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On February 25, 2010 in New York

## **SIMONA VENTURA, GALA GUEST OF HONOR, TO CELEBRATE THE “MADE IN ITALY” FASHION**

New York, January 18 -- **Simona Ventura** will be the guest of honor of the 25th edition of **GALA ITALIA** to be held on **February 25, 2010** under the high patronage of the **Italian Ambassador** in Washington, **Giulio Terzi di Sant’Agata**.

The internationally renowned Italian TV personality will also participate in the ceremony for the **25th anniversary of GALA ITALIA** and cut the cake especially prepared for this occasion.

**Simona Ventura** will fly to New York after the first episode of the famous Italian TV show “**Isola dei famosi**” (Island of Celebrities) and present the sportswear line of the **StarChic** collection.

The acclaimed **GALA ITALIA** has been and still is the foremost presentation of the “**Made in Italy**” that has been promoting the best of Italian wines, gastronomy, fashion, music, art and design for the last quarter of the century in the United States. For more details visit the web site: [www.italianwineandfoodinstitute.com](http://www.italianwineandfoodinstitute.com).

After the success of the 2009 edition of **GALA ITALIA** an even more interesting program is planned for the present year.

Among the event is an exhibition of the new **Fiat 500**, intended for the revival of the Chrysler line of cars, shown together with the legendary *Fiat 500 (Fiat Cinquecento)* of the Fifties. Another feature is an exhibit of **Vespas** by Piaggio, one of the greatest Italian success stories of recent years in the U.S., plus luxury Italian-made **bicycles**.

Another feature of notable importance is the sponsorship of the Istituto Regionale Vite e Vino of Palermo at GALA ITALIA. The Istituto will coordinate the participation of some of the most highly profiled Sicilian wine producers, who will showcase an excellent selection of wines at GALA ITALIA. The participation to the GALA ITALIA by the Istituto Regionale Vite e Vino of Palermo is part of the activities of the Istituto to promote Sicilian wine the world around and follows the successful participation in the last year GALA ITALIA.

To further emphasize the presence of the Sicilian wine producers, the Istituto will organize other events, including specific meetings with the wine press and a drawing of a trip to Sicily to visit the Sicilian wineries.

A key highlight of the evening will be the **Italian Fashion Show**, with clothes, jewelry and accessories of the spring-summer sportswear collection of **StarChic** by Simona Ventura. The choreographed presentation is to take place on the stage of the Broadway Ballroom and to be covered by various TV stations.

The GALA ITALIA is presenting also the **promotional campaign for Italian fashion** in the United States of the Italian Trade Commission.

Elena Bonelli, the **well-known Italian singer**, who recently performed at Carnegie Hall, and who has been directing a film shot in part in New York, will enhance the Gala with a program of popular Italian songs.

Special Italian **travel prizes** offered by the New York office of the Italian Government Tourist Board are to be drawn among the attendees of the GALA ITALIA.

As always, the highlight of GALA ITALIA is the grand **Wine & Food Tasting** from 3:00 to 8:00 p.m. in the Ballroom of the Marriott Marquis Hotel. Many leading Italian wine producers are personally presenting here again their best quality wines. Among them are those who have been instrumental for the success of Italian wines on the important American market and with their repeated participation have made an outstanding contribution to the knowledge of Italian wines in this country. The following wine makers have already confirmed their participation: Alessandro di Camporeale, Astoria, Baglio del Cristo di Campobello, Bava, Bertani, J. Biondi Santi, Bottega Vinaia, Cantina di Montalcino, Carpineto, Casale Falchini, Castello di Gabbiano, Castello di Querceto, Cavit, Michele Chiarlo, Concadoro, Concilio, Consorzio Produttori Vini di Manduria, De Nardin, Duca di Castelmonte, Fazi Battaglia, Feudi di San Gregorio, Fonterutoli, Gigi Rosso, Gran Sasso, Imperiale, Lunetta, Marchesi di Barolo, Meloni, Carlo

Pellegrino, Planeta, Rocca delle Macie, Ruffino, Sansone, Sella & Mosca, Sottesoli, Tenuta di Arceno, Tiburzi G., Todini, and Travaglini to mention a few of them.

Again, as in the past, **prestigious Italian restaurants** will offer their favorite dishes. Among them are names such as: Serafina, the restaurant of the international Jet Set, the very new and elegant SD26 of Tony May, the famous Osteria del Circo of Sirio Maccioni and Aleo, Bettola, DeGrezia, Falai, Gusto, Il Punto, Il Riccio, Ornella, Salumeria Rosi, Sora Lella, Scuderia and Testaccio, set up in an area adjoining the Ballroom, named appropriately "**Via Veneto**" for the occasion. Also, a large number of Italian producers and U.S. importers of Italian specialty foods - Ferrero chocolates, Smeraldina as water sponsor and many others - will demonstrate the importance of pairing genuine Italian foods and wines.

Moreover exclusive books on wines and food are going to be presented thanks to the participation of the Little Bookroom Company.

During the **Wine and Food Tasting**, the wine producers will receive the traditional "**Gold Medal**" awarded by an American Jury to the best wine of each participating winery. The medal, especially made for the GALA ITALIA event, will be presented to the producers by an Italian personality together with a certificate of merit attesting their inclusion in the "**Special Selection of Top Italian Companies**" in the wine world. This contest will increase the visibility of the participating companies in GALA ITALIA and further highlight the best Italian wines.

A **special color catalog** is being produced for GALA ITALIA giving prominence to all the participating wineries with detailed information for the show, such as the producer's name, station number and importer's name (including address, telephone and fax numbers). Over 4000 copies of the catalog are to be distributed to all attendees and after the show to importers of Italian wines and foods.

**Over 3,000** trade representatives, restaurateurs and journalists in the sector of wine, specialty foods, fashion, design and art from the US Atlantic coast are expected to attend the 2010 edition of GALA ITALIA.

For the first time the GALA ITALIA in its 25th edition offers **on-line registration** to all guests allowing a better selection and control of the attendees.

The GALA ITALIA will be followed by the "**Italian Wine Gala**" in Los Angeles, on **March 1**, to expand the promotional action on behalf of the "Made in Italy" on the great markets of California and the West coast of the U.S.

The GALA ITALIA is jointly organized by the Italian Wine & Food Institute and the Italian Trade Commission, under the high patronage of the **Italian Ambassador in Washington**, with the sponsorship of the **Milan Chamber of Commerce and**

the cooperation of the Italian Cultural Institute and the New York Italian Government Tourist Board.

For further details, please contact the Italian Wine & Food Institute:  
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