



Italian Wine & Food Institute

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FOR IMMEDIATE RELEASE

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GALA ITALIA CELEBRATES 30 YEARS

New York - July 31...Exceptional quality Italian wine will once again be brought to the forefront of the grand stage of New York on the occasion of the **GALA ITALIA 30**. This wine and food extravaganza will take place on Thursday, February 19th in the Grand Ballroom of The Pierre Hotel.

Next year will see a special edition of what is unanimously considered the most important Italian promotional event: the celebration of reaching its 30 year milestone. An initiative of commitment, tradition and media attention, the **GALA ITALIA 30** has been held every year in the United States since December 2, 1985.

This annual event, dedicated to promoting the best of Italian excellence in wine, food and gastronomy, consistently involves the participation of the leading and most prestigious Italian wineries, the most noted producers of specialty foods and beverages, and the most established Italian restaurants based in New York. These participants select for the occasion their finest products to promote wine and food in a unique setting of the highest level.

The most important element of the **GALA ITALIA 30** will be its grand Wine & Food Tasting, which will be held in the elegant and prestigious Grand Ballroom of The Pierre Hotel, specially prepared and decorated for the event. The Wine & Food Tasting will have the attendance of more than 1,000 qualified and selected wine and food trade representatives, restaurateurs and journalists from across the Atlantic Coast of the U.S., who for years have participated in what is the most significant event for Italian wine in the U.S. All of the guests will have pre-registered on-line.

Adding balance to the exhibited wine, a wide assortment of Italian food will be available, thanks to the participation of prestigious food manufacturers and famous restaurants. Wine and food pairings will be given strong emphasis during this traditional Italian event that celebrates its 30th year of life.

There will also be a number of publicized initiatives (to be announced in the coming months) that will serve to celebrate the 30th birthday of GALA ITALIA, the longest-held Italian promotional event in the world.

One of these initiatives will pay a special tribute to the 37 companies that participated in the first edition of **GALA ITALIA 30**: Antinori, Barbi Colombini, Bersano, Biondi Santi-Greppo, Bolla, Cavit, Collavini, Col d'Orcia, Contratto, Duca d'Asti, Duca di Salaparuta, Fabiano, Fazi Battaglia, Ferrari, Fiore, Fontanafredda, Frescobaldi, Gajerhof, Gotto d'oro, Guicciardini Strozzi-La Cusona, Kettmeir, Livio Felluga, Marchesi di Barolo, Martini & Rossi, Pighin, Pio Cesare, Poggio alla Sala, Regaleali, Ricasoli, Riunite, Rocca delle Macie, Ruffino, S. Margherita, Torresella, Villa Banfi, Villa Cerna and Zonin.

30 years after the historic first edition, some of the most prestigious names in Italian wine will again present the best wines in their production to the most qualified professionals and American wine editors. Among their exhibited wines will be a particularly special vintage wine specially selected by each producer for **GALA ITALIA 30**.

To encourage the submission of high-quality wines, an American jury will select the finest wine of each participant by bestowing a special "Certificate of Merit," which will also celebrate the Gala's 30th year.

For **GALA ITALIA 30**, there will also be an elegant, colorful catalogue with ample space dedicated to the participating companies and sponsors of the event. The catalogue will be distributed to all present and subsequently sent to the major industry leaders. The catalogue will be completed with information on the wines, all of which will be incorporated in the Institute's web-site.

The event will be complemented by a special black-tie Gala Dinner in the Grand Ballroom of The Pierre Hotel. The dinner will be prepared by Italian chefs and will be paired with Italian wines of special vintages.

During this evening gala, the "Special Awards of Merit" will be presented for particular wine and food that represent Italian excellent in the world. The awards will be accepted by the producers, all of whom will be personally present at the Gala Dinner.

Also present at the Gala Dinner will be the most important American personalities, many distinguished guests and the most prominent representatives of the media.

GALA ITALIA 30 is organized by the Italian Wine & Food Institute under the high patronage of the Italian Ambassador to Washington, D.C.

For more information, please contact the Italian Wine & Food Institute: Tel.: 212 867 - 4111; E-mail: iwfi@aol.com; Website: www.iwfinews.com.

