

HAMMER

# Food & Beverage

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Business Review

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## Three Centres of European Excellence Unite for Mastery in Mediterranean Gastronomy



An academic collaboration between ITSMalta, CAST AlimentiItaly and InstitutLyfeFrance

Mediterranean cuisine, a veritable treasure trove of gastronomic culture, demands the highest level of professional preparation. To translate its rich heritage into high-quality recipes, three distinguished educational institutions have joined forces to create an unparalleled program called “Advanced Programme in Mediterranean Gastronomy”.

This initiative brings together ITS Institute of Tourism Studies in Malta, CAST Alimenti in Italy and Institut Lyfe in France to host and provide contexts where professionals from around the globe can delve into the most distinctive and cherished elements of Mediterranean cuisine, all during the three-month immersive program. Conducted exclusively in English, the program aims to enhance

participants’ gastronomy skills, providing them with a strategic advantage in their culinary careers.

This unique and fascinating project is strictly limited in number, targeting culinary professionals, particularly chefs, with at least two years of documented work experience. Students or alumni from the three institutions are also eligible to participate, benefiting from the synergistic blend of diverse teaching models and cultural insights offered by the schools’ unique locations.

The mastery is structured into three modules and phases, commencing in Spring 2025 in Malta with an initial preparatory and welcome week for participants. Formal training begins with a five-week module at CAST Alimenti in Brescia, Italy, focusing on the country’s renowned cuisine. This module covers the extraordinary repertoire of land and sea offerings from Italy, exploring coastal gastronomy and the rich culinary heritage of various regions.

The second phase takes place at InstitutLyfe, in Lyon, France, where participants will delve into the French

interpretation of Mediterranean cuisine. This module draws on French rich culinary traditions and offers endless inspiration for star chefs, emphasizing innovation and refined techniques.

The final module returns to Malta for another five weeks, where the ITSteam will highlight the island’s unique gastronomic heritage. This phase integrates the knowledge gained in the previous modules, allowing participants to deepen their understanding of Mediterranean cuisine within the context of Malta’s rich culinary traditions.

Upon completing this professional program, participants will undertake a paid seven-month internship in Malta’s restaurant and hospitality establishments. This invaluable experience allows participants to engage directly with Malta’s dynamic culinary and hospitality market, which continually seeks qualified professionals.

For more information and registration: [its.edu.mt](mailto:its.edu.mt) or [s.menon@castalimenti.it](mailto:s.menon@castalimenti.it)

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## Mondelz International and Lotus Bakeries Join Forcesto Expand the Biscoff® Brand in India

Mondelz International and Lotus Bakeries announced a strategic partnership to expand and grow the Lotus Biscoff® cookie brand in India, and to develop exciting new chocolate products combining the unique, caramelized, crunchy Biscoff® taste and texture with Mondelz’s iconic Cadbury, Milka and other key chocolate brands in Europe, with the option to expand globally. This partnership provides new opportunities for both companies to accelerate their growth ambitions in the attractive cookie and chocolate categories, with potential options to expand into additional markets



and/or adjacent segments.

Through this partnership, Mondelz will leverage its extensive distribution network and local market presence to manufacture, market, distribute and sell Biscoff® cookies in India. Lotus Bakeries aims to achieve significant visibility and sales growth in this high-potential market, while Mondelz will build upon its already strong presence in both traditional and modern

trade to expand its cookie offerings into high-demand premium spaces.

In addition to growing Biscoff® in India, the two companies will work together to develop and market co-branded chocolate products in other markets. While specific formats are still in the early stages of development, the companies aim to bring new innovations to the chocolate category that will surprise and delight consumers. The first co-branded products are expected to launch in early 2025, with Cadbury and Biscoff® in the United Kingdom, as well as Milka and Biscoff® in Europe.