Šibenik - the center of the Mediterranean cuisine

The first international event *Taste of the Mediterranean* will be held in Šibenik from 29 May to 1 June with the aim of promoting Croatian Mediterranean cuisine. International conference with workshops will be held in Hotel Ivan and festival *Taste of the Mediterranean* will be held in the old town of Šibenik.

Special theme of the conference will be *The importance of the Mediterranean cuisine for tourism destinations development and branding* that will be discussed by representatives of travel agencies specializing in gastronomy and enology, Croatian Ministry of Tourism and consultants. Additionally, the Croatian participation at Expo exhibition in Milan 2015 will be also presented as a part of this event.

This event is recognized as a very important manifestation that will build a strong branding for Croatia as a country that offers true essence of Mediterranean food, lifestyle and preserved natural beauty. The programme of the event will be very interesting for the general public and it will include: *Mediterranean market* (selling exhibition of products), the first Cro-wine festival under the stars and show of great Mediterranean culinary chefs.