General Information

<table>
<thead>
<tr>
<th>Source:</th>
<th>NBC Nightly News</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creator:</td>
<td>John Seigenthaler/Mike Taibbi</td>
</tr>
<tr>
<td>Event Date:</td>
<td>02/26/2006</td>
</tr>
<tr>
<td>Air/Publish Date:</td>
<td>02/26/2006</td>
</tr>
<tr>
<td>Resource Type:</td>
<td>Video News Report</td>
</tr>
<tr>
<td>Copyright:</td>
<td>NBCUniversal Media, LLC.</td>
</tr>
<tr>
<td>Copyright Date:</td>
<td>2006</td>
</tr>
<tr>
<td>Clip Length:</td>
<td>00:02:04</td>
</tr>
</tbody>
</table>

Description

It's the counterpoint to fast food: the "slow food" movement, which started 20 years ago in Italy.

Keywords

Food, Fast, Traditional, Italy, Organic, Whole, Corn, Polenta, McDonald's, Big Mac, Restaurant, Carlo Patrini, Slow Food Movement

Citation

MLA

Transcript

Fast Food vs. Slow Food

JOHN SEIGENTHALER, anchor:

At the Olympic venues in Torino these last two weeks, it's been all about speed, but in many of the kitchens in the region, the pace is decidedly slower. And as NBC's Mike Taibbi found out, the results are often worth the wait.

MIKE TAIBBI reporting:

A quick slice, a panini in a coffee bar. Busy Italians like their fast food and, apparently, ours, including young Italian winemaker Giuseppe Vira...

Mr. GIUSEPPE VIRA: I must admit I've eaten many Big Mac.

TAIBBI: ...who also supports the slow food movement, started 20 years ago in Italy by journalist Carlo Patrini as a challenge to the fast food giant McDonald's.

Mr. CARLO PATRINI: (Through translator) If fast food developed, it's obvious that slow food would develop as a counterpoint.

TAIBBI: The movement really protects a way of life based on traditional foods that take a long time to produce, to prepare and, preferably, to enjoy.

Mr. VIRA: With nice people, with friends, it's--it's a way to talk, it's a way to exchange ideas.

TAIBBI: A Web site connects and supports small organic food producers like Renzo and Luciano Sobrino. In their centuries-old mill, where they used to have to make cement part of the year to stay solvent, they're now turning a healthy profit grinding a rare variety of corn, which, after cooking for an hour and a half, makes an Italian favorite, polenta, that's delectable with local cheeses and meats.

And at this slow food feast in a Torino restaurant, you don't count calories, just the variety of good, healthy and different foods.

Unidentified Man: Tuna fish...(unintelligible)...pepperoni.

Man: Yes.

TAIBBI: Tuna fish...(unintelligible)...pepperoni?

TAIBBI: It would all fit in nicely in the slow food curriculum at a local university attracting students from all over, including the US.

Unidentified Woman: Great blend of humanities and sciences and everything having to do with food,
really.

TAIBBI: Because whether it's slow food or fast food, everybody eats.
Mike Taibbi, NBC News, Torino.