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ITALIA DEL GUSTO IS FEATURED AT NY NOW THE LIFESTYLE TRADE SHOW IN NEW YORK

At the Javits Center, August 10-14

Italy is featured at NY NOW, the lifestyle trade show held in New York, from August 10 to 14. NY NOW is HOME, LIFESTYLE and HANDMADE collections, 2,500 exhibitors, 400 product categories. [According to the event website, there are 11 product categories with 400 referring to the number of companies featuring 100% handcrafted products]

Creativity, wellbeing and lifestyle: these are the main features of the New York City event with 25,000 buyers/visitors representing more than 13,300 companies from all over the United States and 80 foreign countries attending with their products.

And the presence of Italy, who reigns supreme in Lifestyle and Wellbeing, is essential at such an important event. Italy has a corner dedicated to taste and genuine flavors, organized by Universal Marketing, who has brought together the excellent offerings of Italian food and wine and two big names in Italian cuisine in the world, Italian Chef Fabrizio Facchini and Lidia Bastianich.

The main partner of the "Corner del Gusto Made in Italy" is Pasta Di Martino.

"NY NOW is a relatively new trade show but with a very precise mission, wellbeing and lifestyle, and Italy could not miss this event," states Donato Cinelli, CEO of Universal Marketing.

"NY NOW is a successful project and we will continue to include it in our scheduling and in that of our clients," Cinelli concludes.

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