

SFFS: the Response of the Italian Producers

Natasha Lardera (July 15, 2011)



Italian food and wine products thrive in the American market because of their reputation for superior taste and quality and Washington is a strong market for specialty foods of quality.

The Summer Fancy Food Show has closed its doors and according to the its organizer, the NASFT (National Association for the Specialty Food Trade), consumers are spending on specialty food again after a period of holding back. "The rebound is impressive," Ron Tanner, Vice President, Communications and Education for the NASFT said, "As consumers feel more confident about the economy, they are coming back to specialty foods."

Italian food and wine continue to be among the top foreign exports to the US food market. According to 2011 U.S. Department of Commerce data and additional information from the [Italian Trade Commission New York Office](#) [2], in 2010: Italy exported US\$ 3.183 billion worth of food and wine products to the U.S. Italian food and wine exports to the U.S. grew by 2.35% from 2009 and Italy ranked 6th in exports to the U.S. food and wine market. Italian food and wine products thrive in the



American market because of their reputation for superior taste and quality and Washington is a strong market for specialty foods of quality. Italy is the number one exporter to the United States of the following products: wine (US\$1 billion worth in 2010), mineral water (US\$99.59 million worth in 2010), olive oil (US\$481.59 million worth in 2010), cheese (US\$277.68 million worth in 2010), pasta (US\$198.46 million worth in 2010), and prosciutto (US\$46.31 million worth in 2010).

At the 57th edition of the Summer Fancy Food in Washington, the Italian Pavilion was the largest with more than 200 exhibitors, including manufacturers of Italian gourmet products, producers, regions, export consortia, and chambers of commerce, showcasing the best of Italian gastronomy and wine," Aniello Musella Trade Commissioner and Executive Director for the United States of the Italian Trade Commission said, "Visitors to the Italian Pavilion were able to see and taste Italy's finest offerings of cheese, freshly pressed fruit juices, extra virgin olive oil, freshly-cooked pasta, wine, gelato and other desserts. There were also a few new products introduced this year for the first time: frozen pizza and focaccia, individual quick-frozen and organic quick-frozen desserts and dairy products, gluten-free specialty foods, including pasta, flavored vinegars and salts, artisanal beer and ready to eat dishes.

"We are very pleased to be in Washington DC, where there is an unprecedented interest in traditional Italian products and innovative ones," [Claudio Stefani of Giuseppe Giusti](#) [3](producer of traditional balsamic vinegar of Modena since 1605) said "This is a great opportunity for us producers, buyers and suppliers. We are here to expand to a new slice of the American market where our products are not available yet. Giusti exports its famous and esteemed balsamic vinegar throughout the world, with the mission to contribute, through this refined typical specialty that is obtained with such care and passion, to the love of living and the passion for food that are so grounded in Modenese tradition."

"We have received visits of local representatives of retail stores, food service and restaurants," [Silvia Forte of Alce Nero](#) [4] (producer of organic products like pasta, sauces and condiments) "And we welcome the opportunity to introduce our products to Metropolitan Washington and the Middle Atlantic region. We guarantee high quality, 100% organic, authentically Italian products brought straight from our fields to your plate. Because we are involved in the whole production chain, we can enforce respect of our principles throughout the entire process and accurately trace back our food to its origins."

"We are here to bring the authentic flavors of our cuisine," [Sante Ludovico of La Pizza +1](#) [5] (producer of frozen pizza) said biting into a crispy morsel of focaccia with green olives "A cuisine made with the top products you can find, with attention to details and a real passion for it. I come from a family that has always been in the food business. My father used to make mozzarella, and after losing that business I woke up one day with the desire to make something everybody loves... and honestly, everybody loves pizza!"

Many of the producers here have been doing this for generations. [FA. LU. CIOLI](#) [6] has been making porchetta since 1917, while [Sorelle Nurzia](#) [7] makes nougat since 1835. "After many years and generations," Rita Farroni of Sorelle Nurzia added, "We hand down all the secrets of the trade, from father to son (or daughter) to continue making with passion and tradition exceptional products that bring the quality of Italy throughout our country and abroad. This is what brings us all together here."

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[5] <http://www.lapizzapiuno.it>

[6] <http://www.cioli.com>

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