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On February 25, 2010 in New York

## THE GALA ITALIA TOWARDS A GREAT SUCCESS

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The most emblematic elements of the “Made in Italy” in the limelight: wine, fashion, gastronomy, art, music and design – Guest of honor: **Simona Ventura** – Proclamation of Mayor Bloomberg.

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New York, February 2 -- As the most emblematic elements of the “Made in Italy” label, fashion, wine, gastronomy, art, music and design will be the features of GALA ITALIA. Now celebrating its 25<sup>th</sup> anniversary, the event will be held on February 25<sup>th</sup>, 2010, under the high patronage of the **Italian Ambassador** in Washington, **Giulio Terzi di Sant’Agata**.

The guest of honor, internationally renowned TV personality of the Italian TV show “L’Isola dei famosi,” **Simona Ventura**, will help celebrate this unique presentation by cutting the cake prepared by the Pastry Chef of one of the most important restaurants in New York and by presenting a selection of her new sportswear line, **StarChic**.

The acclaimed GALA ITALIA remains the foremost showcase of the finest “Made in Italy” products on the trend-setting New York stage. It will occur at the Grand Ballroom of the Marriott Marquis Hotel in Times Square. To recognize the prosperous 25-year-old relationship between GALA ITALIA and New York City, **Mayor Michael Bloomberg** will proclaim the date February 25<sup>th</sup> as “GALA ITALIA DAY.”

After the success of the 2009 edition of GALA ITALIA, an even more exciting program is planned for this year.

The main event of GALA ITALIA, the grand **Wine & Food Tasting**, features leading Italian wine producers who will personally present their best quality wines. Many of these producers are responsible for spreading the knowledge about Italian wine within this country and have been instrumental in introducing Italian wine into the American market. The following wine makers have already confirmed their participation: Antinori, Astoria, Baglio del Cristo di Campobello, Bava, Bellussi, Belpoggio, Bertani, J. Biondi Santi, Bottega Vinaia, Cantina di Montalcino, Cantina Sociale dell'Alto Belice, Cantina Todini, Carlo Pellegrino, Carpineto, Casa di Grazia, Casabella, Casale di Falchini, Castello di Gabbiano, Castello di Querceto, Cavit, Concadoro, Concilio, Corbera, Coste del Faena, Consorzio Produttori Vini di Manduria, Donna Cristina, Alessandro Di Camporeale, Duca di Castelmonte, Fattoria Montecchio, Fazi Battaglia, Feudi di San Gregorio, Fonterutoli, Fratelli Muratori, Gigi Rosso, Gran Sasso, Grotta del Sole, Imperiale, Lunetta, Marchesi di Barolo, Meloni, Michele Chiarlo, Nardin S., Planeta, Rocca delle Macie, Ruffino, Sansone, Sella & Mosca, Settesoli, Tenuta di Arceno, Tenuta di Biserno (L. Antinori), Tenuta Gatti, Tenuta Ormani, G. Tiburzi, Torrevento, Travaglini and Villabella to mention a few of them.

In addition to these producers, the **Istituto Regionale Vite e Vino of Palermo** is sponsoring the participation of some of the most highly profiled Sicilian wine producers, who will showcase an excellent selection of wines at GALA ITALIA. The contribution of the Istituto Regionale Vite e Vino is part of its activities to promote Sicilian wine around the world and follows its successful participation in last year's GALA ITALIA. To further emphasize the presence of the Sicilian wine producers, members of the press will participate in a Gala Dinner, which includes a drawing for a trip to visit the best wineries of Sicily.

During the **Wine & Food Tasting** an American jury awards the traditional "**Gold Medal**" to the best wine of each participating winery. In addition to these unique GALA ITALIA medals, the producers receive a certificate of merit presented by an Italian personality. The certificate attests to their success and recognizes their inclusion in the "**Special Selection of Top Italian Companies**" in the wine world. This contest increases the visibility of the companies participating in GALA ITALIA and further highlights the most notable Italian wines.

Preceding the Wine and Food Tasting, a **Luncheon-Tasting** will be held in the Manhattan Ballroom at the Marriott Marquis Hotel. During the luncheon, with a special menu, the participants will taste the wine previously selected by each company and the representatives of each winery will have the opportunity to speak informally with journalists who are present.

Moreover, **prestigious Italian restaurants** within New York will offer their best 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. A large number of Italian producers and U.S. importers of Italian specialty foods – Olio Monini, Caffè Segafredo Zanetti, Olio Azienda Agricola Poggetto di Mezzo, Caffè Lavazza, Ferrero chocolates, Smeraldina as water sponsor and many others - will also appear and demonstrate the importance of gastronomically pairing the Italian foods and wines.

The GALA ITALIA is also showing *If You Speak Fashion, You Speak Italian*, a video that features “Made in Italy” fashion and reveals spectacular images taken in Rome to re-energize the “Italian dream” for the benefit of American retailers and consumers. The presentation will end with a fashion show featuring **Atelier Aimée’s** wedding dress collection.

Another highlight of the evening will be the **Italian Fashion Show**, presenting the clothes, jewelry and accessories of Simona Ventura’s spring-summer sportswear collection, **StarChic**.

Several personalities of the Italian showbiz will attend the event, including the actress **Samuela Sardeo** (Un posto al Sole, Incantesimo) and the author and musical director **Massimo Piparo**.

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

There will be an exhibition of the new **Fiat 500**, created to revive the Chrysler line of cars, shown together with the legendary *Fiat Cinquecento* of the Fifties. There will also be a display of **Vespas** by Piaggio, one of the greatest Italian success stories of recent years in the U.S. and of Italian-made luxury **bicycles**.

During the Gala exciting prizes, including a **Vespa scooter**, courtesy of **Piaggio**, and several **trips to Italy** offered by New York office of the Italian Government Tourist Board will be raffled off among the guests.

Furthermore, exclusive books about wines and food will be presented courtesy of the Little Bookroom Company.

All of the participating wineries are to receive a special GALA ITALIA **color catalog** giving detailed information about the event, such as the producer's name, station number and importer's name (including address, telephone and fax numbers). Over

4000 copies of the catalog will 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 U.S. East coast are expected to attend the 2010 edition of GALA ITALIA.

For the first time GALA ITALIA, in its 25th edition, offers **on-line registration** to all guests.

Following GALA ITALIA, the “**Italian Wine Gala**” will take place in Los Angeles on **March 1**. This event will expand the promotional activity of the “Made in Italy” products to the markets in California and the West coast of the U.S. The **Italian Wine Gala** is reserved for the press and trade of the greater metropolitan area of Los Angeles and will occur from 2:00 to 7:00 p.m. at the well-known restaurant Valentino, with the cooperation of the owner **Piero Selvaggio**. The producers/importers in attendance will also participate in a special press luncheon held from 1:00 to 2:00 p.m. in one of the rooms at the restaurant. The press and trade of the Los Angeles area who would like to participate in the **Italian Wine Gala** may register at [www.galaitalia.com](http://www.galaitalia.com) and follow the instructions.

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** of the **Regional Institute of Vine & Wine** of Palermo and the New York Italian Government Tourist Board.

In order to register for **GALA ITALIA** please go to [www.italianwineandfoodinstitute.com](http://www.italianwineandfoodinstitute.com), click the “Registration 2010” link, and fill out the necessary information.

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