

# SFOC

## SLOW FOOD ON CAMPUS HOW-TO GUIDE

### Example

At Slow Food Princeton, a taste workshop was conducted with The Bent Spoon, an artisanal gelato shop that makes flavors using only local, seasonal ingredients and often in unusual and delicious combinations (e.g. lavender mascarpone, vanilla sea salt caramel, white chocolate). The Bent Spoon's proprietor and gelato-maker extraordinaire met with 15 Slow Food Princeton supporters and worked with the students to make butternut squash gelato from scratch using butternut squash the students had harvested from the campus garden.

## Organize a Taste Workshop

Shared by Slow Food Princeton's 2009-10 leader, Joseph Vellone

### About

A taste workshop is a great way to connect with local producers, bring them publicity, allow participants to work hands-on with good products, and produce a delicious result for everyone to taste and appreciate.

### How-To

1. *Find a producer.* To organize an event like this, it helps to have an ongoing relationship with the producer. To learn more about producers in your area, contact your local Slow Food USA chapter or check the Terra Madre list on the Slow Food USA web site.
2. *Introduce yourself.* Showing loyalty to the product you wish to work with helps, and if you don't yet know the owner, ask to be introduced. Explain that the SFOC chapter is full of eager and interested students who would love to learn from an expert about how to make the product or learn more about the business. Since Slow Food USA has become so widely recognized, it's very likely that if the producer is dedicated to good, clean and fair food, he or she will know Slow Food and support the idea of teaching future food leaders.
3. *Appreciate.* It's possible that the producer will offer to conduct the taste workshop for free. However, it often involves a lot of work for them, as well as high material costs. With some producers, you can ask beforehand what they would charge per person for the event (it is usually very reasonable), and get funding from student government or other sources to cover the cost for students who would like to attend. Whether they do it for free or at a cost, don't forget to thank the producer profusely, send a card with a picture from the event (it's always a good idea to take a camera for lots of pictures), and continue to support their business!
4. *Get participants.* Getting students to attend such a taste workshop should be easy. You're offering delicious food and an opportunity to learn how to cook it. Since these workshops generally have to be limited to 10-15 people because of size constraints, it's likely that a simple e-mail to the SFOC list should be enough, but posting the event will help publicize it to those people who don't belong to the chapter. Having everyone RSVP and then randomly selecting 10-15 participants in a lottery is a good way of choosing who gets to come.