



Italian Wine & Food Institute

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Made in Italy Triumphs in New York

A GRAND SUCCESS FOR GALA ITALIA

New York, 25 February 2010--A widely superior success, even more optimistic than expected on the eve of the event, despite the strong snow storm, was the GALA ITALIA of today at the Marriott Marquis Hotel in Manhattan.

The event, on its 25th anniversary, hosted traders and journalists from the East Coast of the United States who, in a record number, crowded the ballrooms on the sixth and seventh floors of the Marriott.

The most prestigious “Made in Italy” products were presented to the New York public, and fashion, wine, gastronomy, music, art and design were the stars of the show. The event occurred under the patronage of the Italian Ambassador of Washington, Giulio Terzi di Sant’Agata.

Guest of honor at Gala Italia was the famous Italian television personality, Simona Ventura, who hosts the show “L’Isola dei Famosi” and who came to New York especially to celebrate the 25th Anniversary of GALA ITALIA. She blew out the 25 candles of the impressive cake created for the occasion by the pastry chef of SD26, one of the most well-known restaurants in New York. Simona Ventura received a plaque in remembrance and appreciation for her promotional activities of “Made In Italy” throughout the world.

The date of February 25, the 25th anniversary of GALA ITALIA, was formally proclaimed by the mayor of New York, Michael Bloomberg, “Italian Wine & Food Institute Day.”

The proclamation of Mayor Bloomberg asserted that the city of New York was “proud to host the 25th anniversary of GALA ITALIA.” “For more than 25 years this organization” continues the proclamation, “has been committed to promoting and educating American consumers about Italian wine, food, fashion, art, and design, as well as any product that proudly bears the logo ‘Made in Italy.’”

“On behalf of the city of New York,” concludes Mayor Bloomberg, “I commend the Italian Wine & Food Institute for their unwavering dedication to strengthened ties between the United States and Italy.”

GALA ITALIA opened with a tasting-luncheon, “The Taste of Italy,” with a menu specially prepared by Chef Armando Monterroso, which provided a selection of wine from the participating wine producers. On this occasion the wine producers were able to informally speak with the wine journalists who were in attendance.

The main element of GALA ITALIA was the grand Wine & Food Tasting, which principally involved the Italian wine producers and their best wines. Many shared their culture and knowledge of Italian wine and were the champions of introducing the quality Italian wine into the American market.

During the course of the Wine Tasting there were 207 wines from 58 wineries from the principle wine producing regions of Italy; they opened more than 5,900 bottles and used more than 36,000 glasses; more than 2,500 traders, journalists, and VIP were present. (more than 1,400 importers, whole-sellers and retailers from the East Coast of the United States, 480 restaurants and 450 journalists, and numerous television networks).

Another aspect of notable importance in the 25th anniversary of GALA ITALIA was the continued participation of a selection of extremely qualified Sicilian wine producers, who presented their best wines for the traders and journalists present. Their participation was sponsored and organized by the Regional Institute of Vine and Wine of Palermo and was completed with a Sicilian Gala Dinner, which offered a trip to Sicily for the journalists in attendance.

During the Wine & Food Tasting the wine producers received the traditional “Gold Medal” that an American jury assigned to the best wine of each participating winery. The medals were specially designed for GALA ITALIA by the prestigious goldsmith Fabrizio Vezzaro.

As in the past, the most qualified Italian restaurants participated in the event, such as Serafina, the restaurant of the International Jet Set, the new and elegant SD26 of Tony May, the famous Osteria del Circo of Sirio Maccioni and now the new Sora Lelle.

Also present, were the extremely qualified producers and importers specializing in Italian gastronomy, such as quali Olio Monini, Caffè Segafredo Zanetti, Olio Azienda Agricola Poggetto di Mezzo, Caffè Lavazza, Ferrero, Azienda Forcella, Pasticcerie Nannini, Tom Cat Bakery, Azienda Montalbano, Luigi D’Amico Parrozzo, Acqua Smeraldina come water sponsor—to confirm both the importance of pairing together wine and food as well as the genuine Italian food products with the Italian wine.

An important presence at GALA ITALIA was the editor of the prestigious magazine “Town & Country,” Jim Taylor. Additionally, there was a promotional video for Italian fashion, If you speak Fashion, you speak Italian, presented by the Foreign Commerce. For this reason there was a film that captured images of Rome and of Italian fashion in order to reinvigorate the “Italian Dream.” The event ended with a fashion show of wedding dresses presented by the well-known fashion designer Atelier Aimée and then with the sportswear collection by Simona Ventura, Star Chic.

Elena Bonelli, the well-known Italian singer, who recently performed to a standing ovation at Carnegie Hall and who has been directing a film shot partly in New York, enhanced the Gala with a successful rendition of popular Italian songs.

Italian design was represented by the new Fiat 500, created to revive the Chrysler line of cars, shown together with the legendary Fiat Cinquecento of the Fifties. There was a Vespa by Piaggio, one of the greatest Italian success stories of recent years in the U.S. and an Italian-made Luxury Bicycle Fiat 500 Pop by Compagnia Ducale.

Among the personalities who came to New York especially for the event were actress Samuela Sarzo (Un posto al sole, Incantesimo) and the author and musical director, Massimo Piparo.

At the gala there were several prestigious drawing prizes that were given away, including a Vespa Scooter S50, offered by Piaggio, as well as a variety of trips to Italy, offered by the ENIT office of New York.

There were 4,000 copies of an elegant color catalogue presented at GALA ITALIA, which displayed the layout of the space as well as listed all the participating vendors and their locations.

It was an initiative of great importance, underlined by Lucio Caputo, president of the Italian Wine & Food Institute, who organized and executed the event. It is an extensive representation of the Italian tradition, has notable commercial relevance, and it gives prestige to the “Made in Italy” image, which is seen in its complexity.

The next edition of GALA ITALIA will be in New York on February 10, 2011. It will take place under the high patronage of the Italian Ambassador in Washington, the Italian Wine & Food Institute, and the Institute of Foreign Commerce, in collaboration with the House of Commerce of Milan, the Regional Institute of Vine and Wine of Palermo, Alitalia, and ENIT.

GALA ITALIA will be followed by the ITALIAN WINE GALA in Los Angeles on Monday, March 1, 2011.

Participating Wineries:

Abraxas, Antinori, Alessandro Di Camporeale, Astoria Vini, Baglio del Cristo di Campobello, Bava, Bellussi, Belpoggio, Bertani, J. Biondi Santi, Bottega Vinaia, Cantina di Montalcino, C.S. dell’Alto Belice, Cantina Todini, Cantine Barbera, Carlo Pellegrino, Casa di Grazia, Casabella, Casale di Falchini, Castello di Fonterutoli, Castello di Gabbiano, Castello di Querceto, Cavit, Cerasi, Michele Chiarlo, Cocchi Giulio, Concadoro, Concilio, Corbera, Coste del Faena, Consorzio Produttori Vini di Manduria, D’Ancona, Donna Cristina, Duca di Castelmonte, Fattoria di Montecchio, Fazi Battaglia, Feudi di San Gregorio, Fratelli Muratori, Gigi Rosso, Gran Sasso, Grotta del Sole, Imperiale, Lunetta, Marchesi di Barolo, Marco Maci, Meloni Vini, Nardin S., Planeta, Rocca delle Macie, Ruffino, Sella & Mosca, Tenuta di Arceno, Tenuta di Biserno (L. Antinori), Tenuta Gatti, Tenuta Ormanni, G. Tiburzi, Franco Todini, Torrevento, Travaglini e Villabella.

Wines Awarded with the “Gold Medal”:

Abraxas, Passito di Pantelleria DOC 2006; Alessandro di Camporeale, Kaid Syrah IGT Sicilia 2007; Alto Belice, Terre’ Catarratto Monreale DOC 2007; Marchesi Antinori, Chianti Classico DOCG Riserva 2005; Astoria, Prosecco Valdobbiadene DOC, Spumante Millesimato 2009; Baglio del Cristo, Syrah IGT Sicilia 2007; Barbera, Coda della Foce Rosso Menfi DOC 2006; Bava, Barolo DOCG 2005; Belpoggio, Brunello di Montalcino DOCG Mediterranean 2007; Bertani, Villa Arvedi Amarone della Valpolicella DOC 2004; Jacopo Biondi Santi, Schidione Toscana IGT 2001; Bottega Vinaia, Teroldego 2004;

Cantina di Montalcino, Brunello di Montalcino DOCG 2004; Casa di Grazia, Gradiva Collectio Sicilia IGT Nero d'Avola 2007; Castello di Fonterutoli, Poggio alla Badiola IGT Toscana 2007; Castello di Gabbiano, Chianti Classico Riserva DOCG 2005; Castello di Querceto, Il Sole di Alessandro, Colli Toscana C. IGT 2004; Michele Chiarlo, Barolo Tortoniano DOCG 2005; Concadoro, Chianti Classico DOCG Concadoro Caravaggio 2006; Concilio, Pinot Noir 2006; Corbera, Isola d'Oro IGT Sicilia Rosso 2008; Coste del Faena, Merlot Umbria IGT 2008; D'Ancona, "Cimillya", Passito di Pantelleria DOC 2007; Donna Cristina, Merlot 2008; Duca di Castelmonte, Dinari del Duca Syrah Sicilia IGT 2007; Falchini, Rosso IGT Toscana "Campora" SuperTuscan 2004; Fazi Battaglia, "San Sisto", Verdicchio Castelli di Jesi DOC Ris. 2005; Feudi di San Gregorio, Falanghina 2008; Marco Maci, "Fra Diavolo", Salento IGT Primitivo 2007; Madrigale, Primitivo di Manduria DOC 2006; Marchesi di Barolo, Sarmassa, Barolo DOCG 2005; Meloni, Le Ghiaie, Cannonau di Sardegna DOC Riserva 2005; Fattoria di Montecchio, IGT "Pietracupa" Selezione 2004; Fratelli Muratori, Oppida Aminea Caracena Falanghina 2008; Planeta, La Segreta Rosso Sicilia Igt 2008; Rocca delle Macie, Ser Gioveto IGT Toscana 2003; Gigi Rosso, Barolo DOCG 2005; Ruffino, Riserva Ducale Oro Chianti Classico Riserva DOCG 2005; Sella & Mosca, Cannonau di Sardegna DOC 2006; Tenuta di Arceno, Chianti Classico Riserva DOCG 2005; Tenuta di Biserno, Coronato, Bolgheri DOC, Tenuta dei Pianali 2006; Tenuta Gatti, Curpane, Mamertino DOC Rosso 2008; Tenuta Ormanni, Chianti Classico DOCG Riserva 2004; Tiburzi, Sagrantino di Montefalco DOCG, Passito-Scacciamerli 2005; Franco Todini, Preda del Falco Sagrantino di Montefalco DOCG 2005; Travaglini, Gattinara DOCG 2004; Villabella, Amarone della Valpolicella DOC 2004.

Participating Restaurants:

Aleo, Barolo, Caffè Falai, DeGrazia, Gusto, Il Punto, Il Riccio, Osteria del Circo, Scuderia, SD26 Restaurant & Wine Bar, Serafina Fabulous Grill, Testaccio.

Wines Presented at the Tasting-Luncheon "Taste of Italy":

Astoria Vini, Prosecco Di Valdobbiadene DOC Spumante Millesimato 2009; Castello di Gabbiano, Chianti Classico Riserva DOCG 2005; Rocca delle Macie, Roccato Toscana IGT 2004; Michele Chiarlo, Barbera d'Asti DOC, "Le Orme" 2005; Tenuta di Arceno, Arcanum, I IGT Toscana 2005; Ruffino, Modus 2006;

Fazi Battaglia, San Sisto, Verdicchio dei Castelli di Jesi DOC Cl. Ris. 2005; Todini, Nero della Cervara 2005; Casale di Falchini, Rosso Toscano IGT "Campora" 2004; Jacopo Biondi Santi, Sassoalloro IGT Toscana Red 2006; Fattoria di Montecchio, Chianti Classico Riserva DOCG 2005; Concadoro, Chianti Classico DOCG Caravaggio 2006; Tenuta di Biserno, Coronato, Bolgheri DOCG Tenuta dei Pianali 2006; Marchesi di Barolo, Barolo DOCG Cannubi 2005; Marco Maci, Infinito, Salento IGT Rosso 2003.

Wines Presented at the Sicilian Gala Dinner:

Baglio del Cristo di Campobello, Laudari Chardonnay 2007; Tenuta Gatti, "Curpane", Rosso Mamertino DOC 2008; Corbera, Le Contrade Syrah Casalbianco IGT Sicilia 2009; Alto Belice, Tre Feudi, Nero d'Avola IGT Sicilia 2008; Alessandro di Camporeale, Kaid

Syrah IGT Sicilia 2007; Casa di Grazia, Gradiva Collectio Sicilia IGT Nero d'Avola 2007; Caantine Barbera, Coda della Foce Rosso Menfi DOC 2006; Pellegrino-Duca di Castelmonte, Tripudium Rosso Sicilia IGT 2006; Abraxas, Passito di Pantelleria DOC 2006; D'Ancona, Cimillya, Passito di Pantelleria DOC 2007.