



LOS ANGELES ITALIAN WINE GALA

Ristorante Valentino – Santa Monica
27 febbraio 2012

WINE TASTING

Il **Los Angeles Italian Wine Gala** avrà luogo dalle ore 14:00 alle ore 19:00 di lunedì 27 febbraio 2012 nel rinomato ristorante Valentino, con la collaborazione del proprietario, Piero Selvaggio. La degustazione sarà riservata agli operatori del settore, ai ristoratori, alla stampa specializzata e ad un limitato gruppo di qualificati consumatori. Il ristorante sarà elegantemente allestito e dotato di tutte le attrezzature necessarie per la realizzazione dell'iniziativa. I camerieri cureranno l'allestimento delle Wine Stations e la sistemazione dei vini presso la Wine Station assegnata a ciascuna azienda. Sarà invece compito dei produttori e/o degli importatori far degustare i propri vini agli ospiti e di fornire loro le informazioni di loro interesse.

LUNCHEON CON I GIORNALISTI

I produttori presenti al Tasting di Los Angeles, uno per azienda, parteciperanno inoltre ad un "Italian Luncheon" con i giornalisti vinicoli californiani, che si terrà prima del Wine Tasting, in una sala del ristorante Valentino. Durante la colazione sarà servito un vino di ciascuno dei produttori presenti. Il Luncheon servirà a dare l'opportunità ai produttori di intrattenersi con i wine editors ed a incentivare gli stessi a partecipare al Wine Tasting che seguirà.

CATALOGO

Per il Los Angeles Italian Wine Gala sarà predisposto e stampato un elegante catalogo con l'indicazione del nome di ciascun produttore, il numero della Wine Station, l'elenco dei vini presentati e l'indirizzo completo dell'importatore. Il catalogo sarà distribuito a tutti gli ospiti che interverranno alla degustazione.

WINE STATIONS

Ciascun produttore/importatore partecipante avrà a sua disposizione una "Station" (m. 1,80, con tovaglia), identificata da un cartello con il nome della Casa e da un numero progressivo, che sarà riportato sul catalogo.

WEB PAGE DELL'ISTITUTO

La Web Page dell'Italian Wine & Food Institute: www.italianwineandfoodinstitute.com sarà periodicamente aggiornata e potrà essere utilizzata per la registrazione all'iniziativa. Nel sito dell'Istituto vi è anche una ampia presentazione della passata edizione del GALA ITALIA che ha avuto un notevole successo.

MODULO DI PARTECIPAZIONE

Per confermare la partecipazione all'Italian Wine Gala di Los Angeles, dovrà essere completata in ogni sua parte ed inviata, con ogni cortese urgenza all'Italian Wine & Food Institute (P.O.BOX. 789, New York, NY 10150), la unita "participation form" (stilata in inglese per facilitare l'inoltro all'importatore), unitamente alla quota di partecipazione.

VINI DA PRESENTARE

Al Los Angeles Italian Wine Gala, ciascuna casa vinicola potrà presentare solo vini di propria produzione, fino ad un massimo di sei, dei quali si suggerisce di inviare almeno un cartone da 12 bottiglie per ciascun vino (i vini eventualmente rimasti potranno essere portati via al termine della degustazione).

QUOTA DI PARTECIPAZIONE

Il contributo per la partecipazione al Los Angeles Italian Wine Gala è stato limitato, come lo scorso anno, a \$ 2.000.00 per casa vinicola. Per le case vinicole che parteciperanno al Gala Italia di New York, il costo di partecipazione sarà tuttavia ridotto a \$ 1.500.00.

CONSEGNA VINI

Tutti i vini dovranno essere consegnati al ristorante Valentino (Valentino Restaurant, 3115 Pico Boulevard, Santa Monica, CA 90405 - Attn: Mr.Piero Selvaggio - Tel.: 310-829-4313) nel periodo fra lunedì 20 febbraio 2012 e venerdì 24 febbraio 2012. Per l'invio dei vini dovrà essere utilizzata l'etichetta allegata.

PRENOTAZIONE STANZE

Le aziende interessate alla prenotazione di una o più stanze, possono direttamente rivolgersi ad uno dei seguenti alberghi:

Courtyard by Marriott - Marina del Rey, 13480 Maxella Avenue, Marina del Rey, CA 90292 (Tel.: 310-822-8555; Fax: 310-822-5167).

Marriott Hotel/Marina del Rey, 4100 Admiralty Way, Marina del Rey, CA 90292 (Tel.: 310-301-3000; fax: 310-448-4870).



LOS ANGELES ITALIAN WINE GALA

Ristorante Valentino – Santa Monica
february 27, 2012

WINE TASTING

The **Los Angeles Italian Wine Gala** will be held from 2:00 to 7:00 p.m. on Monday, February 27, 2012 in the well known restaurant Valentino, with the cooperation of the owner Piero Selvaggio.

The restaurant will be specially prepared for the event and supplied with all necessary products and services normally required in a grand wine tasting, including an ample supply of wine glasses, water pitchers, spittoons, napkins, etc. Waiters will assure the necessary services and replace used wine glasses. Set-up of the wines on the table, opening of the bottles, and pouring of the wines will be the responsibility of the producers and/or importers.

PRESS LUNCHEON

The producers/importers in attendance at the wine tasting in Los Angeles will also participate in a special Italian Press Luncheon that will be held before the tasting in one of the rooms at Restaurant Valentino. One wine from each producer, selected by the producer, will be poured at the luncheon. The luncheon will give the producers the opportunity to meet with the local wine editors and encourage them to taste the selected wine and to take part in the following wine tasting.

WINE TASTING CATALOG

For the Los Angeles Italian Wine Gala, a special Wine Tasting Catalog, listing all the wine stations with their number and with the name of the producer and/or importer with their address, telephone and fax number in addition to the brand and the denomination of each wine presented will be printed and distributed to all the guests;

WINE STATIONS

Each producer/importer will have one or more wine stations (a six foot skirted table) identified by a number and a sign with the name of the producer/importer, that will be reported in the catalog.

WEB PAGE OF THE INSTITUTE

The Institute's Web Page: www.italianwineandfoodinstitute.com will be periodically updated and may also be used to register for the events.

PARTICIPATION FORM

To participate in the Los Angeles Italian Wine Gala, please complete the enclosed "participation form" and send it ASAP, with your check to the: Italian Wine & Food Institute, P.O. Box 789, New York, NY 10150.

WINES TO BE PRESENTED

Each producer can present at the Los Angeles Italian Wine Gala only the wines of his production, up to a maximum of six wines. At least one carton of 12 bottles for each wine should be delivered to the restaurant for the Tasting. All the unused wines can be taken back at the end of the event.

COST OF PARTICIPATION

The contribution for the participation in the Los Angeles Italian Wine Gala is \$2.000.00 for each participating winery. For the producers participating also in the Gala Italia in New York, the cost will be reduced to \$ 1.500.00.

WINE DELIVERY

All the wines for the Los Angeles Italian Wine Gala must be delivered to the **restaurant Valentino** (Valentino Restaurant, 3115 Pico Boulevard, Santa Monica, CA 90405 - Attn.: Mr. Piero Selvaggio, Tel.: 310-829-4313) during the period **from Monday, February 20, 2012 to Friday, February 24, 2011**. The enclosed wine delivery label must be used for shipping the wines to the restaurant.

ROOM RESERVATIONS

We suggest to contact one of the following hotels for room reservations:

Courtyard by Marriott - Marina del Rey,
13480 Maxella Avenue,
Marina del Rey, CA 90292
Tel.: 310-822-8555 - Fax: 310-822-5167

Marriott Hotel/Marina del Rey,
4100 Admiralty Way,
Marina del Rey, CA 90292
Tel.: 310-301-3000 - Fax: 310-448-4870

PARTICIPATION FORM - WINE

LOS ANGELES ITALIAN WINE GALA

Ristorante Valentino - Santa Monica - 27 febbraio 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 **Los Angeles Italian Wine Gala** with the following wines:

PLEASE PRINT

Wines:

1) _____ Vintage _____ # of cartons _____

2) _____ Vintage _____ # of cartons _____

3) _____ Vintage _____ # of cartons _____

4) _____ Vintage _____ # of cartons _____

5) _____ Vintage _____ # of cartons _____

6) _____ Vintage _____ # of cartons _____

WE WISH TO PRESENT THE WINE NUMBER _____ AT THE PRESS LUNCHEON

PERSON PARTICIPATING IN THE PRESS LUNCHEON: _____

Italian Wine Producer:

Winery _____

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 to participate in the “Los Angeles Italian Wine Gala”, **including the Luncheon**, is: \$ 2.000.00 per producer. The cost of participation will be reduced to \$ 1.500.00 for those wineries that are also participating in the “**New York Gala Italia**”.

[] We are enclosing copy of the bank wire transfer in the amount of \$ _____ (+ \$ 25.00 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 **Los Angeles Italian Wine Gala**.

[] We are enclosing a check, made out to: Italian Wine & Food Institute, in the amount of \$ _____ in full payment of our participation in the Los Angeles “Italian Wine Gala”.

[] We are filling in the on-line participation form at www.galaItalia.com and paying by credit card.

Signature _____ **Date** _____

IMPORTANT:
Label to be reproduced and attached to each box

LOS ANGELES ITALIAN WINE GALA

February 27, 2012

PLEASE PRINT

WINE PRODUCER: _____

TYPE OF WINE: _____

TO: VALENTINO RESTAURANT
3115 Pico Boulevard - Santa Monica, CA 90405

ATTN: MR. PIERO SELVAGGIO - Tel.: (310) 829-4313

**HOLD FOR THE ITALIAN WINE GALA
ON FEBRUARY 27, 2012**

IMPORTANT NOTE:
**THE WINES MUST BE DELIVERED
FROM MONDAY, FEBRUARY 20th TO FRIDAY, FEBRUARY 24th
between the hours of 9:00 am and 5:00 pm**

PARTICIPATION FORM - FOOD

LOS ANGELES ITALIAN WINE GALA

Ristorante Valentino - Santa Monica - 27 febbraio 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 **Los Angeles Italian Wine Gala** with the following food products:

PLEASE PRINT

Food products:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____

Italian Producer:

Company _____

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 to participate in the "Los Angeles Italian Wine Gala" is: \$ 600.00 per food producer.

[] We are enclosing copy of the bank wire transfer in the amount of \$ _____ (+ \$ 25.00 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 **Los Angeles Italian Wine Gala**.

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

Signature _____ **Date** _____

**IMPORTANT:
Label to be reproduced and attached to each box**

LOS ANGELES ITALIAN WINE GALA

February 27, 2012

PLEASE PRINT

FOOD PRODUCER: _____

TYPE OF PRODUCT: _____

BOX # ____ OUT OF ____

TO: VALENTINO RESTAURANT
3115 Pico Boulevard - Santa Monica, CA 90405

ATTN: MR. PIERO SELVAGGIO - Tel.: (310) 829-4313

**HOLD FOR THE ITALIAN WINE GALA
ON FEBRUARY 27, 2012**

**IMPORTANT NOTE:
THE PRODUCTS MUST BE DELIVERED
FROM MONDAY, FEBRUARY 20th TO FRIDAY, FEBRUARY 24th
between the hours of 9:00 am and 5:00 pm**

LIST OF PRODUCTS TO BE REFRIGERATED

