

ITALY-AMERICA CHAMBER OF
COMMERCE

TRUE ITALIAN TASTE PROJECT



THE EXTRAORDINARY
—
ITALIAN TASTE



Assocamerestero

Associazione delle Camere
di Commercio
Italiane all'Estero



Ministero dello Sviluppo Economico



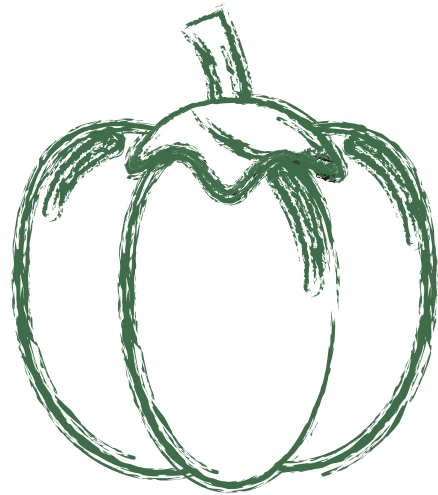
WHAT IS THE TRUE ITALIAN TASTE PROJECT?

The “True Italian Taste” project is a large-scale educational and promotional initiative aimed at safeguarding authentic Italian food products in the United States, Canada and Mexico. The campaign’s primary objectives are to raise awareness of the benefits and characteristics of authentic Italian products and to educate consumers about the important connection between these authentic Italian ingredients and the specific geographic areas in which they are produced.

The project, funded and promoted by the Italian Ministry of Economic Development, is being executed by a global network of Italian chambers of commerce, including the Italy-American Chamber of Commerce in New York, and its eight peer chambers in North America (Chicago, Houston, Los Angeles, Miami, Montreal, Toronto, Vancouver and Mexico City).

GOALS

THE TRUE ITALIAN TASTE PROJECT AIMS TO:



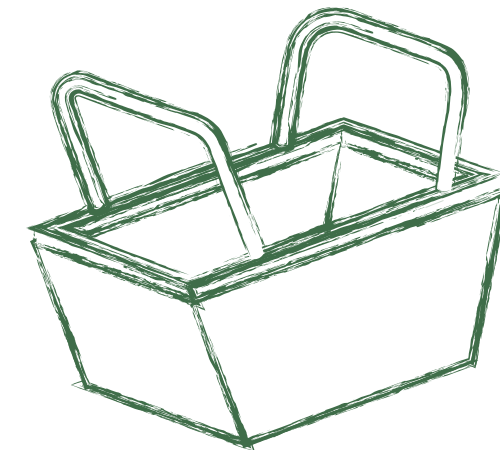
LEVERAGE

the healthy qualities of true Italian food, promoting organic products, new nutri-free food, dietary supplements, and all Italian-made products certified for certain ethnic categories.



EDUCATE

consumers about the benefits of true Italian products and the importance of the link between foods and the places they come from.



SUPPORT

Italian producers of certified, traditional, and niche products who would like to be better known on international markets, and reinforce/expand business opportunities for companies already present on world markets

ACTIVITIES AND EVENTS



Through educational tours, workshops, and seminars held in Italy and a series of master classes, conferences, and promotional events which take place in the U.S., Canada, and Mexico, the “True Italian Taste” project encourages consumers and members of the hospitality and specialty food industries to choose and use authentic Italian products, while also illustrating the health benefits of true Italian food and its applications across different ethnicities and cuisines.

PARTNERS

THE EXTRAORDINARY ITALIAN TASTE PROJECT IS FUNDED,
PROMOTED, AND EXECUTED BY:



Ministero dello Sviluppo Economico

**ITALIAN MINISTRY OF
ECONOMIC DEVELOPMENT**



Assocamerestero

Associazione delle Camere
di Commercio
Italiane all'Estero

**ASSOCIATION OF ITALIAN
CHAMBERS ABROAD**



**Italy-America
Chamber of
Commerce**

**ITALY-AMERICA CHAMBER
OF COMMERCE NEW YORK**

MORE INFO? PLEASE CONTACT:



ITALY-AMERICA CHAMBER OF COMMERCE

11 East 44th Street, Suite 1400, New York, NY 10019

EMAIL ADDRESS

info@italchamber.org

PHONE NUMBER

(212) 459-0044

