



Italian Wine & Food Institute
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On February 25, 2010 in New York

THE BEST OF THE “MADE IN ITALY” AT THE 25TH EDITION OF GALA ITALIA

New York, December 15 -- Preparations are in full swing for the 25th edition of GALA ITALIA, the great Italian promotional event that will be held on February 25, 2010 under the high patronage of the Italian Ambassador in Washington, Giulio Terzi di Sant’Agata.

GALA ITALIA has been and still is the most important presentation of the “Made in Italy” that annually, for the last quarter of a century, has been promoting the best of Italy in the United States: from wine to gastronomy, from art to fashion, from music to design with ever increasing success. (for more details go to: www.italianwineandfoodinstitute.com).

After the great success of the 2009 edition of the event, where the best quality Italian wines, specialty foods and gastronomy of the leading Italian restaurants were combined with high fashion defiles of Raffaella Curiel, the sport fashion of StarChic by Simona Ventura and the exhibition of paintings by the Italian painter Guercino, there will be an even more interesting program for 2010.

In spite of the current economic crisis, the leading Italian wineries, the most important food producers and the most prestigious Italian restaurants have already confirmed their participation in the event looking ahead to the forthcoming recovery.

Star of GALA ITALIA is the new **Fiat 500**, the small beautiful car that will contribute to the revival of Chrysler. The Fiat 500 is being shown together with the legendary original 500 model of the 50's and the **Vespas** by Piaggio that represent one the greatest Italian success stories of these years in the United States.

One of the highlights of the GALA ITALIA will be the **Italian Fashion Show** with apparel, jewelry and accessories for men and women from the spring-summer collections of a well known Italian designer and the presentation of the campaign in support of **Italian fashion in the United States** in cooperation with the Italian Trade Commission. The presentation takes place on the large stage of the Broadway Ballroom and will be covered by television.

Other attractions of the GALA ITALIA are the **art exhibition** set up in cooperation with the Italian Cultural Institute; the performance by a renowned **Italian singer** and the drawing of special prizes among the attendees.

The highlight of GALA ITALIA, will remain the traditional **Grand Wine & Food Tasting** to be held from 2:00 to 9:00 p.m. in the entire Broadway Ballroom of the Marriott Marquis Hotel (the largest in New York). At the GALA ITALIA is expected the participation of the leading Italian producers and over 3,000 qualified and selected guests, restaurateurs and journalists of the Atlantic Coast of the United States.

The large number of Italian restaurants, producers and importers of Italian specialty foods present at the GALA ITALIA emphasize the importance of pairing Italian gastronomy and genuine Italian products with Italian wines. The Italian restaurants will occupy a large additional area called "**VIA VENETO**".

During the Wine Tasting the wine producers participating in the GALA ITALIA will receive an artistic “**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 assigned 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 companies participating in GALA ITALIA and further promote the best Italian wines.

A special **catalog** is planned for GALA ITALIA, listing every participating company with the producer’s name and the station number, the name of the importers with address, telephone and fax number. Over 4.000 copies of the catalog will be printed and distributed to all the attendees and afterwards to all people of the wine and food trade.

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

The GALA ITALIA is jointly organized by the Italian Wine & Food Institute and the Italian Foreign Trade Institute, under the high patronage of the Italian Ambassador in Washington and the sponsorship of the **Milan Chamber of Commerce**, with the participation of the Italian Cultural Institute and the Italian Government Tourist Board.

For further details, please, contact the Italian Wine & Food Institute - www.italianwineandfoodinstitute.com - Tel.: 212 - 867-4111 - Fax: 212 - 867-4114 - E-mail: iwfi@aol.com

