

In Search of the Perfect Peach

Why flavour holds the answer to fixing our food system

Franco Fubini, Foreword by Tim Spector

Description

What makes a great-tasting tomato? Why do scarred greengages taste better? Is 'eating local' everything it's cracked up to be?

The first bite of a perfectly ripe peach can be truly transformative – a joyful experience that stays with you forever. But, as Franco Fubini came to realise, flavour is a signifier of so much more than nostalgia. It has the power to change the way we grow, shop and eat – transforming the planet as well our palates.

From the citrus groves of Sicily to a knock-out taco in Mexico City, this is the story of how Franco's pursuit of flavour led him on a journey to understand how this incredibly simple desire can lead to radical change. Having spent over two decades as the founder of Natoora, sourcing amazing flavour for some of the best kitchens and most demanding chefs in the world, Franco brings together his intimate experience of the supply chain in a book that shines a light on how flavour has dropped off our plates and how we can get it back.

Through flavour, a better future of food suddenly becomes possible: one in which we are not only closer to nature and to the people who grow our food, but where we are also actively building seasonal diversity back into our diets, putting nutritious food on our plates and restoring the health of our soils.

Franco Fubini offers us a deeply optimistic vision of how we, as consumers, can follow flavour to fix the food system and bring joy to our every meal.

About Franco Fubini

Franco Fubini is at the forefront of a fundamental revolution in the way we all eat. Founder and CEO of Natoora, his unique approach to seasonality and sourcing has been raising the bar on flavour for 20 years and is actively shaping the way both top chefs and consumers cook and understand food in London, Paris, Milan, Copenhagen, Malmo, New York, LA, Miami and Melbourne.

Driven by his belief that by engaging people with the real flavour of fruit and vegetables, we can collectively transform the way that food is being farmed and supplied, Franco has built a resilient supply chain founded on flavour, transparency and direct relationships. A professor of Sustainability Management at Columbia University in NYC, Franco is also a judge for the Food Planet Prize, the largest environmental prize in the world focused on food systems solutions.

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'a pioneering approach'
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