Mistura 2015 at the hotels or through their apps:
<https://taxibeat.com.pe/> www.easytaxi.com.pe/

For any additional information on the facilities offered by Mistura 2015 to visitors, please write to Manuel del Solar: turismo@mistura.pe



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