



ambassador
of taste

WORDS MARTA LENZI
PHOTO GIORGIA PANZERA

He loves conviviality, sharing and knowledge. For him, food and wine is not just pleasure, but education - a combination of culture, creativity and responsibility based on identity elements.

Dany Stauffacher was an entrepreneur in the international sportswear sector for almost all his life. Then in 2007 his passion for good food and wine, combined with a great love for his region Ticino, led him to create Sapori Ticino, which will go into its 16th edition this year.

S. Pellegrino Sapori Ticino – how would you describe it in one sentence? A 15-year Festival studded with successes and events dedicated to taste, combining the great names of international cuisine with the local excellence for a unique gourmand experience made of passion and quality.

What was the basic idea of the event? When I started 16 years ago, it was an idea born by chance among friends. I would never have imagined arriving to a festival that last year was awarded as the best food and wine event of the year by the magazine Food & Travel. A result obtained thanks to all the important players who believed in the project. The next edition in October will be one of the best, dedicated to Spanish chefs, today the Gotha of world cuisine! Originally, we wanted to promote Ticino region as a tourist destination, using the universal language of gastronomy.

What is the “wow” moment of Sapori Ticino? Conviviality based on a winning combination of great chefs and high quality of ingredients: all till now thanks to over 320 Michelin stars and 3000 Gault Millau points.

For whom did you create this format? According to analysis by the World Food Travel Association, food and wine tourists in the world account for 53% of the total. We must continue to believe more in our food and wine culture, aware that quality tourism is able to add a huge value to the hotel and restaurant sector. The gastronomic element has become fundamental in the choice of destination. Quality counts more than ever before. The entire supply chain is involved in environmental and sustainability issues which are so dear to the new generations and beyond. This is a great opportunity to attract the next generations as guest.

Which role plays Swiss Deluxe Hotels? I'm really happy to be in cooperation with SDH for 10 years now! The collaboration has been fundamental throughout these years. I appreciated continuously the professionalism and the availability.

Luxury is an important slice of the market with a considerable economic impact of great interest. In this

context, the partnership with the 39 Swiss Deluxe Hotels played and will play a key role for the luxury travel market. A good asset for the promotion of the destination Switzerland.

I would like to thank from the bottom of my heart Jan Brucker, the Managing Director, for what he said during his speech for our opening event last year in Lugano: 'We know that a luxury hotel is not only a beautiful place to sleep. It can only be a top location offering an exquisite food experience with a top chef. Tradition quickly fades without innovation and constant renewal. Creativity and intensive exchange with an alignment to the current and local offer and opportunities are important. The fact that Dany Stauffacher and his team tirelessly provide gastronomic highlights is a true blessing!' Absolutely the most beautiful words that anyone has ever dedicated to our work and for this I'm very proud.

What would you like to develop together with SDH within the next years? Hospitality and restaurants are the keystones of our identity. The revival of tourism will increasingly pass through a quality offer. It is necessary to remain united to share ideas and new energies in an ever-changing reality. Both parties are based on tradition combined with innovation, elegance and style characterized their path for years. The close link between food, wine and tourism gets recently underlined by the World Tourism Organization because today's traveler can get in touch with the culture of the place thanks to the food. It will be more important than ever to maintain or, even better, to increase the quality of the experiences we offer and to find new formulas how to continually take care in the best way of our guests and visitors. It should always turn out as an experience of quality, that is what we mean with sustainability.

Your favorite dish? In my life I've visited many restaurants, over 3000. I always want to be conquered by the quality of the culinary proposals combined with a very high level of service. My favorite dish is spaghetti with tomato sauce. ♦