



ITALY at

fine food
AUSTRALIA

11-14 September
ICC Sydney

madeinitaly.gov.it



Embassy of Italy
Canberra

ITA
ITALIAN TRADE AGENCY





ITALIAN TRADE AGENCY

Made in Italy Export Promotion Department

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Embassy of Italy
Canberra

The participation of 22 Italian companies in Fine Food Australia, the leading trade event for the foodservice & retail industry, is a significant achievement for the Italian Trade Agency.

Bilateral trade between the two countries has shown a positive trend over the years, with food and beverage products representing a relevant share of Italian exports to Australia. Australians have growing interest in Italian products and cuisine, willing to familiarise themselves further with Italy's geographical indications.

The presence here in Sydney of such a remarkable group of Italian companies is the perfect occasion to consolidate this positive trend and 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 carried out to support the event and the participation of the Italian companies.



H.E. Paolo Crudele
*Ambassador of Italy
to Australia*



The Italian Trade Agency is looking forward to exhibiting at Fine Food Australia 2023, together with 22 Italian companies.

It's an amazing opportunity for us to organise a Pavilion together with the Embassy of Italy and we are certain about the great potential to increase the cooperation between the Italian food & beverage industry and ANZ operators.

The Italian showcase will group a wide variety of products from extra virgin olive oil, balsamic vinegar of Modena, artisan pasta to tinned fish, caviar, truffle, wine and much more: it would be an extraordinary journey across the flavours of Italy!

*"If I stopped dreaming,
I would also stop cooking."*

~ Massimo Bottura



Simona Bernardini
*Italian Trade Commissioner
for Australia and
New Zealand*

ITALIAN TRADE AGENCY

The Italian Trade Agency (ICE/ITA) is the Governmental Agency that promotes Made in Italy throughout the world, supporting the growth of Italian companies and contributing to the attraction of foreign investments to Italy.

In doing so, ITA implements the strategies set by the Ministry of Foreign Affairs and International Cooperation and works closely with all the stakeholders appointed for the internationalisation of the Italian companies.

ITA facilitates, develops, and promotes Italian economic and trade relations with foreign countries, focusing on SMEs needs, their associations and partnerships.

Through its HQ in Rome and a worldwide network of about 80 offices, ITA provides information and consultancy to Italian companies on foreign markets, promoting and fostering exports and cooperation in all areas – consumer and capital goods, technologies, agri-food, services and training– with the aim of increasing their presence abroad and making it more effective.



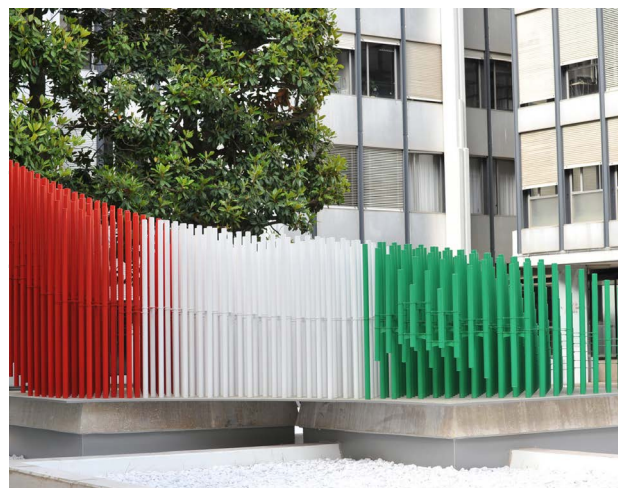
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THE MEDITERRANEAN DIET

More than just a food list,
it is about cultural identity.

'Mediterranean Diet' is a new label for an ancient tradition.

It was coined in the mid-1970s by American scientists Ancel and Margaret Keys when, along with their studies, they discovered that this type of diet would boost one's health. In 2010, UNESCO approved the listing of the Mediterranean Diet in the Intangible Cultural Heritage of Humanity, recognising with this definition the traditional practices, knowledge and skills that have been passed down from generation to generation in many countries of the Mediterranean basin. The Mediterranean Diet is more than just a food list or a nutrition label. It is a lifestyle that includes a series of skills, knowledge, rituals, symbols, and traditions concerning cultivation, harvesting, fishing, conservation, cooking. Above all, it is about the sharing and consumption of food, where men and women are playing an essential role in preserving the traditions by teaching the culinary secrets to children and future generations. Preferring a greater consumption of olive oil, cereals, legumes, seasonal fruit and vegetables with the right amounts of unrefined foods, also allows to use natural resources, such as soil and water, in an ethical way, and respects the environment by reducing greenhouse gas emissions.



Why do we protect the origin of some agri-foods and wines and how are they classified?

Italy encompasses 20 regions, each with its unique topography, climate, and cultural identity. These factors have contributed to the distinctive winemaking and culinary traditions that can be found throughout the Italian peninsula and surrounding islands.

Three European Union schemes of Geographical Indications and traditional specialities, known as Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), and Traditional Specialities Guaranteed (TSG), aim to promote and protect the name and quality standards of agri-food products, safeguarding their production methods, and providing consumers with clear information on the characteristics that add value to the product.

They are based on the legal framework provided by the EU Regulation No 1151/2012 on quality schemes for agricultural products and food.

This Regulation (enforced within the EU and being

gradually expanded internationally via bilateral agreements) ensures that only products genuinely originating in a specific Region can be identified as such in the market.

The main purpose of this Regulation is to protect the reputation of regional foods, promote rural and agricultural activity, and help producers obtain a premium price for their authentic products. It also opposes the unfair competition and misleading communication of non-genuine or non-authentic products, which may be of inferior quality or of a different flavour.

Italy is among the European countries with the largest number of agri-food products and wines with a designation of origin or geographical indication recognised by the European Union.

Nowadays, 840 products are contributing to make Italy a unique producer in the world (314 food products DOP, IGP, STG and 526 wines DOCG, DOC, IGT).

PDO- Protected Designation of Origin (DOP)



This certification identifies a product originating in a place, region or, in exceptional cases, in a specific 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 the stages of production techniques of that defined geographical area.

To receive the PDO status, the product must be traditionally and entirely manufactured (prepared, processed and produced) within such specific Region, and thus acquire its unique properties.

Currently, 578 products have been recognised with the PDO designation, of which 170 are agri-food products and 408 are wines.

PGI - Protected Geographical Indication (IGP)



This certification identifies a product originating in a certain place, region or country, whose geographical origin is essentially attributable to a given quality, reputation or

other characteristics, and the production of which takes place for at least one of its stages in the defined geographical area.

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

Currently 257 products have been recognised as Geographical Indications, of which 139 are agri-food products and 118 are wines.

TSG - Traditional Specialty Guaranteed (STG)



The TSG quality scheme aims to provide a protection regime for traditional food products of a specific character.

Differing from PDO and PGI, this quality scheme does not certify that the protected food product has a link to a specific geographical area.

To qualify for a TSG a food must be of a 'specific character' and either its raw materials, production method or processing must be 'traditional'.

As regards wines, in the 1960s, Italy introduced a classification system which includes four tiers: VDT, IGT, DOC and DOCG.

- VDT (*Table Wine*). The wines under this category are produced outside the rules governing the higher classifications.
- IGT (*Indication of a Specific Geographic Location*) was introduced for wines not meeting all the requirements for DOC and DOCG but still of a high quality.
- Wines labelled DOC (*Denomination of Controlled Origin*) must meet strict requirements for quality, production standards, geographic area, and grape varieties, amongst other criteria.
- DOCG classification (*Denomination of Controlled and Guaranteed Origin*) is reserved for wines of the highest quality.

Only wines that have been classified DOC for at least five years may be considered for DOCG status. The exceptional quality of these wines is the result of superior production standards, optimal terroir, and age-old oenological traditions.

To conform with the European Union's food and



wine classification categories, Italy has adopted a second classification system consisting of Generic Wines, PGI wines (*Protected Geographical Indication*), and PDO wines (*Protected Designation of Origin*).

Italy's VDT wines fall under the Generic Wines category, while IGT wines are classified as PGI.

Italy's DOC and DOCG wines are grouped into the

PDO classification.

As the EU Regulations allow Member States to refer to their original classifications, the acronyms DOC, DOCG, and IGT are still commonly found on Italian wine labels.

Currently three Guaranteed Italian Traditional Specialties have been recognised: Mozzarella, Neapolitan Pizza and Traditional Amatriciana.



SIGNAGE	N. STAND	Pasta	Dry Pasta	Instant Pasta	Instant Pasta ready-made	Rice	Instant Rice ready-made	Flours	Condiments	Pesto	Preserved dried tomatoes	Semi-dried tomatoes	Ready-made sauces	Capers	Wine	Olive oil	Preserved Vegetables	Tuna fillets in brine	Anchovies in brine	Balsamic vinegar	Jams	Parma e San Daniele	Cheese (Parmigiano, mascarpone, Grana Padano)	Coffee	Chocolate	Panettone	Italian Biscuits	Noguts	Truffle based products	Caviar	Soft drinks	Juices			
ACETAIA GIUSTI	HT02																																		
LA FABBRICA DELLA PASTA DI GRAGNANO	HT04		■		■																														
RISO MARGHERITA	HT06					■	■																												
BEST ITALIAN SELECTION	HT08															■								■											
OLIO GUGLIELMI	HT10									■							■																		
MOLINO PASINI	HT12							■																											
FRATELLI MANTOVA SINCE 1905	HU01									■							■				■														
D. BARBERO 1883	HU02																				■					■	■	■							
POLSELLI	HU03							■																											
PARENTE - TASTY ITALIAN FOOD	HU04												■					■				■													
BEVANDE FUTURISTE	HU05																																■	■	
OTTIMA	HU06									■	■						■										■								
TRUFFLEAT CAVIAREAT LUXUREAT	HU07												■				■															■	■		

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BOUTIQUE WINERY ASSOCIATION	HU08														■																			
RISO ELLEBI	HU09					■																												
CONSORZIO LATTERIE VIRGILIO	HU10																						■											
PASTA REGGIA	HU11	■																																
FORMIA	HV01		■																															
ARMATORE	HV03																	■	■															
VALGRÌ - COPPOLA ENTERPRICE	HV05										■	■																						
CAVIAR GIAVERI	HV07																														■			
ALCAR UNO	HV09																					■												

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ITALIAN COMPANIES AT FINE FOOD AUSTRALIA

ACETAIA GIUSTI

STAND HT 02

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Acetaia Giusti is the oldest producer of Balsamic Vinegar of Modena, founded in 1605.

Following centuries of tradition, Giuseppe Giusti was among the first producers to write down (back in 1863) the rules for obtaining a "perfect Balsamic Vinegar".

The Giusti family has been producing Balsamic Vinegar, passing down a recipe that created a harmony of flavours and a product of excellence, receiving prestigious awards and appreciation around the World.

The quality of balsamic vinegar depends on competence, experience, attention to detail, and length of aging time. Celebrating a very long history, the balsamic vinegar is still produced in ancient wooden casks carefully preserved by the Giusti family.

The Giusti Balsamic Vinegar collections are now available in restaurants and shops in Italy and worldwide.



STAND HV 09

ALCAR UNO

Over the last six decades, Alcar Uno has sourced and purchased premium pork cuts, customizing them according to the market demands.

The whole production process is based on a flexible system able to comply with charcuterie industries' expectations and demands.

Following traditional techniques combined with the latest technology we cure and debone Prosciutto Crudo (dry-cured ham), Prosciutto di Parma DPO and Prosciutto di San Daniele DPO, Culatta and sweet Speck.

A complete manufacturing process tailored to meet our customers' needs: from the selection of the raw materials to the packaging and labelling requirements.

With special attention to the meat market dynamics and consumers' awareness, we developed our food supply chain project named Light Domestic Pig, which is appreciated by domestic and international markets alike.

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ARMATORE

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HV 03

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Armatore is a family business in its fourth generation.

It dedicates to fishing and the production of canned fish, enhancing two great products sourced in the Mediterranean Sea: Anchovies and Bluefin Tuna.

The company's philosophy is sustainability and respecting the environment through selective fishing techniques.

Armatore embraces also the idea of ongoing research and innovation.



STAND HT 08

BEST ITALIAN SELECTION

Best Italian Selection, with headquarters in Battipaglia in the province of Salerno, is one of the major global exporters of carefully selected Italian food products.

The company's foundations lie in the excellence of Italian cuisine. It offers an extensive range of products, including peeled tomatoes and tomato products, legumes and preserves, durum wheat pasta and bronze-died artisan fresh pasta, extra virgin olive oil, and a vast range of Italian wines and traditional cakes.

The main goal is to guarantee quality and authenticity: the renowned "Made in Italy".

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BEVANDE FUTURISTE

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HU 05

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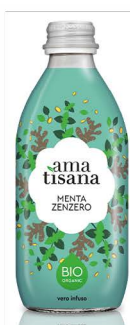
🏠 www.bevandefuturiste.it

The mission of Bevande Futuriste is to bring beauty to everything, respect the environment and promote people well-being. "A novel way to enjoy soft drink", for the connoisseur and the most refined palate, for consumers who know what they want and refuse to conform.

A drink suitable for any occasion, from a quick work break to a classy Aperitivo. A natural and organic alternative, a healthy and glamorous lifestyle branded Bevande Futuriste.

Brands: DiFrutta; Cortese Premium Soft Drink; Originale 1959 Bio; Cortesino; Cortese Bio; Ama_tè; Ama_tisana.

BEVANDE FUTURISTE



STAND
HU 08

BOUTIQUE WINERY ASSOCIATION

Federtrade is a boutique family wineries association that provides support and export services to small Italian family wineries.

Over the past 14 years, we have developed an in-depth knowledge of some international markets, helping our associates to understand local consumer trends and preferences.

We focus on targeted marketing strategies to promote wines and identify the best distributors.

Thanks to ongoing training and a qualified sales team, we develop online marketing campaigns on marketplaces such as Tmall and JD and social platforms such as WeChat, Weibo, and Douyin.

We distribute wine with a price range from entry-level to high-end top wines. Direct contact, not trading.

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10129 Torino (TO)
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CAVIAR GIAVERI

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HV 07

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info@caviargiaveri.com

www.caviargiaveri.com

Caviar Giaveri produces and sells caviar (sturgeons roe) and boasts several species of sturgeons living in a sustainable fish farm with spring water in the North East of Italy, close to Venice.

The company produces ten types and high-quality caviar as the famous Beluga, Sevruga, Osietra, and others.

Thanks to more than 40 years of experience in breeding sturgeons, products are destined to fine gastronomy, top-notch restaurants, and luxury hotels worldwide.

Caviar Giaveri is produced with Russian and Iranian methods joined to high Italian food standards.

Caviar Giaveri's philosophy is: upholding utmost respect for natural balance throughout the breeding phase.

Attention to safeguarding the species is the best way to guarantee excellent caviar.



STAND
HU 10

CONSORZIO LATTERIE VIRGILIO

Consorzio Virgilio was founded more than a hundred years ago, and its roots lie deep in the province of Mantua, a land that has always been key to the production of well-known Parmigiano Reggiano and Grana Padano.

Today, the Consortium groups more than 40 partners and about 1000 farmers, representing excellence in manufacturing butter, cream, and mascarpone. In addition, it is the only Italian reality that brings together producers of Grana Padano PDO and Parmigiano Reggiano PDO.

The supply chain is carefully supervised to guarantee the high quality of our products. It is our members' responsibility to certify the origin, quality, and freshness of the raw material, and to ensure that every stage of the process adheres to EU standards.

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D. BARBERO 1883

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✉ bcarello@barberodavide.it

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D. Barbero's origins date back to 1883. The company is in the heart of Asti and is well-known for producing artisanal crumbly torrone and fine chocolate.

Hazelnuts are carefully selected and nougat is made according to an ancient recipe, without jellies and using egg white. It is steam cooked for 7 hours, shaped and cut by hand, and cooled on marble tables until the day after.

Signature products are Torronfette (thin slices of nougat with Piedmont hazelnuts), Gran Cru nougat made with the best honey and nuts sourced in Italy, Rubatà breadsticks covered with dark chocolate, Nocciolone (hazelnut paste and chocolate), nougat with Rum and chocolate and of course Giandujotti!



STAND HV 01

FORMIA

Paone Distribuzione is a family business with 140 years of history in pasta production. History, know-how, knowledge of “Made in Italy” products, and being one of the oldest Italian families in the Agri-Food sector all poured into the new marketing and distribution of quality products, proudly Italian.

Products are carefully selected, and over the years, the Company has committed to establishing longstanding relationships with small and medium size Italian suppliers.

Our mission is to increase awareness of the “Italian flavour” through quality and innovative products.

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QUALITÀ & TRADIZIONE ITALIANA



FRATELLI MANTOVA SINCE 1905

STAND
HU 01

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Compagnia Alimentare Italiana is a family-run company born more than 100 years ago. Innovation, together with an extraordinary manufacturing and logistic capacity is the key to its successful history.

The products' range includes 100% natural spray oils: thanks to the bag-on-valve system you can spray, stream, or drip oils. We don't use propellants or additives. In recent years, the Company's ongoing R&D efforts coupled with studies on consumer trends have led to the introduction of the revolutionary Sprayleggero range, winner of the Gulfood Best Innovative Product and Anuga's Most Innovative Italian Product award.

Our range of products contains both extra virgin olive oil (and flavoured oils based on EVOO) and nutraceutical products (like Coconut Oil, Avocado Oil, Walnut Oil, Rice Oil, etc.)

The company is Organic, Kosher, and Halal certified and has also BRC & IFS certifications.



STAND
HT 04

LA FABBRICA DELLA PASTA DI GRAGNANO

Pasta Producers since the beginning of time! Please welcome an Authentic, Finest, Artisanal PGI Gragnano Pasta!

The production of dry pasta in the Gragnano area, a small city near Naples, began in the XVI century.

Thanks to a long tradition of pasta making Gragnano is today called the “City of Pasta.”

The production method includes the mixing, which consists of mixing the durum wheat flour with water from the local spring, no more than 30% of the total mixture; the kneading, until the dough reaches the right consistency and elasticity; the drawing phase to get the desired shape and the drying and cooling phase during which pasta is dried gradually at a temperature of between 40°C and 80°C for 6 to 60 hours, depending on the shape.

The pasta is then ventilated with hot air, several times, and the product must be packaged in the place of production within 24 hours.

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MOLINO PASINI

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HT 12

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www.molinopasini.com

100 years of history and three generations: the art of making flour is in our DNA.

Molino Pasini is a milling company specializing in high-quality soft wheat flour. A state-of-the-art and fully automated facility allows consistency in the manufacturing process that results in high-quality flours. The flours are available across retailers, distributors, wholesalers and are suitable for end-users, producers, and the foodservice industry.

The company can also customize any type of flour to meet specific requirements or needs.

At the end of processing and packaging, and once laboratory checks are complete, all deliveries are made with our fleet, operating in controlled and guaranteed conditions.



MOLINO PASINI



STAND HT 10

OLIO GUGLIELMI

Olio Guglielmi is a family-owned company producing high-quality 100% Italian Extra Virgin Olive Oil.

The family's land covers more than 200 hectares with 90.000 olive trees, carefully cultivated in the Apulia region.

The olives are milled in their factory. Its strength lies in the product's quality and in the management and control of the whole production chain.

The Company's philosophy is to combine traditions with real customers' needs, by offering an excellent product, characterised by many shades of taste and exciting fragrances, in innovative packaging.

The incomparable chemical and organoleptic characteristics of Guglielmi Extra Virgin Olive Oil are recognized through awards worldwide.

Olio Guglielmi is now exported to 30 countries, and you can find it in the best gourmet corners of the world.

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GUGLIELMI
DAL 1954



OTTIMA

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ita.export@italiantastyaliments.it

www.pastaottima.it

Italian Tasty Aliments is situated in the South of Italy and specialises in the production and distribution of Italian Pasta, tomato-based products, canned pulses, and other Italian specialties worldwide.

Our flagship product is Ottima pasta, which is made with 100% durum wheat semolina, rich in proteins (13%), and with strong cooking resistance.

Thanks to a slow drying time at low temperatures, it is also suitable to double cooking.

The company range also includes whole-wheat Amotti pasta, canned pulses (lentils, processed green peas, black beans, white kidney beans, red kidney beans, butter beans, chili beans, baked beans, etc), pasta sauces, tomato products, flavoured extra-virgin olive oils (white truffle, garlic, chili pepper, and lemon), vinegar (balsamic of Modena, rice and apple cider) and Italian Ladyfingers. All of them are first-choice Italian goods.



STAND
HU 04

PARENTE - TASTY ITALIAN FOOD

Parente is a family business with over 30 years of history, located in the Alto Tavoliere (Apulia) and precisely in San Severo, a town rich in agricultural traditions.

The area is set between the Gargano and Dauni mountains and offers flat land and a temperate climate.

Our brand, Tasty Italian Food, includes a wide range of canned food, pickles, grilled vegetables, ready-made sauces, jams, etc.

Products are fit for independent retailers, modern organised distribution, the food service sector, and private labels.

The company aims to bring back food that preserves the unique taste of traditional Apulian cuisine.

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PARENTE
Tasty Italian Food



PASTA REGGIA

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www.pastareggia.it

The Pallante family has roots in the milling industry since 1949. Across four generations, the company has focused on providing quality products.

The Company is among the top ten major Italian manufacturers of pasta thanks to a combination of the best tradition of Italian pasta making, the finest raw materials, and innovative technology.

The factory produces 2900 tons daily, has five production lines, and has thirteen automated packing lines for pillow and double bottom packs of 250, 500, 1000, and 5000g.

It also has two packing machines for cardboard boxes for prompt dispatch to supermarkets and Discounters.

Certificates: ISO 9001:2008, ISO 22005, ISO 22000, IFS, BRC, HALAL, ICEA.



STAND HU 03

POLSELLI

Born in Arce, in the province of Frosinone (Lazio), in the first half of the twentieth century, Polselli today is a leading company in the milling sector, proudly guided by the Family's fourth generation.

The company selects high-quality wheat in terms of nutritional values thanks also to agronomists and laboratory technicians who conduct rigorous controls.

The ongoing research and longstanding relationships with trusted farmers are behind the uniqueness of its flours.

Innovation is the watchword: product innovation through a constant commitment to obtain the best solutions; process innovation, thanks to the best technology; control innovation, to ensure maximum food safety

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✉ info@polselli.it

🏠 www.polselli.it

The logo for Polselli, featuring the brand name in a stylized, rounded font with a blue outline and a red shadow effect.

RISO ELLEBI

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HU 09

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export@risoellebi.com

www.risoellebi.com

Ellebi is the full-spelled acronym for the initials of founder Luigi Bifulco. Luigi's vision was to strengthen the rice culture and supply chain in Southern Italy.

For this reason, after years in the north, he returned to Campania, to San Paolo Belsito, where he laid the solid foundation of RISO ELLEBI.

Today, innovation and tradition travel together to make Ellebi among the top rice brands in Italy and also worldwide. In 30 years of experience, they reached 5 continents distributing their products in 50 countries.



STAND HT 06

RISO MARGHERITA

Riso Margherita's story starts back in the year 1904, when an idea and a few simple emotions find their home in a farmhouse in the Piedmont countryside.

With about 300 hectares the company produces the best varieties of Italian rice, and it represents a brand of excellence in the Italian rice production industry. All stages of production (cultivation, drying, transformation, and packaging) are directly managed by the company to get a unique product of its kind, without compromise.

Our philosophy is to maintain artisanal manufacturing techniques, innovating but remaining faithful to traditions. The feature that distinguishes us is the "Stone Milling Process", an ancient processing method for preserving all the organoleptic properties of the outer layers of the rice grain, taking on an amber colour that guarantees more flavour and an exceptional firmness when cooked. This method also allows the germ to remain naturally intact in the rice grain.

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**RISO
MARGHERITA**
DAL 1904



TRUFFLEAT CAVIAREAT LUXUREAT

STAND
HU 07

Colleromano Via Tiberina Km 9.200
00060 Riano (RM)
Italy

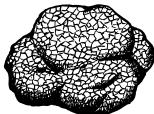
+39 347 6398457
export@truffleat.com
www.truffleat.com

TrufflEat started its operations more than ten years ago. It distributes fresh truffles and exclusive high-quality Italian products, with and without truffles.

The truffle market is booming, with a growth trend of at least 12%. Its founder – Roberto Ugolini – searched Italy for this much-loved food. He meets producers and selects products carefully with a passion that led to two exclusive lines: “TRUFFLEAT” and “UGOLINI”.

In addition, there is a third line, “CAVIAREAT”, for caviar lovers!

It supplies the food service and retail sector with condiments, salt, sauces, snacks, extra virgin olive oil, pasta, and a new line of high-quality caviar.



TRUFFLEAT
Truffle it



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[Vincenzo Lioi, Caterina Irene Luca e Alessia Greco]

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