



## **Summer Fancy Food Show 2011. From July 10-12 in Washington, DC**

N.L. (July 05, 2011)



Featuring the best of Italian gastronomy, the Italian pavilion will be the largest at the three-day trade event for specialty foods and beverages in North America. The show attracts buyers from around the world looking for what's next in great food to present to customers in the year to come.

It is that time of the year again, the time to enjoy the top of Italian gastronomy at the 57th Summer Fancy Food Show. The show will take place from July 10-12 in Washington, DC, rather than at New York's Jacob Javits Convention Center, now undergoing renovation, where it has been held since 1955. The new location is the Walter E. Washington Convention Center in Washington, DC.

As it has been for the past 30 years, Italy will have the show's largest pavilion, located on the Lower Level of the Convention Center, Halls A, B, & C, booths 1040-1767, under the "Italia" banners.

Italy is among 80 countries at North America's largest specialty food and beverage marketplace, which will include 2,400 exhibitors and 24,000 attendees. The show attracts buyers from around the



world looking for what's next in great food to present to customers in the year to come. They'll have plenty to choose from. In the Italian Pavilion, more than 200 exhibitors, including manufacturers of Italian gourmet products, producers, regions, export consortia, and chambers of commerce, will showcase the best of Italian gastronomy and wine. Some producers by number of stands: oil and vinegar (58), baked goods (44), vegetable preserves (41), pasta (34), wine and liquor (24) cheese (23).

The Italian Trade Commission is bringing together a wide range of authentic Italian gustatory products, all distinguished by their unique "Made in Italy" designation. They include traditional favorites such as olive oil, prosciutto, pasta, vinegars, cheeses, coffee and wine, plus delicious and innovative chocolates and pastries, liqueurs, ready-to-eat meals, flavored salts, organic honey, jams, beer, juices, preserved vegetables, condiments, truffles, seafood, sauces, and dairy products.

"Truly Italian foods and beverages appeal to Americans who want a healthy Mediterranean diet and to everyone concerned with high-quality, authenticity, and delectable taste," said Aniello Musella, ICE Trade Commissioner and Executive Director for the USA.

The Italian Trade Commission will host several special events to make the overall experience even more exciting:

**Sunday, July 10, 10:45 AM**

Official opening of the Italian pavilion, celebrated with a nice glass of Prosecco and followed by pavilion tours, and sampling of Italian food. Location: Information Center ICE Stand 1162-66 and 1063-67.

**Monday, July 11, 2:00 PM** – Olive Oil Tasting and Workshop. Location: Washington Convention Center - Room # 203B. By invitation only.

**Monday, July 11, 5:30 PM** – "Kosher for Everyone" food workshop and reception. This special presentation focuses on the importance of the kosher certification for Italian food products in the U.S market. Location: Embassy of Italy, 3000 Whitehaven Ave., NW. By invitation only.

(Bus or minivan transportation is provided from the Convention Center).

**Tuesday, July 12, 8:00 AM** – Breakfast Panel for the Media: "Fusion or...Confusion?". Discussion on the evolution of Italian cuisine and the importance of authentic Italian ingredients for the new generation of American chefs and diners. Thought-provoking conversation led by award-winning food journalist Corby Kummer of The Atlantic with leading chefs on the Washington, DC scene – Mike Isabella of Graffiato and Luigi Diotaiuti of Al Tiramisu -- and author John Mariani (How Italian Food Conquered the World). Location: Darlington House, Library, 1610 20th Street, NW, Washington, DC (Dupont Circle, Connecticut Avenue and 20th Street NW). Transportation will be provided afterward to the Convention Center. By invitation only.

There will also be cooking demos and other activities occurring throughout the show at specific booths.

The food and wine sector of the Italian Trade Commission in New York provides industry information, produces trade publications, and organizes tastings, food demonstrations, events, seminars, press trips and trade show pavilions across the United States. For more information please visit [www.ItalianMade.com](http://www.ItalianMade.com) [2], the official site dedicated to the foods and wines of Italy, or contact The Italian Trade Commission by telephone 212.980.1500; by fax 212.758.1050; or via email:



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