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FOR IMMEDIATE RELEASE

February 23rd and 27th in New York and in Los Angeles

## **GREAT PARTICIPATION IN THE NEXT GALA ITALIA**

New York, January 18.... The 27th edition of the GALA ITALIA, the most important promotional Italian event in the United States, is almost a month away. Under patronage of the Ambassador of Italy, Claudio Bisogniero, the grand promotional event will take place on February 23rd in New York and on February 27th in Los Angeles.

The GALA ITALIA which has been held annually for more than a quarter of a century, promotes Italian excellence in the USA and already includes the participation of such wine producers as Antinori, Zonin, Castello di Gabbiano, Castello di Querceto, Biondi Santi, Tenute Folonari, Casale Falchini, Casale del Giglio, Piera Martellozzo, Moretti Omero, Mezzacorona, Arcanum, Stemmari, Tenuta ca' Bolani, Feudo Arancio, Castello del Poggio, Ruffino, Baglio di Pianetto, Pepe Stefania, Villa Fiorita, Marco Maci, Santa Maria Valverde, Nicola Campagnola, Col d'Orcia, Cavit, Bertani, Sella & Mosca, Planeta, Fonterutoli, Villa a Sesta, Cantine di Dolianova, Feudo Principi di Butera, Castello d'Albola, Rotari, Rocca delle Macie, Rocca di Montemassi, Francoli, Domodimonti and Rocca dei Sanniti to name a few.

Participants also include the most notable producers of beverages and food specialties, such as Academia Barilla, Ferrero, Acetaia di Giorgio, Illy Caffè', Conca d'Oro, Monini, Latteria Soresina, Riso Scotti, Orto Conserviera, Ciro, Verrini - Munari and Smeraldina, the official sponsor of the event.

As has always been the tradition of the GALA ITALIA, some of the most prestigious restaurants in New York will attend the event and present their best gourmet dishes. These restaurants include Acqua at Peck Slip, Circo, Eolo, Granduca, Gusto, Macelleria, Magia, Casa Nonna, Paola's Restaurant, Il Riccio, Salumeria Rosi, SD26, Serafina, Il Tesoro and Zio.

President of the Italian Wine & Food Institute, Lucio Caputo, underlined that the GALA ITALIA is "the only major initiative remaining in the USA that promotes Italian wine, food and

gastronomy, and has significantly contributed to the image and diffusion of each of these important sectors throughout the years.”

Caputo therefore called for increased participation in the event in order to perpetuate the great vitality of *Made in Italy* within the local market despite the current economic crisis.

Italian wine currently holds a position of major importance in the American market as it excels in all sectors (it was in first place in the market during the first nine months of 2011, with an increase of 14.3% in quantity and of 19.5% in value, and with a market quota for wine imports respectively of 30.5% and of 34.9%). It should thus be a common interest amongst all producers to strive to maintain and improve the success of Italian wine in the United States.

Caputo further emphasized that, in order to encourage a wider and more consistent participation and to maximize Italian wine in the market, the deadline to participate in the GALA ITALIA has been extended and the registration fee has been maintained at a very low amount in spite of the significant increase in the event’s total cost.

The grand Wine & Food Tasting will be part of the 2012 GALA ITALIA, and will take place between 4:00 p.m. and 7:30 p.m. in the specially prepared and decorated Broadway Ballroom of the Marriott Marquis Hotel (the largest in New York). Over 2,000 operators, restaurateurs and journalists from the Atlantic coastal states will participate in the Wine & Food Tasting, making yet another presence at what is considered to be the most important event of Italian wine in the USA.

During the Wine & Food Tasting, wine producers will receive the traditional *certificate of merit*, presented to them by an Italian personality. This certificate will be awarded by an American jury of experts in the sector to the best wine of each participant. Similar certificates will be presented to exhibitors of food products and to restaurants. The awarding of the *certificate of merit* will ultimately result in greater visibility of the participating companies and of the wines presented at the GALA ITALIA.

Another special feature of the GALA ITALIA is the elegant, colorful catalogue that emphasizes the participating companies, providing detailed information of the names of products, of each numbered stand and of the names of the importers with their addresses, telephone numbers and fax numbers. 4,000 copies of the catalogue will be distributed to each participant, as well as to the major industry representatives of each sector.

Particularly significant in this context, the promotional events of the *Made in Italy* include an exposition of FIAT 500s and of a special Fiat 500 POP bicycle provided by Compagnia Ducale, an exhibit of the artworks of Paolo Poli, a performance of a noted singer and a fashion presentation, all of which will be publicized shortly.

Following last year’s success, guests can continue to register entirely on-line, allowing a more manageable and improved selection of attendance.

The GALA ITALIA in New York will be followed by the Wine Tasting in Los Angeles on February 27th, an event that will expand the promotion of Italian wine within the grand market of California and of the Pacific coast. The Wine Tasting in Los Angeles, which will take place in the distinguished restaurant of Piero Selvaggio, will be preceded by a luncheon-tasting reserved exclusively for the local exhibitors and wine press during which each exporter will present a wine of particular quality. A special menu highlighting the different wines to be tasted has been prepared for this occasion.

More information on the GALA ITALIA is available on the Institute's website (Italian Wine & Food Institute - Tel.: 212 867-4111 - Fax: 212 867-4114 - E-mail: iwfi@aol.com ) : [www.italianwineandfoodinstitute.com](http://www.italianwineandfoodinstitute.com)

The participation forms, both in Italian and in English, can be downloaded from the following links:

[www.italianwineandfoodinstitute.com/ita\\_part\\_wine.html](http://www.italianwineandfoodinstitute.com/ita_part_wine.html)

[www.italianwineandfoodinstitute.com/FORMS.html](http://www.italianwineandfoodinstitute.com/FORMS.html)

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