

MISTURA FAIR CELEBRATES ITS 10TH ANNIVERSARY in the Historic District of Rimac (Lima, October 26 to November 5, 2017)

Mistura, Latin America's most important gastronomy fair, celebrates its 10th anniversary with full fanfare at its new venue: the historic district of Rimac, the source of ancient traditions and the birthplace of Peruvian creole music and cuisine. The 10th edition of the fair will be held this year between October 26 and November 5, a sunny time of year.

A highlight of this 20th anniversary is the fact that Mistura has consolidated its place as Latin America's most important food fair and that the three latest opinion polls by IPSOS Rank it as one of the two best brands to represent Peru.



To celebrate this first decade, Mistura returns to its essence at a fairground that is warm and welcoming and closer to the public. The design will be more inviting, with colored awnings and wooden stalls that will replace the large tents of previous years, and the street foods will be sold from their original carts.

ANCHORED IN OUR HISTORY AND CULTURE

Apega has chosen the historic center of Rimac as the backdrop for this 10th edition, a district that represents the country's diversity and integration from its prehispanic origins, the later Spanish colonial period, and the large Afro-Peruvian population that settled in the classic neighborhood of Malambo. And, of course, the influx of migrants from different regions of Peru.

We would like to emphasize that Mistura is moving to this district under special circumstances, as the joint effort of the Rimac Municipality and the Heritage foundation seek to restore and enhance the value of its monuments and cultural heritage. Those who visit the fair will have the opportunity



10 years of commitment
with gastronomy



to admire the district's main attractions, which form part of the historic center of Lima as the "Cultural Heritage to Humanity" recognized by Unesco. A stroll by the Ingunza Lookout point or through the Convent of the Barefoot Friars and the romantic Alameda; a walk along Jiron Trujillo or the Paseo de Aguas; or a visit to the stone bridge or the Acho bullring are just a few of the activities that visitors can enjoy in this district known as "under the bridge."



Those who have had the pleasure of enjoying old Lima can relive the revelries and the endless nights of under-the-bridge music sessions, as at the classic Parral or the more recent Amistad y Criollismo and the Hatuchay with its stronger Andean influence. Inebriated by the nostalgic sound of Peruvian guitars and cajones, and flirting with the partner of the moment, few of us were aware that there, outside these venues and in between the narrow alleyways, not only was creole music being created but another phenomenon was being cooked up: the culture of creole cuisine under the inspired hands of cooks like Rosita Rios.

Rimac was also where the Amancaes festival was held, an annual event that attracted huge crowds from every sector of society to celebrate together. Food and drinks alternated with music, songs and dancing, and the most famous artistes would come from all over the country. It was a fiesta of every race and ethnic origin in Peru, we could say it was a harbinger of today's Mistura.



THE GASTRONOMIC PROPOSAL

We are renewing the gastronomic proposal for this edition of the fair, with different restaurants and contemporary trends such as ceviche bars, market stalls, health food restaurants and innovative bars. Tradition will also be well represented with restaurants, food cars and delicious typical desserts.

To pay homage to the enterprising efforts of Peruvian cooks, this year we will be welcoming the women of Catacaos and their traditional cuisine, strong and supportive women who overcame the tragedy of the Niño floods in northern Peru. These businesses seek to recharge their economy after the losses and difficulties earlier this year, and being a part of Mistura is a good way to turn the page and carry on their traditions and flavors. Along the same lines, and in alliance with the Eat Fish program, we will have a pavilion of delicious and nutritious seafood dishes cooked by the talented wives of fishermen.



CACAO, CHOCOLATE AND COFFEE WILL HAVE A SPECIAL PAVILION

Cacao, chocolate and coffee will be given a special pavilion in which to pay them tribute. Visitors will have the opportunity to experience the varieties of flavors and aromas and the ways they are prepared.

As always, pisco will be given a special place to display the best distilled spirits from different production areas of the country.

Another of the novelties this year will be an area dedicated to broths, lawas, chowders, bisques and other traditional soups from all over Peru. Visitors will be able to savor varieties from a delicious shrimp chowder to a chicken and peanut soup from the rain forest called Inchicapi.



THE GRAND MARKET AND AUTHENTIC SEAFOOD CUISINE

The heart and greatest pride of Mistura is the Grand Market, this year with a new design and the presence of small farmers who will bring their supplies of excellent and varied products typical of different parts of the country. The best Peruvian cooks will give demonstrations on how to use the market products to cook delicious and healthy meals.





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Another novelty will be the participation of the wives of fishermen from Ancon and Marcona, who will be providing delicious seafood dishes, prepared with affordable types of seafood. They will also provide tips to visitors on how to recognize the quality and freshness of good fish.

RECOGNITIONS AND PRIZES

As part of the celebrations for our 10th anniversary, recognition is being given to the iconic restaurants that have accompanied us from the beginning. And in a special ceremony, we will be paying tribute to the leading players that have made this cultural emblem, the Mistura fair, possible.

The sixth edition of the Teresa Izquierdo contest will include the community kitchens of the coast, Andean highlands and the rain forest. For the third consecutive year, we wish to highlight the work of the mothers in the community kitchens, who feed close to a million Peruvians. The winners will have a space at Mistura from which to share their specialties with visitors.

Indonesia will be our guest country in this year's Mistura, with a pavilion where visitors can get to know their traditional cuisine and customs. The representative of Indonesian cuisine at the fair will be the outstanding chef Vania Wibisono, a great promoter of healthy and balanced nutrition.

LOCATION

We would also like to highlight this 10th fair's purpose to encourage new visitors from different parts of the city. There is an excellent connection between Rimac and the districts of North Lima (such as Comas, Los Olivos, Independencia) and Central Lima (San Juan de Lurigancho, Ate) to the fairgrounds, not to mention the easy access via the Metropolitano, the Blue Corridor bus service and the final station on the Metro 1 line.