



Italian Wine & Food Institute

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For Immediate Release



GALA ITALIA 30

On the occasion of the 30th anniversary of Gala Italia

**A GRAND CELEBRATION
OF THE SUCCESS OF ITALIAN WINE**

New York, October 23 -- The great success obtained by Italian wines in the U.S. import market and the producers (the protagonists) behind this success will be the subjects of major celebration at the 30th anniversary of GALA ITALIA. This elegant affair will take place on February 19, 2015 in the elegant ballroom of The Pierre Hotel in Manhattan.

GALA ITALIA 30 will serve as a celebration of the finest wines from Italy and will underline the extraordinary dimensions of this incredible success, which is unprecedented in the history of wine, to the many wine and food journalists, opinion leaders, VIPs, trade representatives and lovers of Italian wine in attendance.

In addition to celebrating its 30 years of life, as pointed out by the Italian Wine & Food Institute President Lucio Caputo, GALA ITALIA 30 will strongly emphasize the enormous achievements made for Italian wine that have put it at the top of the U.S. market.

This consistently rising and undisputed success has placed Italy at the forefront of countries exporting to the United States in both value and quantity, as well as in variety and excellence of the range of wines offered.

GALA ITALIA 30 will shed light on this important achievement by having vast coverage from the most established American journalists. Furthermore, many distinguished VIPs and the most qualified, prestigious Italian producers, whose contributions helped lead to the success of Italian wine, will come to New York to personally celebrate this exciting event.

As one of the many unique initiatives to be held in connection with GALA ITALIA 30, a memorable presentation of thirty bottles with 1985 vintage (reflecting the first edition of GALA) will stand under the spotlight of the American media.

But that is not all. A large number of other important initiatives will complement this twelve-hour celebration, beginning with an impressive Wine & Food Tasting, followed by a black-tie dinner, an awards ceremony, an auction of thirty-year old wines, and ending late at night with the tunes of Panorama Music.

Lucio Caputo, who for forty years (1975 - 2015) has promoted Italian wine in the U.S.—first as Italian Trade Commissioner and then as President of the Italian Wine & Food Institute—has expressed great satisfaction with Italian wine’s achievements (from 240 million to over 1.3 billion dollars of Italian wines exported) and hopes that its success will continue in the future.

