



Italian Trade Commission
Trade Promotion Section
of the Consulate General of Italy

NEWS

For Information and for invitations to special events, contact:

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Italian Pavilion, Featuring the Best of Italian Gastronomy, Will Be the Largest at Summer Fancy Food Show, Washington, DC, July 10-12

Special Italian Events for Journalists Among Highlights of the Show

WASHINGTON, DC (June 29, 2011) -- Reinforcing the popularity of Italian cuisine and products in the United States, Italian food will dominate the [Summer Fancy Food Show](#) at the Walter E. Washington Convention Center in Washington, DC, July 10-12.

As it has for the past 30 years, Italy will have the show's largest pavilion, located on the Lower Level of the Convention Center, Halls A, B, & C, booths 1040-1767, under the Italia banners.

Italy is among 80 countries at North America's largest specialty food and beverage marketplace, which will include 2,400 exhibitors and 24,000 attendees. More than 200 exhibitors, including manufacturers of Italian gourmet products, producers, the country's regions, export consortia, and chambers of commerce, will showcase the best of Italian gastronomy and wine.

The [Italian Trade Commission](#) (Istituto nazionale per il Commercio Estero, or ICE), is bringing together a wide range of authentic Italian gustatory products, all distinguished by their unique "Made in Italy" designation. They include traditional favorites such as olive oil, prosciutto, pasta, vinegars, cheeses, coffee and wine, plus delicious and innovative chocolates and pastries, liqueurs, ready-to-eat meals, flavored salts, organic honey, jams, beer, juices, preserved vegetables, condiments, truffles, seafood, sauces, and dairy products.

"Truly Italian foods and beverages appeal to Americans who want a healthy Mediterranean diet and to everyone concerned with high-quality, authenticity, and delectable taste," said Aniello Musella, ICE Trade Commissioner and Executive Director for the USA.

The Italian Trade Commission will host several special events open to news media:

- **Sunday, July 10, 10:45 AM** Official opening of Italian pavilion, as Italian VIPS celebrate with Prosecco, Pavilion tours, and sampling Italian food. Convention Center
- **Monday, July 11, 2:00 PM** – Olive Oil Tasting and Workshop. Convention Center. Invitation only.
- **Monday, July 11, 5:30 PM** – Kosher Food Workshop and Reception. Importance of the kosher certification for Italian food products in the U.S market. Italian Embassy. Invitation only.
- **Tuesday, July 12 8:00 AM** – Media breakfast: Evolution of Italian cuisine and the importance of authentic Italian ingredients for the new generation of American chefs and diners. Thought-provoking conversation led by award-winning journalist Corby Kummer with leading chefs on the Washington, DC scene – Mike Isabella and Luigi Diotaiuti -- and author John Mariani (*How Italian Food Conquered the World*)

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For more information on ICE and Italian food, visit www.ItalianMade.com, the official site dedicated to the foods and wines of Italy, or contact The Italian Trade Commission by telephone: 212.980.1500; by fax: 212.758.1050; or via e-mail: newyork@ice.it.