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FOR IMMEDIATE RELEASE



GALA ITALIA 30

On February 19 for the 30th Anniversary

**THE “GOTHA” OF ITALIAN WINE
IN NEW YORK FOR GALA ITALIA**

New York, February 4, 2015 - The “gotha” of Italian wine will be in New York to celebrate the thirtieth anniversary of GALA ITALIA, the prestigious event that for thirty years has been promoting in the U.S. Italian wine of great image, prestige and quality, as well as its producers.

In the next few days, the most famous names in the Italian wine industry will fly to the Big Apple where, in the Ballroom of the exclusive Pierre Hotel, they will jointly celebrate the 30 years of the life of this unique event, the resounding success of Italian wine in the U.S. and the great producers who were the architects behind this success.

GALA ITALIA 30 will be an important event that will be remembered for years to come, and that will serve to emphasize Italian wine’s great success, which is truly unprecedented.

Some of the most prominent producers will gather in New York from across Italy: from Piedmont, Pio Boffa of Pio Cesare and its famous Barolo, the king of wines and the wine of kings; from Sicily, Lucio Tasca of Tasca d’Almerita, the most prestigious company of the island and one of the most famous in the international field; from Veneto, Francesco and Gianni Zonin, whose wineries are both in the main winemaking areas of Italy and abroad; from Tuscany, Piero Antinori, whose family for over 600 years have been producing wines of the highest quality and exceptional image, and Jacopo Biondi Santi, whose ancestors created the Brunello di Montalcino; from Umbria, Chiara Lungarotti, daughter of the legendary Giorgio Lungarotti, who in addition to creating fine wine, also founded in Torgiano the



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famous wine museum; from Trentino, Matteo Lunelli of Ferrari, whose sparkling wine is considered one of the best in the world; and of course Cesare Cecchi of the Cecchi family; Alessandro Francois of Castello di Querceto; and Luca Rigotti and Fabio Maccari of Mezzacorona. All of these producers for years have participated in the GALA ITALIA, some even since its first edition, and they will additionally present their 1985 vintage bottles to celebrate thirty years of this significant promotional event.

With them will be many other producers of high quality wines, such as Bertani, Ca' Bolani, Castello del Poggio, Castello di Fonterutoli, Castello di Gabbiano, Cavit, Col d'Orcia, Corte di Valle, Fantini, Farnese, Feudi di San Gregorio, Feudo Principi di Butera, Fontanafredda, Mazzei, Moschioni-Stella, Planeta, Rocca delle Macie, Rocca di Montemassi, Sella & Mosca, Terra di Seta, Terre di Bruca, Vigne Sannite, Vigneti del Vulture, Vigneti Zabù; and as the Gala looks to the future, some young producers will take part, such as Joan Prandini of Perla del Garda and Giulia Alleva of Tenuta Santa Caterina. **All together, these producers will present for tasting about 100 wines from all over Italy**, offering qualified guests who will fill the Grand Ballroom of the Pierre Hotel an overview of what are considered the most prestigious Italian wines.

To underline this exceptional event, the president and the director of Veronafiere / Vinitaly, Ettore Riello and Giovanni Mantovani, will specifically come to New York to attend. Vinitaly, the largest wine exhibition in the world that has been annually held in Verona for over 49 years, will represent the Italian wine of EXPO 2015. Riello and Mantovani will be joined by the Mayor of Verona, Flavio Tosi. Emphasizing the national unity in the wine industry, they will bring a few bottles of a special and now very rare wine made with grapes from all over Italy to celebrate the 150th anniversary of the unification of Italy. This wine was presented to Italian President in New York in March 2011 on the occasion of his state visit.

The bottles of the 1985 vintage - the stars of the event - will be exhibited with great care and emphasis in a special area of the Grand Ballroom to be photographed and filmed, and subsequently offered in a charity auction. This display will feature bottles of great wines (in wooden boxes) that are now very difficult to find and together constitute an event within the event, exceptional and difficult to repeat that only the thirtieth anniversary of GALA ITALIA could create.

Among them: a Brunello di Montalcino DOCG Riserva, 1985, of Biondi Santi; a Brunello di Montalcino DOCG, Riserva del Fiore, 1985, of Barbi; an Amarone della Valpolicella DOC, 1985, of Bolla; a Baglio Florio, Marsala Superiore Soleras, 1985, of Cantine Florio; a Marsala Superiore Riserva, 1985, of Cantine Pellegrino; a Brunello di Montalcino DOCG 1985, of Castelgiocondo; a Brunello di Montalcino DOCG, 1985, of Castello Banfi; a Chianti Classico DOCG Riserva, 1985, of Castello d'Albola di Zonin; a La Corte IGT Toscana, 1985, of Castello di Querceto; an Arele, Vino Santo Trentino DOC 1985, of Cavit; a Spargolo, 1985, of Cecchi, a Brunello di Montalcino, DOCG Riserva, 1985, of Col d'Orcia; a Rosso del Conte, 1985, of Conti Tasca d'Almerita; an extremely rare Giulio Ferrari Riserva del Fondatore 1985 from the private reserve of the Ferrari family; a Barolo DOCG Riserva, 1985, of Fontanafredda; a Marmoreto, Predicato di Biturica 1985, of Frescobaldi; a Rubesco Vigna Monticchio, Torgiano DOCG Riserva, 1985, of Lungarotti; a Tignanello, 1985, of Marchesi Antinori; a Rotari Brut Gran Spumante Trento DOC, 1985, of Mezzacorona; a Barolo DOCG Riserva, 1985, of Pio Cesare; a Barolo DOCG, 1985 and a Barbaresco DOCG, 1985, of Prunotto; a Chianti Classico DOCG Riserva, 1985, of Rocca delle Macie; and a Chianti Classico DOCG, Riserva Ducale 1985, of Ruffino.



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Italian food will be the other attraction of GALA ITALIA 30, thanks to the participation of some of the most renowned manufacturers of food products and beverages, such as Ferrero and San Pellegrino, and some of the most famous restaurants in New York. These restaurateurs will present their haute cuisine specialties, allowing intriguing wine and food pairings. Among the major restaurants present: Cacio e Vino, Le Cirque, Macelleria, Risotteria Melotti, Piada, Osteria del Circo, Serafina and Sirio.

The celebration of the thirtieth anniversary of GALA ITALIA has attracted the sponsorship of several prestigious companies, including ACP Group, Alitalia, America Oggi/La Repubblica, Banca Intesa Sanpaolo, Cacio e Vino, G. Brusa CPA, Grassi & Co., Mediterranean Shipping Company, Omnia Industries, Rizzoli and San Pellegrino.

This exceptional occasion will draw from Italy many other distinguished guests, including several journalists. Among these, the publisher and editor of the *Civiltà del bere*, Alessandro Torcoli whose grandfather Pino Khail was, for many years, "Deus ex machina" of Italian wine and to whose memory has been established the "Premio Pino Khail," awarded biennially in Cortina on the occasion of "Vinovip" to the personalities who have distinguished themselves for the promotion of Italian wine in the world. From Sicily will fly to New York Mr. Diego Maggio, president of the Association of "Paladini dei Vini di Sicilia" who during the GALA ITALIA, will confer the insignias of "Paladini" to some leading members of the press.

On the American side, this celebration is attracting over 700 qualified and carefully-selected trade representatives (importers, wholesalers, retailers) and many restaurateurs, all of whom will be pre-registered electronically. Furthermore, the GALA ITALIA will have the attendance of the most qualified Wine and Food Editors, media and VIP from various states along the U.S. Atlantic Coast, who have been participating in what is the most important event in the Italian wine in America for years, providing thus a further source of attraction.

In summary, this will be an occasion to celebrate and highlight the thirty-year continuity of this initiative, which is unrivaled in the world, coupled with the undisputed success of Italian wine whose exports to the U.S. will go from \$44 million in 1975 to over \$1.4 billion in 2015 and over 1.6 billion including the sparkling wines.

An event of strong media coverage, GALA ITALIA will underline this success, which has placed Italy in first place in the ranking of countries supplying wine to the U.S., in both value and quantity, as well as for the variety and excellence in the range of wines offered.

At this exceptional and unique celebration will be Italian wine's protagonists, the most famous Italian producers. It will be the occasion to present to the most qualified and Wine Editors Americans - thirty years after the historic first edition of GALA - some of the best wines of their production, including a wine of great value and a special vintage specially selected by its producer for GALA ITALIA 30. Among these were some new wines that will be presented for the first time outside of Italy, such as, for example, Castello of Querceto's "Romantic" 2009 and the excellent Rocca di Montemassi, Sassabruna DOC, 2006 of the very limited production of Zonin.

An important feature of **GALA ITALIA 30** will be its large Wine & Food Tasting, which will be held from 12:00 p.m. to 6:00 p.m., in the elegant and prestigious Grand Ballroom of The Pierre Hotel, which will be specially prepared and decorated. During the tasting, Italian producers and American guests will



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strengthen old friendships, exchange updates on progress made, and taste and comment on the exceptional wines specially brought from Italy.

To promote and highlight the presentation of these wines, an American jury of wine experts is currently evaluating the hundred of wines in order to select the one that, in their opinion, is the best wine of each participant. For each of these selected wines, the jury will assign a special "Certificate of Merit" that will put particular emphasis and recognition on them.

In recognition of their presence at the celebrations for the 30th anniversary of GALA ITALIA, all of the producers will receive a certificate attesting to their participation in this great event.

For GALA ITALIA 30, an elegant, colorful catalog will be prepared that will give considerable importance to all participating companies and sponsors. Wide coverage will also be given to a special section of the catalog: a series of charts showing the success achieved by Italian wine in the past 30 years. The catalog will be distributed to all present and subsequently sent to the major industry leaders. All material published in the catalog and images of the labels of each wine bottle exhibited will also be incorporated into the web-site of the Italian Wine & Food Institute; this information will long remain available to journalists and professionals. This page on the web-site will be accessible electronically, including from mobile phones by using the access code - QR CODE - inserted in the catalog to instantly view the page on the devices.

GALA ITALIA 30 will be followed by a special **Gala Dinner**, an elegant black-tie event in the Ballroom of The Pierre Hotel by invitation only. The dinner will be prepared by the executive chef of Le Cirque restaurant, and will be paired with great, special vintage wines specially provided by some of the major Italian producers who will be present at both GALA ITALIA and the subsequent Gala Dinner.

A charity auction of the wines of 30 years will take place on this occasion. Gold medals will be awarded to the producers present, and the "**Grand Awards of Merit**" will be presented to various important Italian and American personalities in recognition of their promotion of Italian excellence across the world.

The **Gala Dinner**, whose guests will include the most important American personalities, distinguished guests and key media representatives, will end late in the evening with the music of the acclaimed Panorama Orchestra.

The **GALA ITALIA 30** is organized by the Italian Wine & Food Institute, under the high patronage of the Italian Ambassador to Washington, with the sponsorship of the Italian Trade Commission and Veronafiere - Vinitaly.

For more information, contact the Italian Wine & Food Institute: Tel.: (212) 867-4111 - E-mail: iwfi@aol.com - Web-site: www.iwfinews.com. Registration on line at:

<https://iwfi.wufoo.com/forms/online-registration/>

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