



**Welcome to Belo Horizonte!
Capital of Minas Gerais.**

Here, gastronomy is tradition and passion.



BELO HORIZONTE

Belotur

**PREFEITURA
BELO HORIZONTE**
GOVERNANDO PARA QUEM PRECISA



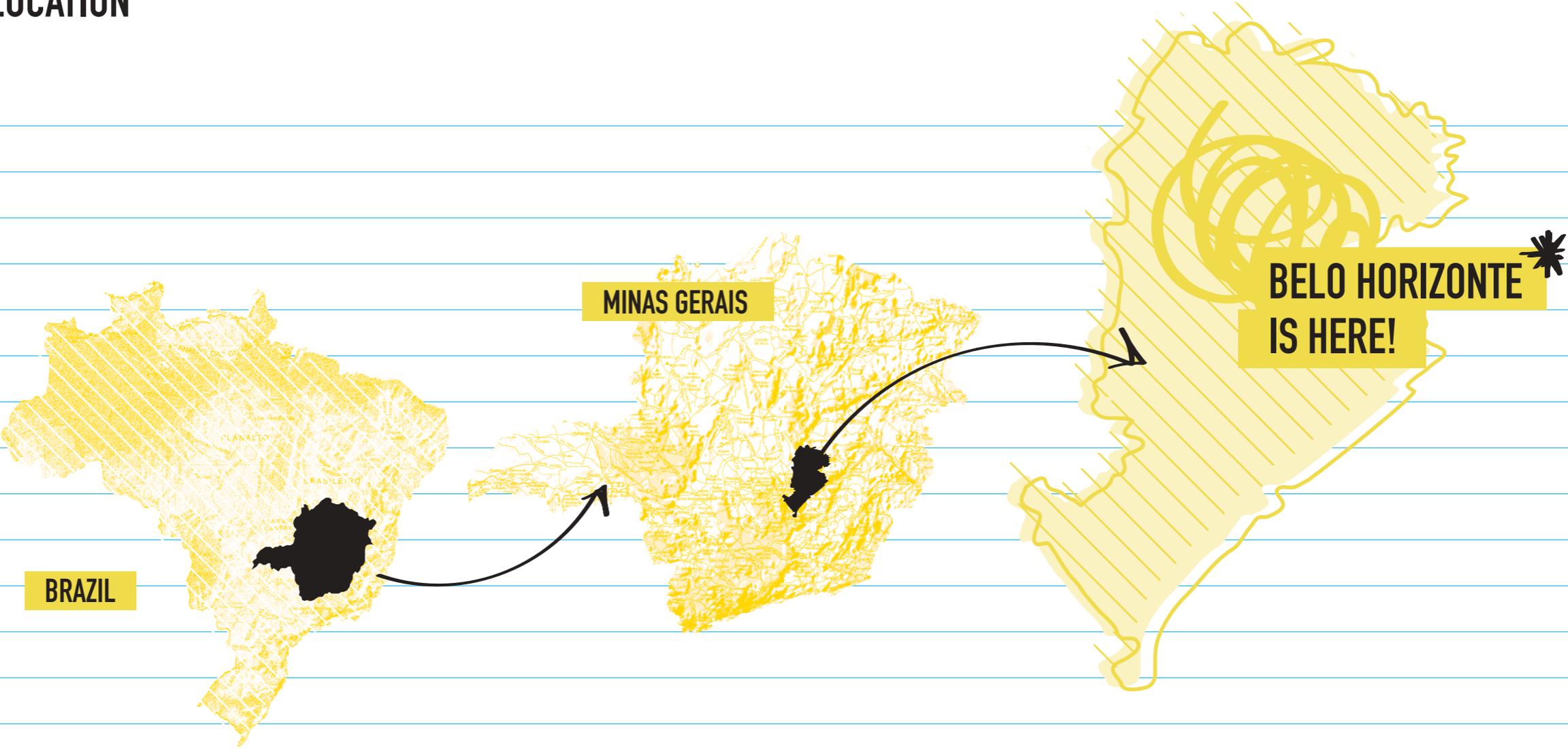
FIRST COURSE

**A story which
remains alive in
the tables and in
the hearts.**



Victor Schwaner |
Restaurante Paladino

LOCATION



Minas Gerais has an authentic love story with gastronomy. To prove so, all you have to do is ask any **mineiro**¹ what is the best place of the house and the answer will be on the tip of the tongue: the kitchen. That is the case because it is around the table and by the stove that our culture has been passing from generation to generation for over 300 years – or, since the first explorers left São Paulo and Bahia to cross our mountains in search of gold and precious stones. The discovery of gold, in 1665, created the first settlements. Others would come with time and for other reasons. **One of these settlements was called Curral Del Rei**².

¹ Person who is born in the state of Minas Gerais.

² In 1701, an explorer with the name João Leite da Silva Ortiz created the Farm do Cercado. It was a farm composed of a small plantation, flour manufacturing and creation of cattle. Due to its good location, it also became a commercial warehouse of food to supply the mining regions of the State. From this movement the settlement of Curral Del Rei was created, and in 1897, one of the first planned cities of Brazil: **Belo Horizonte**. The new capital of Minas Gerais was born to replace Ouro Preto, at the time considered too representative of the colonial period. The Federative Republic of Brazil was proclaimed eight years earlier and, with the construction of the modern Belo Horizonte, clear signs were given that new times had arrived.

The history of our gastronomy has a direct relation with two important economic cycles from our State.

The first cycle, which had its peak in the XVIII century, was connected to the gold mining, activity which attracted a large number of people to the State. It was at that time that the habits of the **índios³**, the Portuguese and the African slaves mutually influenced one another, creating the base of what we know today as the typical cuisine from Minas Gerais. Although marked by the exploration of wealth, at that time we learnt about food shortage: all of a sudden there were too many mouths to feed with little food and the different foods became expensive and hard to find.

The habit to utilize to the maximum all food resources available at the time, including fish and game, came from a moment of need. To overcome the famine, it was common to find vegetables and small animals, such as chickens and pigs, in the yards of the houses. This was a Portuguese tradition which arrived with the settlers and was incorporated to such an extent to our culture that, to this day, it is possible to find vegetables and animals in the backyards of homes in small cities in the countryside of the state.

³ Native Brazilians.



GROCERIES

Someone said beans?

Important base of several dishes of our gastronomy, beans were introduced in our habits by the *tropeiros*, men who used to travel long distances by horse, guiding donkeys full of groceries and utensils to supply the crowds of workers of the gold mines. The *tropeiros* carried their own kitchen⁴, and had the beans as a basic ingredient, which were mixed to manioc flour, pork cracklings⁵, meat jerky⁶ and roots⁷, which they found along the way. From this mixture, the *Tropeiro Beans* was born, dish which has survived the centuries and, today, served with rice, sausage or pork loin and kale⁸, is one of the synonyms of Minas Gerais cuisine. The marriage between beans and flour also gave us *Tutu*, another traditional dish which is still present in our tables today.



Revista Prazeres da Mesa

⁴ Built of dry and durable ingredients, besides the precious salt and the required cachaça.

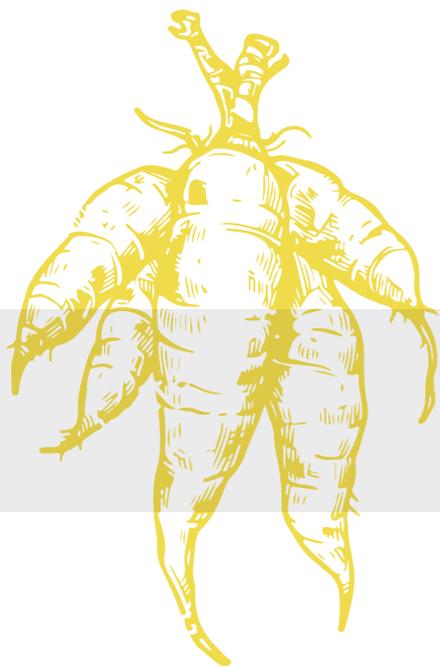
⁵ Pork's skin, subcutaneous fat and a thin portion of meat are fried, resulting in a crunchy snack.

⁶ Originated in the south of the country, the meat was dried in the sun and conserved in a large amount of salt to resist long journeys.

⁷ Fern, ora pro nobis, watercress...

⁸ Vegetable brought to Brazil by the Portuguese, is nowadays one of the most consumed vegetables in the country.





In the time of food shortage, the growth of manioc and corn became fundamental. Versatile, both the root and the cereal inspired the cooks of the time to create sweet and savory dishes, which are still a part of our menus to this day.

From the manioc flour came the omnipresent *farofa* and its countless mixtures. On the other hand, the corn unfolded into several recipes, such as *fubá*, *angu*, *mingau*, corn bread and *cobu*.



The *fubá* is a very thin corn flour which, when brought to the stove and mixed with water, yields *angu*; if mixed with milk, yields *mingau*; and, if mixed with eggs, milk, sugar and seasonings, when baked, becomes corn bread and, if wrapped in banana leaves, yields *cobu*.

Miguel Aun | Foto integrante da obra
História da Arte da Cozinha Mineira por Dona Lucinha.



The **second cycle** to influence our gastronomy is known as the “ruralization” of the regional economy. The gold cycle came to its end and a time in which the social and economic life was concentrated in large cattle and vegetable farms, began. Little by little, red meat started to be appreciated in the tables which, before, chicken and pork reigned. This was the time food was in abundance and dishes based on cooked meat and served with savory broths, such as the *Vaca Atolada*, the *Canjiquinha* and the **Chicken with Okra**, amongst others, were introduced. The kitchen in the farm was a wet area and, therefore, sides such as *angu* and braised vegetables and leaves were the norm.

The habit of having an area to grow vegetables and leaves near the kitchens brought to the dishes of Minas Gerais the flavor of recently picked, chopped and cooked, ensuring the preservation of the natural juices, the vibrant colors and the rich smells which have delighted the eyes and satisfied the palate of locals and foreigners for centuries. Another delicious dish, as traditional as the *mineiro* way of receiving guests, also comes from the kitchen of the farm house: the fruit and milk sweets compotes, always accompanied by a slice of **cheese**⁹.

Victor Schwaner |
Circuito Sapucaí





⁹ The **mineiro cheese** must be highlighted: known for its singularity in texture and flavor, it is yet another delicacy brought by the Portuguese, which arrives to the present being recognized as a Cultural Brazilian Patrimony by IPHAN (Institute of the National Historical and Artistic Patrimony, 2008). The process to produce our cheese also ensures its originality: crude cow milk, a little salt and the “splash”, a natural yeast which differentiates the cheese from other dairies.

The **roots of our gastronomy** tell us about our historical formation, about our identity and way of life.

Behind an apparent simplicity, hide knowledge and vibrant flavors, created by the mixture of people and cultures, which molded themselves to the circumstances. This mixture was the birth of a people which see the kitchen as a meeting point and a reason to celebrate life, family and friends.

And Belo Horizonte, where does it fit in this story?

Wait. When the first course is good, the main course is usually even better!

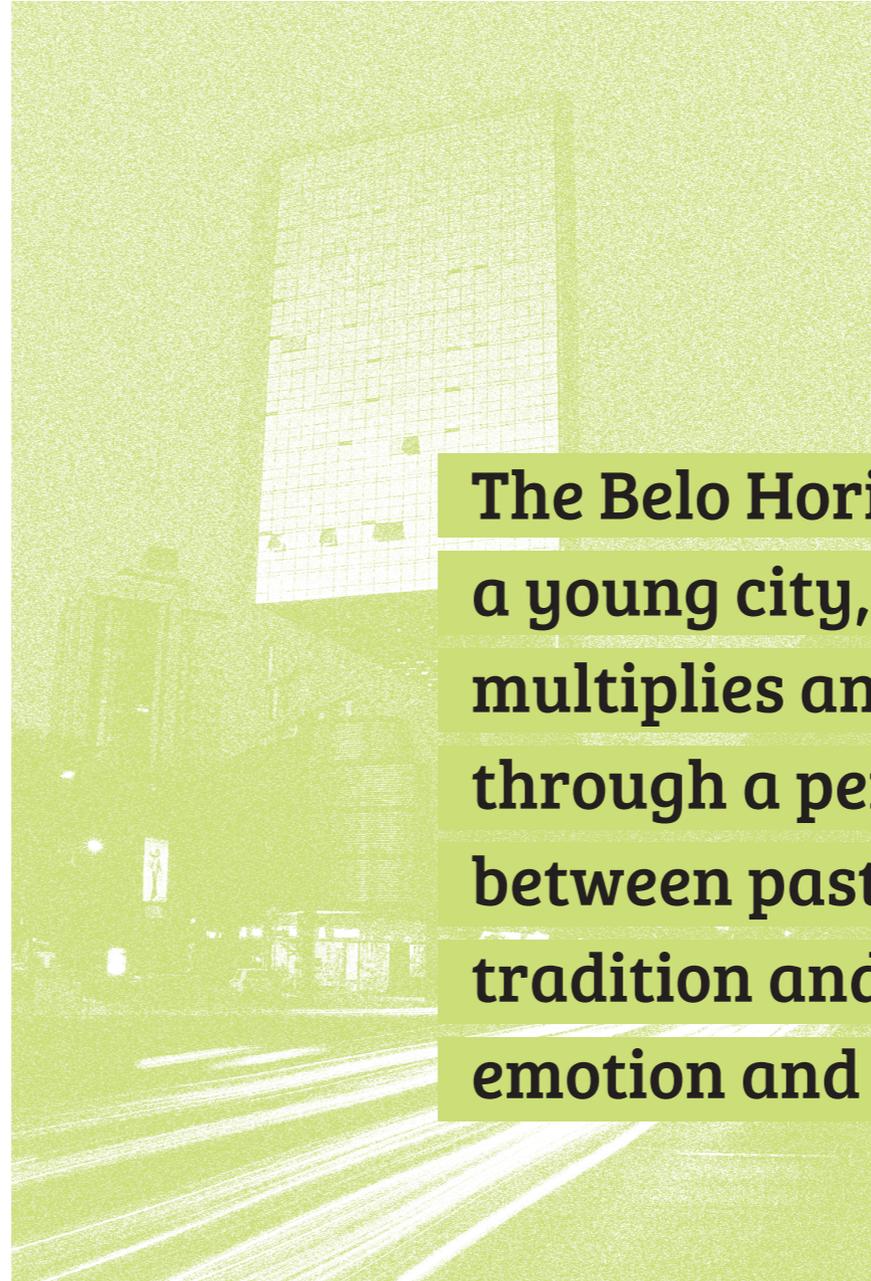
MAIN COURSE

**Belo Horizonte
shines in the national
gastronomic scene.**



Revista Prazeres da Mesa

The population of the young capital, today estimated in about 2.5 million people, has its roots planted in the countryside cities of the State of Minas Gerais, from where came the first residents of the region. This formation makes BH, as it is affectionately known, **the city which compiles the culture of Minas Gerais, as well as the largest showcase of our traditions.** However, to say that the city is just that would be minimizing its role and would not even begin to explain the cultural boil the city experiences today.



The Belo Horizonte of 2019 is a young city, pulsing, which multiplies and reinvents itself through a permanent dialog between past and future, tradition and innovation, emotion and reason.

BH Airport | Aeroporto Internacional de
Belo Horizonte Tancredo Neves



Surrounded by *Serra do Curral*¹⁰, which serves as a natural frame and as a historical reference, Belo Horizonte occupies a territory of about 331 km², in a very privileged location. Its region of influence encompasses 34 counties in the Metropolitan Region, increasing the population to 4.9 million, which expands to about 80 cities when considering a radius of 100 kilometers, driving a market of about 6.4 million consumers. The city is benefited by the State's road network, the largest in Brazil, and from the geographical proximity with the main markets in tourism in the Country. The **Belo Horizonte International Airport**¹¹ holds direct flights to Miami, Orlando, Lisboa, Panamá and Buenos Aires and it is also connected to Brazil's largest airports.

¹⁰ Chain of hills.

¹¹ Recently considered the best in the Country and one of the main hubs of the Brazilian air network (polos da malha aérea brasileira).

The city has the 5th highest GDP amongst the Brazilian counties, with the services sector being responsible for over 86% of our wealth.

BH is a creative city, a center where the arts, gastronomy, design, fashion, architecture, literature, scientific knowledge and technology stimulate its constant renewing, driving the population's daily life. It is here that over 30% of the creative sector of the State is located and, on a national level, the city is the 3rd of the Country with the largest number of workers performing creative activities.

Belo Horizonte has been nominated by the *Population Crisis Committee*, from the UN, as the metropolis with the highest quality of life in Latin America.

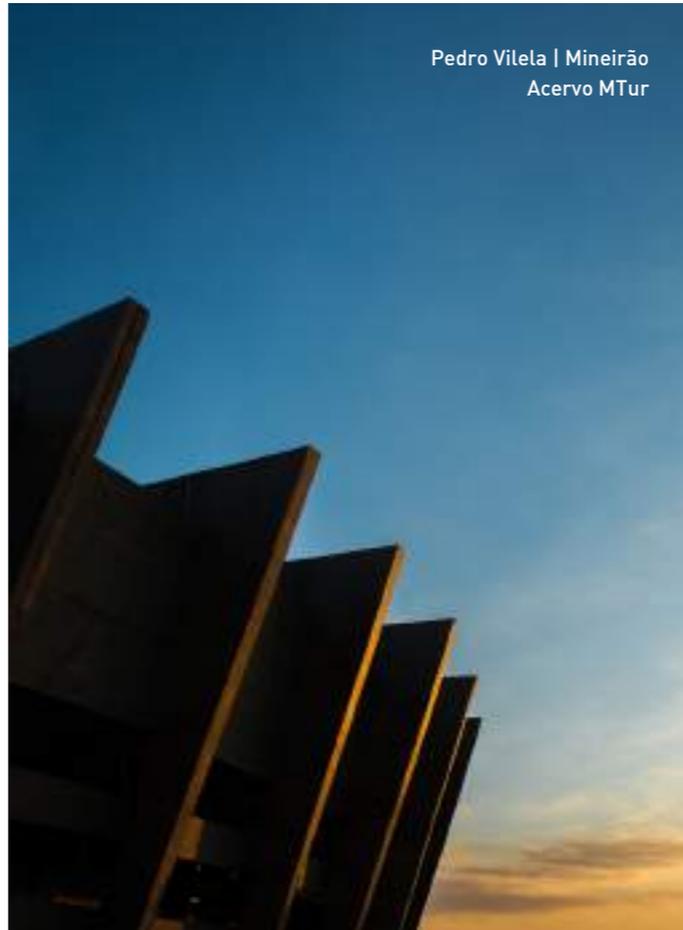
Belo Horizonte has available a wide range of quality tourist and cultural attractions: it is the **city which presented the largest growth¹²** in tourism product offerings in the past years, being recognized by its best practices established. The city has been qualifying the offering of different services and attracting new businesses. This also reflects in the culture, field in which Belo Horizonte is highlighted as the **Brazilian capital with the highest index of cultural consumption and frequency of cultural activities** (Datafolha Institute).

¹² Ministry of Tourism, 2015.

In 2016, Belo Horizonte won a present which it shares with the world. UNESCO recognized the **Pampulha Modern Ensemble** as **World Patrimony**¹³, adding value to the modern architecture in a State worldly known for its baroque style. The Pampulha Modern Ensemble marked the beginning of the truly Brazilian architecture and also served as a pilot for the genius architect Oscar Niemeyer to conceive Brasilia, the national capital and also a World Heritage Patrimony.



¹³ BH is the capital of the Brazilian state with the largest number of heritage patrimony recognized by the entity.



Pedro Vilela | Mineirão
Acervo MTur



Acervo Belotur |
Casa do Baile

Belo Horizonte also offers, to Brazil and to the world, the Liberdade Circuit. This Circuit, which is the largest cultural complex of Latin America of its kind, houses 17 institutions which hold attractions in several creative fields: music, literature, plastic arts, cinema, mineralogy, science, astronomy, entrepreneurship and gastronomy. The Circuit, located in the surroundings of the centennial Liberty Square, has as its highlight the **CCBB | Centro Cultural Banco do Brasil** (a cultural center), **one of 100 most visited museums in the world***.

*Source: The Art Newspaper magazine.



Participative governance: we have it.

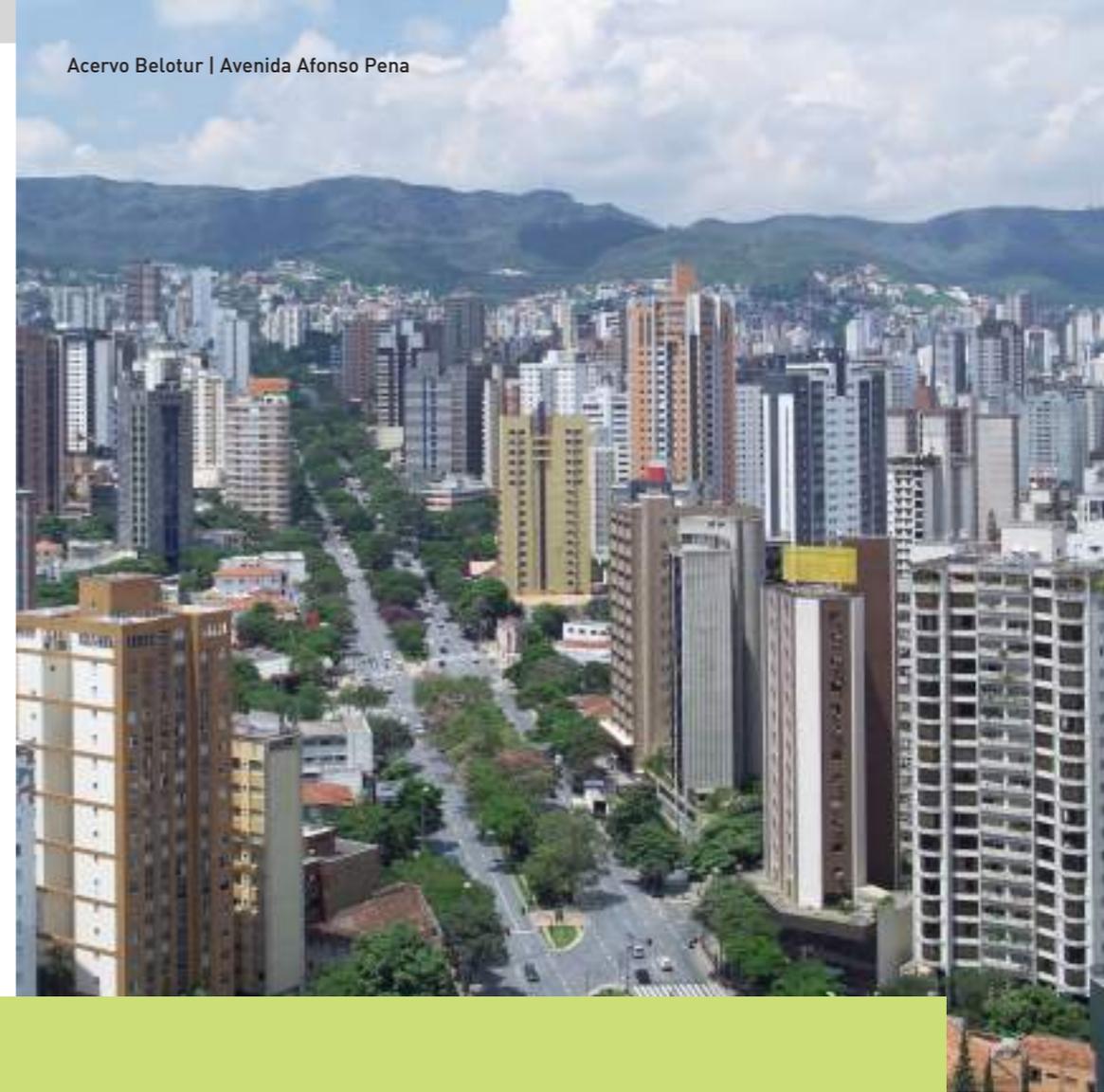
In BH, the civil population is represented in the city's management.

The County Administration is divided in right, indirect and collegiate, represented by central departments, such as the **General Coordination Chamber**¹⁴ and the **Inter-sectorial Articulation Network Chamber**¹⁵. The county has nine regional administrative units and, in all of them, there is a least one department responsible for the promotion of dialogs, meetings and implementation of qualifying actions in the field of culture and art, and, in addition all have lounging spaces within their sectors.



¹⁴ Guides and executes the budget, financial, patrimonial, social security and human resources policies.

¹⁵ Evaluates the implementation of the social policies and manages actions related to the social assistance and food safety policies, as well as the mechanisms and instruments of democratic management and social and popular participation.



The **Master Plan**¹⁶ foresees the **Participative Management**, which has as its main references the **Municipal Urban Policy Council** and the **Urban Municipal Policy Conference**, meetings in which the paths of development are discussed and the basis of the urban municipal legislation are defined. There are, also, councils which count on the participation of the population to draft important policies, such as the **Municipal Council for Cultural Policy (COMUC)** and the **Municipal Council of Tourism (COMTUR)**, both with the participation of several members of the Regionals and from the town hall, as well as several representatives from the civil society, including representatives from the gastronomy and food safety sectors.



¹⁶ Basic instrument of the urban policy of the county, includes the guidelines which drive the planning and management of the city.

Belo Horizonte is an open city. There are several initiatives of cooperation with the world, which are essential for the process of insertion, exchange and sharing of successful experiences. Currently, there are **16 commitments in brotherhoods, eight networks and four international agreements, with highlight to the Pact of Milan.**

The city inspires tradition, culture, creativity and innovation.

There are several business and job opportunities in this sector, which is very inclusive: **57.3% of the gastronomic establishments of Belo Horizonte are created by micro-entrepreneurs.**

Known as the “World Capital of *Botecos*”, Belo Horizonte gathers the largest number of bars and restaurants per capita in Brazil. Yes, because in BH, **we do not go to the bar just to drink: we go, mainly, to eat.**

With a special talent for gastronomy, the city puts a lot of effort, permanently, to consolidate a wide and embracing program of public actions, in partnership with the productive chain, keeping gastronomy and food culture as the main axis of an agenda of urban sustainable development in the context of creative economy.

GASTRONOMY OF BELO HORIZONTE IN NUMBERS*

The gastronomy in Belo Horizonte is authentic and represents the cultural diversity of the city. The numbers show the strength that this creative field has in the local economy, with a direct impact in the social-economic development.

MOVES ABOUT **1,11 billion** dollars per year (4.5 billion reais)



RESPONSIBLE FOR ALMOST **40%** of the jobs within the creative economic sector



OVER **21 thousand** people employed in the sector



23.3% of all jobs in the State are in this field



HAS **45,662** business in the food sector



THERE ARE **18,600** bars and restaurants



10 gastronomic hubs



USD 490 million of Added Fiscal Value (VAF)
(about R\$ 1,964,813,716.00 billion reais)



GROWTH OF **90%** in 5 years (2012-2017)



*Source: Observatório do Turismo de Belo Horizonte, 2019.

Inclusion of the vulnerable population is the focus of policies

The local producers are present in the productive chain of the gastronomy, especially the ones who are a part of the **Municipal Program of Food and Nutritional Safety**¹⁷, as well as the vulnerable groups, which find, in gastronomy, their job and source of income. Some good examples are the three **quilombola communities**¹⁸, which survive from subsistence agriculture and also the family farmers, who are spread out through the nine regionals of the city and who benefit from the program **Straight from the Field**, which has as a goal to **establish bonds between the producer and the consumer**.

¹⁷ Workers of the urban gardens, which benefit vulnerable communities and surrounding producers.

¹⁸ Black rural communities formed by descendants of African slaves, recognized as cultural patrimony of the city.



Audrey Saenen | Restaurante Popular

Policies like these, related to Food Safety, started to be implemented in the 90s and, afterwards, have served as a model for the entire country. One of the main work fronts in the city is the consolidation of a system which ensures the **access to food while fomenting the production, commercialization and consumption of agro-ecological foods**. This challenge unfolds into several fronts, such as the **food assistance for schools and the social-assistance network**, besides daily offerings of subsidized meals in the **popular restaurants**, kept by the town hall.

HERE, THESE DELIGHTS ARE AT HOME.

There are dishes and treats which you will only find in Belo Horizonte. Others have “left the nest” and spread through the world. Get to know some of the institutions of the gastronomy of Minas Gerais that might even make you lose your words.

Cheese

In Minas Gerais there are approximately 30 thousand craft cheese producers, which work in 503 different counties. Out of this number, 9 thousand work to produce, daily, **250 tons of the Minas Craft Cheese from crude milk**. This cheese is recognized as Brazilian Immaterial Cultural Patrimony by the National Historical Patrimony Institute (IPHAN), and won both gold and silver in the **World Cheese Hall**, in France (*Mondial du Fromage de Tours*). In our tables it is consumed raw, accompanied by typical sweets or in several different recipes.



Acervo Embratur | Mercado Central

Cheese bread

The manioc, food widely used by the Native Brazilians, became manioc flour and, afterwards, manioc starch. When mixed with pig fat, salt, eggs, milk, butter and the abundant cheese of the milk producing regions, it yields one of the most adored snacks in Brazil. The cheese bread is always copied, but it is never the same as the one produced in Minas Gerais.



Tropeiro Beans

The history of this dish you already know. From the combination of beans, manioc flour, pork cracklings, sausage, garlic, eggs, onions and seasonings a new and complete dish was created, which has left the 18th century roads and has gained so much space that even the *tropeiros* of the past could not imagine. In the restaurants of “Mineirão”, the stadium which hosted matches of the 2014 World Cup and will be one of the stadiums of the Copa America 2019, the *tropeiro* is the most ordered dish. The Tropeiro Beans from the Mineirão is a cultural patrimony of the city and it is the passion of all fans which attend the stadium.

Liver with Gilo

In the years 1960 and 1970, the Central Market¹⁹ supplied the city and it opened very early. There were no options for the workers to eat in the surrounding area, but there were some left overs, such as the inners and the gilo²⁰. The near-by bars started to prepare these ingredients on the grill and, today, this delicacy became the most famous snack in Belo Horizonte, served by most of the bars of the market. And, also, outside of the Market.



Acervo Mercado Central



¹⁹ Today it is the most visited place by tourists who visit Belo Horizonte.

²⁰ Bitter fruit from Africa.

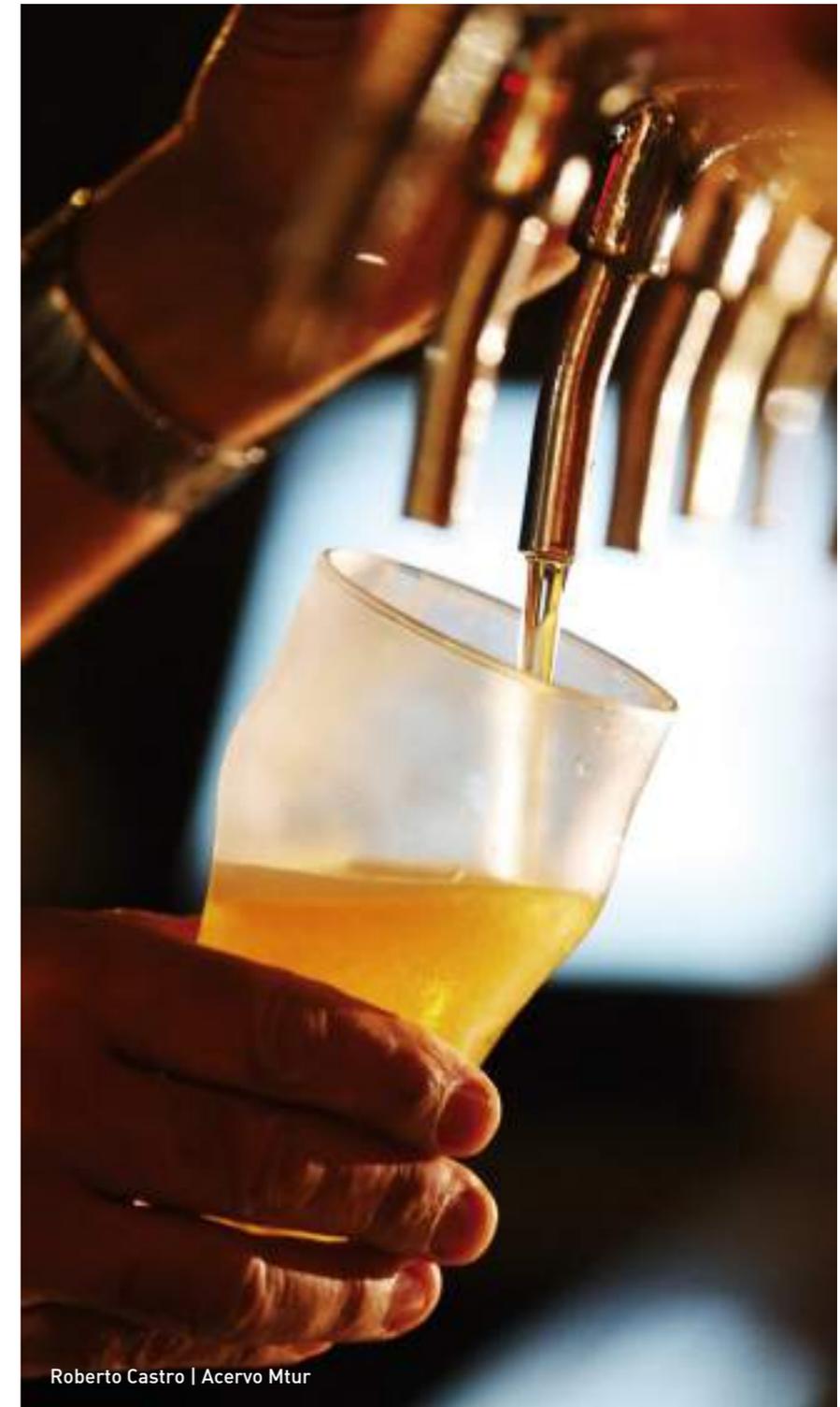
Craft Beer

The world wave of craft beer found, in the Belo Horizonte metropolitan region, a very fruitful ground. In this real belt of barley, several establishments opened their doors so that beer fans could get to know the production process, try harmonized dishes and several kinds of beers. The spotlight for the production of beer²¹ is so big that the State is already known as the “Brazilian Belgium”. In 2018, the beers from Belo Horizonte metropolitan region won 40 medals²² in one of the most important tournaments of the world. This boiling importance did not go unnoticed by the public power: Belo Horizonte was the first Brazilian city to have a law to simplify the beer making market, allowing the production of beers outside of the industrial conglomerates.

²¹ The market grows in the two-digits per year.
²² World Beer Awards, considered as the Oscar of craft beer.



Rawpixel | Unsplash



Roberto Castro | Acervo Mtur

Cachaça

Minas Gerais is the reference State in the production of **caçaça**²³, the 3rd spirit most consumed in the world and a cultural patrimony of Minas Gerais. May it be white or aged in wooden barrels; there are over **1,200 brands**²⁴ of caçaça registered in Minas. The drink can be consumed by itself or in cocktails, the best example being the **caipirinha**²⁵ – one of the 10 most consumed drinks in the world.



Isabel Baldoni | Cachaças



²³ Minas is responsible for 60% of the national production of caçaça.

²⁴ According to the Minas Gerais Institute of Farming/IMA and the Brazilian Reference Center for Cachaça.

²⁵ International Bartenders Association.



Nathan Dumlao | Unsplash

²⁶Ernesto Illy Award of Sustainable Quality of Espresso Coffee, main initiative for the appreciation of Brazilian coffee.



Mark Daynes | Unsplash

Coffee

If there is a drink which is always present in the homes of Belo Horizonte, it is definitely the coffee. Minas Gerais is the **largest producer of coffee** in Brazil, being responsible for half of the entire national production. The main producing regions of special coffee in Brazil are also here, which are highlighted with the **first places of quality awards**²⁶.

Sweets

The sweets made from fruit, such as the guava sweet, papaya, cider, orange and creamy dulce de leche, are a part of a tradition of Minas Gerais which has arrived as alive as ever to the present. Our sweets are responsible for awards and honors throughout the country and, when accompanied by a good cheese, are amongst one of the unforgettable experiences for those who wander around in these lands.





Cream Cheese Coxinha

This is a very popular snack in Brazil. Made with wheat flour dough and filled with chicken or shrimp, in Belo Horizonte the *coxinha* received the company of the traditional *mineiro* cream cheese²⁷ and was raised to the category of gastronomic patrimony, being present both in sophisticated restaurants and in street bars.

²⁷ A type of cream cheese exclusive from Minas Gerais.

Débora Gabrich | Restaurante Dona Lucinha



Kaol

An iconic dish of the gastronomic scene of the city, its history must be told: the Kaol is a popular dish that contains rice, eggs, sausage and farofa which, in the 50s, was served to the employees who worked late in the Café Palhares. Until one day, the bohemians who walked by, in the middle of the night, smelt the aroma that came from the kitchen and order the same dish. From then on, the dish made it to the menu in a heartbeat. Currently, there are large lines at the Palhares at lunch time – all because of the Kaol.

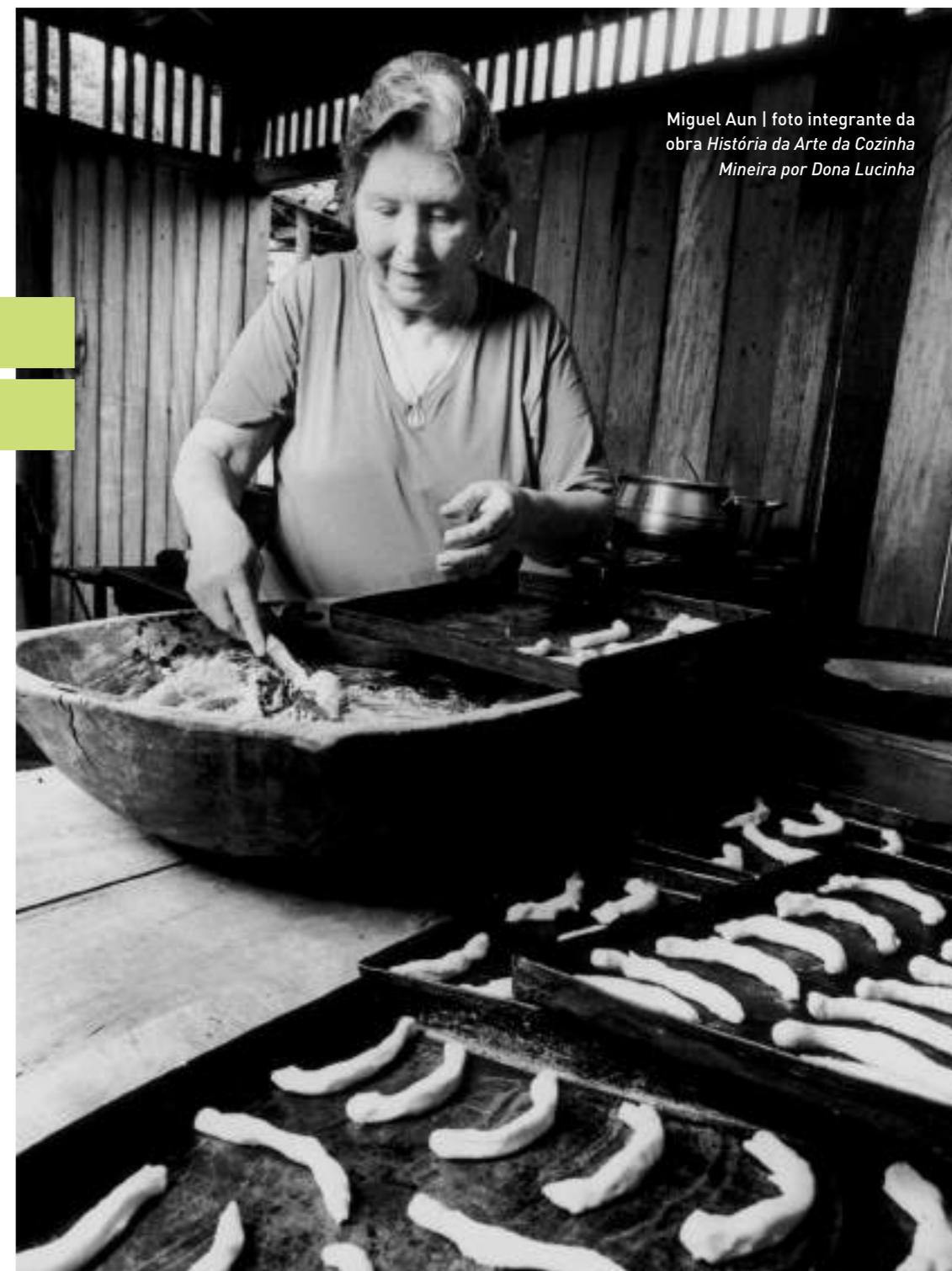
Rochedão

In the middle of the night, the traditional bar Bolão, in the quiet neighborhood of Santa Tereza, becomes a meeting point for those searching for some authentic comfort food to call it a night. The attraction of the place is the Rochedão, a dish that has become a classic of the bohemian gastronomy of Belo Horizonte. All was needed was to put rice, beans, french fries, steak and eggs together to attract residents, tourists and lovers of simple yet tasty cuisine.

Encounters, sensations and experiences: we know how to promote.

Under the Coordination of **Belotur**²⁸ a program was created aiming to position Belo Horizonte and its surroundings as a relevant **Gastronomic Tourism Hub**. Through actions to retrieve products and ingredients, offer experience routes and create appreciation for the cuisine of Minas Gerais, the goal of the program is to involve the entire production chain of the county and surrounding areas, besides integrating sectors related to gastronomy, creating new business opportunities, jobs and income. As instruments, the promotion of culture and the appreciation of the knowledge result, also, in the **increase of the community's self-esteem**.

²⁸ Belo Horizonte's Tourism Municipal Company, which has as its mission to promote the capital of Minas Gerais as a hub of tourist attractions with national and international visibility.



The **Gastronomic Hub of Belo Horizonte** is a reality which has its bonds strengthened every day. The city demonstrates its capacity and experience in promoting synergy between **culture and creativity** as a local development lever.

It is a fact that we are, due to our historical richness, diversity and wide offering, a Creative city in the field of gastronomy. With the acknowledgement from UNESCO we would like to further promote and consolidate our vocation.

Belo horizonte, gastronomic creative city

Our affective memory, planted in our childhood in our grandparents' home, in the countryside, is remembered and honored in the capital, with innovation and creativity, in all corners with an available stove. If it is a wood burning stove, even better: the transportation between past, present and future is guaranteed.

Our gastronomic event calendar is wide. In Belo Horizonte, there is always a delicious and different activity going on in the streets of the city – for trade, for the locals and for the tourists.

**There are over 70 festivals and events
which express our traditions and
differentiate us from others.**



Fot the trade – and for the joy of the public.

FESTIVAL FARTURA DO BRASIL

(Brazil Abundance Festival)

Considered one of the main gastronomic projects of the country, with books and internationally awarded documentaries. The “*Festival Fartura do Brasil*” happens in the streets and it is the bridge between the producers, market, chefs and gastronomy lovers.

EXPOCACHAÇA | FEIRA E FESTIVAL INTERNACIONAL DA CACHAÇA

(Cachaça International Fair and Festival)

Occurs 21 years ago and is **the largest and most important world showcase of the productive chain and value of this spirit**. The event attracts thousands of visitors to the capital with its intense program of courses, business rounds, entertainment, recreation, gastronomy and several concerts.



Nereu Jr. | Festival Fartura

SIC | SEMANA INTERNACIONAL DO CAFÉ

(International Coffee Week)

International event that attracts coffee producers, coffee roasters, classifiers, exporters, buyers, baristas, coffee shop owners and coffee lovers.

FESTIVAL DO QUEIJO MINAS ARTESANAL

(Craft Minas Cheese Festival)

The festival gathers, in BH, State producers of cheese and ingredients, such as olive oil, which harmonize of this *mineiro* good.

SEMANA DA GASTRONOMIA MINEIRA

(Minas Gerais Gastronomy Week)

The event brings back and increases the potential of the history and the values of the gastronomy of Minas Gerais.

FICC - FESTIVAL INTERNACIONAL DE CERVEJA E CULTURA

(International Beer and Culture Festival)

The FICC is the largest event of craft beer in Minas Gerais, gathering music, brewers and beer lovers.

JUNGLEBIER

Is a large festival that has as pillars the sustainability and the propagation of the local brewing culture.

AGRIMINAS | FEIRA DE AGRICULTURA FAMILIAR

(Family Farming Fair)

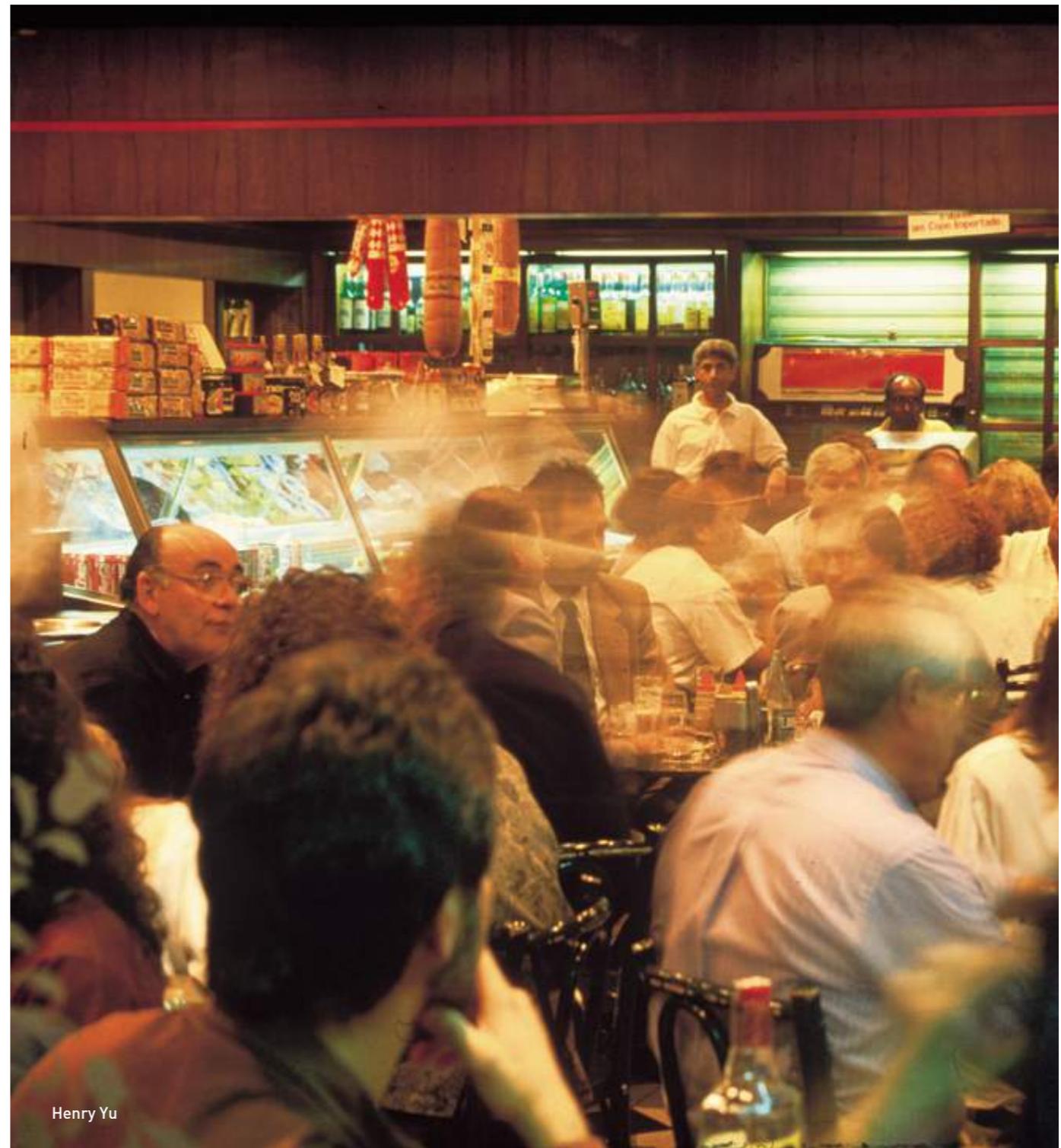
An important initiative for the promotion of products from the craft agro-industry, which opens new markets for the family farming products and their crafts.



Shaped as a circuit

The bar is the first place in that comes to the mind of many **belo-horizontinos** when talking about relaxing and entertaining. Large or small, simple or sophisticated, downtown or in the suburbs, the bar is the meeting point of neighbors and friends. It is as if the bar is the extension of the kitchen of the house, since it is so familiar and singular of this city. Our “boteco culture” brings back and presents the historical cuisine in a joyful and cozy environment. And, due to its singularity, it has crossed the boundaries of BH and won over Brazil.

²⁹ Person who is born in Belo Horizonte.



Henry Yu



SOME EVENTS WHICH CELEBRATE THIS IDENTITY ARE:

COMIDA “DI BUTECO”

In the year 2000, an event was created which would change, forever, the way the belo-horizontinos looked at their favorite bars. With the goal of bringing back the authentic **botecos**³⁰, those ones that hold a special place in people's hearts, the festival created the “network of good” and its reason of being was defined: “to change lives through original cuisine – buteco, an extension of your home.” In these 20 years, the Comida di Buteco has developed an important role to foment small family businesses and the original cultural cuisine.

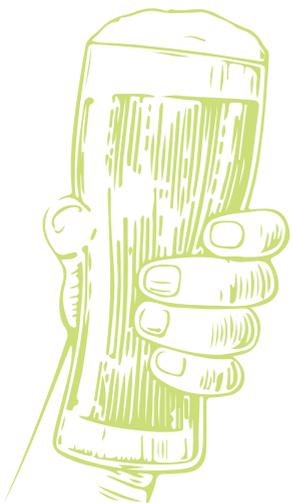
³⁰ Boteco is how the locals refer to the bar; when written as “buteco”, it is referring to the phonetically way spoken in Minas Gerais.

BOTECAR

Inspired in the boteco culture, this gastronomic festival includes around 35 bars in different regions of the capital, offering to public cold beer and snacks which use ingredients that translate the *botequeira* culture of the city.

BAR EM BAR (*From Bar to Bar*)

Promoted by Abrasel - Brazilian Association of Bars and Restaurants, the festival Bar to Bar, which happens since 2007, shares and values the cuisine of the bars.



CIRCUITO GASTRONÔMICO DA PAMPULHA

(Pampulha Gastronomic Circuit)

Using as a scenario the architectural complex which is Heritage Patrimony, the Pampulha Gastronomic Circuit challenges the restaurants of the region to offer new dishes which have a story related to the selected theme. Chefs and owners are challenged to use creativity to combine flavors, smells and presentation to captivate a very demanding public.

CIRCUITO GASTRONÔMICO DE FAVELAS

(Gastronomic Circuit of Favelas)

This Circuit portrays an initiative which goes beyond any similar event, since it places in the spotlight cooks who live in communities and villages of the metropolitan region of Belo Horizonte.



Outside

CIRCUITO SAPUCAÍ DE GASTRONOMIA E ARTE

(Art and Gastronomy Sapucaí Circuit)

Sapucaí Street is located in one of the most traditional neighborhoods of the city, Floresta. The event provides show-classes with renowned chefs, music and artistic performances to adults and children.

FEIRA APROXIMA

(Aproxima Fair)

A contemporary event which has as a mission to bring together the productive chain of the gastronomy of Minas Gerais, fomenting businesses and making dreams possible.



Acervo Belotur | Vila Gastronômica - Arraial de Belo Horizonte

ARRAIAL DE BELO HORIZONTE

(Belo Horizonte Arraial)

June is the month for eating and dancing in Brazil: it is the time for June festivities, traditional festivity brought by the Portuguese in the 16th century. Originally a Christian party, it became very popular in the Northeast of the country and incorporated typical foods and dances. The “Belo Horizonte Arraial” is the most representative June Festivity in the South and Southeast regions and also it is one of the five largest June Festivities in Brazil – the only which happens in a city outside of the North/Northeast axis.

FUEGOS FESTIVAL

A gastronomy cult made in pure fire, ember and flame.

BH embraced these events

The city is a part of some of the most important gastronomic circuits of the country, which have found, here, a sensible public, both present and welcoming. You are in the right place for eating.

BELO HORIZONTE RESTAURANT WEEK

An event which gathers the best restaurants in the city, offering irresistible and complete menus: first course, main course and desert for special prices.

MESA AO VIVO *(Live Tables)*

Promoted by the Prazeres da Mesa magazine, the event gathers foreign chefs to host lectures, as well as encourages the gastronomic exchange between different regions of Brazil and also from other countries.



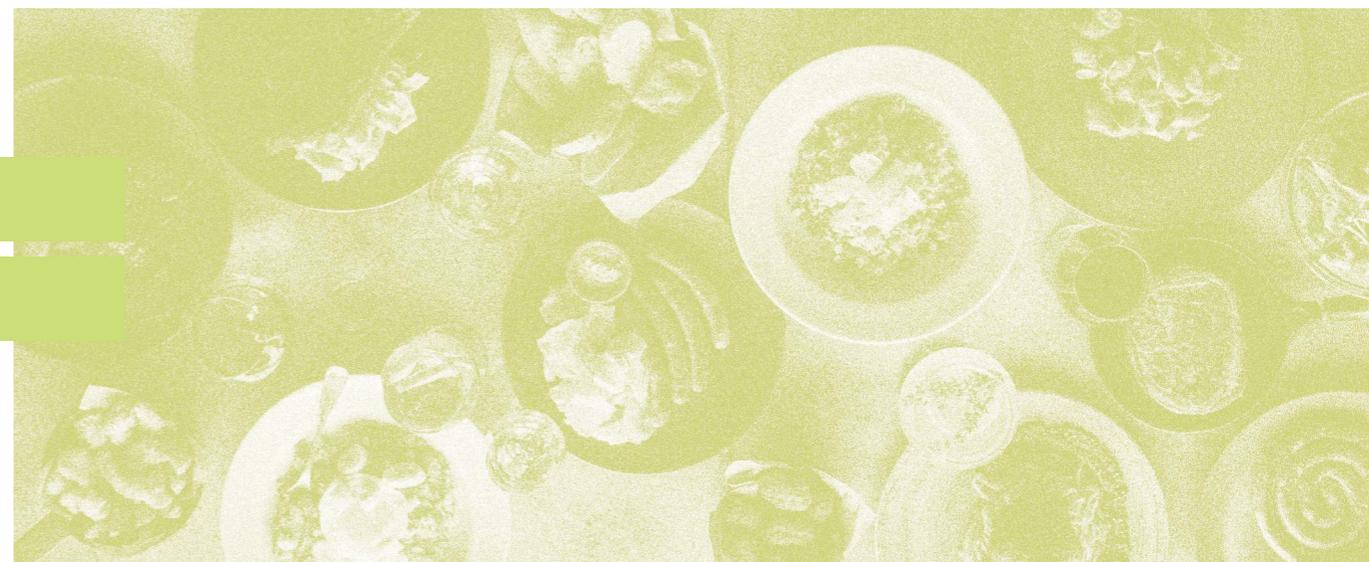
BRASIL SABOR *(Brazil Flavor)*

It highlights the cultural cuisine of the country, throughout Brazil. The focus is the appreciation of the process of recipe creation and the sensations raised by the mixture of ingredients and regional seasonings.

Celebrating cultures which intertwine in BH.

COUNTRIES FESTIVITIES

All started with the French Party, when an important avenue of Belo Horizonte dressed itself in *bleu, blanc et rouge* to celebrate the 14th of July with music, wine and typical food. The idea caught and soon the Italian, Portuguese and Israeli parties followed, besides the Lebanese Food and Culture Festival, the America Fun Fest and the Oktoberfest. In these events of flavors and cultural blending, the winners are the residents of the city and those foreigners who chose Belo Horizonte as their home.



The professionalization and multiplication of gastronomic events in the city gave the cuisine of Minas Gerais, in 2016, the **2nd best place in the eyes of foreign tourists who visited the country.**

The value we give to our cuisine can also be measured by another fact: **July 5th** is, officially, the **Day of Gastronomy of Minas Gerais.**

Want some desert?

DESSERT

**Plurality and inclusion,
both in public policies as
well as desserts.**



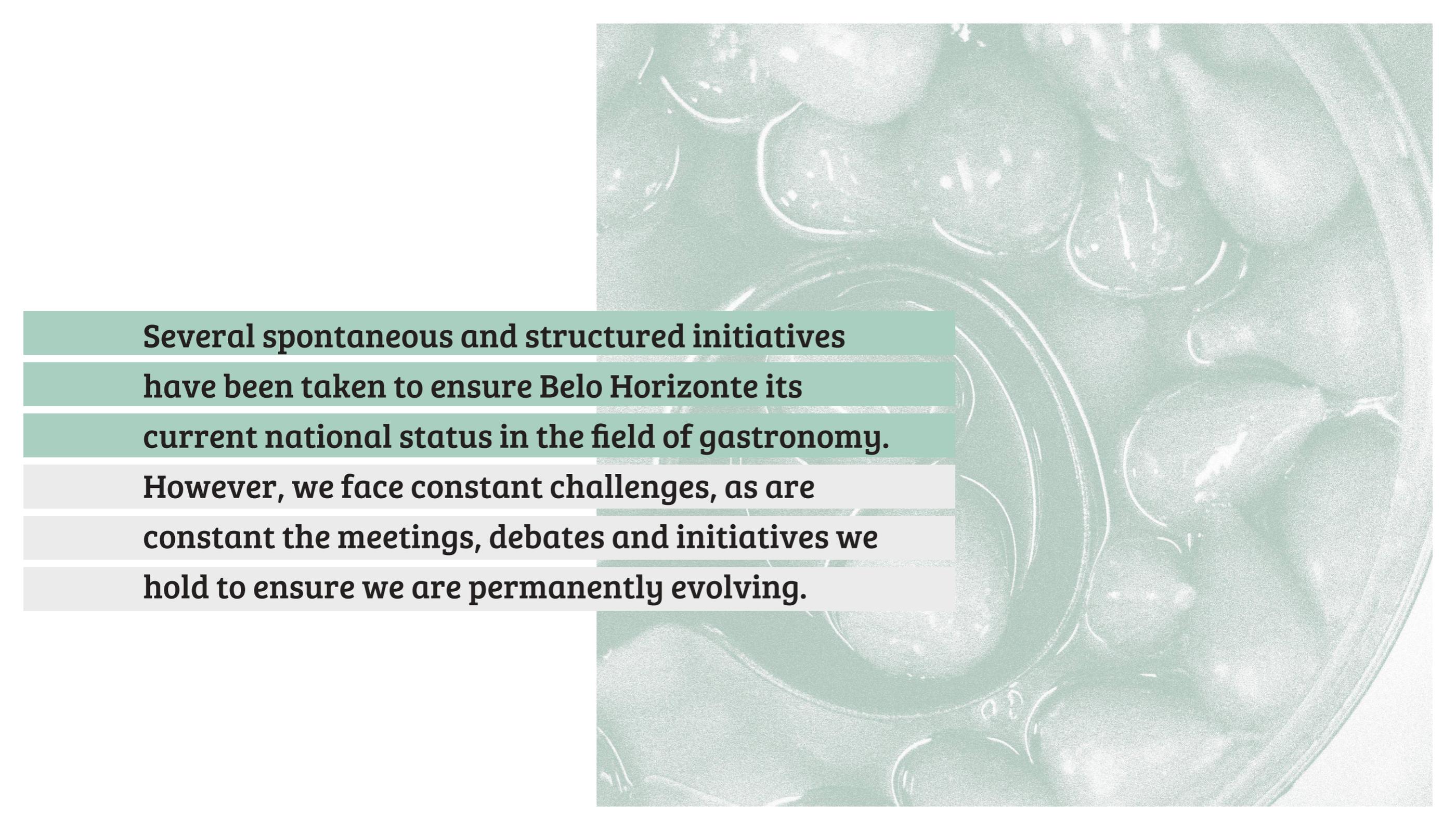


In addition to appetizers, main courses and desserts, a city's gastronomy strength is also expressed by what takes place away from the pots and pans, as is the case of several public policies and private initiatives, presented in this chapter.



Belo Horizonte has:

- » **Signature gastronomy**, a DNA loaded with history.
- » **Unique ingredients and products**, nationally recognized and recipient of international awards.
- » **Diversity and quality** in gastronomic venues, in different segments and specialties.
- » **A network of good quality lodging facilities.**
- » **A privileged geographic location.**
- » **Dynamism**: wide variety of events, fairs and festivals.
- » **Carnival**: an important channel for promoting the city's creative culture and for providing creative input to its gastronomy.
- » **Arraial de Belo Horizonte**: large and traditional folk festival, reinvigorated by gastronomy.
- » **Boteco's culture**: our "trademark", traditional characteristic that influences similar initiatives all over the country. This feature makes our capital stand out and grants it competitive uniqueness, nationally and internationally.
- » **Inclusion**: city policies designed to ensure Food Security, implemented during the 90s, serving as models for Brazil and the world.



Several spontaneous and structured initiatives have been taken to ensure Belo Horizonte its current national status in the field of gastronomy. However, we face constant challenges, as are constant the meetings, debates and initiatives we hold to ensure we are permanently evolving.



Global strategies and policies for development

Belo Horizonte's application to become a UNESCO Creative City for Gastronomy is aligned with the UN Sustainable Development Goals (SDG) - the well-known 2030 Agenda. This alignment is part of the city's main planning and budget management instrument: The Multiannual Government Action Plan (*Plano Plurianual de Ação Governamental (PPAG)*). The PPAG links all government plans to one of the 17 SDG - and all actions defined in the Plan are linked to one of the 169 global targets. Thus, we created an SDG Themed Budget, which allowed us to classify the city's Public Budget in accordance with the reference SDG.

One of the most important commitments made by Belo Horizonte to the 2030 Agenda is ending hunger, while achieving food security and improved nutrition, and promoting sustainable agriculture (SDG 2).



**Currently, Belo Horizonte's
municipal food security system
is based on three main pillars:**

³¹ Popular Restaurants - 5 facilities that serve 10,000 ready meals, especially to serve the population in social vulnerability conditions.

- 1) direct supply of subsidized meals at the *restaurantes populares*³¹, school meals, food assistance, and food bank;
- 2) market regulations to ensure the supply of healthy food, at low costs, in all areas in the city, by using physical facilities ("ABasteCer food markets") and street food markets;
- 3) promoting family and urban farming, on agroecological bases, increasing productive areas in the city and its surroundings, by means of agroecological food systems, community- or institution-based, of sustainable territories, of public family farming areas, of the agroecological corridor, and of the participatory guarantee system. Crossing all axes is education about food and nutrition, as well as the training and qualification in gastronomy and agroecology.

NUMBERS
REACHED IN 2017
ARE SIGNIFICANT:

OVER 87 million tons of meals served, either free of charge or subsidized



179 ton of food donated by the Food Bank



31 thousand tons of healthy food at accessible prices



142 tons of food purchased from family farming initiatives



100 productive yards



10 community food systems implemented



OVER 1,000 people trained



Belo Horizonte is a signatory of the Milan Pact.

In 2018, during the annual signatory city meeting in Tel Aviv, Israel, our “**Restaurantes Populares**” received an award for Social and Economic Equity, for offering free, quality meals for the homeless.



Other noteworthy public policies aligned with the SDG include:

SDG 8

Tourism, economic development promotion, and professional and employment qualification programs that benefit youth workers. An 8.4% unemployment reduction for the 18 to 24-years of age bracket, between the first and second quarters in 2018 (*Pesquisa Nacional por Amostra de Domicílios* - National Household Sample Survey), is an indicator of this program's success.

SDG 9

Belo Horizonte Smart City: Strategic program for interaction with the city's technological ecosystem to promote economic development regarding sustainability and improved quality of life. Some highlights include: 112 free hotspots, 77 of which are located in social vulnerability regions; over 250 startups operating in the city area nicknamed “San Pedro Valley” (in the São Pedro district).

SDG 10

To reduce inequality, Belo Horizonte acts directly in programs for senior citizen care and promotion and protection programs for children, teenagers and their families.

SDG 11

Twenty programs grouped into four major axes: access to good condition housing; urban mobility; environmental conditions of the urban setting, and urban life quality.



Youth qualification

Our gastronomy is developed as a City Policy, which: **1)** values and promotes food culture, our way of doing things and our expertise; **2)** raises the community's self-esteem; **3)** creates new business opportunities; **4)** qualifies the public; **5)** generates employment and income.

These are initiatives that promote culture and creativity within the creative field, and that work directly with young audiences:

FOOD AND NUTRITION EDUCATION

Promotes permanent Food and Nutrition Education processes for students in the city school system and partner institutes. This initiative qualifies approximately 10 thousand people a year, among professionals and students.

BH ECOSCHOOL

A program that fosters, strengthens and promotes environmental education actions in the city school system, where students learn how to care for a vegetable garden, how to sow, how to water, how to prepare compost and to have respect for nature. In addition, students and teachers prepare juices and salads using food from their vegetable garden for their own consumption.

YOUNG APPRENTICE PROGRAM

In partnership with private organizations, this program promotes social inclusion of youths ages 14 to 24. It comprises a set of occupations, providing apprentices with the skills required for professional qualification and citizenship, based on the understanding of the business world and its technical-scientific bases.

SPECIALIZED GASTRONOMY LEARNING

Belo Horizonte has public and private organizations, as well as cooking classes, that diversify the offer and meet the specificities of our gastronomy industry.

Public qualification

VALUING THE STATE AND CITY GASTRONOMY IN CONNECTION WITH AGROECOLOGICAL BASES PROGRAM

(Programa Valorizar a Gastronomia Mineira e Belo Horizontina)
Qualification classes in baking and pastry making, local gastronomy, gastronomic entrepreneurship and agroecology geared towards low educational level youths and adults, as well as transsexuals and transvestites, the homeless and residents of poor communities. In 2018, 1405 certificates were issued for these classes.



Acervo PBH | Programa Valorizar a
Gastronomia | Trilha Panificação

FOOD AND NUTRITION EDUCATION

Educational and communication actions designed to promote a healthier life. They qualify approximately 10 thousand people a year, including professionals and students in the city school system.

CITY PROGRAM FOR QUALIFICATION, EMPLOYMENT AND INCOME

(Programa Municipal de Qualificação, Emprego e Renda - PMQER)
Free classes in different areas of the city for those who wish to acquire skills and be qualified for a new profession.

Private qualification

COLLEGE LEVEL GASTRONOMY COURSES

Promove College, Estácio de Sá University Center, UNA University Center, Pitágoras College, SENAC College, with approximately 400 graduates/year.

COOKING CLASSES

Instituto Gastronômico das Américas/IGA; Instituto Gourmet Belo Horizonte; Adore Espaço Gastronômico; Alma Chef; Basílico; Centro Culinário Cida Gomes; Culinarium; Humberto Passeado; Ivo Faria; Julia Martins; Lucca Bahia; Instituto Culinário Eduardo Maya, Associação Brasileira de Sommeliers, Bistrô do Roza, Projeto Fartura, Instituto Eduardo Frieiro, among others.

Other qualification projects

GOROROBA KITCHEN FOR EVERYONE

(Gororoba Cozinha para Todxs)

Cooking class designed to engage transsexuals, transvestites and transgender people, resulting in new work opportunities, developed entrepreneurship, and income generation, by means of activities that promoted a safe, respectful and trustworthy atmosphere.



RESEARCH CENTERS, INSTITUTES AND PROGRAMS

BELO HORIZONTE TOURISM OBSERVATORY

Managed by the City Administration, operated with market intelligence, with the use of surveys, and statistical data collection and analysis. It has conducted surveys to identify the city's gastronomic industry profile, providing subsidies for developing guidelines and public policies. It has also coordinated academic and scientific works for the project *"Dos sabores aos saberes: discussões acerca da gastronomia em Belo Horizonte e Minas Gerais"* (*From savor to savvy: discussions about gastronomy in Belo Horizonte and Minas Gerais*), a digital publication designed to disseminate knowledge about gastronomy.

SENAI INSTITUTE FOR FOOD AND DRINK TECHNOLOGY

Provides integrated technological solutions to add value to food and drinks, transforming raw materials into ready- and semi-ready-for-consumption products.

EMPRESA DE ASSISTÊNCIA TÉCNICA E EXTENSÃO RURAL – EMATER/MG

(Company for Technical Assistance and Rural Extension)

Special attention should be paid to the AGROECOLOGY agenda; whose main challenges include increasing inclusion and permanence of family farmers in trading venues and increasing the offer of certified organic products in the market.



FACILITIES AND CENTERS FOR CREATING, PRODUCING AND DISSEMINATING ACTIVITIES AND SERVICES

LAGOINHA POPULAR MARKET *(Mercado da Lagoinha)*

Traditional produce market that is now the home of the Center for Reference in Food Security and Supply, where the **Valuing the state and city gastronomy Program** classes are offered.

CENTRAL MARKET *(Mercado Central)*

With more than 80 years of history and 400 stands, this market was considered the third best market in the world by the LATAM Airlines magazine. At this market, one finds the spices, smells and flavors that characterize the state's culture, in addition to the Cooking School facilities, where free weekly cooking lessons are offered.



HUB FOODSERVICE

Collaborative kitchen and co-working space for food businesses, which promotes integration, information, business and relationships networks, bringing professionals in the areas together.

HOUSE OF FOOD

The first gastronomic co-working facility in Latin America.

SEBRAE

Organization geared towards qualifying entrepreneurs, with a facility designed for Creative Economy. Lectures, classes and other professional qualification services, as well as personal service with easy access and information from the industry, are provided at the facility. SEBRAE integrates crafts for which creativity makes a difference, such as design, fashion, gastronomy, audiovisual, music and digital games.

GASTRONOMY HOUSE

(Mineiraria)

Holds activities that promote, advertise and qualify, in gastronomy and cooking, the different regions in the state of Minas Gerais, in addition to events, workshops, classes, exhibits and demonstrations for the public at large.

YOUTH REFERENCE CENTER

(Centro de Referência da Juventude)

A space designed for youth development and protagonism. Its facilities include an arena theater for 240 people, classrooms, multiuse rooms for artistic activities, glass tank rooms, art galleries, computer room, and a kitchen for culinary workshops.

MAIN FOOD SECURITY AND SUPPLY POLICIES



Food Bank

To avoid food waste and to minimize the effects of hunger, the Bank receives, by means of partnerships with distribution centers, retail networks and producers, donations of food that are not valuable for trading, but are still suitable for consumption. The food is screened and donated to non-profit organizations that produce and distribute meals for people in social vulnerability conditions for free. **In 2018, over 210 tons of food were donated to 38 institutions.**

Sustainable Territory Program

This program aims at the sustainable development of 4 vulnerable territories, including 3 illegal urban occupations and 1 urban *quilombo*³², by providing productive interventions such as community vegetable gardens, productive yards, seed bank, seeding nursery and agroforests. So far, 109 productive yards have been assisted, and 3 agroecological systems and 1 orchard have been implemented.

³² *Quilombos* are communities that were organized by runaway slaves during Colonial and Imperial times in Brazil.



Community, Institutional and School Agroecological Systems

These systems use public and community lots and institutional areas for the agroecological production of food and the possibility of income generation. Nowadays, 28 Community Agroecological Systems, 191 school systems, and 36 institutional systems are in place.



Acervo PBH | Sistema Agroecológico Institucional | Horta Centro Cultural

Family Farming Center

Warehouse intended to assist with the city's supply of food directly from the family farming producers, to promote access to healthy food.



Acervo PBH | Programa Abastecer

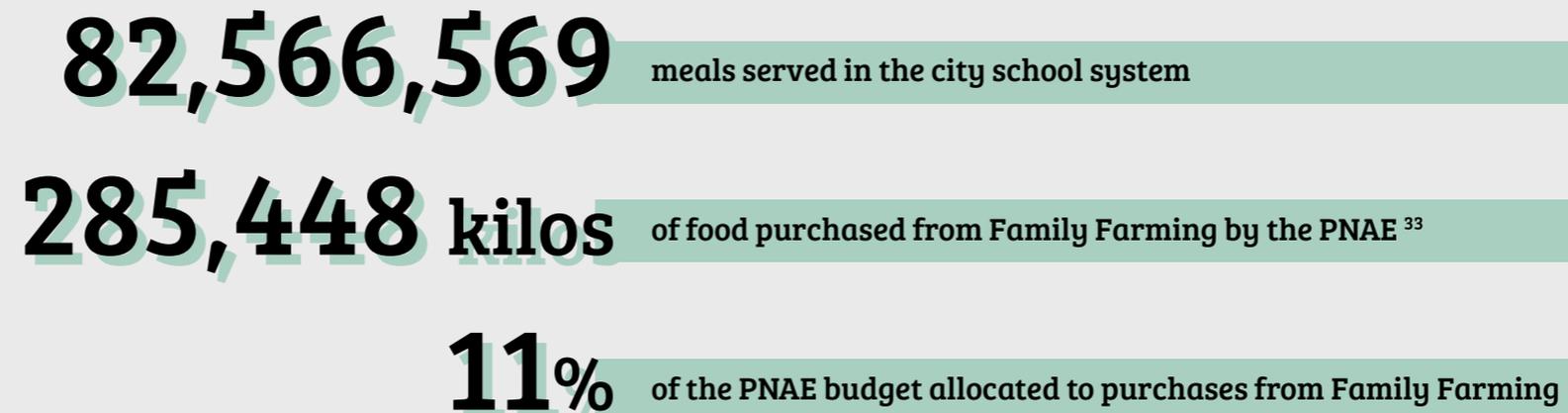
Fairs and Markets

Belo Horizonte has 59 fresh produce fairs, 2 street-fairs, 8 organic food-trading points, 41 family farming product-trading points and 3 public markets in operation, all of which are true references for the city's gastronomy and culture.

City School Meal Program

This is the guarantee that all students enrolled in the city school system and its partners will have access to meals prepared in compliance with healthy practices.

Some numbers reveal the dimension of public actions in school meals:



³³ National School Meal Program - Programa Nacional de Alimentação Escolar.

Participatory Guarantee System

Signed by Belo Horizonte and several cities in the Metropolitan Area, in October 2018, the *“Protocolo de intenções para o estabelecimento de cooperação institucional para fortalecimento da agroecologia na Região Metropolitana, Colar e entorno de Belo Horizonte, com vistas à implantação do sistema participativo de garantia – SPG”* (Protocol of intent to set forth the institutional cooperation to strengthen agroecology in the Belo Horizonte Metropolitan Area, belt and surrounding areas, geared towards the implementation of a participatory guarantee system – SPG) is designed to set forth a collaborative platform for healthy, organic and agroecological food production, certified in a participatory manner, via the Conformance Assessment Participatory Agency (*Organismo Participativo de Avaliação da Conformidade - OPAC*).



IMPROVING THE CREATIVE SECTOR AND THE BUSINESS ENVIRONMENT

Promoting gastronomy and improving the business environment are relevant issues for Belo Horizonte, considering that it implemented and/or actively participated in the following public policies:

- » Law nº 21936/15: The law that instituted the Minas Gerais state Gastronomy policy, resulting in the State Gastronomy Development Plan. Belo Horizonte participated actively in the agreement on the goals and implementation actions.
- » Call for tenders and funding lines published by institutions promoting creative sectors.
- » Regulation for the purchase of family farming products for school meals.
- » Value added sales tax (Imposto de Circulação de Mercadorias e Serviços - ICMS) reduction from 4 to 3%, for restaurants and similar businesses.
- » Law nº 11128/2018: Update of the law that regulates the productions of artisanal beer. According to the new rules, small breweries (up to 720 m²) have to comply with the same location and sanitary inspection requirements as bars, which allows for the creation of more breweries and brewpubs, bars that sell their own beer. Belo Horizonte and its surroundings are third in the country in artisanal beer production, with 240 registered micro and nano breweries – a market that experienced a growth of approximately 19% in 2018.

NETWORK OF CREATIVE ENTREPRENEURS AND ACTORS

The gastronomy production chain in Belo Horizonte is wide and interconnects constantly to strengthen the industry and promote the city as a relevant gastronomic hub. It is also engaged in monitoring the industry's trends and changes that may affect the training and qualification of professionals. It consists of public actors in the federal, state and municipal spheres, and of private actors that operate via institutions, businesses or autonomously. **Main participants:**

REPRESENTATION ORGANIZATIONS*: FGM - Frente da Gastronomia Mineira (Minas Gerais Gastronomy Front); ABRASEL; SEBRAE; SENAC; SESC; CDL; FECOMÉRCIO; FIEMG; SINDIBEBIDAS; ANPAQ; AMIPÃO.

PRIVATE SECTOR: local producers, business people, event producers, chefs and gastronomes.

PUBLIC SECTOR: Belo Horizonte City Administration. Minas Gerais State Government, State Legislators.

EDUCATION INSTITUTIONS*: UFMG, CEFET/MG, UNA, Promove, Estácio de Sá, Pitágoras.

Our state capital is part of the FAO - Food and Agriculture Organization of the United Nations, engaged in the mission of eradicating hunger, food insecurity and malnutrition around the world.

* See detailed names in the Credits, at the end of this e-book.

GASTRONOMY + MUSIC + DESIGN + CINEMA + LITERATURE

As creative as our people are, it would be impossible to dissociate gastronomy from other creative fields, especially music. Several events associate these two fields, as we mentioned before. **Some of these events, with higher impact, are described below:**

Music

ARRAIAL DE BELO HORIZONTE

A traditional folk festival, which shakes the city during the month of June and whose main axes are music, dance and gastronomy. In 2018, gastronomy earned additional value with the first “*Concurso Prato Junino*” Contest, Arraial Gastronomic Circuit - involving 34 bars and restaurants and social projects, such as the Restaurantes Populares. In partnership with four gastronomy colleges, the Gastronomic Villa was set up on a square downtown, including the city’s well-known restaurants and the contest winning dishes.



Acervo Belotur | Casa do Baile | Pampulha



Design

CIRCUITO GASTRONÔMICO DA PAMPULHA

Buildings around the Pampulha Lake, which represent modern Brazilian architecture with their pure and curved lines, are the perfect scenario for an event that promotes original dialog between gastronomy and design. In this gastronomic circuit, one dish honors the politician who idealized Pampulha, the filet Kubitscheck, and another dish honors the genius architect who designed it, the filet Niemeyer.

Cinema

BH ON THE SCREEN – AUDIOVISUAL DEVELOPMENT PROGRAM

The BH on the screen festival includes the publication of call for tenders to encourage the production of short, mid-length and feature films, TV products, the production of mobile games based on local comics, festival, gastronomic culture, research and community audiovisual production.

Crafts and

Folk arts

FAIR ON AFONSO PENA AVENUE

Idealized by a group of artists and art critics in 1969, nowadays this is the largest open-air crafts fair in Latin America. Divided into 16 sectors, including 3 food areas, it has over 2,000 exhibitors and approximately 10 thousand direct and indirect workers.

Acervo PBH | Feira de Artesanato e Artes da Afonso Pena





Literature

SEMPRE UM PAPO

(Always a good chat)

One of the national projects with the most credibility, this project has fostered reading for 33 years, as it brings together authors and audience face to face for a friendly chat in an auditorium.

Transversal

P7 CREATIVE

This is the Minas Gerais Agency for Developing the Creative Sector, whose mission is promoting businesses that focus on creativity, innovation and knowledge as key ingredients for the generation of value. The P7 works to develop an active community involving companies, entrepreneurs and professionals in the following areas: audiovisual, fashion, software development and information technology, design, communication, architecture, games, music, research and development, art, culture and gastronomy.

OTHER CREATIVE SPACES

POPULAR ART CENTER

A space for advertisement, appreciation and expression of popular art in Minas Gerais, whose collection includes approximately 800 pieces, among creations that refer to prehistoric art and others that converse with urban graffiti.

MODERN PAMPULHA ENSEMBLE

One of UNESCO's World Heritage sites, this is one of the main public spaces in the city dedicated to leisure, culture and tourism.

MUSEUM OF IMAGE AND SOUND

Dedicated to cinema, it promotes cultural and educational actions related to the independent movie culture.

MUMO - MUSEUM OF FASHION

This is the first Brazilian public museum dedicated to fashion and is designed to be a reference for memory and research in fashion, clothing and behavior from different times.

PRAÇA DA ESTAÇÃO CULTURAL ZONE

Belo Horizonte's ground zero, it has museums, cinemas and creative spaces.

LÁ DA FAVELINHA (*From the Slums*)

A resistance project designed to promote art and culture in Aglomerado da Serra, one of the largest slums in the city. Events are held weekly with 12 workshops: Body and Movement, Ballet Theater, *Capoeira*³⁴, Jujitsu, Rap, Communication, Guitar, English, Percussion, *Passinho*³⁵ and Break Dance.

FINIT

Event that promotes the state ecosystem of innovation, technology and entrepreneurship, connecting startups, companies, investors and the public at large.

³⁴ Capoeira is an Afro-Brazilian martial art combining elements of dance, acrobatics, and music. It was developed by enslaved Africans in Brazil in early 16th century.

³⁵ "Passinho" is a type of street dance consisting of light steps, using smooth jumps and free arms, as well as break dance, dubstep, robot dance and funk moves.

CHALLENGES AND OPPORTUNITIES: PERMANENT MOBILIZATION.

Challenges

Insufficient technical and specialized labor, on one end, and poor qualification for service and service design on the other end.

Offering gastronomic experiences and routes in a structured, systematic and professional manner.

X

Opportunities

Number and quality of higher learning and technical professional education institutions that may increase the offer of openings, training modalities, production and knowledge dissemination in the field of gastronomy.

Increased number of gastronomic festivals, events and experiences in the city, in addition to the tourism development provided by experience tours.

Successful experiences in anchoring tourism events, such as Belo Horizonte Carnival and Arraial de Belo Horizonte, which increased their attractiveness by adding gastronomy as an important conceptual pillar.

**CHALLENGES AND OPPORTUNITIES:
PERMANENT MOBILIZATION.**

Challenges

Poor policies and public-private partnerships.

X

Opportunities

Encouraging and fostering private initiative in holding gastronomic events, such as the Belotur Event Call for Tender: Belo Horizonte 4 Seasons Program.

City Gastronomy Program: designed to leverage the gastronomic industry, in addition to implementing public policies designed to solve problems identified by the private initiative and by the third sector.

CHALLENGES AND OPPORTUNITIES: PERMANENT MOBILIZATION.

Challenges

Initiatives and events exist and have great relevance. However, the integration between the production chain and the entrepreneurs is yet to meet our purposes.

X

Opportunities

The FGM - Frente da Gastronomia Mineira (Minas Gerais Gastronomy Front) is an unincorporated group of people and institutions brought together, which operates as a network designed to act in a voluntary and collaborative manner, in favor of the development of Minas Gerais state gastronomy. This movement, created in 2014, consists of public, private and third sector institutions, opinion leaders, entrepreneurs, professionals, researchers and teachers who operate in the gastronomy value chain. The main areas of operation include management, tax and public policies, human capital qualification, valuing typical products and cooking instructions, in addition to promoting and presenting products, professionals and tourism destinations in Brazil and abroad.

CHALLENGES AND OPPORTUNITIES: PERMANENT MOBILIZATION.

Challenges

Hyper-valorization and glamorization of certain areas in the city, resulting in a gentrification process of the spaces, urban degradation and social devaluation of traditional areas in the city.

X

Opportunities

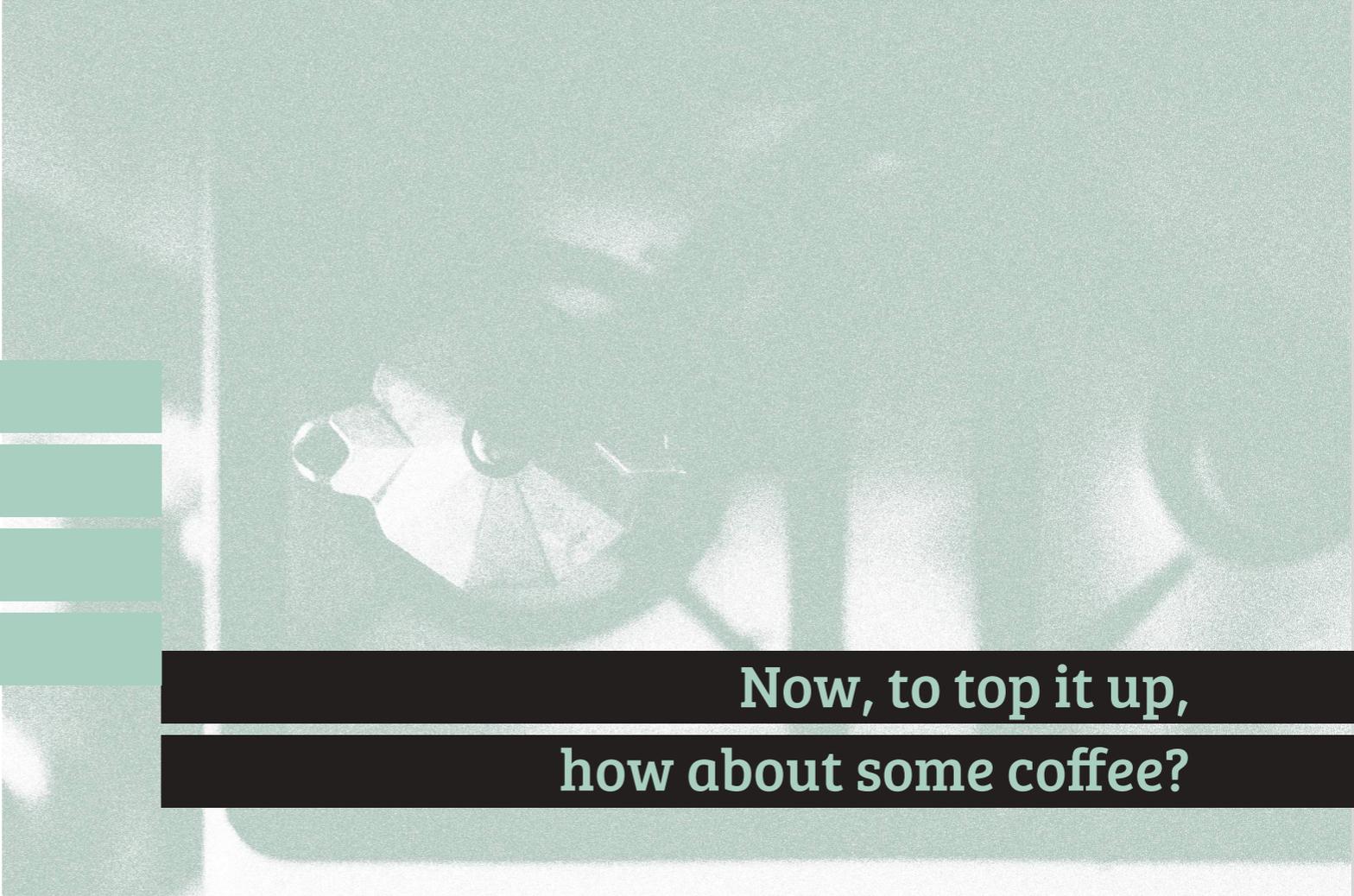
Democratization of the access to gastronomy and food culture.

Public initiatives: encouraging events, fairs and festivals, in decentralized locations that stimulate universal access, sustainability actions and citizenship promotion, such as the aforementioned Call for Tender - Belo Horizonte 4 Seasons Program, and valorization of street, popular and bar gastronomy.

Private initiatives: events in slums and other creative enterprises in different areas of the city that integrate gastronomy as a development vector.

If the challenges are big, the opportunities are even bigger. Our material and immaterial heritage, in addition to increasing initiatives, ensures that **Belo Horizonte** is consolidated as a **Gastronomy Creative City**.

The UNESCO title will honor us, internationally, with the same recognition we have received nationally.



**Now, to top it up,
how about some coffee?**

COFFEE

The past teaches, the future points the way and coffee always approach.



In Belo Horizonte, all good meetings are topped up with delicious Brazilian style coffee. This is what we served in the countless meetings we held to build this application. And, to quote Spinoza, good encounters define the power of our actions in the world, making us move, through joy, towards expansion.



THE APPLICATION PROCESS

Belo Horizonte had applied before to the title of Creative City for Gastronomy, in 2017. This experience represented a learning opportunity, as it strengthened the collective awareness of the importance of mobilizing and engaging all creative actors in society to attain this important recognition.

Since then, the Minas Gerais State capital Administration, by means of the Belo Horizonte Tourism Office - Belotur, has taken over the process and has been working with public and private organizations, education institutions and civil society in the **collaborative preparation of a specific strategic plan for the gastronomic sector**, in conformance with the Sustainable Development Goals - SDG and the Agenda 2030.

In addition to setting up strong, legitimate, representative and active governance, other actions soon proved to be unavoidable:

- » devising innovative public policies;
- » developing studies and monitoring initiatives for the creative sectors;
- » integrating the city and its neighboring circuits to develop and strengthen our authentic and unique gastronomy;
- » expanding the offer of experience gastronomic routes.

The following are some of these process' landmarks:

APRIL 2018

The first meetings with public sector organizations were held to present a Briefing for the PANELA (Pan) Program, which is the backbone for the City Program for Gastronomic Tourism, and at which the need to create the **Intersectoral Gastronomy Committee** was identified.

AUGUST 2018

The Ministry of Citizenship, by means of the Special Secretary of Culture, started a recruiting process to offer 15 Expert Consultancy sessions to applicants to the title of Creative Cities. Belo Horizonte, via Belotur, ran against 23 other cities and it was selected in 5th place in Brazil, with the highest score in the field of Gastronomy.

OCTOBER 2018

Belo Horizonte held the Summit of Creative Cities: Tourism and Gastronomy, which concentrated local efforts to promote the exchange among the cities that integrate the UNESCO Network of Creative Cities for Gastronomy, with the participation of delegations representing the Brazilian cities of Belém (PA), Florianópolis (SC), Paraty (RJ). Peru was represented by its Tourism Office in Brazil, and presented its success case in the creative sector. During the Summit, participants had the opportunity to share application experiences, as well as good practices associated to gastronomy.



Acervo PBH



Acervo PBH

This gathering allowed for understanding the importance of consolidating policies and actions, public and private, in favor of strengthening our city's gastronomic identity and the sector's production chain, as well as the strategic importance of being part of the Network.

Data survey in the creative sector and the involvement of the civil society in the process required articulating the different actors in production chain for gastronomy and other creative fields in the city. Several work fronts acted in an integration and cross-section of the entire local creative economy chain.

APRIL 2019

Public meetings were held at the Belo Horizonte City Hall, 2 meetings involving 240 representative organized civil society leaders, the city's creative chain actors, and city and state government representatives*. In addition, 5 workshops were held about the preparation of the Technical Portfolio, which included approximately 90 people in this representation.

* See the Credits, at the end of this document.



BELO HORIZONTE CREATIVE CITY FOR GASTRONOMY

Action plan

To comply with the goals and action areas specified in the Creative City Network Mission Statement, as well as to promote sustainable urban development, Belo Horizonte submits the following Action Plan for the period between 2019 and 2023:



Project 1:

HORIZONTES CRIATIVOS (*Creative Horizons*)

Goals: redirecting the occupation of traditional and socially relevant urban spaces, focusing on design and urban furniture, public safety, socio-productive inclusion and economic diversification, cultural and tourism revitalization, taking into account the creative potential of the residents of selected areas, namely, Lagoinha and Savassi (neighborhoods), Praça da Liberdade; Praça da Estação; Praça Raul Soares and Praça Sete de Setembro (squares), and Rua Sapucaí (street).

Beneficiary parties: artists, actors and creative entrepreneurs, community associations and leaderships.

Partners: City Administration (PBH), in partnership with SEBRAE, BID, Military Police and the Pyxera Global NGO.

Sectors involved: the 7 creative sectors.

Expected results: fostering a favorable environment for creative industries, entrepreneurship and social empowerment, as well as increased GNP and social indicators for the areas.

Challenges detected: socioeconomic diagnosis and public engagement.

SDG involved: 17, 16, 11, 10, 9, 8, 7, 5, 4, 3 and 1.



Project 2:

GASTRONOMIA SUSTENTÁVEL E NOVOS NEGÓCIOS NAS REGIONAIS *(Sustainable gastronomy and new businesses in the city's districts)*

Goals: increasing the formalization and adherence to Food Security standards among street food vendors; valuing the district's gastronomy by means of regional gastronomic events, based on identity references and creative actors in each district; promoting the productive organization and the competitive insertion of such territories.

Beneficiary parties: artists, actors and creative entrepreneurs, community associations and leaderships, rural farmers, young people in social vulnerability conditions.

Partners: Belo Horizonte City Administration/Belotur in partnership with education and professional qualification institutions, such as SEBRAE, SENAC and CDL.

Sectors involved: Gastronomy and Urban Development.

Expected results: publishing cultural asset inventories for the territories, including of the youth population and local talents in a dignified manner in the market, improved product, service and business quality, decentralizing events.

Challenges detected: developing a partner and fundraising network; developing of a methodology adaptable to local demands; breaking resistance to formalization and social segregation.

SDG involved: 17, 16, 11, 10, 9, 8, 7, 5, 4, 3 and 1.



Project 3:

PROGRAMA PANELA: CONSELHO GASTRONÔMICO, PLANO DE TURISMO GASTRONÔMICO E PROMOÇÃO INTERNACIONAL
(Pan Program: gastronomic counsel, gastronomic tourism plan and international promotion)

Goals: establishing Belo Horizonte and its surroundings as a Gastronomic Tourism Complex by means of a city program for valorization of gastronomy; community self-esteem raising actions; offering experience routes; business, employment and income opportunities in the city and its surroundings.

Beneficiary parties: Tourism production chain, creative entrepreneurs, tourists and city residents.

Partners: Belo Horizonte City Administration/Belotur, State government, SEBRAE, FECOMÉRCIO, CDL, ABIH, and ABAV/MG.

Sector involved: Gastronomy.

Expected results: qualification of Gastronomy as a touristic “anchor” product; providing full experiences to city residents and visitors; consolidating the gastronomic offer; strengthening and integrating the productive chain sectors; generating employment and income.

SDG involved: 17, 16, 12, 11, 10, 9, 8, 7, 5, 4, 3 and 1.



Action plan | international actions

Developed by the Management Committee and Advisory Committee for the Application, by means of Workshops and meetings with creative entrepreneurs, the following initiatives are proposed for Belo Horizonte for the 2019-2023 period:

Project 1:

ROTA MODERNISTA (*Modernist Route*)

Goals: establishing creative and institutional cooperation among benchmark cities for architectural and cultural ensemble management and design to promote such assets; competitive inclusion of the Pampulha Modern Ensemble; developing routes.

Partners: EMBRATUR (Brazilian Tourism Agency), Federal District and Rio de Janeiro state Secretary of Tourism, Department of Tourism; UNESCO; Instituto dos Arquitetos do Brasil/IAB (Brazilian Architect Institute) and ICOMOS.

Sectors involved: Gastronomy and Design.

Expected results: cultural and touristic revitalization of the Pampulha Modern Ensemble; adding value to the ensemble by means of gastronomy and design; sharing and collaborative building of policies and strategies for managing and promoting the cultural asset; preservation and qualification of the ensemble.

SDG involved: 17, 9 and 8.



Project 2:

REVISTA ELETRÔNICA “ALIMENTA” - MELHORES PRÁTICAS NOS CAMPOS CRIATIVOS DA REDE *(Online Magazine “Alimenta” - Best practices in the network’s creative fields)*

Goals: promoting, organizing and disseminating data about best international practices that place creativity and culture at the center of sustainable urban development strategies. In partnership with education institutions in the participating cities, the publication includes articles and cases about implemented solutions, as well as research reports and relevant studies prepared by the network’s observatories, in Portuguese, English and French.

Partners: A BH Creative City for Gastronomy Network and Belotur initiative in partnership with education institutions, Observatories, Research centers, Embassies, UNESCO.

Sectors involved: all 7 creative fields.

Expected results: publication of a bi-annual journal, in three languages, on an electronic platform.

Challenges detected: internal articulation with the network and establishment of a scientific and editorial board that reflects its coverage and diversity.

SDG involved: all 17.



Project 3:

SEMINÁRIO INTERNACIONAL DE CIDADES E DESTINOS INTELIGENTES (*International Seminar on Smart Cities and Destinations*)

Goals: promoting exchange, dissemination and collaborative construction of urban solutions; fostering entrepreneurship with social impact during an annual seminar discussing innovation, creativity, sustainability, new technologies and smart cities.

Sectors involved: all 7 creative fields.

Partners: Proposed by Belotur and creative entrepreneurs in partnership with SEBRAE, UFMG, CEFET-MG, and private sponsors.

Expected results: implementing innovative public policies in conformance with the Agenda 2030; developing solutions and enterprises with social impact on all 7 creative fields, establishing agendas and public private partnerships to expand actions and compliance with the SDG.

Challenges detected: providing solutions and resources to ensure participation by the highest number of cities in the Network possible.

SDG involved: all 17.



MANAGEMENT COMMITTEE AND ADVISORY COMMITTEE

Governance

Under the executive and financial coordination of Belotur, the framework and management of the commitments made with the Network on the Portfolio, defined in a collaborative manner for the past two years, is supported by and strongly inspired by the constitution of a wide and representative institutional nature, with executive capability and social legitimacy, made operational by the wide adherence to the local network formed along this process.

According to Ordinance 054/2018, Belotur presides over the Management Committee, with deliberation power, consisting of the main city Secretaries, State Tourism Secretary, organized civil society, by education institutions and by the private sector, by means of the Social Participation Consulting Council, which

include approximately 90 representatives of the creative sectors involved in this process. All actors in this multi-institutional arrangement are signatories of the Statement supporting the application and adhering to this governance named BH Creative City for Gastronomy Network.

Financial and executive feasibility of the Plan will be ensured by the Municipal Budget provided for in the PPAG, structured and categorized by SDG, in which the projects mentioned herein are allocated, as well as by the budgets of the organizations and actors participating in the network - institutional partners, technical partners and project co-sponsors. Each member has a specific role defined in the Plan, according to expertise and field of operation.

Based on the execution schedule management and monitoring, actions will be monitored and discussed in three already constituted institutions, namely: Gastronomy Theme Chambers, in the Tourism and Culture councils and in the FGM. This monitoring will be based on implementation and assessment indicators, developed jointly by the City Tourism Observatory and the Millennium Observatory. Implementation indicators will be monitored every four months, and their results will be monitored every 12 months, in compliance with Law number 11065, August 1st 2017, which sets forth the public administration organic structure for the Executive Power, as well as the set of targets associated with SDG 16 and 17, as defined in the UN's Agenda 2030.

Finally, we are committed to deliver UNESCO, on a yearly basis, the Partner Monitoring Report, set of qualitative and quantitative indicators of the results found by the aforementioned observatories.

EXPECTED IMPACT ON THE CITY'S SUSTAINABLE DEVELOPMENT

Absorb

The importance of learning

In becoming a member of this distinct International Network, Belo Horizonte seeks to develop partnerships, promote creative exchange and intersection with other members in favor of sustainable urban development. The city will also be able to absorb new practices and new uses, to participate in strategic projects internationally, and to expand opportunities for creators and workers in the field. Improved access to the participation of marginalized or vulnerable groups and individual in cultural life and in the enjoyment of creative goods and services in the city are also expected.

Share

What we have learned and what we do well

Belo Horizonte has a trailblazer and exemplary work in fighting hunger in the city's outskirts, in connection with SDG 2.

During the early 90s, approximately 38% of the population in BH lived in poverty, and approximately 20% of the children under 3 years of age were malnourished. This scenario led the Government to develop a structuring response that turned the human right to consuming appropriate and quality food into a reality. Using only approximately 2% of the city's annual budget, child mortality had a 60% reduction, by means of over 20 interconnected and complementary programs. This experience strongly influenced the creation of the well-known *Programa Fome Zero* (Zero Hunger Program) developed by the Brazilian Federal Government.

In addition, medium- and long-term sustainable and inclusive public policies provide Belo Horizonte with one of its major differentials, and demonstrate its potential for sharing good practices and public policies with the Network.

Belo Horizonte's Food Security System is an example of success recognized by the Food and Agriculture Organization of the United Nations (FAO), which **recommends it to other cities in the world.**

Expected recognition

**As we were able to demonstrate,
Belo Horizonte already is a
gastronomy city.**

The city has constantly evolved to adapt to the cultural and consumption scenario, in constant change, seeking the perfect harmony of tradition, history, uniqueness, versatility, inclusion and sustainability in the culinary arts.

Belo Horizonte's appointment will mean a recognition of the talent and creativity of entrepreneurs and of the initiatives and good practices in their production chain, a strong and active group that uses gastronomy as leverage for local development.

LIST OF ACRONYMS

REPRESENTATION ORGANIZATIONS:

- » **FGM** | Frente da Gastronomia Mineira
(Minas Gerais Gastronomy Front)
- » **ABRASEL** | Associação Brasileira de Bares e Restaurantes
(Brazilian Bar and Restaurant Association)
- » **SEBRAE** | Serviço Brasileiro de Apoio às Micro e Pequenas Empresas
(Brazilian Micro and Small Business Support Service)
- » **SENAC** | Serviço Nacional de Aprendizagem Comercial
(National Service for Commercial Education)
- » **SESC** | Serviço Social do Comércio
(Social Service for Commerce Workers)
- » **CDL** | Clube de Diretores Lojistas
(Store Managers' Chamber)
- » **FECOMÉRCIO** | Federação do Comércio de Bens, Serviços e Turismo
(Federation of Commerce of Goods, Services and Tourism)
- » **FIEMG** | Federação das Indústrias do Estado de Minas Gerais
(Federation of Industries of the State of Minas Gerais)
- » **SINDIBEBIDAS** | Sindicato das Indústrias de Cerveja e Bebidas em Geral do Estado de Minas Gerais
(State of Minas Gerais Beer and Drink Manufacturers' Union)
- » **ANPAQ** | Associação Mineira dos Produtores de Cachaça de Qualidade
(State of Minas Gerais Quality Cachaça Manufacturers' Association)

- » **AMIPÃO** | Sindicato e Associação Mineira da Indústria de Panificação
(Minas Gerais State Bread Making Industry Union and Association)
- » **ABIH/MG** | Associação Brasileira da Indústria de Hotéis
(Brazilian Association of Hotels)
- » **ABAV/MG** | Associação Brasileira de Agências de Viagens
(Brazilian Association of Travel Agents)

EDUCATION INSTITUTIONS:

- » **UFMG** | Universidade Federal de Minas Gerais
(Minas Gerais Federal University)
- » **CEFET/MG** | Centro Federal de Educação Tecnológica de Minas Gerais
(Federal Center for Technological Education of Minas Gerais)
- » **UNA** | Centro Universitário Una
(UNA University Center)
- » **Faculdade Promove**
(Promove College)
- » **Universidade Estácio de Sá**
(Estácio de Sá University)
- » **Faculdade Pitágoras**
(Pitágoras College)

BELO HORIZONTE CREATIVE CITY FOR GASTRONOMY NETWORK

MANAGEMENT COMMITTEE

MUNICIPAL GOVERNMENT

Belotur – Belo Horizonte Tourism Office (Coordination)

Gilberto Castro
 Marcos Vinícius Boffa
 Ana Gabriela Baêta
 Flávia Werneck
 Raquel Oliveira
 José Geraldo Dolabela

Municipal Secretariat of Social Assistance, Food Security and Citizenship

Subsecretariat of Food and Nutrition Safety - SUSAN

Darklane Rodrigues Dias
 Beatriz Leandro de Souza
 Cândida Gomide Paixão
 Gladys Rodrigues de Andrade

Municipal Secretariat of Culture

João Pontes

Municipal Secretariat of Economic Development Secretariat

Directory of Strategic Projects
 Camilla Vieira Fonseca
Directory of International Relations
 Hugo Salomão

Municipal Secretariat of Health

Sanitary Regulation
 Evaristo Rabello da Matta
 Leandro Esteves de Vasconcellos
 Maria Andréa Belloni

Municipal Secretariat of Education

Jussara Quintão
 Maria Teresa Martins da Costa

Municipal Secretariat of the Environment

Francisco Jorge Mello
 Reginaldo Mendonça Junqueira

Foundation of Municipal Parks and Zoobotanical

Gisele Mafra
 Débora Nascimento

Municipal Secretariat of Urban Policy

Subsecretariat of Urban Regulation - SUREG
 Alexandra Peixoto Lamêgo
Subsecretariat of Urban Planning - SUPLAN
 Cristina Márcia Santos de Sá

Municipal Secretariat for Planning and Budget

Flávia Ferreira Persechini Valle

STATE GOVERNMENT

State Tourism Secretary

Superintendence of Gastronomy and Tourism Marketing
 Marina Pacheco Simião
Department of Gastronomy
 Paula Carvalho

CONSULTING COUNCIL

HIGHER EDUCATION INSTITUTIONS

UNA University Center

Gastronomy Course

Chef Edson Puiati

Chef Rosilene Campolina

Chef Sinval Espírito Santo

PROMOVE College

Gastronomy Course

Chef Jackson Cruz Cabral

Chef Cidinha Lamounier

ESTÁCIO DE SÁ University Center

Gastronomy Course

Chef Igor Izidoro

Chef Danilo Simões Coelho

SENAC College

Gastronomy Course

Chef Adriano Vilhena

Prof. Cristiana Gomes Ferreira Lopes

PITÁGORAS College

Gastronomy Course

Nutricionista Isabel Maia

CEFET - Federal Center for Technological Education of Minas Gerais

Gislene Duarte Garcia

UFMG - Minas Gerais Federal University

José Newton Coelho Meneses - Professor Doutor

Historiador

ORGANIZED CIVIL SOCIETY

ABRASEL - Brazilian Association of Bars and Restaurants

Ricardo Rodrigues

Luciana Domingues

Rafaela Marinho

Gustavo Alves

Lucas Brandão

FGM - Minas Gerais Gastronomy Front

Ricardo Rodrigues

Ana Paula Villas Costa

Anderson Rocha

Flávio Eduardo Matias da Silva

Flávia Werneck Pelegrino

Flávio Trombino

Lino Ramos do Nascimento

Luciana Domingues

Marcelo Wanderley Alves

Marina Pacheco Simião

ARBL - National Association of the Good Memory Restaurants

Elisabeth Beltrão

Luciano Roberto da Silva

ANPAQ - State of Minas Gerais Quality Cachaça Manufacturers' Association

José Otávio Lopes

COMTUR - Municipal Council of Tourism

CONSEC - State Council for Cultural Policy

Flávio Eduardo Matias da Silva - Conselheiro

Lucas Brandão - Suplente

COMUC - Municipal Council for Cultural Policy

Lucas Brandão - Conselheiro

Flávio Eduardo Matias da Silva - Suplente

SEBRAE - Brazilian Micro and Small Business Support Service

Antônio Augusto Viana de Freitas

Renato Lana

SENAC - National Service for Commercial Education

Hans Ebehard

FECOMÉRCIO - Federation of Commerce of Goods, Services and Tourism

Milena Soares

SESC - Social Service for Commerce Workers

Amâncio Marcos Costa de Castro

FIEMG - Minas Gerais State Industry Federation

*SindBebidas – State of Minas Gerais Beer and Drink
Manufacturers' Union*

Mário Moraes Marques

Tatiana Santos

Food Industry Agency

Mário Moraes Marques

*Minas Gerais State Bread Making Industry Union
and Association - AMIPÃO*

José Batista de Oliveira

Winícius Segantine Dantas

Pamela Portugal

CDL - Store Managers' Chamber

Marcelo de Souza e Silva

Leonardo Braga

Emanuelle Roberta Rodrigues Vianna

Convention & Visitors Bureau

Jair Aguiar Neto

Hernani de Castro Júnior

PRIVATE SECTOR**Local Chefs**

Léo Paixão - *Glouton, Nicolau e Nico's*

Flávio Trombino - *Xapuri*

Djalma Victor - *Osso*

Marcelo Haddad - *Paladino*

Mariana Corrêa - *La Patisserie*

Eduardo Avelar - *Territórios Gastronômicos*

Fagner Rodrigues - *Culinária de 2*

Valdelícia Coimbra - *Delícias da Val*

Event Producers

Eduardo Maya - *Feira Aproxima*

Marcelo Wanderley Alves - *Fuegos e Mesa Ao Vivo*

José Lúcio Mendes - *Expocachaça*

Bruno Barros - *Megaleite*

Maria Eulália Araújo - *Comida Di Buteco*

Antonio Lucio Martins - *Botecar*

Carina Bismarck - *Circuito Sapucaí*

Diogo Kfoury Pereira Coutinho - *Festival*

Internacional de Cerveja e Cultura

Guilherme Henrique Ribeiro Colina - *Degusta
Cultura*

Guilherme Rabelo - *Love Wine*

Bruno Orsini - *Junglebier*

Flávia Botelho - *Circuito Gastronômico da Pampulha*

Jordane Macedo - *Made in Minas Gerais*

Local Enterprises

Mercado Central

Mercado da Boca

Mineiraria - Casa da Gastronomia

Clube Chalezinho

Xapuri

Dona Lucinha

Paladino

Salumeria

Backer

Wälls

Falke

Influencers

Isabela Lapa - *Coisas de Mineiro*

Virgínia Sasdelli - *BH Dicas*

Gabriel Prata - *Guaja*

Guilherme Torres - *Gui Torres*

Daniel Neto - *Blog Baixa Gastronomia*

Marcus Paranhos - *Blog Barba, Barriga e Cerveja*

Isadora Boerger - *Já Comi*

Other Partners

Ana Laura Guimarães - *Cachaciê*

Aparecida Barcelos - *Hortelões da Lagoinha*

Bar em Bar

BH Airport

Daniela Martins - *Instituto Mani*

Fernanda Murta - *Trem de Oz*

Filipe Thales - *Viva Lagoinha*

Flávio Santiago - *Tradução (Celo - Tradução, Língua e Cultura)*

Iara Mol - *Design Gráfico*

Katia Becho - *Textos e Pesquisas*

Katia Comini - *Correios*

Mônica Carvalho - *Tradução (Celo - Tradução, Língua e Cultura)*

Mylene Youssef - *Tato Produções*

Nereu Jr. - *Fotógrafo*

Projeto Fartura

Rayssa Monteiro - *Produtora Cultural 3 Palavrinhas*

Revista Prazeres da Mesa

Tom Pires - *Consultor Técnico UNESCO Brasil*

(Gauthama Desenvolvimento)

Toninho Horta (Musician) - *Instituto Maestro João Horta*

UMAMI - *Comunicação em Gastronomia*

Vani Fonseca - *Pesquisadora*

Victor Schwaner - *Fotógrafo*

SUPPORT LETTERS

OTHER BRAZILIAN CREATIVE CITIES

- » City of Florianópolis (Gastronomy) Designated in 2014
- » City of Paraty (Gastronomy) Designated in 2017



SUPPORT DECLARATION

Florianópolis, June 28th, 2019.

To

UNESCO Creative City Network

REF.: Letter of Support - Application from Belo Horizonte to the Creative Cities UNESCO Network.

It is with great satisfaction that the city of Florianópolis, designated in 2014 as Creative City of Gastronomy, hereby to express its support for the candidacy of Belo Horizonte, with the Network of Creative Cities of UNESCO.

Belo Horizonte has an authorial gastronomy in its DNA that reflects the culture and knowledge of its people and is rich in its own elements and ingredients. With such diversity, this gastronomic culture goes far beyond the stereotypes associated with it. Sustainable public policies and the inclusion of medium and long term gives Belo Horizonte one of its biggest differentials and demonstrate its potential for sharing good practices and public policies with the Network.

We believe that the work carried out in this field by public and private actors has been of great relevance and quality for the entrepreneurs of the gastronomy chain of the city, as well as the impact it has on development, culture, customs and local history.

Therefore, the city of Florianópolis understands that the candidacy of Belo Horizonte demonstrates, in a clear and practical way, the willingness, commitment and capacity of the city to contribute to the commitments of the Network.

Finally, we reiterate our willingness to establish partnerships, exchanges of good practices and **development and innovation projects** with Belo Horizonte, aiming to consolidate the creative field of the two cities. With regards,

Marcus José Rocha
Superintendent of Science, Technology and Innovation
Florianópolis City Hall

Rua Padre Roma nº 482, 3º andar, sala 306 – Centro
Florianópolis/SC – CEP 88010-090
CNPJ: 82.892.282/0011-15
superintendente.cti@pmf.sc.gov.br



SECRETARIA DE CULTURA

Ofício SEMUC Nº 035/2019

Letter of Recommendation

To Whom This May Concern,

The city of Paraty is proud to offer its recommendation to the city of Belo Horizonte, known for its unique notoriety in the field of gastronomy and all the efforts being made towards the achievement of plain sustainable development.

As unique as Belo Horizonte is, the capital of Minas Gerais state lives tradition and modern cuisines in a very particular way, embracing its population while using creativity as a key to bring further access to public policies in multiple areas.

We strongly believe the "UNESCO Cities of Gastronomy Network" would benefit as much as the population of Belo Horizonte, due to all the tradition, and possibilities of partnerships this iconic city has to offer, as a hub of integration at the core of Brazil.

Best regards,

Cristiana Souza Santos Mesoda
Secretary of Culture

Paraty | Creative City of Gastronomy

Cristiana Souza Santos Mesoda
Secretaria de
Cultura de Paraty
Ateli - 302-1117

cristmesoda@gmail.com

paratycreativecity@gmail.com

Paraty, June 28, 2019

SUPPORT LETTERS

» State Tourism
Secretary



GOVERNO DO ESTADO DE MINAS GERAIS
Secretaria de Estado de Turismo
Gabinete

Ofício SETURIGAB nº. 24/2019

Belo Horizonte, 27 de maio de 2019.

Exmo. Senhor

Gilberto César Carvalho de Castro

Presidente

Empresa Municipal de Turismo de Belo Horizonte – BELOTUR

Rua da Bahia, nº. 888 – Centro

Belo Horizonte – MG – CEP: 30.160-011

Assunto: **Apoio Institucional - Belo Horizonte Cidade Criativa da Gastronomia**

Referência: [Caso responda este Ofício, indicar expressamente o Processo nº 1410.01.0000133/2019-26].

Senhor,

Cumprimentando-o cordialmente, a Secretaria de Estado de Turismo de Minas Gerais manifesta seu apoio à candidatura do município de Belo Horizonte como Cidade Criativa da Gastronomia, junto a Rede de Cidades Criativas da UNESCO. Compreende-se que o trabalho desenvolvido pelos atores público e privado, ressalta a criatividade em tal área, sendo de grande relevância e qualidade, no tocante da cadeia produtiva gastronômica existente em Belo Horizonte, exercendo influência sobre a cultura, costumes e história local.

Belo Horizonte traz em sua culinária a simplicidade, carregada de sabor e história. Simplicidade essa, da utilização de ingredientes regionais, e da criatividade de maneira diversa na concepção de pratos distintos, evidenciando um DNA autoral, capaz de refletir a cultura e o saber local, que vem sendo repassado de geração em geração.

Essa diversidade culinária pode ser experimentada em seus múltiplos e tradicionais "buteecos", em segmentos e especialidades diferentes, sendo 26 estabelecimentos do setor por Km², consolidando Belo Horizonte como a cidade com mais bares por capita do país. Além destes, a capital possui em sua cadeia, restaurantes e o mercado central (eleito um dos melhores do mundo) e um quantitativo significativo de festivais e eventos gastronômicos, que demonstram uma dinâmica da capital mineira frente à gastronomia.

No que tange o turismo, segundo pesquisa realizada por esta casa, a gastronomia é um dos

pontos mais fortes na visão do turista, que busca experimentar a culinária mineira, e acaba por promover a geração de emprego e renda local, impactando no PIB.

A sustentabilidade do segmento é trabalhada pela cidade através de programas que garantem o acesso ao alimento, fomentam a produção, comercialização e consumo de produtos agroecológicos, além do atendimento dos objetivos do desenvolvimento sustentável presentes na Agenda 2030 da ONU, indo de encontro com o papel da cultura enquanto facilitadora na construção de cidades sustentáveis.

Belo Horizonte já se consolidou como cidade da gastronomia e, é sem sombra de dúvidas, um local de síntese de sabores e saberes mineiros, de muito talento e criatividade, que envolve toda cadeia alimentar, integrando pessoas em torno da culinária e o resgate da memória afetiva interiorana, sendo inclusiva através de políticas ligadas às questões gastronômicas. Desta forma, reforçamos nosso apoio à candidatura de Belo Horizonte como Cidade Criativa da Gastronomia.

Atenciosamente,

Marcelo Matte
Secretário de Estado de Turismo



Documento assinado eletronicamente por **Marcelo Landi Matte**, Secretário de Estado, em 27/05/2019, às 16:49, conforme horário oficial de Brasília, com fundamento no art. 6º, § 2º, do Decreto nº 47.722, de 20 de julho de 2017.



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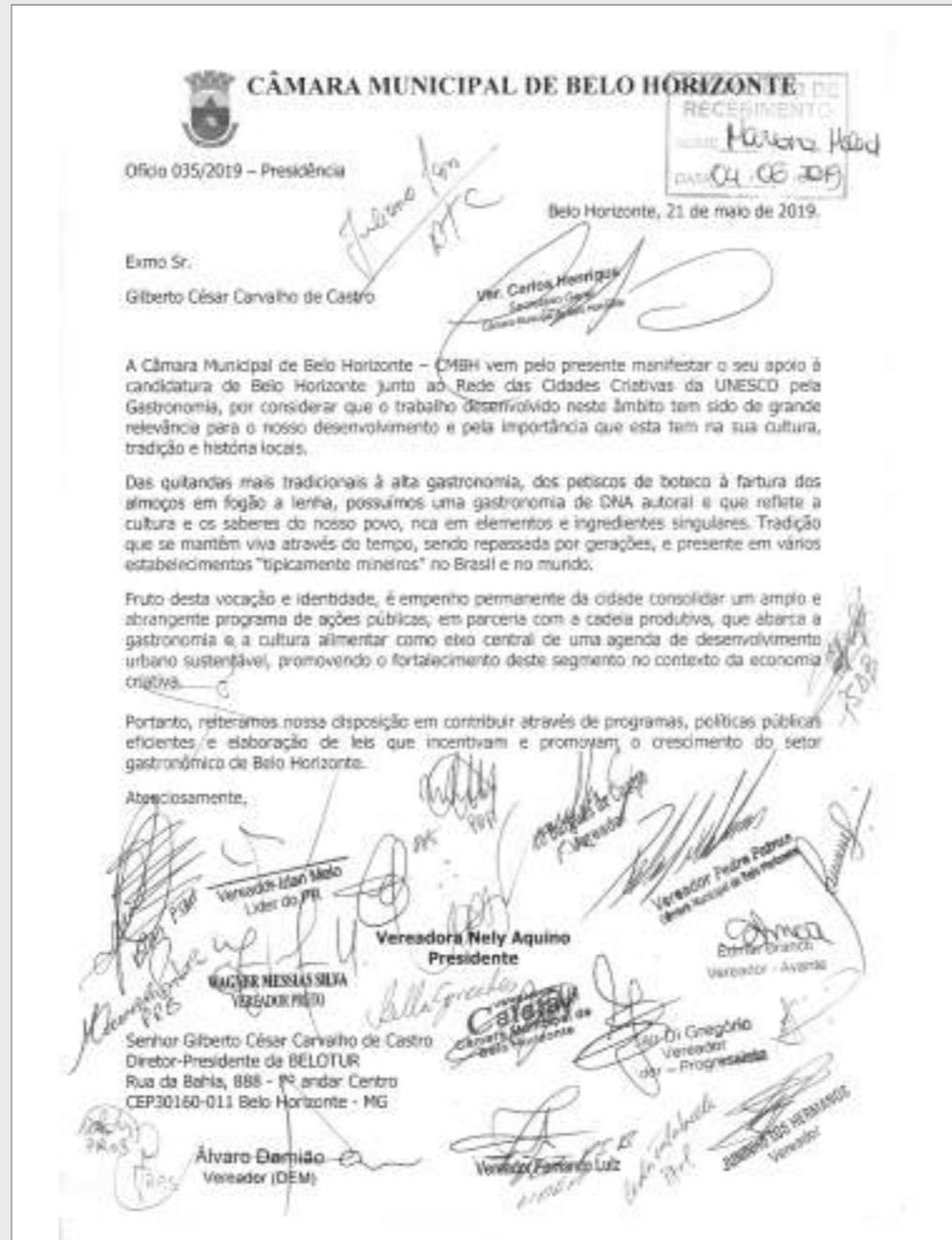
Referência: Processo nº 1410.01.0000133/2019-26

SEI nº 5170722

Rodovia Papa João Paulo II, 4001 - Edifício Gerais, 11º Andar - Bairro Sana Verde - Belo Horizonte - CEP 31630-901

SUPPORT LETTERS

- » Belo Horizonte City Council
- » Store Managers' Chamber



Belo Horizonte, 13 de maio de 2019.
PRE/138/19

Ilmo. Sr.
Gilberto Castro
MD. Presidente da Empresa Municipal de Turismo de Belo Horizonte - Belotur

Senhor Presidente,

A Câmara de Dirigentes Lojistas de Belo Horizonte, entidade de classe que representa os interesses de mais de 12 mil empresas do comércio e serviços da capital mineira, vem manifestar seu apoio à candidatura de Belo Horizonte para receber o título de Cidade Criativa da Gastronomia, conferido pela UNESCO.

Nossa cidade já possui hoje força expressiva quando o assunto é gastronomia e criatividade e o título vem para reforçar tais características no país e no mundo.

Entendemos que esse reconhecimento contribuirá não só para o fortalecimento do potencial turístico da cidade, uma vez que seremos vistos no contexto mundial, mas também para o ecossistema de inovação belo-horizontino ao valorizar a cultura da criatividade.

O título ainda trará grande movimentação para os setores de comércio e serviços da Capital, principalmente do segmento gastronômico.

Diante disso, reafirmamos nosso propósito de apoio a esta importante iniciativa.

Atenciosamente,

Marcelo de Souza e Silva
Presidente



Av. João Pinheiro, 495 • Belo Horizonte • MG • 30130-130
Fone: (31) 3248-1866 • Fax: (31) 3248-1749 • www.cdln.com.br

SUPPORT LETTERS

- » Minas Gerais State Bread Making Industry Union and Association
- » State of Minas Gerais Quality Cachaça Manufacturers' Association



SUPPORT LETTERS

- » State of Minas Gerais Beer and Drink Manufacturers' Union
- » Food Industry Agency



DECLARAÇÃO DE APOIO

Declaramos para os devidos fins que o SindBebidas – Sindicato das Indústrias de Cerveja e Bebidas em Geral do Estado de Minas Gerais apoia a candidatura na UNESCO de Belo Horizonte a Cidade Criativa da Gastronomia. Essa ação visa a candidatura de Belo Horizonte junto à UNESCO, em reconhecimento da gastronomia como destaque que passa a constituir não apenas um atrativo, mas também um importante segmento da oferta turística da cidade, além de ser fator de integração entre turistas e comunidade local. Ao conquistar o título, a cidade tem a oportunidade de se integrar a uma rede internacional de cooperação que envolve outros setores criativos, participar de projetos estratégicos em âmbito internacional, fomentar a indústria criativa local, oportunizar negócios, compartilhar as melhores práticas e políticas públicas sustentáveis e de inclusão social, além de ratificar Belo Horizonte como capital da gastronomia.

Por ser verdade firmamos a presente.

Belo Horizonte, 10 de maio de 2019

MÁRIO MORAIS MARQUES

**PRESIDENTE DO SINDICATO DA INDÚSTRIA DE CERVEJA E BEBIDAS
EM GERAL DO ESTADO DE MINAS GERAIS**

Sindicato das Indústrias de Cerveja e Bebidas em Geral do Estado de Minas Gerais
Av. do Contorno, 4.456 – 6º andar – Funcionários – Belo Horizonte – MG – 30110-028
Telefax: (31) 3281-7234 – e-mail: sindbebidas@fiemg.com.br



DECLARAÇÃO DE APOIO

Declaramos para os devidos fins que a Câmara da Indústria de Alimentos da Fiemg, apoia a candidatura na UNESCO de Belo Horizonte a Cidade Criativa da Gastronomia. Essa ação visa a candidatura de Belo Horizonte junto à UNESCO, em reconhecimento da gastronomia como destaque que passa a constituir não apenas um atrativo, mas também um importante segmento da oferta turística da cidade, além de ser fator de integração entre turistas e comunidade local. Ao conquistar o título, a cidade tem a oportunidade de se integrar a uma rede internacional de cooperação que envolve outros setores criativos, participar de projetos estratégicos em âmbito internacional, fomentar a indústria criativa local, oportunizar negócios, compartilhar as melhores práticas e políticas públicas sustentáveis e de inclusão social, além de ratificar Belo Horizonte como capital da gastronomia.

Por ser verdade firmamos a presente.

Belo Horizonte, 10 de maio de 2019

MÁRIO MORAIS MARQUES

PRESIDENTE DA CÂMARA DA INDÚSTRIA DE ALIMENTOS DA FIEMG