



Italy-America
Chamber of
Commerce

True Italian Taste
Master Class Boot Camp:
Piedmont

New York September 14, 2020



ITALY-AMERICA CHAMBER OF COMMERCE, NEW YORK



About us

Founded in New York in 1887, the Italy-America Chamber of Commerce (IACC) is a private, not-for-profit, membership organization that represents the interests of companies that have, or that are interested in establishing business and commercial relations between the United States and Italy. We bring together businesses – ranging from individual entrepreneurs to large corporations – and advance the interests of our members through contacts and interaction with government agencies, trade associations and leading international organizations.





Ministry of Foreign Affairs
and International Cooperation



ASSOCAMERESTERO
ASSOCIATION OF ITALIAN CHAMBERS
OF COMMERCE ABROAD

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 aims to:

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





Protected designation of origin (PDO)

Product names registered as PDO are those that have the strongest links to the place in which they are made.

Products: Food, agricultural products and wines.

Specifications: Every part of the production, processing and preparation process must take place in the specific region. For wines, this means that the grapes have to come exclusively from the geographical area where the wine is made.

Example: Kalamata olive oil PDO is entirely produced in the region of Kalamata in Greece, using olive varieties from that area.

Label: Mandatory for food and agricultural products.



Protected geographical indication (PGI)

PGI emphasises the relationship between the specific geographic region and the name of the product, where a particular quality, reputation or other characteristic is essentially attributable to its geographical origin.

Products: Food, agricultural products and wines.

Specifications: For most products, at least one of the stages of production, processing or preparation takes place in the region. In the case of wine, this means that at least 85% of the grapes used have to come exclusively from the geographical area where the wine is actually made.

Example: Westfälischer Knochenschinken PGI ham is produced in Westphalia using age-old techniques, but the meat used does not originate exclusively from animals born and reared in that specific region of Germany.

Label: Mandatory for food, agricultural products Optional for wines



Barbera d'Alba DOC



Grana Padano DOP



Nociola Piemonte IGP



Raschera DOP



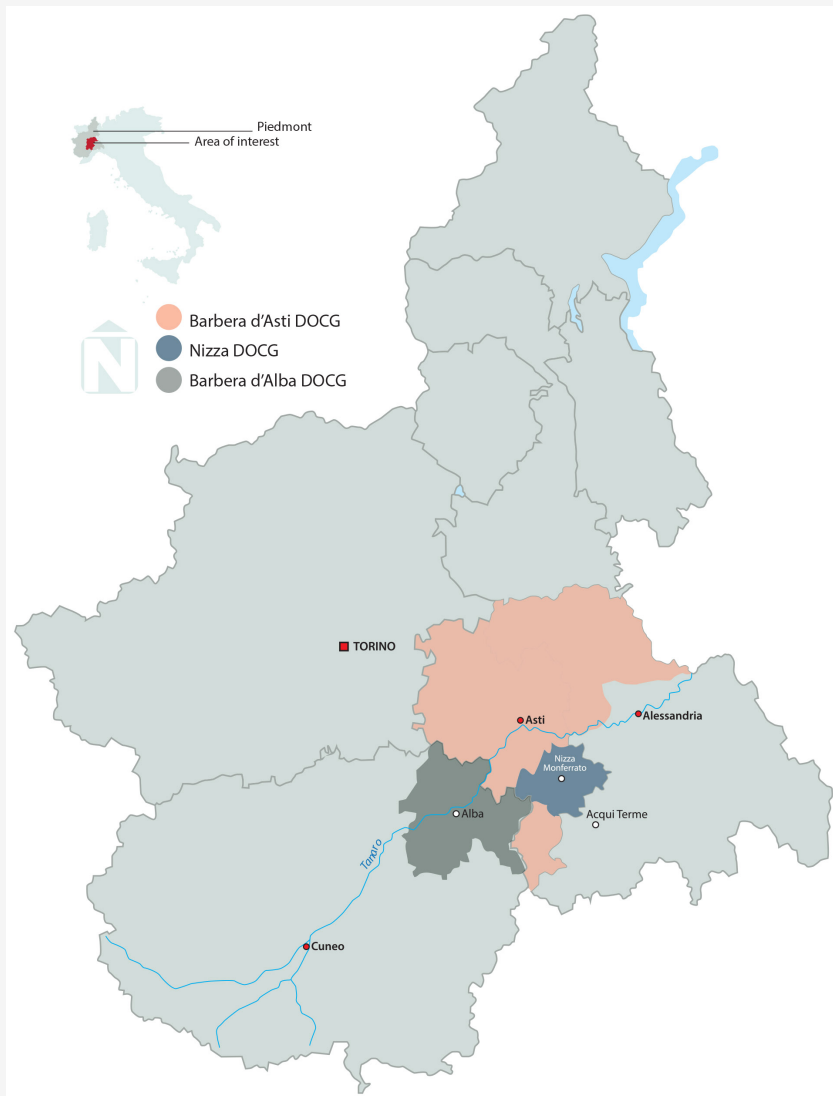
Riso di Baraggia DOP



Roero Arneis DOCG

Featured Products



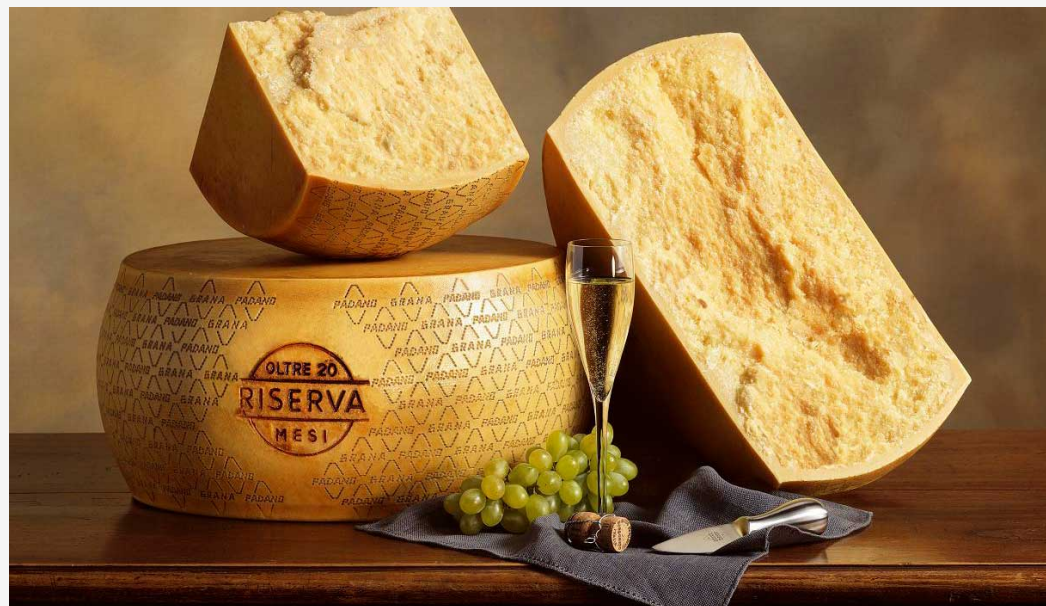


Barbera d'Alba DOC





Grana Padano DOP



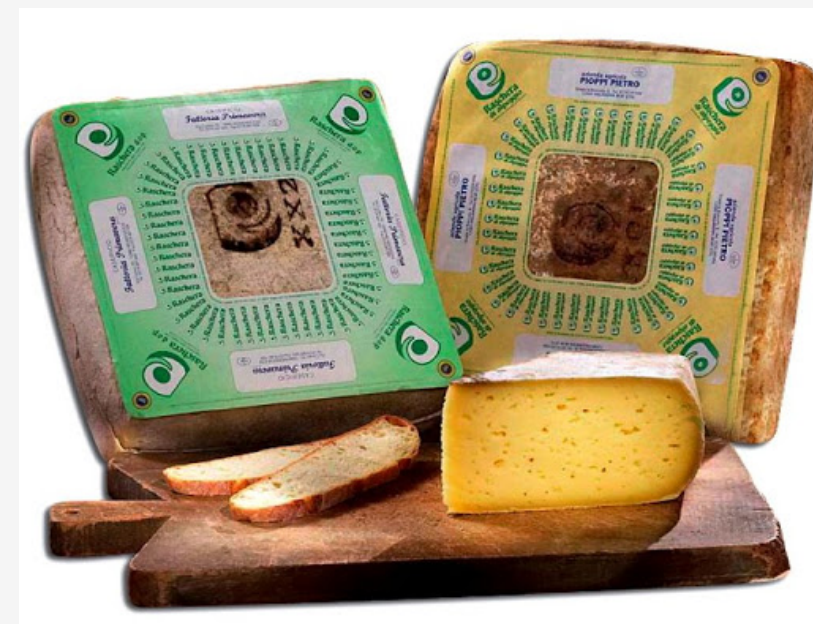


Nocciola Piemonte IGP





Raschera DOP



Riso di Baraggia DOP



Roero Arneis DOCG





Some additional products from Piedmont



A recipe from our Piedmontese Chef: Davide Odore





Francesco Lupo

Marco Mocellin

Thanks to all our friends



Dino Icardi

This Master Class on Piedmont has been organized in cooperation with Sevinova and Alba Export our partners in Italy

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