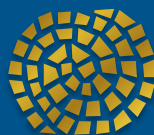




AMBASSADORS OF TASTE FOR THE GLOBAL GASTRONOMY®



VOLUME 1





AMBASSADORS *of* TASTE *for the* GLOBAL GASTRONOMY® ORGANIZATION & GUIDE



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Introduction

AMBASSADORS *of* TASTE *for the* GLOBAL GASTRONOMY® ORGANIZATION & GUIDE

Years of commitment to our vision have led us to the establishment of the Ambassadors of Taste for the Global Gastronomy® Organization & Guide that brings together some of the world's finest exponents of the culinary community.

This is more than a unique achievement. Let us spare a moment to imagine; people from all across the globe, united as one, bound by a common cause... that is to preserve, promote and perfect Mankind's gastronomic heritage, honouring centennials of cross-border interaction and innovation in the fields of careful assemblage and processing of natural ingredients which support nourishment while forging a notion of tradition in cuisine styles.

As from the early stages of the Palaeolithic Era, senses appear to intertwine with all kinds of food and drink. They manage well to bond with human activity, keeping a close track of its gastronomic evolution till modern times where culinary trends stand more as an everyday enjoyment rather as an element of survival.

Flavours and aromas are present in most aspects of life. 'Tis not unusual for human moments –especially the important ones– to bear imprints of a specific taste experience.

Amidst the course of History food diversity oscillated between abundance and scarcity, authenticity and adulteration. People were constantly called upon to make decisions in order to solve problems and bring balance. During their efforts to excel a common cultural and culinary heritage steadily arose.

Its common routes remain till nowadays inextricably linked and

A large, cylindrical hay bale sits in a field of harvested crops. In the background, another smaller hay bale is visible. The sky is a mix of orange, pink, and blue, suggesting a sunset or sunrise. The overall scene is peaceful and rural.

allow the perpetuation of their legacy around the world as part of a greater whole.

Our organization embraces a united world concept that focuses on gastronomic development and cultural inter-connection while treating with immense respect and gratitude the local traditions and each individual nation's sui generis heritage.

Our prime awareness is to safeguard the uniqueness of as many as possible cuisines while bringing together and inspiring aficionados from every corner of the globe for that matter.

Those who join forces with the Ambassadors of Taste for the Global Gastronomy® Organization & Guide can be perceived as pillars and crucial links of both culture and taste. Based on their specialties and apperception they are the ones to disseminate knowledge associated with different cuisines while setting up communication channels for suppliers and producers of traditional raw materials.

Among other things they are expected to provide impeccable services, genuine first-class products, adroitness in communication and diffusion of their cognizance depending on the nature of their undertakings.

Taste, eating preferences, dietary habits and food beliefs are indissolubly pieced together.

Through the Ambassadors of Taste for the Global Gastronomy® Organization & Guide, all the above come responsibly to the fore in a wider attempt to achieve a panhuman intercultural regrowth while preserving authenticity.

For our members every single culture is distinct; it carries its own profound values that make it rather indispensable. Praise, gratitude, respect and love are the minimum we ought to attribute upon them.

Our approach is always governed by ethos and reverence. There is no place for exemptions.

Our organization coordinates the sum of its actions in a manner that demonstrates veneration for the earth, its savour and its products, urging towards a sustainable development with humans at the epicentre.

Alike me, most of our partners travel frequently across continents having the privilege to interact with different cultures. What we always consider as exciting is the existent diversity of ethnic cuisines and their variform mixing. Many of us are astonished by the way people of varying ages, sexes, nationalities, social or economic backgrounds, interrelate harmoniously when sharing food and beverage experiences.

Until the advent of our global organization there was no other similar entity worth mentioning. The Ambassadors of Taste for the

Global Gastronomy® Organization & Guide sets new standards as it unites the entire world of taste and its connoisseurs. It also sets a common place for interactivity between professionals and businesses from all over the globe. It highlights the most important Ambassadors and grants them the highest prizes, through specific strict certification procedures. It acts as a protective umbrella for the ecumenical culinary legacy while it encourages the emergence of new cooking styles.

Our organization promotes authenticity, quality and innovation in a wide spectrum of restaurants' owners, hoteliers, chefs' communities and producers' networks. Each Ambassador of Taste strives to pass on a culture, its associated cumulative knowledge, the knowledge that has been gained and preserved over successive centuries, the knowledge and traditions that he/she has received from his/her great ancestors!

Just consider how important thing is to unite cultures under the fragrances of original food and beverage products!

We, recognize this cultural contribution of all those who act daily as dedicated servants of global culinary tastes, as representatives of unique cuisine styles and guardians of both authenticity and tradition.

The Ambassadors of Taste for the Global Gastronomy® Organization & Guide is here to establish a new genuine force that underscores taste's and culture's true dimensions via the deeds of its official delegates, who benefit humanity. These charismatic individuals are the ones that unite worlds and cultures with honour while changing our perception of life and gastronomy. These inspired persons who convey positive messages to the forthcoming generations are now part of our global network that preserves, promotes and perfects Mankind's gastronomic heritage.

We all keep a single motto that encapsulates our prime beliefs and ideals:

—Taste can unite us all!

This wonderful phrase that praises the unity among people has



laid the foundations for our pioneering organization and aspired us to create its great and symbolic emblem of the golden spiral that links directly to the ancient Greek epoch, which has typified for thousands of years the concord of the peoples, the cohesion of trade, the trust and cooperation among humans, the need for harmonious coexistence and also stood as an example of strength, superiority and perfection. The golden spiral is accompanied and completed by the flame of hope, love and reconciliation of the peoples. The above come always present in the insignias found in ours flags, prizes, certificates, transcripts, venues, digital communication etc. After all, our organization has a multilevel function and structure that evolve at a fast and steady pace under specific goals.

This booklet may be defined as a concise reference handy that is intended to provide an insight into the Ambassadors of Taste for the Global Gastronomy® Organization & Guide and the set of opportunities arising by participating in the associated network.

The world's cultural and common culinary legacy is undisputedly a pre-eminent treasure. The heterogeneity of tastes, the evolution of cooking styles and the transformation of dietary predilections are effective tools for comparing the progress of man-made civilizations. Well-balanced food chains and congruous life trends enhance the biodiversity of nature and guarantee sustainability for years to follow. Under our auspices, our fellow members join their efforts for making this possible.

With love and respect to all humanity,

Philip Koutras

*Founder of the Ambassadors of Taste
for the Global Gastronomy®
Organization & Guide*



The Mission of the Ambassadors of Taste

The elite group formed by the Ambassadors of Taste for the Global Gastronomy® Organization & Guide is a highly motivated community with distinctive roles, that relates to the preservation, promotion and perfection of authentic ethnic cuisines and traditional food and beverage products.

Furthermore, the Ambassadors of Taste are «officially» representing

world gastronomy while reinforcing the vision of a common global network. The role of an Ambassador of Taste complies with the core values of the Ambassadors of Taste for the Global Gastronomy® Organization & Guide which may well be summed up as follows:

- Achievement of a sustainable *modus operandi* on behalf of the global gastronomy
- Emergence of cultural heritage preservation initiatives
- Espousal of environmental sustainability principles and practices
- Guardianship of biodiversity
- Humanitarian aid and major volunteering projects coordination
- Spirit of morality and courtesy
- Self-integrity
- «Unity and Peace for All» perception





Along with other activities, each Ambassador is considered capable of enlightening his or her social circle on issues such as the healthy eating and its benefits, the conservation of natural resources and its impact on future generations, the significance of cultural exchanges in the light of ethnic cuisines, the biodiversity's safeguarding and the struggle both against famine and drinking water shortages.

Via exerting influence and sharing their knowledge those who participate in the Ambassadors of Taste for the Global Gastronomy® Organization & Guide are setting up communication channels among people from all over the world. According to their tasks they exchange opinions and experiences with each other, they attend company conferences, small or large workshops and events around the globe.

Moreover, some of them teach in cooking schools while others write in personal blogs, publish in social media platforms and feed articles to the press about a wide range of topics in relation to taste, culinary history and diversity of food products. They also write books with nutrition tips that analyse the richness and value of local eating habits and flavours that reflect the uniqueness of different societies.

And of course, they conclude academic dissertations on gastronomy and the revival of culinary heritage from various places and homelands. After all, taste has no borders and unites!

The role of the Ambassadors of Taste is to promote the majority of cuisines and traditional products with respect to local cultures and the level of quality and originality attained. That being said, an Ambassador is eager to choose authentic products of local origin hence, promoting the gastronomic culture of his/her birth place. An Ambassador also endorses the idea of highlighting the salubrious side of diet and the respective kitchen.



The Ambassadors of Taste always argue sustainable development and environmentally friendly policies. They urge those involved in the primary sector to avoid the use of preservatives or chemical substances that can cause alterations in flavours or the products' quality.

In their kitchens they always refer to traditional authentic recipes and, in some cases, mix them harmoniously with elements of other cultures. It is not uncommon for an Ambassador of Taste to honour exceptional products or raw materials of other ethnic origins via adding them to his/her menus. One needs not to forget that this is how cultures and cuisines unite us.

The modern globalization era is notorious of its abundance of excellent products and raw materials that provide us with innumerable possibilities of nice taste results. For instance, a Greek feta cheese, a local honey or a famous Bordeaux wine, travel across continents until they reach the other side of the Earth to enrich a dinner table.

The Ambassadors of Taste apart from the local cuisine which they serve with respect and gratitude, seem always ready to undertake projects that involve foreign cooking techniques and materials. Cause for them this appears rather as a challenge to excel themselves via bringing to their kitchen flavours from thousands of miles away...

In the long run, Ambassadors of Taste harmoniously unite the aromas of the whole world and appear warm and smiling.

It must be remembered that they unite us through a dish, a savour, a culture. They belong to the short list of the protagonists of our lives; the ones found next to us in some of the most important moments.



The Ambassadors' Philosophy and Life Journey

One should always admire people with vision, passion and values. All those certified by us as Ambassadors of Taste whether being producers, chefs, restaurateurs, hoteliers, and powerful personalities with world prestige –men and women– carry a major responsibility and heavy burden that relates to the preservation, promotion and perfection of our common gastronomic heritage.

They carry on their backs an ethnic identity, a tradition, a culture, our childhood memories and the experiences of our grandparents some of which derive from generation over generation. Thousands of years of history that we must keep authentic and alive through



the passage of the centuries. Not to forget: This is our common culinary, cultural heritage!

The Ambassadors of Taste travel miles, sweat, get educated, work in the fields when needed, make fruit or other kind of crops and proceed to many personal sacrifices because they love and believe in what they do.

The Ambassadors of Taste can be distinguished into two categories of almost equal magnitude!

On the first hand, we have the native local Ambassadors who grew up in their fatherland, solely under the stimuli of their culture that are called to preserve.

On the other hand, we have the international Ambassadors who have opted to deal with foreign cuisines and mixed cooking styles regardless the status of their nationality or the place of their living.

They are the chefs, producers, restaurateurs or businessmen/ businesswomen who dedicated their lives, their years, to acquire knowledge, come close to a distant culture. An example of those can be found in the face of the Greek who produces French wine and that of the French who has an Argentine restaurant with French influences. Even the Portuguese who has loved Greek products and Greek gastronomy can be set as an example. The same stands for the Chinese who imports Greek products and so on...



Besides, as mentioned earlier, gastronomy cannot be constrained by borders... It has never been. It shall never be.

In any case, both categories are required to reverently follow traditional recipes for the preparation of dishes or the handling of genuine raw materials.

Both are called to treat elements of flavours, that bring to life memories or imaginative pictures of a locus.

Both have to support their products via projecting beautifully and intelligently their geographical origins, their history, their nutritional value and perhaps, even more.

Both must train their staff and associates to be able to exude cultural brio and courtesy.

Especially, the Ambassador-Chef has a duty to speak, to present himself/herself to the world. He/she can smile, respectfully answer every question and introduce the customer or listener in the field of tastes and cultures.

If we go back to the history of thousands of years, we discover that great honours were given to cooks – philosophers but also to traders of products and goods! This is more than true for personalities with writing activity such as the Greek Arcestratus, the father of Western World's gastronomy, or Hippocrates, the father of Nutrition and Medicine.

Other vivid examples can be tracked down throughout the centuries as par example with the imperial dinners of Byzantium, those of the Chinese Dynasties and the ones of Russians Emperors who gave great value to the quality of authentic products and hospitality.

Beyond doubt, in many cultures, hospitality and friendliness to the guests were expressed via the kind of reception and the richness of the offered foods and drinks! The authentic goods and products of taste were breath-taking in all seasons under these occasions.

This gesture is also evident nowadays; just think of the ministerial dinners or the foreign leaders' receptions... the business launches of the big corps etc.



A scenic view of a hillside town with a river in the foreground, a large glass of red wine, and a wedge of cheese on a wooden board.

Acknowledgement of the Ambassadors' Role

The Ambassadors of Taste either chefs, hoteliers, restaurateurs, producers or even celebrities and flavours' enthusiasts are of utmost importance both for the perpetuation of our common gastronomic culture as well as for the sustainability of our planet's ecosystem. The Ambassadors can be paralleled with peacemakers and visionaries who positively affect humanity on every day basis via exerting awareness, ethos and knowledge. Their interaction with the world relies heavily upon a custom-tailored, human relationship along with expertise, local traditions and distinct heritage that a place along with aromas can provide.

The Ambassadors of Taste respect the sea, the soil, the air, the fauna and the flora. Via a vast spectrum of tastes, they unite races and civilizations in the absence of bias. They also work in favour of a sustainable agricultural movement which, among other things, bolsters access to sufficient food and water supplies to nearly all the people.

Our organization emerges as a pioneering unifying force that highlights the discerning connection between concepts of taste and culture while human ideals appear present.

In our global organization, in our world conferences, in every single opportunity, we have the honour and blessing

to unite the greatest and most important personalities of the world. From Nepal and Tibet to United States of America and Canada. From Europe, Russia, India and China to Australia and far more. From the corners of the Earth to the cradle of civilization, our hospitable Greece. Our history is a delightful one, telling of men and women who join forces to share their passion with others. But what does it mean to be a member of a global network alike ours? Well, we are considered as a “label”, a guarantor of good practices and impeccable services in the food and beverage sector. For one to be part of our multinational family, is not enough just

to fulfil our organization’s set criteria of distinction. Participants ought to embrace our core values; that is to preserve, promote and perfect Mankind’s gastronomic heritage, as well as, to display concern for humanity while underpinned by sharing attitude and strong commitment.

It is under these conditions that we anticipate to accentuate the role of those professionals, either private individuals or businesses, in the enrichment of culinary legacy and seek ways to reward them as a minimum gesture of acknowledgement of their accomplishments.





The Authenticity of Raw Materials & Trading Commodities



Raw materials, including ingredients, processing aids, and packaging, are the foundation of finished food products. Our global economy needs natural resources to provide raw materials and natural systems such as healthy, fertile soils; clean water and air; and a regulated climate in order to maintain vital support services for our well-being and security. But population growth and increasing consumption is levying pressure on many of earth's natural resources.

The increasing demand for food poses great challenges to the industry. Growing pressure on diminishing resources and poor global stewardship threaten to increase our costs, restrict our access to key raw materials and commodities and make our global supply chains more volatile. In addition, customers are increasingly choosing healthier options and demanding information and reassurances of the origin and content of their food.

It is far from obvious that we rely heavily on natural resources to supply all the raw materials we need to produce our high-quality products, so these issues affect us directly.

The Ambassadors of Taste are committed to a sustainable production and consumption *modus operandi*.



Each Ambassador strives to offer his/her customers an excellent value that is a top-notch quality products and unparalleled services, while respecting planetary boundaries and the need for social equity. All the Ambassadors recognise the integral role of animal health and welfare in sustainable food production and spare no effort to continue progressing the highest standards towards that direction.

They are also expected to assess on a daily basis individual raw materials and ingredients against a range of potential risk and opportunity categories including: food safety, quality, adulteration, human rights, labour standards and broader sustainability issues. Furthermore, they are required to show in depth understanding of social and environmental impacts in accordance with evidence-based and peer-reviewed scientific thinking.

Those we join our global organization and embrace our core values for the preservation, promotion and perfection of panhuman gastronomic heritage do not permit the use of Genetically Modified Organisms (GMO) in ingredients or derivatives of food products, irradiated raw materials or components, artificial flavours and colours, mechanically recovered meat, or hydrogenated vegetable oils and proteins. Moreover, they adopt supporting policies on key topics including GMO, packaging, pesticides and good agricultural practices. The Ambassadors of Taste have a moral obligation to ensure that the content of their works and products accurately represents these statements.

Since collaboration is vital if we are to influence industry practices and deliver systemic positive change, we anticipate from our partners to listen, exchange knowledge and respond in a team-spirit manner when interacting with individuals or organizations other than ours. At all times, we ask from our Ambassadors to ensure that their actions reflect our vision, minimising the impact their businesses have upon the environment, whilst increasing positive and progressive changes in the way they operate.

Via safeguarding primary raw materials alike eggs (shell – liquid / free range), beef, lamb, pork, venison, poultry, seafood, fruit and vegetables we enhance the supply of nutritious food, we promote the



concept of authentic taste, we help micro-entities and small entities of producers and traders to coexist alongside with multinational corporations, we support customers who seek reassurances of the origin and content of their food and we pursue safe production protocols, both in terms of microbiological and pesticide safety on fields or premises that bear a sustainable environmental imprint. Of course, the same applies to traded commodities alike wheat flour, soy, palm oil, tea, coffee and cocoa.

A person's ability of making a difference in both social and environmental developments through his/her direct intervention, in partnership with producers and suppliers from all over the world, lies among the fundamentals of the Ambassadors' mission. It is a charisma much sought after. The Ambassadors of Taste's global community looks forward to welcoming these brilliant, indefatigable, ingenious individuals into its network. Together we can shape the present and the future of culinary legacy.



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