

# ITALY at

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## FINE FOOD AUSTRALIA

ICC Sydney  
8-11 September  
2025



**Taste** the magic.



Consulate General of Italy  
Sydney



Embassy of Italy  
Canberra

ITA®  
ITALIAN TRADE AGENCY

THE EXTRAORDINARY  
ITALIAN TASTE



in partnership with



# WELCOME



The Italian Trade Agency is pleased to welcome you to the Italian Pavilion at Fine Food Australia 2025, held this year in Sydney. With a total area of 306 square metres, the Pavilion is larger than ever and hosts 30 Italian companies, all united in showcasing the excellence of Italy's food and beverage industry.

Italian cuisine is a true mosaic of regional traditions – a blend of creativity, heritage, and deep-rooted knowledge passed down through generations. It embodies sustainability using seasonal, local ingredients, a respect for biodiversity, and a culture of minimising food waste. More than just food, it is an essential part of our identity – shared by over 60 million Italians in Italy, 80 million people of Italian descent worldwide, and countless others who admire and are inspired by the Italian lifestyle. In recognition of this cultural significance, Italian cuisine is officially a candidate for inclusion in UNESCO's Intangible Cultural Heritage list.

This year, our Cooking Station powered by SMEG will once again feature Italian-born chef and TV personality Luca Ciano, who will present live cooking demonstrations using products from our co-exhibiting companies. Special collaborations include the participation of Pecorino Romano PDO, Provolone Valpadana PDO, and AROMA – a coffee machine brand designed and made in Italy (Stand N6).

We warmly invite you to visit the 2025 Italian Pavilion at Fine Food Australia. Don't forget to stop by the front desk – we'll be happy to offer you a complimentary espresso and introduce you to the finest of Made in Italy.



Simona Bernardini  
Italian Trade Commissioner  
for Australia and New Zealand



Embassy of Italy  
Canberra



Consulate General of Italy  
Sydney

Fine Food Australia will once again have an amazing participation of Italian companies.

Trade between our two countries continues its positive trend, with food and beverage products representing a relevant share of Italian exports. There is a growing appetite for Italian cuisine in Australia and drive to discover authentic goods and culinary traditions.

The presence here in Sydney of such a remarkable group of Italian companies also comes as an opportunity to introduce new Italian brands to Australian consumers.

I take this occasion to thank Simona Bernardini, director of the ITA Office in Sydney, and all the staff for the brilliant work conducted.



H.E. Paolo Crudele  
Ambassador of Italy  
to Australia

As the Consul General of Italy in Sydney, I am proud to support Italy's participation in Fine Food Australia 2025, hosted this year in Sydney, Australia's most cosmopolitan city.

The Italian community has long contributed to shaping Australia's multicultural identity, particularly through its rich culinary tradition. Italian food is not only widely appreciated across Australia and around the world; it is also a symbol of craftsmanship, regional heritage and a well-established tradition of excellence.

Fine Food Australia represents a valuable platform to strengthen the long-standing ties between Italy and Australia – both economic and cultural. I trust that this event will offer an opportunity for Italian tradition and innovation to come together – helping to foster new partnerships and reinforce commercial links between our two countries.



Gianluca Rubagotti, Ph. D.  
Consul General of Italy  
in Sydney



# ITALIAN TRADE AGENCY

The Italian Trade Agency (ITA) is the government agency responsible for promoting the internationalisation of Italian companies and the global image of Made in Italy. It operates under the supervision of the Italian Ministry of Foreign Affairs and International Cooperation, with headquarters in Rome and a global network of 72 offices and 18 liaison offices.

ITA serves as a key reference point for Italian companies looking to export and expand abroad, with a particular focus on small and medium-sized enterprises. Its core activities include: market intelligence; tailored consultancy; training for companies and young professionals; promotion of Italian products and technologies; attraction of foreign direct investments into Italy.



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## ITA Sydney

The ITA Office in Sydney covers both Australia and New Zealand. It supports Italian companies in entering and operating in these markets by identifying business opportunities, interpreting local regulations, and establishing strategic partnerships.

ITA Sydney maintains ongoing relationships with an extensive network of Italian companies with an established presence in Australia and New Zealand. It works closely with the Embassies of Italy in Canberra and Wellington, the consular network, and other stakeholders of the Italian System present in the region.

In 2025, ITA Sydney will implement 45 promotional initiatives, including collective participation in major trade fairs (such as Fine Food Australia, All Energy, and the 76th International Astronautical Congress – IAC), business missions, networking events, and incoming delegations of buyers and journalists to leading Italian trade shows.







# THE MEDITERRANEAN DIET

## Luca Ciano's personal take and experience

The Mediterranean diet is what I've grown up on. For me, it's the norm, using plenty of extra virgin olive oil, fruit and vegetables, fresh seafood, etc. Most, if not all, Italians traditionally eat according to their regional background, and with 20 beautiful regions, Italy has all the ingredients included in the Mediterranean diet. I love to navigate through seasonality, making sure to use the best ingredients when they are at their peak. Italian food and tradition revolve around this principle.

Only later in life, as a chef, did I realise that this kind of diet is really healthy and offers many physical benefits, besides tasting good. Italian food has always been described as one of the best, if not the best, and it's often described as simple. The reason why Italian food is simple is because we have an abundance of amazing high-quality produce grown across our regions. By simply matching a few correct ingredients together, it turns into magic. Let's use a Caprese Salad as an example, which is made from only four ingredients: tomato, basil, mozzarella and extra virgin olive oil. Select the best quality of these four ingredients, and you're winning. Use any of these ingredients of poor quality and it fails. This diet is a win-win situation: it's good for you and it offers the best that anyone could want to eat. My classic quote is "keep it simple, fresh and especially seasonal".

As an Italian chef who has lived abroad for over 25 years and has acted as an Ambassador of Italian Cuisine/Gastronomy from day one, I am incredibly happy and proud that Italy is being put forward to be recognised as a "Patrimonio dell'Umanità" for our cuisine. I think it means so much to all of us Italians, especially to chefs, growers, and producers. The concept embraces the Italian Mediterranean diet and,

of course, the amazing variety of regional gastronomy that Italy has to offer. I think Australians now have more knowledge about Italian food than ever and are becoming familiar with the true meaning of the Mediterranean diet.

## SHORT BIO

Luca Ciano is an Italian-born professional Chef and TV personality living and residing in Sydney. Luca was born into a family with an unending passion for food.

*"My Italian heritage and my mama's cooking are still my main inspiration"*



# EU GEOGRAPHICAL INDICATIONS

Why do we protect the origin of some agri-foods and wines?



## Reasons for Protecting the Origin

### 1. Preservation of Heritage and Tradition

- Protecting the origin helps to maintain traditional methods of production and the cultural heritage associated with specific regions.
- It safeguards the unique characteristics that result from the interaction of natural factors (such as climate and soil) and human factors (such as craftsmanship and local knowledge).

### 2. Economic Benefits

- Producers benefit from higher prices and market differentiation, leading to better economic stability for rural areas.
- GIs contribute to rural development by supporting local economies and creating jobs in agriculture, processing and tourism.

### 3. Consumer Protection

- GIs provide consumers with reliable information about the origin and quality of products, ensuring transparency and authenticity.
- It helps to prevent misleading practices and fraud, protecting consumers from imitation products.

### 4. Environmental Sustainability

- Many GI products are linked to sustainable farming practices.
- Protecting these practices contributes to biodiversity and the preservation of local ecosystems.



# EU GEOGRAPHICAL INDICATIONS

## Classification

The EU classifies protected agri-foods and wines into three main categories.

### Protected Designation of Origin (PDO)

This certification identifies a product originating in a specific place, region, or, in exceptional cases, a particular country, whose qualities or characteristics are essentially or exclusively due to a particular geographical environment and its intrinsic natural and human factors. It also recognises that the stages of production techniques are defined by that specific geographical area.

To receive PDO status, the product must be traditionally and entirely manufactured (prepared, processed and produced) within this specific region, thereby acquiring its unique properties.

### Protected Geographical Indication (PGI)

This certification identifies a product originating in a specific place, region, or country, whose geographical origin is essentially attributable to a given quality, reputation, or other characteristic. At least one of the production stages must take place in the defined geographical area.

To receive PGI status, the product must be traditionally and at least partially manufactured (prepared, processed, or produced) within the specific region, thereby acquiring its unique properties.

### Traditional Speciality Guaranteed (TSG)

The TSG quality scheme aims to provide a protection regime for traditional food products of a specific character. Unlike PDO and PGI, this scheme does not certify that the protected food product is linked to a specific geographical area.

To qualify for TSG status, a food product must possess a “specific character” and its raw materials, production method or processing must be “traditional”.

Italy boasts the highest number of agri-food products with Designation of Origin and Geographical Indication recognized by the European Union.

A total of **857 certified products** — including 328 food items (DOP, IGP, STG) and 529 wines (DOCG, DOC, IGT) — highlight the richness and diversity of Italy’s gastronomic heritage. This extraordinary concentration of quality and tradition makes Italy a truly unique country and a perfect candidate for having its cuisine recognized as part of UNESCO’s Intangible Cultural Heritage.

(PDO)



(PGI)



(TSG)



## ITALIAN COMPANIES



## Taste the magic

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# AGROMONTE ROSSOCILIEGINO AGRICOLA

STAND  
N1



Agromonte is a family-run company based in Sicily, specialising in the production of high-quality cherry tomato products. Processed exclusively during the summer using only fresh raw materials, our recipes capture the authentic taste of the season.

Perfect for pasta, pizza, or as a spread on bread and bruschetta, our flagship product is the Ready-to-Use Cherry Tomato Sauce, presented in our iconic 330g beer-style bottle. Sweet, rich, and full of flavour, it's seasoned to perfection and ready to enjoy.

The company holds BRC, IFS, SA 8000, Kosher, Halal, USDA Organic, BIO, and Vegan certifications.



Chiaramonte Gulfi (RG)  
SICILIA  
Italy

agromonte@agromonte.it  
www.agromonte.it

# ALCAR UNO

STAND  
**M8**



Alcar Uno S.p.A., founded in 1957 in Castelnuovo Rangone, Italy, is a leading player in the pork processing industry. The group oversees the entire supply chain internally, from sourcing to production, ensuring the highest standards of quality, safety, and full traceability. With a strong commitment to sustainability, the company invests in renewable energy through solar panels and promotes low-impact logistics using electric vehicles.

Certified under IFS, BRC, USDA, Organic, and QS standards, Alcar Uno exports its products to numerous international markets, combining tradition with innovation every step of the way.



Castelnuovo Rangone (MO)  
EMILIA ROMAGNA  
Italy

[marketing@alcaruno.it](mailto:marketing@alcaruno.it)  
[www.alcaruno.it](http://www.alcaruno.it)



# ALIMENTIS

STAND  
L2



Alimentis Italia operates under its own brand in both the foodservice (Ho. Re.Ca.) and retail sectors, offering a carefully curated range of over 400 authentic Italian specialties. These products are specifically designed for restaurants, pizzerias, and hotels, and include items such as tomato pulp, pizza sauce, vegetables, pizza toppings, pasta sauces, artichokes, sweet and sour borettane onions, sun-dried and semi-dried tomatoes, mushrooms, vegetable creams, dried pasta, and anchovies.

Our foodservice line is tailored to meet the high standards of professional chefs, combining traditional Italian flavour with practicality and reliability in the kitchen.

  
**Alimentis®**

Commessaggio (MN)  
LOMBARDIA  
Italy

[m.contesini@alimentis.it](mailto:m.contesini@alimentis.it)  
[www.alimentis.it](http://www.alimentis.it)

# APA DOLCI

STAND  
**M7**



The company specialises in producing semi-finished pastry and confectionery products for professional use.

Established in 1975 in Perdifumo, a charming village in the heart of the Cilento mountains near the Amalfi Coast, it is a family-run business founded on passion, tradition, and dedication.

Over the years, it has remained true to its artisanal roots while embracing innovation and sustainability. Driven by an unwavering commitment to quality, the company continues to grow and delight a steadily expanding customer base in Italy and abroad, offering the unmistakable sweetness and authenticity of its creations.



Prodotti dolciari dal 1975

Eboli (SA)  
CAMPANIA  
Italy

[news@apadolci.it](mailto:news@apadolci.it)  
[www.apadolci.it](http://www.apadolci.it)

# AROMA

STAND  
N6



Aroma is an Italian manufacturer of pod coffee machines, renowned for its commitment to quality and innovation.

Through its Dolce Aroma brand, the company offers a refined selection of premium blends to satisfy every palate.

Entirely Made in Italy, Aroma blends elegant design, advanced functionality, and a deep passion for espresso, delivering the true taste of Italian coffee to homes and workplaces around the world.

As part of its dedication to promoting Italian excellence, Aroma is also a proud **sponsor of the Italian Pavilion at Fine Food Australia 2025**, supporting the visibility of high-quality, Made in Italy products on the international stage.



Frignano (CE)  
CAMPANIA  
Italy

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[www.macchinearoma.com](http://www.macchinearoma.com)

# BELLEI BALSAMIC VINEGAR OF MODENA

STAND  
P3



Acetaia Bellei stands out as a producer of superior quality Balsamic Vinegar of Modena, dedicated to creating a unique and inimitable product by adhering to the strictest quality standards and selecting the best raw materials from exclusively Italian carefully chosen local suppliers. The attention and care for the product are also reflected in Acetaia Bellei's business approach: the female-majority ownership is particularly committed to environmental and social sustainability.



Casoni di Ravarino (MO)  
EMILIA ROMAGNA  
Italy

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[www.bellei.it](http://www.bellei.it)

# CASEIFICIO GHIDETTI

STAND  
N10



Caseificio Ghidetti is a family-owned Italian dairy founded in 1937. The company produces a wide range of cheeses, including hard, stretched-curd, blue, and fresh varieties, using 100% fresh Italian milk.

Its flagship products include Grana Padano PDO, Provolone Valpadana PDO, Parmigiano Reggiano PDO, Scamorza, Ricotta, and Mozzarella Fiordilatte.

To meet the diverse needs of its customers, Caseificio Ghidetti offers a broad selection of formats and cuts, ranging from whole wheels to convenient single-serving portions.



Isola Rizza (VR)  
VENETO  
Italy

info@caseificioghidetti.it  
www.caseificioghidetti.it



STAND  
N4

# CONSORZIO LATTERIE VIRGILIO



Consorzio Virgilio brings together over 40 partner dairies and 800 breeders, representing a benchmark of excellence in the production of butter, cream (including whipping cream, cooking cream, and béchamel), and mascarpone.

It is also the only Italian consortium that unites producers of both Grana Padano DOP and Parmigiano Reggiano DOP.

The entire supply chain is meticulously monitored at every stage, and thanks to the exclusive use of Italian raw materials, derived from the surfacing creams of Grana Padano and Parmigiano Reggiano production, the superior quality of our products is guaranteed.



Mantova (MN)  
LOMBARDIA  
Italy

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[www.consorzio-virgilio.it](http://www.consorzio-virgilio.it)

# CONSORZIO PER LA TUTELA DELL'IGP AGNELLO DI SARDEGNA

STAND  
**N3**



CO.N.T.A.S. is committed to protecting, promoting, enhancing, and informing consumers about Sardinian lamb meat. The organisation represents 5,000 sheep farmers and includes 35 economic operators from across the region's entire sheep production chain.

Each year, CONTAS produces approximately 1 million light IGP-certified lambs, weighing between 4.5 and 8.5 kilograms. These lambs are exclusively fed on their mother's milk, with the ewes grazing freely on the island's natural and spontaneous vegetation.



Macomer (NU)  
SARDEGNA  
Italy

[info@agnellodisardeгнаigp.it](mailto:info@agnellodisardeгнаigp.it)  
[www.agnellodisardeгнаigp.eu](http://www.agnellodisardeгнаigp.eu)



# DISTILLERIA NARDINI

STAND  
**M3**



With over 240 years of history, Nardini is Italy's oldest distillery and a symbol of Italian grappa excellence. Founded in 1779 in Bassano del Grappa by Bortolo Nardini, the company revolutionised distillation by establishing the first permanent still. Family-owned to this day and now led by the seventh generation, Nardini continues to represent tradition, innovation, and the enduring spirit of Italian craftsmanship.

1779  
**NARDINI**  
**DISTILLERIA A VAPORE**  
BASSANO DEL GRAPPA - ITALIA

Bassano del Grappa (VI)  
VENETO  
Italy

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[www.nardini.it](http://www.nardini.it)

# GIUSTI BALSAMIC VINEGAR OF MODENA

STAND  
L6



Acetaia Giusti is the oldest producer of Balsamic Vinegar of Modena, recognised worldwide as a symbol of excellence and tradition. Founded in 1605 and now proudly led by the 17th generation of the Giusti family, the company remains deeply anchored in its heritage while embracing innovation and investing in the growth of its people.

This enduring commitment is reflected in its meticulous craftsmanship, pursuit of refined aesthetics, and continuous evolution, values that guide the company as it looks to the future. The rich legacy and identity of the brand come to life at Casa Giusti, an immersive estate on the outskirts of Modena. Here, thousands of visitors from around the world embark each year on a sensory journey through the family museum and the historic vinegar aging rooms.

Complementing this experience, Giusti's flagship boutiques in Modena, Bologna, Florence, and Milan welcome gourmet lovers in search of premium products that embody the authentic taste and cultural heritage of Modena.

1605  
**GIUSTI**  
MODENA

Modena (MO)  
EMILIA-ROMAGNA  
Italy

[fiere@giusti.it](mailto:fiere@giusti.it)  
[www.giusti.com](http://www.giusti.com)



# GRUPPO MARTELLOZZO

STAND  
**M6**



Gruppo Martellozzo Srl, headquartered in San Quirino, Italy, is a family-owned winery driven by a deep-rooted passion for quality winemaking. The company produces and exports wines under three distinct brands: Piera 1899, focused on premium, terroir-expressive selections; Martellozzo, offering classic and approachable Italian styles; and Blu Giovello, a fresh, contemporary line designed for younger, trend-aware consumers.

Firmly anchored in tradition and guided by a spirit of innovation, the group is committed to sustainability and excellence, delivering character and authenticity in every bottle.

GRUPPO  
**Martellozzo**

San Quirino (PN)  
FRIULI-VENEZIA GIULIA  
Italy

[export@piera1899.com](mailto:export@piera1899.com)  
[www.gruppomart.com](http://www.gruppomart.com)

# LA FABBRICA DELLA PASTA DI GRAGNANO

STAND  
**M9**



La Fabbrica della Pasta di Gargano is a traditional artisanal pasta producer. In the Gargano region, authentic Italian pasta has been crafted for over 500 years using just two ingredients.

Generation after generation, within the same family, our master pasta makers Mario and Antonio have inherited the ancient art and technique of pasta making. They combine only the finest 100% Italian durum wheat semolina with centuries-old spring water from the Lattari Mountains. The dough is then extruded through bronze dies and slowly dried for many hours at low temperatures, preserving the pasta's flavour, texture, and nutritional qualities. Today, the company proudly offers around 150 traditional pasta shapes, 15 of which are patented, along with more than 40 gluten-free varieties.



Gragnano (NA)  
CAMPANIA  
Italy

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# MARTELLI

STAND  
**P7**



Martelli is a family-owned group founded in 1959, with over 60 years of expertise in the production of premium Italian deli meats.

Over the decades, the company has achieved steady and sustained growth, establishing itself as one of the leading players in the industry, with an annual turnover of €340 million.

Martelli is a market leader in the production of Parma and San Daniele hams, supplying both branded products and private label solutions for major retail partners.



Dosolo (MN)  
LOMBARDIA  
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# MOLINO F.LLI CHIAVAZZA

STAND  
L10



Molino Chiavazza is a historic Italian milling company, established in 1955, renowned for producing premium-quality flours and semolina.

Based in Piedmont, the company offers a comprehensive range of products for both domestic and professional use, including flours and specialty mixes for bread, pizza, cakes, and pasta. To meet diverse dietary requirements, Molino Chiavazza also provides a selection of gluten-free alternatives.

With a strong commitment to sustainability, the company sources its grains primarily from Italian and EU-certified wheats, and upholds rigorous quality control standards throughout every stage of production.



Casalgrasso (CN)  
PIEMONTE  
Italy

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# MOLINO PASINI

STAND  
**L4**



Four generations and a century of history, with the art of flour ingrained in the company's DNA. Molino Pasini has long produced flours for those who demand perfection, combining artisan expertise with the most advanced analysis and research technologies. One of the company's many goals is to provide customers with the highest level of food safety, certified also by international certifications: BRC-IFS, UNI EN ISO 22000 2005, FSSC, HALAL, KOSHER and organic certification. Specific product lines are dedicated to bakery, fresh pasta, pizza and confectionery sectors.



**MOLINO PASINI**

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LOMBARDIA  
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STAND  
P9

# MOLINO ROSSETTO



Molino Rossetto is a family-owned company with roots dating back to 1760, when Angelo Rossetto established the first mill in Fiola, Veneto. Driven by passion and dedication, the company has evolved from a local mill into an international brand, offering innovative, high-quality, and easy-to-use products.

In 2021, Molino Rossetto inaugurated Italy's first production plant for pea-based textured protein, expanding its range of plant-based alternatives and promoting a modern, sustainable approach to nutrition.



Codevigo (PD)  
VENETO  
Italy

[sales@molinorossetto.com](mailto:sales@molinorossetto.com)  
[www.molinorossetto.com](http://www.molinorossetto.com)

# OLEIFICI SITÁ

STAND  
**M2**



Sitá Olive Oil's story is steeped in authentic Italian tradition. It began in Agnana Calabra, a picturesque village in the heart of Calabria, within the walls of a small, traditional oil mill.

Today, Sitá's oils are enjoyed on tables around the world, carrying forward a legacy rooted in passion, quality, and strong family values. The company offers a wide and carefully curated selection, including extra virgin olive oil, pure olive oil, pomace olive oil, organic and flavoured oils, PDO and PGI-certified Calabrian varieties, as well as grapeseed oil, rice bran oil, and other seed oils.

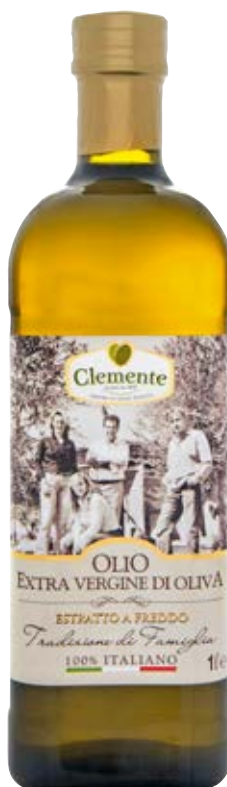


Agnana (RC)  
CALABRIA  
Italy

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[www.oliosita.it](http://www.oliosita.it)

STAND  
P1

# OLIO CLEMENTE



Olearia Clemente has been producing Extra Virgin Olive Oil since 1895 in Gargano, Puglia, in the south of Italy. For five generations, our family has cultivated a deep respect for tradition, nature, and the unique land where our olive trees have grown spontaneously for centuries.

Today, we are among the largest direct producers of extra virgin olive oil in Italy, combining innovation and tradition, family values and professional management.

With over 600 hectares of olive groves, we ensure consistent high quality while maintaining competitive prices through large-scale production.

Our range includes 100% Italian EVOO, Organic, PDO and PGI Puglia, Demeter-certified biodynamic oils, and high-polyphenol blends.

We proudly export to over 40 countries, sharing a product that is not just an oil, but a true expression of our land, culture, and lifestyle.



Manfredonia (FG)  
PUGLIA  
Italy

dino.clemente@oleariaclemente.it  
www.olioclemente.it

STAND  
**M4**

# PASTIFICIO ANTONIO PALLANTE



Pastificio Antonio Pallante Srl is one of the top ten pasta producers in Italy, with four generations of experience and a current production capacity of approximately 300 tons per day. The company combines the excellence of Italian pasta-making tradition with high-quality raw materials and cutting-edge technology.

Its premium durum wheat pasta is distributed under competitive conditions in over 84 countries worldwide. Pastificio Pallante also supplies private label products for major international retailers such as REWE, LIDL, ALDI, and D1. The company holds numerous certifications, including ISO 9001, ISO 22005, ISO 22000, IFS, BRC, HALAL, and HACCP, ensuring the highest standards of quality and food safety.

# PALLANTE

ITALIAN PASTA COMPANY

Capodrise (CE)  
CAMPANIA  
Italy

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[www.pastareggia.it](http://www.pastareggia.it)

STAND  
M5

# PASTIFICIO LIGUORI



Pastificio Liguori is one of Italy's oldest pasta producers, located in Gragnano, the historic birthplace of pasta. Since 1795, the company has combined tradition and innovation to craft premium-quality Pasta di Gragnano PGI, made exclusively with 100% Italian durum wheat sourced from certified supply chains.

Through slow drying at low temperatures, Liguori preserves the pasta's authentic flavour, exceptional cooking performance, and nutritional integrity, ensuring a product that reflects centuries of artisanal excellence.



Gragnano (NA)  
CAMPANIA  
Italy

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[www.pastaliguori.com](http://www.pastaliguori.com)

# POLICOM

STAND  
**M11**



Policom is an Italian company specialising in the production of nut-based foods, including plant-based drinks, spreads, and semi-finished ingredients for the food industry.

For years, the company has worked alongside both Italian and international clients, offering branded and private label solutions with tailor-made recipes designed to meet the specific needs of each market.

Policom's strength lies in the quality of its products: clean-label formulations, short ingredient lists, high nut content, and great flexibility in product development thanks to a collaborative approach with partners.

By combining innovation and tradition, Policom brings the authentic taste and excellence of Italian craftsmanship to tables around the world.



**Policom**

Family Tradition, Sweet Innovation

Reggio di Calabria (RC)  
CALABRIA  
Italy

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www.policomsrl.it



# POLSELLI

STAND  
**N2**



Founded in the early twentieth century in Arce, in the province of Frosinone (Lazio), Polselli is now a leading player in the milling industry, proudly run by the fourth generation of the family.

The company selects high-quality wheat with excellent nutritional properties, supported by agronomists and laboratory technicians who carry out rigorous quality controls.

Its flours stand out for their uniqueness, the result of continuous research and long-standing partnerships with trusted farmers.

Innovation is at the heart of Polselli's philosophy: product innovation, driven by a constant pursuit of excellence; process innovation, through the use of cutting-edge technologies; and control innovation, to guarantee the highest standards of food safety.

**polselli®**  
LA FARINA ITALIANA

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LAZIO  
Italy

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# RIZZOLI EMANUELLI

STAND  
**N8**



Rizzoli Emanuelli embodies the story of an Italian family and its enduring passion for excellence in the art of fish preservation, a tradition that began in the early 1900s.

As the oldest company in the sector, Rizzoli has grown over generations, driven by the values of its founders and a unique ability to innovate without ever losing its deep connection to tradition and family heritage.

From cleaning and slicing to packaging, every step of the process is carried out in line with the Rizzoli tradition, ensuring the full flavour and superior quality of its fish are preserved



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# SOLANIA

STAND  
**P5**



Founded in 1993 by the Napoletano family, Solania has grown from a fresh tomato trading business into a leading company in the processing of San Marzano tomatoes. With operations based in Campania and a fully controlled supply chain, from seed to can, the company ensures the highest quality and authenticity.

Through its brands Napoletano, Italorto, and Marzanella, and its two production sites in San Valentino Torio and Nocera Inferiore, Solania specialises in PDO-certified San Marzano peeled tomatoes, tomato pulp, and passata.

Today, Solania is a trusted partner in the national and international food industry, known for its commitment to tradition, product safety, and the promotion of Campania's agricultural excellence.



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# TOMATO FARM

STAND  
**N5**



Tomato Farm is a company specialised in tomato processing, with a strong commitment to preserving the natural integrity and organoleptic qualities of the fresh raw material. From harvest to packaging, every stage of production is carefully managed to retain the authentic flavour, vibrant colour, and nutritional value of the tomato.

The company's mission is to deliver high-quality products that embody the freshness and richness of the Italian agricultural tradition, while meeting the demands of both domestic and international markets.



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# VALPANERA

STAND  
**M1**



Valpanera is a historic winery nestled in the Aquileia DOC, in Friuli Venezia Giulia, just a few kilometres from the Adriatic Sea.

Spanning 45 hectares of vineyards and certified by Equalitas for sustainability, the estate is dedicated to cultivating both native grape varieties, such as Refosco dal Peduncolo Rosso and Ribolla Gialla, and international varieties including Pinot and Cabernet.

Under the guidance of award-winning enologist Nicola Biasi, Valpanera upholds a strong commitment to quality and innovation, with a focus on ongoing research into PIWI-resistant varieties for a more sustainable future in viticulture.

**VALPANERA**

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# WADI EL NILE ITALIA

STAND  
**L12**



Wadi El Nile is a leading player in the food and grocery industry, specialising in private label production.

We collaborate with over 90 retail chains across Europe and beyond, offering tailored solutions to meet the needs of various market segments, including food industries, Ho.Re.Ca., and retail.

While olives remain our flagship product, our portfolio also includes peeled and pulped tomatoes, mushrooms, artichokes, capers, and more, all selected for their quality and authenticity.

Committed to excellence, we focus on market expansion and brand development, both locally and internationally, supporting our partners with reliable service and high-quality products.



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STAND  
N7

# ZINI PRODOTTI ALIMENTARI



The story of Zini began in 1956, when Euride Zini opened a small pasta workshop in the heart of Milan.

Today, Zini is the first company in the world to freeze fresh pasta, preserving its quality using only one natural element: cold. In the company's cutting-edge facility in Milan, pasta is frozen just moments after production to ensure long-lasting freshness, authentic flavour, and natural integrity, without the need for additives or preservatives.

Zini continues to combine tradition and innovation, bringing the taste of freshly made Italian pasta to tables around the globe.



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# ITALIAN PAVILION



## Sponsors

# PECORINO ROMANO DOP

Pecorino Romano is a hard, salty cheese made from sheep's milk — pecora meaning sheep in Italian. With over 2,000 years of history, it was a staple of the ancient Roman diet and a standard ration for legionaries, prized for its nutrition, digestibility, and ability to provide strength and endurance.

Today, Pecorino Romano PDO (Protected Designation of Origin) is produced exclusively from sheep's milk sourced from designated areas around Rome, during the natural milking season from October to July. The sheep graze freely on pastures rich in herbs and grasses, which impart a distinctive, robust flavour to the milk.

After milking, the milk is poured into cauldrons with added whey and lamb rennet to trigger coagulation. The cheese is shaped into barrel-like wheels and aged for at least five months. During maturation, salt is rubbed onto the surface multiple times, enhancing preservation and flavour. The thin rind, pale ivory or straw-coloured, may bear the PDO stamp and is often coated with a neutral or black food-grade covering.

Nutritionally rich, Pecorino Romano offers high-quality proteins, easily absorbed calcium, and key vitamins including B1, B2, PP, A, and E.

Its flavour evolves from the rind to the centre due to moisture and texture changes during aging. Eaten as a table cheese, it delivers a mildly spicy and tangy taste; when grated, it becomes sharp and piquant. A cornerstone of Italian cuisine, it stars in iconic dishes like *carbonara* and *amatriciana* while complementing countless recipes.



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# PROVOLONE VALPADANA DOP

Provolone Valpadana PDO belongs to the family of stretched curd cheeses, made using an ancient technique that “stretches” the curd — much like spinning wool. Heated until pliable, the curd is pulled into long, elastic strands, a process that dates back to the Middle Ages in southern Italy.

Although its roots are southern, the cheese as we know it today was developed in the Po Valley in the late 19th century. It emerged from the encounter between the pasta filata traditions of southern Italy and the well-established dairy culture of the north. Following Italian unification in 1861, southern cheesemakers brought their expertise northwards, settling in areas such as Piacenza, Cremona, and Brescia, which remain key centres of production.

Provolone is known for its ability to mature over time without drying out, retaining a supple texture that sets it apart from typical grating cheeses. It comes in two main varieties: Provolone Dolce, aged for two to three months, has a pale yellow colour and a sweet, delicate flavour; Provolone Piccante, aged for more than four months (and sometimes over a year), develops a sharper, more intense taste.

Its shape varies widely — from salami-style logs to forms resembling melons, pears, flasks, or cones. The rind deepens in colour with age, from pale straw to deep yellow or brown. Each wheel is marked with the signature rosette logo on a yellow background, guaranteeing its PDO certification and traditional production methods.

Provolone Valpadana is a true symbol of Italian cheesemaking excellence — versatile, distinctive, and deeply rooted in heritage.



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# SMEG AUSTRALIA

Founded in 1948 and based in Guastalla, in the heart of Emilia-Romagna, Smeg is a globally recognised brand in the field of high-end household appliances. With over 75 years of history, the company has made design, innovation, and functionality the cornerstones of its identity. Every Smeg product reflects a distinctive approach that merges cutting-edge technology with unmistakable Italian style.

Renowned for its iconic 50s-style refrigerators, sleek all-steel cookers, and an extensive range of small and large kitchen appliances, Smeg transforms everyday objects into refined design pieces that bring character and elegance into homes. Its focus on energy efficiency, sustainability, and user experience is embedded in every stage of its production process.

Smeg collaborates with renowned architects and designers such as Guido Canali, Renzo Piano, and Marc Newson, while also investing heavily in in-house research and development to anticipate global trends. This synergy between creative vision and technical expertise has positioned Smeg as a key ambassador of Made in Italy excellence on the international stage.

Smeg has established a strong presence in Australia, where its products are celebrated for their design and reliability. Its Australian subsidiary supports both residential customers and design professionals, reinforcing the brand's connection to the local market and lifestyle.

Thanks to its continuous innovation, design culture, and international outlook, Smeg is not only a trusted name in homes around the world but also a strategic partner capable of enhancing any space through products that combine aesthetic appeal with superior performance.



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# THE ITALIAN COFFEE STYLE

Italy's coffee culture is world-renowned, built on tradition, design, and daily ritual. With over 1,000 roasters, 120 million kg of coffee produced annually, and around 160,000 cafés, Italy remains at the heart of global coffee excellence.

The word espresso comes from the idea of something pressed or extracted on the spot. First developed in Italy in the late 19th century, espresso machines were created to brew coffee quickly using pressure, producing a small, concentrated, and aromatic beverage rich in crema and flavour.

Espresso is more than just a beverage. It's a moment to pause, a part of the daily rhythm, and a reflection of Italian lifestyle. Whether enjoyed at the espresso bar or made at home, Italian coffee continues to represent quality, style, and connection.



**From selection  
to cup, sustainability  
and innovation.**



# DISCOVER OPPORTUNITY

## Your passport to Italian excellence

**Opportunity** is the export acceleration program launched by the Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation. It is designed to connect international buyers, distributors, and entrepreneurs with the know-how, tradition, and innovation of Made in Italy.

Rooted in 10 strategic sectors and over 150 industrial districts, the program brings together more than 20,000 Italian companies across 20 key global markets — turning numbers into real growth opportunities.

To access this powerful ecosystem, join the **Opportunity Buyers Club** — a reserved platform offering tailored business support, premium content, and exclusive experiences in Italy.

Increase your competitiveness, discover trusted Italian partners, and grow your business through authentic, high-quality connections.

**Join the Club. Where global business meets Italian innovation.**



**[opportunitary.gov.it](https://opportunitary.gov.it)**

## NOTES





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ITALY at

FINE FOOD  
AUSTRALIA

ICC Sydney  
8-11 September 2025

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