Beat: Lifestyle

THE ITALIAN SHOW - 100per100 ITALIAN Is A PROJECT By "I LOVE ITALIAN FOOD"

WITH ITS NETWORK OF 20,000 PROFESSIONALS

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USPA NEWS - "I Love Italian Food" is the International Network that Promotes and Defends the Authentic Culture of Italian Food and Drink. A community that has reached Over Three Billion Digital Contacts worldwide since 2015.

With its Network of 20,000 Professionals, it Organizes Training Initiatives to Teach Italian Products and Cuisine to International Operators, Organizes International Events to Create a Dialogue with Insiders and Produces Content for the Storytelling of Italian Products.

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The Italian Show is a Format created by "I Love Italian Food" which Aims to Promote the Made in Italy Sector and Authentic Italian Food and Wine Products in International Markets. Educating, Tasting, Promoting are the Three Main Objectives of The Show, the Opportunity to Tell the Story of Italian Excellences with the Protagonists of the Restoration Abroad.

All their Activities have One Goal: to Promote Real Italian Cuisine, With Love. They do it Through Education and that is why they Founded the "100per100 Italian Academy". A Project Born to sharing their Cuisine, Wines and Products with International Professionals. A Free Space to Support All Those Who Want to Bring Authentic Italian Cuisine to the World.

The Academy offers Online and Face-To-Face Courses, in Six Languages, Hosted on the Excellence dedicated, in the main international markets. Along with Educational Activities, the Academy also Offers a Library of Video Podcasts, Video Tutorials and Recipes, as well as Training Services for Professionals Around The World, managed by Offices in Reggio Emilia and Pollica (SA).

They Organize Events Around "Made in Italy", for a B2B and B2C Audience. For Professionals, we offer "The Italian Show", Vertical Days to Educate, Promote and Introduce The Excellence of Italy to International Professionals.

Through the Network of 20,000 Professionals and more than 10 Million Monthly Readers on Social Media, they Support Every Day the Storytelling of Gastronomic Culture and Italian Wine, Promoting and Protecting Typical Products and Supply Chain Lines.

Italian Show Event @ Hotel Du Collectionneur in Paris - On April 17, 2023
Program:

MAIN STAGE:

* inauguration in the presence of the institutions
* Cooking Show with Chef Massimo Tringali
* Talks: The Italian Revolution in France with Peppe Cutraro, Massimo Mori and Alberto Suardi (Big Mamma)
* Cooking Show with Chef Filippo Saporito
* Final of the Competition for "The Best Upcoming Chef of Italian Cuisine" in France with a Jury composed of Agostino Coppola, Enzo

Oliveri, Massimo Mori, Lorenzo Alessio and Alessandro Bergamo
* Awards Ceremony for the Winners of "The Best Uppcoming Chef of Italian Cuisine"

PIZZA SHOW:

* Masterclass on the World of Pizza with Vincenzo Capuano for Mulino Capoto
* Pizza Show with Nicola and Emanuele Iovine
* Pizza show with Marco Casolla
* Masterclass on the World of Pizza without Planen with Mulino Caputo
* Pizza Show with with Peppe Cutraro
* Pizza Show with Guillaume Grasso

TASTING STATION:

* Ready Made Sauces in the New Catering Sector with Easy Montali
* The King of Cheeses in the Kitchen with Montanari & Gruzza
* Alici at the Kitchen of Wonders with Rizzoli Emanuelli
* Pasta di Campofilone with La Campofilone

BAR STATION:

* Mixing & Mixology with Galvanina
* Italian Vermouth in International Mixology with Acetaia Giusti
* Sambuca & Gin with Bad Spirits

*Photo cover:
Openining Ceremony in presence of:
- Alessandro SCHIATTI Co-founder I Love Italian Food
- Luigi FERRELLI - Director ICE Paris Agency

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