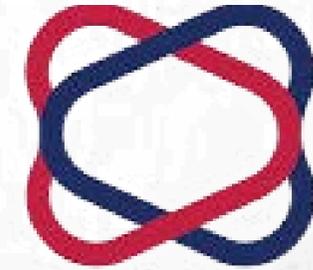




Italy-America  
Chamber of  
Commerce



**ExportUSA**

# AMERICA BUYS ITALIAN

---





Italy-America  
Chamber of  
Commerce

Founded in 1887, the Italy-America Chamber of Commerce of New York (IACC) is one of the oldest Italian Chambers of Commerce abroad, dedicated to promoting trade between the United States and Italy.

Recognized by the Italian government, it is an integral part of the network of Italian Chambers of Commerce abroad associated with Assocamerestero.

For over 138 years, the Italy America Chamber of Commerce has been a vital partner for Italian companies entering the U.S. market, providing expert services in market entry, consulting, specialized assistance, partner search, and more.



# WHO WE ARE



In 2023, the Italy-America Chamber of Commerce signed a strategic partnership with NGA.

The goal is to bring Italian excellences to the shelves of American supermarkets.



# WHO WE ARE



Italy-America  
Chamber of  
Commerce



<https://www.nationalgrocers.org/news/national-grocers-association-and-italy-america-chamber-of-commerce-partner-to-bring-resources-to-independent-grocers/>

*"Independent supermarkets are continually looking for innovative products and resources to differentiate themselves in the marketplace and better connect with their consumers" said **Greg Ferrara**, NGA president and CEO.*

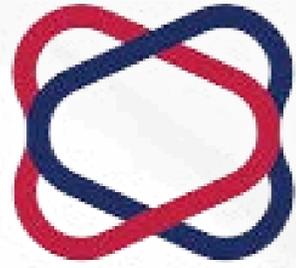
***"NGA and the Italy-America Chamber of Commerce have worked collaboratively to connect leading Italian brands to America's top independent supermarkets and share best practices. This partnership will support even more opportunities to delve into education, insights and resources, and make connections."***



The partnership between NGA and IACC will include participation in conferences, professional development opportunities, and sharing of knowledge and expertise in the fields of specialty food/beverage and grocery retail.



Italy-America  
Chamber of  
Commerce



# ExportUSA

ExportUSA is a member of the Italy-America and event partner in Italy.

Since 1993, ExportUSA has been supporting Italian companies seeking opportunities in the US market.



## WHO WE ARE

---



Italy-America  
Chamber of  
Commerce



**A NEW EVENT CONCEPT**



The Experience  
of  
Italy

Two experiences  
One journey

America  
buys  
Italian





# The Experience of Italy

Cross-industry learning opportunities in retail design, product development, brand expansion, merchandising, and more.



Italy-America  
Chamber of  
Commerce

# America Buys Italian



2 days of B2B meetings between the **Category Managers and C-Level Executives** of the participating supermarket chains and Italian companies.

Product sourcing and private label opportunities.



Italy-America  
Chamber of  
Commerce

# A Typical Day of B2B Meetings



Breakfast presentation

Who are the speakers?  
An example:

Interstore - "Reimagining retail"  
Certified Origins - "High quality  
private label olive oil"



**B2B meetings  
with Italian companies**



**Networking  
lunch**



**B2B meetings  
with Italian companies**



**Sponsored dinner**

Some of our  
sponsors:

Votto Vines,  
Berlucchi

# ...and experiencing Italy



## Breakfast presentation

Who are the speakers?  
An example:

Interstore - "Reimagining retail"  
Certified Origins - "High quality private label olive oil"

## Visits to Italian companies offering innovative services

Some examples:

Zero Farms, Bulgari Hotel,  
Mori2a, Imoon, Barilla

## Sponsored lunch

Some of our sponsors:

Coop Italia, Caviro

## Tour of Italian supermarkets

Some examples:

Tigros, Esselunga,  
Peck, Iper

## Sponsored dinner:

Some of our sponsors:

Votto Vines,  
Berlucchi

# Why experience Italy?

1. High-level networking with a curated cohort of U.S. and international industry peers.

2. Learn the latest trends for engaging, activating, and retaining customers.

3. Cross-industry learning opportunities in retail design, product development, brand expansion, merchandising, and more.

4. Meet counterparts from top Italian grocery chains like Coop, Esselunga, Conad, Iper, and many others for information sharing and partnerships.

5. Learn from fellow executives from iconic Italian industries: luxury automotive, beverage, fashion, design, etc.



# Greg Ferrara, President & CEO - National Grocers Association

«NGA members had a fantastic experience at America Buys Italian.

The program was thoughtfully planned and featured a variety of high-level networking opportunities with U.S. and international industry peers, as well as cross-industry learning sessions in product development, innovation, brand expansion, merchandising and more.

The B2B meeting format was targeted and well-executed, resulting in a direct and immediate conduit to new suppliers.

Several of the grocery retailers that traveled to Italy with us have already placed new products on their shelves and are looking forward to joining us at America Buys Italian again this fall!»



# Federico Tozzi, Executive Director - Italy-America Chamber of Commerce

«U.S. grocery retailers derive great benefits from participating in America Buys Italian, including the opportunity to meet one-on-one with local Italian companies, to discover and source products and to make new and profitable connections with Italian specialty food producers.

Participants also gain exclusive, direct access to new products, learning opportunities and cutting edge technology. We greatly value our partnership with NGA and its member network and are looking forward to collaborating on the 2025 edition of America Buys Italian, the premier offsite thought leadership and product sourcing event in the grocery retail industry.»



# Ted Balistreri, Owner - Sendik's Food Market

«Participating in America Buys Italian has been an amazing experience. The program was well-planned and well-executed featuring numerous high-level networking opportunities with U.S. and international industry peers, as well as cross-industry learning sessions in product development, innovation, brand expansion, merchandising, and more.

I had the opportunity to meet many interesting and very passionate Italian suppliers with innovative products that I am planning to add to my current product offering!»



Italy-America  
Chamber of  
Commerce

# Alberto Marrassini, CEO - Coop Italian Food North America

«Attending the America Buys Italian event was a key moment for Coop Italian Food North America. It provided a great opportunity for connecting with independent retailers, propelling our mission to bring authentic Italian cuisine to America with enthusiasm and effectiveness. Our experience was incredibly positive, marking a major step forward in our journey»



Italy-America  
Chamber of  
Commerce

# PAST EDITIONS



**2024:**  
Garafalo Market,  
Niemann's,  
Columbiana Foods

10+ presentations  
on innovative  
retail solutions  
each year

**2025:**  
Gelson's, Lipari  
Foods,  
Sendik's, Nicholas  
Market, Rudy's  
Market

80 Italian  
companies  
participating  
each year

# 2022-2023-2024 -2025

250+  
B2B  
meetings

**2023**  
Lowe's, Sendik's,  
Buehler's, Busch's,  
NS Grocery.

**2022:**  
Roche Bros, Bristol farms,  
New Season Market,  
Metropolitan Market,  
Heinen's

# 2026



**LOCATION TO BE ANNOUNCED**

**Target week: 09/27-10/02**



# Available spots

## For each participating company:

- Up to 4 spots  
(1 C-Level Executive and 3 Category Managers)

## Categories:

- Shelf-stable products
- Dairy products
- Wine & Spirits





# AMERICA BUYS ITALIAN 2026

---

**What we offer: All-expenses paid land package for Executives and Category Managers including accommodations, meals, and transfers.**

## FOR INFO

**Giulia Mocchetti**

Manager - Italian Office

Italy-America Chamber of Commerce

[mocchetti@italchamber.org](mailto:mocchetti@italchamber.org)



Italy-America  
Chamber of  
Commerce



Italy-America  
Chamber of  
Commerce

**CONNECTING ITALY WITH THE US SINCE 1887**