

# GALA ITALIA FOOD



- I. GENERAL OUTLINE
  - A) INVITATIONS
  - B) CATALOG
  - C) PRIZES
  - D) GUEST REGISTRATION
  - E) ROOM RESERVATIONS
  - F) WEBSITE OF INSTITUTE
- II. FOOD TASTING
- III. FOOD PRODUCTS TO BE PRESENTED
- IV. FOOD DELIVERIES
- V. PARTICIPATION FORM
- VI. COST OF PARTICIPATION

## I. GENERAL INFORMATION

**GALA ITALIA** is the most important annual event organized in the United States to promote Italian wines & foods. The Gala highlights top restaurants, food products, fashion, the arts and other typical products often "Made in Italy." The 2012 **GALA ITALIA** will greatly benefit from the success of past

editions of the event and from several additional features. **GALA ITALIA** - celebrating its 27th anniversary - is organized by the Italian Wine & Food Institute under the patronage of the Italian Ambassador to the US and will be held on **February 23, 2012** at the Marriott Marquis Hotel in New York. The main features of the event include the Grand Wine Tasting, a fashion

show, an art and design exhibition, a gourmet presentation by renowned Italian restaurants and the exhibition of some of the most emblematic "Made in Italy" products.

## A) INVITATIONS

Over 10,000 specially designed, elegant invitations (listing the names of the participating producers) will be mailed in early January

2012 to the American press of the Northeast, based upon a periodically updated mailing list. An intensive public relations campaign will be conducted to publicize the event. A series of press releases will be mailed to the food editors.

### **B) CATALOG**

A special catalog will be printed for the GALA ITALIA, listing every wine station with the producer's name and the station number; the name of the importer with address, telephone and fax numbers in addition to the brand and the denomination of each wine presented. The catalog will also list all the featured restaurants as well as the food producers and/or importers, with their food specialties. Special recognition will be given to the sponsors. The catalog will be distributed to all the guests.

### **C) PRIZES**

As in previous years, guests who registered electronically will be entered in a drawing for special prizes.

### **D) GUEST REGISTRATION**

All guests will be pre-registered or registered at the entrance and given badges of different colors for each category (press, trade, restaurants, hotels, etc.). The guests will register electronically by visiting the website [www.galaitalia.com](http://www.galaitalia.com). After registering, guests will receive a confirmation email that must be presented at the entrance of the GALA in order to retrieve the "bracelet" for admittance to the GALA on the 6th floor of the Marriott.

### **E) ROOM RESERVATION**

For the GALA ITALIA, a block of rooms at the Marriott Marquis Hotel has been reserved for the nights of **February 22nd and 23rd, 2012** (plus a limited number of rooms for the nights preceding and following the event) at the special cost of \$259 plus tax per room, per night (single or double). The wine producers and importers interested in reserving one or more rooms must advise the Italian Wine and Food Institute as soon as possible. By **February 10, 2012** please fill out the proper section of the

participation form with the name/s of the person/s taking the room/s, the arrival and departure dates and the name, number and expiration date of their credit card/s. A credit card is required by the hotel to confirm the reservation (no reservation will be accepted by the Hotel without a credit card to confirm it). Room reservations will be accepted until the exhaustion of the block reserved. On **February 10, 2012** the unreserved rooms will be reassigned to the hotel and in case of requests after the above date, the same will be honored only if the hotel has rooms available and at the hotel's current rates.

### **F) WEBSITE OF INSTITUTE**

The Institute's web page [www.italianwineandfoodinstitute.com](http://www.italianwineandfoodinstitute.com) will be periodically updated and can also be used to register for the event. On the Institute's home page there is also a wide presentation of photo galleries and press releases from past editions of GALA ITALIA that were especially successful.

## II. FOOD TASTING

**The Food Tasting, the essential part of the GALA ITALIA, will be held from 3:00 pm to 8:00 pm in the entire Grand Broadway Ballroom area of the Marriott Marquis Hotel (the largest in New York), properly set up for the event, with the participation of many of the leading Italian food producers and over 3,000 qualified and selected guests, restaurateurs, and journalists of the Atlantic Coast of the U.S.A.** The Broadway Ballroom of the New York Marriott Marquis Hotel will be specially prepared for the event and supplied with all necessary products and services normally required in a grand tasting, including an ample supply of plates, water pitchers, napkins, etc. Waiters will assure the necessary service by setting up the Food Stations and delivering the foods assigned to each station. The

distribution of the foods and information to the guests will be the responsibility of the producers.

## III. FOODS TO BE PRESENTED

At the GALA ITALIA Wine & Food Tasting each producer or importer of food products can present a wide selection of their own Italian food specialties, including cheeses, prosciutto, salami, olive oil, balsamic vinegar, pasta, sauces, mineral water, espresso coffee, bread, candies, etc. Based upon an expected attendance of over 3,000 guests at the Wine & Food Tasting and 5 hours of tasting it is suggested to deliver an adequate supply to the Marriott Marquis Hotel.

## IV. FOOD DELIVERY

All the foods must be delivered to the Marriott Marquis Hotel in New York **from Tuesday, February 14 to Tuesday, February 21, 2012.** The special **food**

**delivery label** included at the end of this document must be used for the delivery of the food products to the hotel, please also indicate on the label the products that must be refrigerated.

## V. PARTICIPATION FORM

To participate in the GALA ITALIA the **“participation form” included at the end of this document must be filled out and forwarded, before the event,** together with payment, to the Italian Wine and Food Institute, P.O. Box 789, New York, NY 10150 - Fax: 212-867-4114 - E-mail: [iwfi@aol.com](mailto:iwfi@aol.com)). The form is in English for an easier exchange of information with the importers.

## VI. COST OF PARTICIPATION

The contribution for the participation in the GALA ITALIA for producers of food specialties is \$600 per company.

# PARTICIPATION FORM - Food

## GALA ITALIA

Marriott Marquis Hotel - *New York* - February 23, 2012

**PLEASE COMPLETE AND FAX THIS FORM WITH COPY OF THE BANK WIRE TRANSFER BACK TO:  
212 867 4114**

(Italian producers should also fax this completed form to their importer)

**PLEASE COMPLETE AND MAIL THIS FORM WITH A CHECK TO:  
Italian Wine & Food Institute, P. O. Box 789, New York, NY 10150**

We wish to participate in the **Gala Italia** with the following Italian Food Specialities: (please indicate names of products and brand names as they should appear in the Catalog):

PLEASE PRINT CLEARLY

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

**Italian Producer:**

Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Cap \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**U.S. Importer:**

Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Cap \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Payment**

The contribution for the participation in the **Gala Italia** is \$600 for each food producer-importer, for food station.

[ ] We are enclosing copy of the bank wire transfer in the amount of \$ \_\_\_\_\_ (+ \$ 25 for bank charges) to the **Italian Wine & Food Institute**, Account n. 9980 47 9344, Citibank Branch # 123, 120 Broadway, New York, NY 10271, Swift n. CITIUS 33, - **ABA ROUTING N. 021 0000 89** - in full payment of our participation in the **Gala Italia**.

[ ] We are enclosing a check, made out to: Italian Wine & Food Institute, in the amount of \$ \_\_\_\_\_ in full payment of our participation in the **Gala Italia**.

[ ] **Online registration with payment by credit card**

You can also fill out the participation form and pay by credit card by visiting [www.galaitalia.com](http://www.galaitalia.com)

**Hotel reservations**

Please, reserve # \_\_\_\_\_ room/s at the Marriott Marquis Hotel at \$259 (single or double) plus tax, per room, per night, for the period from (arrival) \_\_\_\_/\_\_\_\_/2012 to (departure) \_\_\_\_/\_\_\_\_/2012.

Please use the following credit card for confirmation of the reservation (no reservation will be accepted by the Hotel without a credit card to confirm it).

Type and Number of card: Name \_\_\_\_\_ # \_\_\_\_\_ Expiration: \_\_\_\_ / \_\_\_\_

Name as it appears on card \_\_\_\_\_ Signature \_\_\_\_\_

The room reservation should be made in the name(s) of:

\_\_\_\_\_  
\_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**DELIVERY LABEL:  
REPRODUCE & ATTACH TO EACH BOX**

---

**GALA ITALIA - FOOD**

February 23, 2012

---

PLEASE PRINT

PRODUCER: \_\_\_\_\_

TYPE OF PRODUCT: \_\_\_\_\_

BOX # \_\_\_\_ OUT OF \_\_\_\_

TO: NEW YORK MARRIOTT MARQUIS HOTEL

1535 Broadway - New York, NY 10036

(45th St. between Broadway & 8th Av.- across from Music Box Theatre)

ATTN: CLARE HUSSAIN Senior Event Manager - Tel.: (212) 704 - 8929

---

**HOLD FOR THE GALA ITALIA  
ON FEBRUARY 23, 2012**

---

**IMPORTANT NOTE:**

**THE FOODS MUST BE DELIVERED**

**FROM TUESDAY, FEBRUARY 14TH - FEBRUARY 21ST**

**between the hours of 6:00 am and 10:00 pm**

***(for perishable foods it should be 5:00pm)***

**(on Wednesday, from 6:00 am to 1:00 pm and from 5:00 pm to 10:00 pm)**

**LIST OF PRODUCTS TO BE REFRIGERATED**

_____	_____
_____	_____
_____	_____
_____	_____