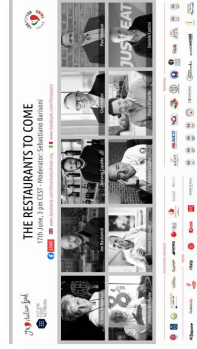




Valentina Morico



The Restaurants to

The Restaurants to Come
June 17, stories and ideas from the



Interviews

Food with italian.it.
A synergy born thanks to the common goal of our realities: to



News

"Support Italian Food Warriors", the project that aims to support authentic Italian chefs and

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<p>world, about the future of (Italian) restaurants after COVID-19</p> <p>COVID-19 is a black swan, an event so rare and unexpected that changed, and will continue to change our social dynamics, habits and lifestyles. A change that no one could have ever predicted that will undoubtedly bring changes to the world of hospitality, where the experience is not only gastronomic, but also a social.</p> <p>The Ho.Re.Ca. is one of the most affected sectors: the restaurant industry represents 4% of Italy's total GDP and 5% of its workforce, but given this new scenario until the end of 2020, a loss of over 30 million euros and 230 million jobs are at a foreseen risk (source: Bain & Company). These numbers continue to multiply exponentially as we consider the amount of Italian restaurants globally.</p> <p>In this moment of international economic uncertainties, I Love Italian Food in collaboration with Future Food Network would try to imagine how the new world of</p>	<p>make the Made in Italy known abroad. I Love Italian Food is a point of reference for the promotion of Italian food and wine culture in the world and we are delighted to collaborate with a partner like italiانى.it, which communicates every day with Italians abroad.</p> <p>italiani.it is a network that connects more than 60 realities in Italy and around the world, a network of websites all belonging to the "parent site".</p> <p>It tells stories of people, realities and traditions which make Italy a Country that remains in the heart for life. It does this through testimonies and tales of those who live this feeling every day: the Italians who love their land. This is the same purpose that drive us at I Love Italian Food and is the starting point in building our collaboration.</p> <p>As I Love Italian Food connects over two millions of Italian Food Lovers with its international community, italiانى.it wants to create a global network of people linked to Italy by birth, descent or love that feel an indissoluble bond</p>	<p>restorateurs, in Italy and worldwide</p> <p><i>A number of masterclasses in which chefs will share their culinary secrets with customers and Italian cuisine lovers</i></p> <p>I LOVE ITALIAN FOOD - In this period of international sanitary emergency due to Coronavirus, chefs and restaurateurs are fighting a real battle for survival, with closed places in several Countries, Italy above all, and often with the impossibility to obtain different sources of income. This battle is important not only for their businesses, but also for the preservation of one of the biggest and most important cultural and manufacturing heritage that makes Italy an excellence worldwide for food and dining.</p> <p>Nowadays chefs and restaurateurs are committed as warriors fighting for this huge goal. This led to "Support Italian Food Warriors", the action launched by I Love Italian Food in collaboration with Kaiti expansion and Italian Food Studio. Alessandro Schiatti, CEO and co-founder of I Love Italian Food, explains: "In this moment of global</p>
<p>take place on June 17, 1811</p> <p>international guests to imagine the new business models and concepts</p>	<p>will be happy to support the new "Support Italian Food Warriors" project, launched by I Love Italian</p>	<p>the chance to keep talking with their customers, building a new culinary experience that will enable them to</p>

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<p>for the Made in Italy (and not only) food service.</p> <p>Starting from 3:00pm CEST, guests from all over the world will come together to delve into this enticing discussion. Amongst the honoured guests there will be speeches by Cristina Bowerman (President of the Association Ambasciatori del Gusto and 1 Michelin star chef), Joe Bastianich (Restaurant Man and TV personality), Gennaro Contaldo (TV star chef and restaurateur in the UK, books author and Jamie Oliver's mentor), Salvatore Cuomo (The Pizza Man, the guru of Italian cuisine in Asia), Umberto Bombana (founder of the famous "Otto e Mezzo Bombana" in HK, he is the only three Michelin starred Italian chef abroad), Rocco DiSpirito (James Beard award winning-chef and #1 New York Times bestselling author), Glen Helton (managing partner of The Moseley Group, expert in dining business models), Paul Neuman (Founder and Owner of Neuman's Kitchen, one of the leading caterers of America) and Antonio Capaldo (President of <small>Faurl di San Geronimo</small> Daniela</p>	<p>Food, in collaboration with Kaiti Expansion and Italian Food Studio.</p> <p>"Support Italian Food Warriors" is a digital platform that aims to create a new dining experience, a new customer-restaurateur relationship, in order to support restaurants in this quarantine period. Italian restaurateurs will be able to share the secrets of their cuisine, through online masterclasses, with their customers (or with new customers), who will be able to recreate them at home.</p> <p>In this way, fans of Italian cuisine from all over the world will be able to give a direct and concrete contribution to Italian restaurateurs and chefs. The platform will also help Italian Chefs to team up and keep on promoting the authentic Made in Italy together, working every day to bring Italian cuisine all over the world.</p> <p>Italian cuisine is culture, passion, tradition and love for the Land. The indissoluble bond between Italians and traditional cuisine, is a unique feature of our people. italiani.it and Love Italian Food are together,</p>	<p>raise moral and economic support in a concrete, immediate and direct way. Restaurateurs can share with online masterclasses the secrets of their dishes with clients and all Italian cuisine lovers, collecting a financial contribution that each restaurateur may use to support his own business or also donate to charity causes that matter to him.</p> <p>The project, that has been presented to business operators in the past days, has already collected several supporters and the collaboration of a large number of associations in Italy and worldwide that reunite millions of chefs and restaurateurs. It is supported by a Team of virtuous Companies that sustain I Love Italian Food, like Carpigiani, Flor di Maso, Montanari & Gruzza and Casearia Monti Trentini. This project arose from us but it belongs to all restaurateurs, to all Italian food lovers and to all those realities that, like us, work everyday to protect Italian professionals and to promote internationally our gastronomic heritage."</p> <p><small>Masterclasses will be released</small></p>	<p>of June 2020. To get more information, it is possible to visit the website: 100per100Italian.it.</p>
<p>To moderate the speeches, which will investigate the future of</p>	<p>offer a service to those who are at home and can take advantage of the free time to cook, and above all</p>	<p>News Places Products Recipes</p>	<p>ENG</p>
<p>Interviews</p>	<p>News Places Products Recipes</p>	<p>ENG</p>	<p>offer a service to those who are at home and can take advantage of the free time to cook, and above all</p>

restaurants from heterogeneous points of view given the experiences of the speakers involved, will be Sebastiano Barisoni—journalist and vice-director of Radio24, where he conducts the daily program Focus Economia, together with Alessandro Schiatti, founder and CEO of I Love Italian Food.

The Talk can be followed globally in English by tuning in on I Love Italian Food's Facebook page. To view the talk in Italian, head to Dissaporé's Facebook page.

A special event that includes, among its partners, the major trade associations representing the world of restaurateurs and chefs in Italy and the world: AICNY, Gruppo Italiano, Associazione Professionale Cuochi Italiani, Federazione Italiana Pasticceria Gelateria Cioccolateria, FIC Belgium delegation, Federcuochi Germany, FIC UK delegation, FIC Spain delegation, FIC Poland delegation, FIC New York delegation, FIC Romania delegation, Associazione Cuochi Italiani, Global School

to promote Italian cuisine and real Made in Italy in the world.

by **Valentina Morico**



IL MADE IN ITALY SIAMO NOI

"Il Made in Italy siamo Noi" is a project of I Love Italian Food in support of our enogastronomic sector and professionals who have always been at the forefront to bring authentic Italian food all over the world.

It is precisely to these professionals that it is essential to give voice in such a dramatic and uncertain moment for Italians and for our economy.

Among the realities that have chosen to support Italian Food Warriors there are: Associazione Italiana Chef New York; UCI – Unione Cuochi Italiani; ItChefs; Global School Palazzo Italia; ACI – Associazione Cuochi Italiani; Italians Feed America; delegations of Belgium, Argentina, Poland and France of Federazione Italiana Cuochi; Gruppo Italiano of New York; Federazione Internazionale Pasticceria, Gelateria e Cioccolateria; Italian Food #Moltobuono, Autentico and Future Food Network.

I Love Italian Food is an organisation that promotes and defends authentic Italian cuisine heritage worldwide. It has been founded in Reggio Emilia, heart of the Food Valley, in 2013 by a group of friends passionate about Italian food. Today is a big international community that in 2017 has reached over one billion of digital contacts all over the world. It is a project born from the belief that the future of Italy is closely linked to the future of national agriculture sector and to its ability to grow further in the world. Already today

Napoletana, Associazione Pizzaioli Professionisti, iFeedAmerica, Associazione Pizzaiuoli Napoletani.

representing one-seventh of our economy.
Kaiti expansion works from over 25

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100per100 Italian Talks is an initiative made possible thanks to the support of the Consortia of protection of Prosecco DOC, Mortadella Bologna PGI, Pecorino Toscano PDO and Balsamic Vinegar of Modena PGI, in addition to the companies of the 100% Italian supply chain: Parmareggio, Casamodena and Smeg, and to Cibus, the Made in Italy Food Exhibition, that will be back with Cibus Forum (2020, 2-3 September) and then in 2021, from 4 to 7 May, with the usual event in Parma. Lastly, a special thanks to the media partners of the project: Dissapore, Dubaiitaly, Italy, Garage Pizza, Italiani.it, Radio Radio, Shop-Italia and Terra Mia.

 by [Valentina Morico](#)

of view on what is happening in our Country and not only.

The program will be realized by **I Love Italian Food**, whose mission is the protection of authentic Made in Italy in the world, in collaboration with **Radio Radio**, an important Roman talk radio that has over one and a half million listeners and from more than forty years deals with entertainment and culture and the brand new project **Italian Food #moltobuono**, by Simone Barazzotto, creator of Nazionale Basket Artisti.

From New York to Tokyo, passing through Australia and China, we will consult chefs, entrepreneurs, distributors and journalists who will give us their testimony, helping us to clarify the trend and the future of Made in Italy after the unexpected arrival of the Coronavirus .

Among the live guests, Lidia Bastianich, Luca Fantin, Salvatore Cuomo, Umberto Bombana, Michele Casadei Massari, Filippo Polidori,

year in marketing and communication industry, promoting the image and values of several companies and public entities. With its offices in Reggio Emilia, Rome and Milan, Kaiti expansion is organised in a network of business areas that work synergistically to offer customised projects and operational flexibility.

 by [Valentina Morico](#)



Will Made in Italy save Italy? September 4th at Cibus

It is increasingly undeniable that what we are experiencing is an historical moment of international economic uncertainties. The recent spread of COVID-19, the return of duties, the new contraindications of

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Where to eat the real Made in Italy in Dubai
Futuristic city, home of extreme luxury and crossroads of business

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[Gianfranco Sorrentino](#), [Jimmy Ghione](#), [Bruno Vanzan](#), [Roberto Valbuzzi](#) and [Simone Barazzotto](#) with [Elisa D'Ospina](#).

crisis we are going through. At this moment, more than ever, **this crisis represents a blow to the heart of Made in Italy**, a frontal attack on

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<p>between East and West, Dubai is home to over 180 different nationalities and in view of Expo 2020 it foresees a presence of 20 million tourists.</p> <p>In the heart of the United Arab Emirates, between tradition and modernity, there is a melting pot of cuisines and flavors: from sushi to dim sum, from Arab meze to shawarma, from street food to refined starred restaurants. Even on a gastronomic level, Dubai is the unrivaled record of the cosmopolitan city par excellence. Here, despite the competitive market, the made in Italy export is constantly growing: only in 2019 Italy exported 266 million euros of agri-food products to the Emirate market (source: Italian Trade Agency, 2019) and strong are expectations that these opportunities will increase with Expo.</p> <p>Just in Dubai, in one of the most futuristic and complex cities in the world, a destination for businessmen, but also for tourists looking for news and fun, places to taste and relive the experience of authentic Italian cuisine are not missing.</p> <p>Italianity is the watchword of the project for the promotion and enhancement of made in Italy that I Love Italian Food presented in Dubai on February 20, with the launch of 100per100 Italian Food in Dubai and the guide that collects the names of almost 50 places that offer the true made in Italy. Places voted and selected by a jury of over 100 Italians residents of</p>	<p>The live stream will be followed by a marathon of video messages from over 30 ambassadors of Italian cuisine from all corners of the world: Dubai, Sydney, Los Angeles, New York, Bangkok, Paris, Tokyo, Doha, London, Kuala Lumpur and Buenos Aires.</p> <p>It is a challenge that we have not chosen but for which we will take the field all together, facing it and winning it together as we only know how to do, with the certainty that it will make us even more proud of being Italian, because "Il Made in Italy siamo noi".</p> <p>From 16:00 "Il Made in Italy siamo noi" live on the Facebook page of I Love Italian Food: https://www.facebook.com/loveitalianfood.org/, on Radio Radio, on Sky channel 826, and streaming TV https://www.radioradio.it/diretta-tv/.</p> <p>From 18:00 "Il Made in Italy siamo noi" marathon video on the Facebook page of I Love Italian</p>	<p>Italy, starting from the tourism sector, up to the food and wine sector, which we at I Love Italian Food promote and protect every day.</p> <p>And so, without too much controversy, among satirical videos that come from beyond the Alps, absurd requests for <i>virus free</i> products and a ruling class that does not prove to measure up, what we all should remember is that Italy and the Italians have always been capable of great trials, of great reactions. We have given the world great discoveries, great innovations. We have taught the world the beauty, the know-how and our lifestyle: the essence of the made in Italy that foreigners love so much.</p> <p>But is Made in Italy still able to save Italy today? Trying to answer this question and take stock of the state of Made in Italy, we called on the stage of the 100per100 Italian Talks six talents, six people with a vision who will present ideas and visions on how to make ever more</p>	<p>the Made in Italy, on https://www.facebook.com/loveitalianfood.org/</p> <p>The appointment is on September 4th, 2020 at CIBUS, where, in collaboration with Fiere di Parma,</p>
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where to savor the unique zucchini of espresso, or where to cool off from the extreme heat of the desert with a real Italian ice cream.

Four categories – **Restaurant, Pizza, Espresso, Gelato** – for a

UPDATE 25 MARCH 2020

Herebelow the video of the

The appointment is on **September 4th, 2020 at CIBUS**, where, in collaboration with Fiere di Parma,

sensory and gastronomic journey, in which to find, even away from home, that unique experience that distinguishes our food and wine

culture, between products, visions and lifestyle.

But 100per100 Italian Food in Dubai is this and much more. For us at I Love Italian Food it also represents a tool to support the true ambassadors of Italian food, what we call **"Italian Food warriors"**: an army of chefs, restaurateurs, pizza makers, pastry chefs and gelato makers who passionately dedicate every day their work to promote and defend authentic Italian cuisine.

Our thanks go to the made in Italy warriors and our partners for their support for the 100per100 Italian Dubai project, specifically: Redoro Friantoi Veneti, EP World, Igor, Filicori Zecchini, Authentico and Dubaitaly.

Find the complete list of 100per100 Italian places in Dubai at the end of the article and at this link: <https://www.100per100italian.it/en/food-guide/food-guide-dubai/>

800 Pizza, Akiba Dori, Al Grissino, Alici, Alta Badia, Amorino, Attibassi, Bellavista, Bianca The Beach, Bice Mare, Caffè Borbone, Caffè Illy,

Dubai, Eataly, Gelato Divino, Già, Gianni & gelato. Golositalia, Grom, Il Borro Tuscan Bistro Dubai, Il Caffè di Roma U.A.E, Il gelato di Bruno,

marathon and the clips of contribution.

<https://www.facebook.com/47550309273/videos/852712591907190/>

<https://www.facebook.com/47550309273/videos/1512468028154117/>

by Valentina Morico



100per100 Italian Talks Dubai

Opportunities, growth, connection. These are the three key concepts emerged during the Emirati appointment of **100per100 Italian Talks**, the international conference organized by **I Love Italian Food**, on the occasion of the 24th edition of Gulfroof, and realized on February 20 at **Roberto's**, an Italian restaurant icon in Dubai.

we will realize the only Italian leg of our 100per100 Italian Talks international conference. A moment entirely dedicated to our Italy to discover how to create a system in a new, contemporary and alternative way.

by Valentina Morico



Made in Italy takes the field in New York with IBBL

The 5th of February 2020, in New York took place the Italian Brand Basketball League, a project that aims to help Italian brands to work

yesterday during a Press Conference at the Italian Trade Agency of NYC, comes from **Simone Barazzoto**, creative by

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di un we are community that unis

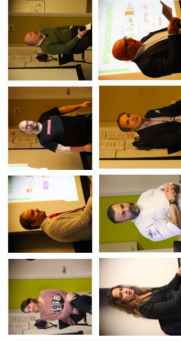
opportunity represents for Italy an opportunity for growth and visibility of our expertise. We decided to

Interviews

Bussola, Luigia, Massimo's, Matto, Mercato D'FC, Morelli's, Il ristorante – Niko Romito, Pasticceria Cova, Pulcinella, Roberto's, Ronda Locatelli, Rossivivo, Scalini, Scotta Espresso Bar, Segaffredo Zanetti Espresso, Sicilia, Social By Heinz Beck, The Artisan, The Espresso Lab, Torno Subito, Trattoria Toscana, Vanitas, Via Vita.



by Valentina Morico



The Choice of American Restaurant Owners: We Stand with Made in Italy

New York, November 22, 2019 - Promotion, opportunity and ambition.

These are the three key concepts that emerged during

#METANDIMITTUMADEINITALY - the

cuisine in the world, that henceforth came to life on November 20 at the prestigious Institute of Culinary Education of New York. "If the consumer is free to choose

realize a Talks in Dubai to

understand how to benefit from this opportunity and to do that we

involved five opinion leaders who

live and work in Dubai. Because of

their understanding of the market

they can give an analytical and in-

depth point of view of it".

Comments **Alessandro Schiatti**,

founding member of I Love Italian

Food, an international project

committed to promoting and

defending the authentic Italian

gastronomic culture worldwide.

On the stage have followed

interventions by experts and

opinion leaders involved on the

100per100 Italian Talks including

contributions from entrepreneurs,

chefs, distributors, restaurateurs

and institutions.

Amedeo Scarpa, Director of the ICE

Office in Dubai, who sponsored the

initiative, after giving an overview of

the local market and the figures

related to Italian F&B exports,

stated that Expo can only represent

a win-win opportunity for all the

involved actors who, by teaming up,

can bring out the value of our made

profession and President of And

Basketartisti, the Italian national

basketball team of artists that this years celebrates its twenty years.

I Love Italian Food could not be

missing between the supporters of

the project: "We have always

believed that create a network is the

only way to make our excellences a

winner in the world, that is why we

are always at the forefront when it

comes to promote made in Italy. To

us, supporting IBBL project means

communicating the Italianness

values that characterize our project,

in a unusual but winning key,

considering a public that loves

basketball such as the Americans."

Says **Alessandro Schiatti**, CEO and

founding member of I Love Italian

Food.

With I Love Italian Food, supporting

the IBBL initiative there are many

Italian entrepreneurs of F&B sector

and more: Paolo Beretta

(Salumificio Fratelli Beretta), Ottavio

Missotti (Missotti Spa), Giacomo

Buffa (Terre Alte), Sebastiano

Pelluso (Discovery Italy) and Letizia

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Italian Pavilion at Expo 2020:

"Beauty connects people", where

beauty is intended as a strategic

project communication.

Not only entrepreneurs join the

cause, but even well-known names

<p>not to buy the original product, because of the increase in prices, for restaurateurs it must be a choice of field, they must choose Made in Italy". Alessandro Schiatti, founding member of I Love Italian Food, opened the afternoon with these fortifying words dedicated to the new US levies. I Love Italian Food is a cultural association committed to the promotion and defense of the authentic Italian food and wine culture.</p> <p>This was followed by the interventions of the experts and opinion leaders involved in #standwithmadeinitaly, including the contributions of entrepreneurs, chefs, representatives of the Consorziums, journalists and institutions.</p> <p>Federico Tozzi, general secretary of the Italy-America Chamber of Commerce, which sponsored the initiative, highlighted how these tariffs can represent an opportunity in a complex market like the US, however that must place a strong focus on product quality. Just one month after the forceful entry of the new tariffs, national institutions began moving with more concrete actions. Antonino Laspina, ICE New York Director and Coordinator of the US Network, reported that the ICE Agency has already put specific support activities in place for the categories affected by the levies, which will provide the first opportunity for enhanced promotion at Winter Fancy Food. This will also create the visibility Country Partner will give to Italy in the 2020 editions of the event. The centralized point of view</p>	<p>resource to build a future based on dialogue and collaboration between people and nation, respecting values, competition, rights, innovation and sustainable development.</p> <p>It was followed by the point of view proposed by the world of chefs, represented by Francesco Guarracino, Roberto's Group Executive Chef, for year one of the protagonists of the Emirati restaurant. Chef Guarracino, after explaining how people's awareness and knowledge about Italian food has changed, brought his vision about Expo, stating that the universe exposition will represent a showcase for the Italian culinary heritage, classic and not only, that brings with it the feeling of our real local experience.</p> <p>The same experience also highly appreciated by those who do not have Italian origins, but contribute with their work to the development and diffusion of our products. This is the case of Bhushant Gandhi, General Manager of Truebell, one</p>	<p>of show business and basketball stars as Antonello Riva (ex Italian National, Cantù and Milan), and Chris McNealy (ex NY Knicks), two champions that, in addition their big experience, will drag marketing and communication activities that will be realized along the championship.</p> <p>The first match has been played on the 5th of February at 12.30 pm, in the prestigious Barclays Center of Brooklyn Nets and will challenge the national of Basketartisti and IBBL Nyc Dream Team.</p> <p>Among Basketartisti players that entered the field, there will be the champion Antonello Riva, the artistic director of Virgin Radio Italia Dj Ringo, Sky Sport journalist Stefano Melocco, influencer and player Valentina Vignali, actors Roberto Ciufoli and Stefano Noi, and the DJ of Radio 105 Pippo Palmieri. All trained from Joe Bastianich, coach for this occasion.</p> <p>On the other side, Ottavio Missoni has been both player and coach of IBBL Nyc Dream Team with a squad</p>	<p>is Federico Tozzi, who has expressed his position reassuring professionals even in terms of food cost. He highlights the importance now, more than ever, for restaurateurs to collaborate with</p>
	<p>on Expo 2020 from a person who has always believed in Made in Italy, even against his father's will, is that union and team work can</p>	<p>Creative and Federico Perendin of Il Pastificio.</p> <p>The Italian Brande Basketball</p>	
		<p>News Places Products Recipes</p>	
	<p>Interviews</p>	<p>ENG</p>	

importers and distributors, through advantageous agreements, and to continue buying Made in Italy, thus reducing the consequences on costs.

Precisely in these idealities is one of the most appreciated and taken up visions during the initiative was

that proposed by **Michèle Casadei Massari**, executive chef and founder of Lucciola. Chef Michele emphasized that we must not surrender in the face of difficulties and, just like **King Kong** climbed the Empire State Building, going higher, using the tariffs as an opportunity to enhance our knowledge and our excellence.

The same excellences hit today by the tariffs, in particular those of our dairy sector, were represented by the **Consortium for the Protection of Denominations of Origin** that

supported the #standwithmadeinitaly initiative. In particular, the Consortiums of **Asiago**, **Gorgonzola**, **Pecorino Toscano**, **Pecorino Romano** and **Pecorino Sardo** were introduced, each launching a clear message shared by the representatives of the category: the importance of promoting and transferring knowledge of our products, spreading the awareness and value of Italian traditions.

The voices of **importers** and **distributors** we also present to supplement the overall view on the tariffs, represented for the occasion by **Sogno Toscano**, who in turn suggested an optimistic attitude, based on clear marketing actions, able to transmit stories,

contribute to the development of small or medium-sized producers, who aim to enter the Gulf market, not only food, but also beverage.

To complement the vision on the main theme of these Talks also the point of view of an Italian

entrepreneur who has invested in Dubai, bringing our know-how and promoting Made in Italy every day with catering and catering activities.

As speaker we had **Giuseppe**

Esposito, Chairman of EP World, the company that owns restaurants' chains Ecco - Pizza & Pasta and Cappuccini Italiani, and one of the leaders in the catering sector. The businessman told about EP's

experience, which has lasted for over 45 years: how they brought the expertise of Italian cuisine from Naples to the Emirates, while

always maintaining respect for the local taste. EP is also the only Italian company that has been

awarded a contract within EXPO, where it will be present for six

months with a catering space, naturally made in Italy. Here, explained Giuseppe Esposito, they

THE ITALIAN DAIRY BUSINESS

League regular season will continue in NY **playgrounds** with monthly

matches that will be held in different Big Apple neighborhoods.

At the end of each game, moments of networking will follow, with dinners and meetings that will allow Italian companies to continue to team up, exchanging marketing and communication ideas and suggestions to promote Made in

Italy brands in the USA.

Obviously in 100per100 Italian restaurants of New York.

by **Valentina Morico**



Are pleased to invite you to

#ISTANDWITHMADEINITALY
#IOSTOCOLMADEINITALY

WEDNESDAY THE 20TH OF NOVEMBER

I STAND WITH MADE IN ITALY

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PRODUCTS, HOUSE OF AUTHORITY

production, of ever increasing quality, but undoubtedly still far from our own. To witness the quality of our original products, the presence and support of the

strengths of our food and wine culture.

But in addition to being varied, the

why the US is applying duties on the main Italian PDO cheeses, but regardless of which is the right answer, Italian dairy producers have

<p>partners Montanari & Gruzza, Urbani Truffe and Pentole Agnelli. Another important topic presented on the table of the fight against duties was the importance of the traceability of the supply chain, which told by Authentico, a partner of I Love Italian Food.</p> <p>Authentico founder Giuseppe Coletti explained the simple and easy traceability system accessible to recognize the original products, through their digital application. The media point of view could not be missed, of course. An interpretation was led by La Cucina Italiana, a leading magazine in the sector, recently returned to the US market with a renewed edition. Sabina Montevergine, journalist and editor, explained the importance of communicating correctly to an audience that is deeply interested in Italian products, as it turns out to be the American one. Interest for both the history of products and the producers, and the indications to be able to recognize the original product and get out of the dispute parmesan vs Parmigiano Reggiano, from which, as expected, Made in Italy will always prevail.</p> <p>The #standwithmadeinitaly event was made possible thanks to the partners and friends of I Love Italian Food, who contributed to the organization of the event and took place during the Italian Cooking Week, in particular, thanks for the support and protection the Consortium of Asiago, Gorgonzola, Pecorino Toscano, Pecorino Romano and Pecorino Sardo; Montanari & Gruzza, Tuscan Dream,</p>	<p>Italian diet is also among the healthiest. From this healthy concept Giacomo Casinetto, Managing Director of Casinetto, leader among the distributors of made in Italy products in Dubai, presented his vision on Expo 2020. From his speech it emerged again how Expo represents not only an opportunity for growth for the Italian economy, but also an increase in consumption and an opportunity to promote the renowned Italian lifestyle.</p> <p>The appointment is therefore on 20 October 2020, the day on which Expo will inaugurate in Dubai at the new World Expo and for 173 days it will animate the Gulf, promoting culture, sustainability and connections between nations, bringing, we are sure, growth and opportunity also for our made in Italy.</p> <p>100per100 Italian Talks is a project realized thanks to the support of I Love Italian Food's partners, in particular thanks for the support: Redoro, EP World, Flavor,</p>	<p>little to do with the aid given to Airbus by the European Community.</p> <p>What can we do in the face of this injustice? Complain? Stand and watch? Nope, We Stand with Made in Italy!</p> <p>Since the union we're up against is strong, we have asked for help from all those warriors who work and struggle every day to safeguard and promote our products and our cuisine. Together with them, we have created this first appointment dedicated to authentic Made in Italy, made precisely during the IV Week of Italian Cuisine in the world.</p> <p>An afternoon dedicated to restaurateurs and food service professionals that will take place on Wednesday, November 20 at the prestigious Institute of Culinary Education of New York. An event organized with the Italian Chef Association of New York and with the participation of the Consortium of Asiago, Pecorino Romano, Pecorino Sardo, Gorgonzola, <small>Dorina Tescann, and the New</small></p>
<p>Interviews</p> <p>by  Valentina Morico</p>	<p>News Places Products Recipes</p> <p>event, DubaiItaly, media partner of the project, and ICE - Italian Trade Agency for the patronage granted.</p>	<p>partnership with Authentico, Sogno Toscano, Montanari & Gruzza, Pentole, Agnelli e Urbani Truffe, in addition to the media support of I</p>



Cucina Italiana, whom have recently returned to the US market, and Dissapore.

The purpose of the initiative is to defend our products by relying on our food and wine patriotism and, at the same time, to make it clear through a practical lesson on food cost, that quality remains the true convenience that lies at the base of our cuisine. It's a figure that unites our past, present and future at the table.

The appointment will articulate many points with the contribution of experts and opinion leaders of our food sector. To open the dance, Federico Tozzi, general secretary of the Italy-America Chamber of Commerce of New York will give a snapshot of the US market, one month after the entry into force of the duties. Followed by Alessandro Schiatti, founding member of I Love Italian Food who will explain why #standwithmadeinitaly. To support him Michele Casadei Massari, chef and founder of Lucciola NYC, with a practical simulation of food cost,

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of the representatives of the Consortiums protecting the supporters of the initiative: Marco



Invernizzi for the Consortium for the protection of Gorgonzola PDO cheese, Marco Forte for the Consortium of Pecorino Toscano

DOP, Gianni Maoddi will bring the point of view of the Consortium for the protection of Pecorino Romano, and again Luca Cracco for the Consortium for the Protection of Cheese Asiago DOP and Annalisa Uccella, on behalf of the Consortium for the protection of Pecorino Sardo PDO.

The contributions will then give space to the world of entrepreneurs and distributors with our partner Sogno Toscano. Raising awareness from the point of view of communication will be Sabina Montevergine, journalist of La Cucina Italiana. Followed by the important speech by Giuseppe Coletti, founder of Authenticco, partner of I Love Italian Food in the protection and promotion of original Made in Italy together with our other partners Montanari Grizza, Urbani Truffles USA and Pentole Agnelli.

To close the talk is one of the

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Fabrizio Facchini, chef and member of the board of the Association alongside Francesco Panella, who now a symbol of Made in Italy, and



Il nuovo direttore generale di IMAU ha recentemente appointed Global Communication Director of the Association. Both will bring the

point of view of restaurateurs, and entrepreneurs in the sector for the reason that if consumers could stop taking authentic Italian products from supermarket shelves, restaurateurs must instead continue to share our cuisine, our land and our culture, right through our typical products, transforming this possible criticality into a distinctive value, in the choice of final field, #STANDWITHADENITALY

The event will conclude with a tasting of pure 100% Italian products versus the "fake" products from overseas in order to compare flavors, consistency, colors and smells. A comparison from which, incidentally, we are sure to come out winners.

by Valentina Morico



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