



where food
is **Art**



ITALIAN
PAVILION
2-5 September,
Melbourne



Consulate of Italy
Melbourne



Embassy of Italy
Canberra

ITTA[®]
ITALIAN TRADE AGENCY



madeinitaly.gov.it



In partnership with



Made in Italy Export Promotion Department

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WELCOME



The Italian Trade Agency welcomes you to the 270 sqm Italian Pavilion on the occasion of the 40th anniversary of Fine Food Australia 2024 in Melbourne. This year, the pavilion is bigger and better than ever, showcasing the excellence in Italian gastronomy offered by 26 companies. In Italy, cooking is a mosaic of many local traditions, an expression of creativity and knowledge that becomes tradition and is passed down through generations. It is also a way of preserving biodiversity, based on not wasting anything, reusing leftover food, and using seasonal products from various regions. Italian cuisine is part of our history and is a heritage for the 60 million Italians living in the country, the 80 million Italians and their descendants living abroad, and the many foreigners who love and are inspired by the Italian lifestyle. For these reasons, Italian cuisine is officially a candidate for UNESCO's Intangible Cultural Heritage status. This year, our Cooking Station, powered by SMEG, will feature chef and TV personality Luca Ciano, who will organise four degustations a day using the products offered by the co-exhibitors and Provolone Valpadana PDO. You are welcome to visit the 2024 Italian Pavilion during this special anniversary of Fine Food Australia and meet us at the front desk for a complimentary Illy espresso.



Simona Bernardini
Italian Trade Commissioner for
Australia and New Zealand



Embassy of Italy
Canberra



Consulate General of Italy
Melbourne

Fine Food Australia will have once again 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 export. There is a growing appetite for Italian cuisine in Australia and will to discover authentic goods and culinary traditions. The presence here in Melbourne of such a remarkable group of Italian enterprises 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 Melbourne, I am delighted to welcome you to the Italian Pavilion at Fine Food Australia 2024 in Melbourne, traditionally considered the biggest Italian City outside Europe and the Americas. Melbourne, renowned for its vibrant culinary scene, is the perfect venue to showcase Italy's gastronomic excellence. The numerous co-exhibiting companies will reflect the diversity and quality of Italian food and beverages. Enjoy this celebration of Italian heritage!



Hanna Pappalardo
Consul General of Italy



I AM  ITALIAN CUISINE
CANDIDATE FOR UNESCO HERITAGE

 **MINISTERO DELLA CULTURA**

 **MINISTERO DELL'AGRICOLTURA DELLA SOVRANITÀ ALIMENTARE E DELLE FORESTE**



ITALIAN TRADE AGENCY

Established in 1926, the Italian Trade Agency (ITA/ICE) is the Governmental Agency dedicated to promoting Made in Italy products worldwide, supporting the growth of Italian companies and attracting foreign investments to Italy.

Operating from its headquarters in Rome, ITA has a global network of about 80 offices in 65 countries, serving as the ideal gateway for enterprises seeking to establish business relationships with Italian partners, source Italian products or explore investment opportunities in Italy.

It focuses on facilitating, developing and promoting Italian economic and trade relations with foreign countries, with a particular emphasis on the needs of SMEs, their associations and partnerships.

With a motivated and modern organisation and an extensive network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses.

Utilising the latest multi-channel promotion and communication tools, ITA works to assert the excellence of Made in Italy on the global stage.

The office in Sydney is responsible for both Australia and New Zealand.



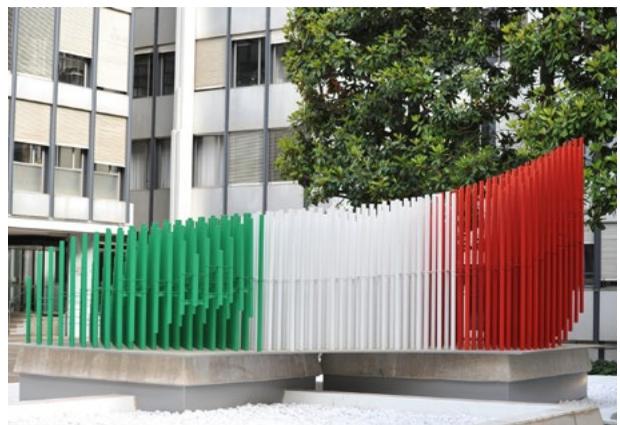
ITALIAN TRADE AGENCY

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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 is the country with the highest number of agri-food products with designation of origin and geographical indication recognised by the European Union. A total of **838** products contribute to making Italy a unique country in the world and the best candidate for having its cuisine included in UNESCO's Intangible Cultural heritage. Italian companies at FINE FOOD AUSTRALIA. [INDEX](#)

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ITALIAN COMPANIES

ACETAIA BORGO CASTELLO

STAND C2



Acetaia Borgo Castello is located in the heart of Modena. The company produces and markets Balsamic Vinegar of Modena PGI, Condiments and Glazes, with a production of 6 million liter a year.

We are a reliable partner for companies looking for a co-packer or the right know-how to develop custom condiments. ABC is also a reliable supplier for the companies interested in bulk sales formats.

We are certified ISO-9001, BRC version 7 (AA+), IFS version 6 (Higher Level), Halal Global and Organic-NOP.

abc
ACETAIA BORGO CASTELLO

Savignano Sul Panaro (MO) |
Emilia Romagna
info@borgocastello.it
www.acetaiaborgocastello.com

ACETAIA GIUSTI

STAND D3



Giusti is the oldest producer of Balsamic Vinegar of Modena, founded in 1605. Nowadays, the company is run by the 17th generation of the Giusti family. A history of more than 400 years full of awards received during the World Exhibitions of the late '800s. Among them: the 14 gold medals and the Coat of Arms of the Royal House of Savoia that still characterize the labels of our bottles. The Giusti family, today at the 17th generation, obtains his collection of balsamic vinegars of different ageing drawing every year a limited quantity of vinegars from his own collection of ancient wood casks, many of them dating back centuries.

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

1605
GIUSTI
MODENA

Modena (MO) |
Emilia Romagna
claudia.rovituso@giusti.it
www.giusti.com

BEST ITALIAN SELECTION

STAND D9



Best Italian Selection - BIS Srl, is a major global exporter of carefully selected Italian food products.

The company's foundations lie in the excellence of Italian cuisine. It offers a wide variety of products, including peeled tomatoes and tomato products, legumes and preserves, durum wheat pasta and bronze die artisanal pasta, extra virgin olive oil, a wide range of regional Italian wines, sparkling wines and Italian traditional cakes.

The main goal is to guarantee quality and authenticity: the renowned "made in Italy". DEEP ROOTS, NEW HORIZONS!



Battipaglia (SA) | Campania
customerservice@
bestitalianselection.it
www.bestitalianselection.it

CAFFÈ ARDITI ROMA

STAND B8



Focus on quality, innovation, passion. Dacatè Srl is the owner of the brands Golden Brasil Coffee, Arditì | 'Espresso d'Italia and Alunni Atelier del caffè.

A coffee roasting company that was able to conquer the public's taste by serving directly over 1,200 Ho.re.ca and retail clients in 13 Italian regions, 32 distributors worldwide and with over 30 private label companies, winner of 11 gold medals since 2017

Please visit our website www.goldenbrasilcoffee.it

Arditi
L'ESPRESSO D'ITALIA

Ardea (RM) | Lazio
goldenbrasilcoffee@gmail.com
www.goldenbrasilcoffee.it

CASA FOLINO

STAND B1



Casa Folino: A story of passion and dedication. Casa Folino is an Italian gourmet food company.

Founded in 1962 in Calabria, Casa Folino is a family business that has made quality and sustainability its pillars.

Our products are made with 100% organic raw materials, grown and processed according to the strictest quality standards.

From farm to fork, we are committed to ensuring maximum traceability and transparency, to bring you only the best that nature has to offer.



Lamezia Terme (CZ) | Calabria
folinofood@gmail.com
www.casafolino.com

CONSORZIO LATTERIE VIRGILIO

STAND B2



Consorzio Virgilio is composed by more than 40 dairy partners and 800 breeders and represents an excellence in the production of butter, cream and mascarpone.

In addition, is the only Italian reality that brings together producers of Grana Padano DOP and Parmigiano Reggiano DOP.

The whole supply chain is carefully supervised and thanks to the usage of purely Italian raw materials the high quality of our products is guaranteed.



Mantova (MN) | Lombardia
info@consorzio-virgilio.it
www.consorzio-virgilio.it

D. BARBERO 1883

STAND D5



The company, which was founded in 1883, located in the heart of Asti, is mainly known for the production of the artisanal crumbly torrone and for its fine chocolate.

Nougat is produced according to an old recipe dated 1883, without jellies and still using egg white. Hazelnuts are carefully chosen. Nougat is cooked in steam machineries for 7 hours, shaped and cut by hand, then it is cooled on marble tables until the day after.

Main products are: Torronfette, Gran Cru nougat, Rubatà breadsticks covered with dark chocolate, Nocciolone (hazelnut paste and chocolate), Nougat with Rum and chocolate.



Asti (AT) | Piemonte
info@barberodavide.it
www.barberodavide.it

FOOD ITALIAE

STAND D1



Food Italiae is a vertically integrated project uniting and developing a wide range of Italian agricultural products.

Partnering with select farms, we oversee production and distribution, ensuring transparency and traceability through Blockchain.

“Food Italiae, from the earth to table, with safety and transparency”



Spello (PG) | Umbria
info@fooditaliae.com
www.fooditaliae.com

FRANTOIO MURAGLIA

STAND B7



Frantoio Muraglia, founded in Andria, the oil capital of Puglia, five generations ago, begins its story with a 460-year-old Coratina tree on the Murgia plateau. Our extra virgin olive oil is certified 100% Italian, produced under strict controls to ensure traditional quality.

From cultivating and harvesting Coratina and Peranzana olives to cold pressing, all processes occur in Apulia, preserving its agricultural biodiversity. Many people have found out about us because of the beauty of our products, then tasted them and realised that there is goodness in beauty.

Muraglia oil is now available in 55 countries, including major US and European stores.



Andria (BT) | Puglia
export@frantoiomuraglia.it
www.frantoiomuraglia.it

GUSTI ITALIA

STAND B4



We have been in the organic oil sector for over 20 years, offering premium quality oils through a team of experienced professionals.

We have IFS, we serve our oils to European and Asian markets including cold-extracted fruit oils, cold-pressed nut and seed oils, and refined oils for frying.



Brindisi (BR) | Puglia
export2@gitalia.org
www.gitalia.org

IVAL

STAND B5



We have been a family-run company in the distilled spirits industry since 1888. We are proud of our past and our present, and we put all our passion in producing the best spirits in Abruzzo.

And we know how to do it. You can taste a sip of our history in every bottle. Our future has already been written: passing on the quality of our products.

Faithfulness to our roots and the unique taste of our creations are the typical fruits of the land of Abruzzo.



Fara Filiorum Petri (CH) | Abruzzo
info@ivalsas.com
www.jannamaro.com

LA FABBRICA DELLA PASTA DI GRAGNANO

STAND D7



La Fabbrica della Pasta di Gragnano is an artisanal-traditional pasta producer. In Gragnano we have been producing the authentic Italian pasta for more than 500 years, with two ingredients only.

Generation after generation, in the very same family, our master craftsman pasta producers Mario and Antonino, have learned the tradition and the technique of our ancestor in mixing only the finest 100% Italian durum semolina with the secular mineral spring water coming from the Lattari Mountains. Hence pushed only through bronze, and let it dry for several hours at the lowest temperature possible.

Today we produce about 150 different shape of traditional pasta, 15 of those are patented, and more than 40 gluten free pasta shapes.



Gragnano (NA) | Campania
customers@lafabbricadellapasta.it
www.fabbricadellapastadigragnano-
eng.com

LEONE ALATO

STAND B9



Six estates dedicated to excellence, each respecting its own stylistic and territorial identity.

Over 710 hectares of vineyards produce 65 wines from 47 native varieties, totaling more than 5 million bottles, a private owner of boutique wineries with strong individual identities, rooted in some of Italy's most prestigious wine regions.

In 2022, Le Tenute del Leone Alato launched a distribution project, enriching its offerings.



Venezia | Veneto
info@leonealato.net
www.leonealato.net

MARULLO

STAND C12



The company Marullo, with its Green Pistachio Bronte DOP, its pastries and all other products, plays an important role in the Italian food industry, especially in the last five years by recording a constant growth in terms of turnover, also thanks to a policy of internationalization of the product and to boost exports to international markets such as Germany, France, England, Sweden, Switzerland, the Netherlands, the USA, Japan, Israel, Taiwan, the company Marullo achieves about 20% of its revenues.



Milano (MI) | Milano
segreteria@marullospa.it
www.marullospa.it

MOLINO PASINI

STAND D11



Four generations, the art of flour ingrained in the company's DNA.

For more than 100 years Molino Pasini has been producing flours for people demanding perfection, combining artisan expertise with the most advanced analysis & research technologies.

One of the company's many goals is to provide customers with the highest level of food safety, certified by international certifications: BRC-IFS, UNI EN ISO 22000 2005, FSSC, HALAL, KOSHER and organic. Specific lines are dedicated to bakery, fresh pasta, pizza and pastry.

Napoletana Moderna is a new flour, designed to make a revised version of the classic Neapolitan pizza: a more hydrated dough, a more pronounced crust and high crispness to the bite.



MOLINO PASINI

Cesole (MN) | Lombardia
info@molinopasini.com
www.molinopasini.com

MOLINO ROSSETTO

STAND C6



Molino Rossetto is the story of a family and a mill, passed down since 1760 when Angelo Rossetto established it in Fiola, a small town in the Veneto region. Fueled by commitment and passion, the company has grown and continuously evolved from a local flour mill into an international business.

Today, Molino Rossetto offers innovative, functional, easy-to-use, and high-quality products to a diverse and increasingly curious consumer base.



Codevigo (PD) | Veneto
sales@molinorossetto.com
www.molinorossetto.com

MORAMARCO GLUTEN FREE

STAND C10



Michele Moramarco founded his bakery in 1998, initially focusing on making baked goods for people with food intolerances. Over time, he expanded his offerings and dedicated his entire production to gluten-free foods due to personal dietary needs. Today, the bakery specialises in gluten-free leavened products known for their unique crispness and crunchiness, achieved through refined baking techniques and ongoing research.

We take pride in sourcing and blending our own raw materials, ensuring the uniqueness of our products. Recognising the demand for convenient, on-the-go options, especially for those following a gluten-free diet, all products are packaged in convenient single servings, making them suitable for consumption anytime, anywhere.



Gravina in Puglia (BA) | Puglia
info@panificiomoramarco.it
www.moramarcoglutenfree.it

NOVI

STAND B11



Novi srl, located in Eboli near Naples and Salerno, is a company working by 20 years into the food trade sector; it is specialised in the production of canned peeled tomatoes, chopped tomatoes and mashed tomatoes. Our tomatoes are certified 100% Italian and are ready to reach any destination, both under our brand and private label. In addition to our line of peeled tomatoes, we boast a wide range of products including tomato puree, chopped tomatoes, pizza sauce, cherry tomatoes and other canned food specialties such as legumes, mushrooms, vegetables and canned fruit.

Present in more than 60 countries worldwide, Novi Srl is certified BRC, IFS, ISO9001, ISO14001, HALAL, and KOSHER.



Eboli (SA) | Campania
marina@novisrl.it
www.novisrl.it

OLEARIA CLEMENTE

STAND C7



Olearia Clemente has been producing Extra Virgin Olive Oil since 1895, in Puglia, in the south of Italy. Our olive oil is a love letter to our family story: we have produced extra virgin olive oil for 5 generations by respecting traditions and values of an uncontaminated territory where our olive trees have grown spontaneously. To date, we are one of the biggest direct producers of Extra Virgin Oil in Italy. Our company is a mixture of innovation and tradition, family and management.

We are one of the biggest producers of organic olive oil, PDO & IGP Puglia, but also biodynamic Demeter and high in polyphenols. We export in more than 40 countries and we export a product that is truly a symbol of our territory and lifestyle.



Manfredonia (FG) | Puglia
export@oleariaclemente.it
www.oleariaclemente.it

RISO ELLEBI

STAND C3



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.



San Paolo Belsito (NA) | Campania
export@risoellebi.com
www.risoellebi.com

RIZZOLI EMANUELLI

STAND C5



Rizzoli Emanuelli stands for an Italian family and its passion for excellence and the art of fish preserves that began in the early 1900s. Generation after generation, the oldest company in the sector, has continued to grow, thanks to the people who founded it and its ability to renew itself, without ever betraying its special bond with tradition and with the family history.

From cleaning and slicing through to packaging, every stage in the process is carried out in keeping with Rizzoli tradition, so as to preserve intact all the flavour of superior-quality fish.



Parma (PR) | Emilia Romagna
info@rizzoliemanuelli.it
www.rizzoliemanuelli.com

SOCIETÀ AGRICOLA PISCIOTTA

STAND C8



We are a third-generation family business producing the native Nocellara del Belice DOP and ORGANIC olives with a total control of the complete supply chain.

Our facility blends artisanal methods with high, flexible production capacity. We serve the Italian and international mid-high market segment



Campobello di Mazara (TP) |
Sicilia
export@agricolapisciotta.it
www.agricolapisciotta.it

STEFANIA CALUGI TRUFFLES

STAND C4



Stefania Calugi Truffles, established in 1987 in Castelfiorentino, Tuscany, is dedicated to promoting the region and enhancing the local supply chain, aiming to deliver exceptional Made in Italy foods. Specialising in truffles, mushrooms, and other gourmet products, the company exports to 30 countries, producing around 580,000 jars and 5,000 kg of fresh truffles annually. With a commitment to high-quality raw materials and innovative processing, Stefania Calugi Truffles ensures optimal quality, traceability, and consumer protection.

Offering products for retail, food service, industries, and delicatessens, the company holds IFS, BRCS, HALAL, FDA, and ORGANIC certifications.



Castelfiorentino (FI) | Toscana
export@tartufi.it
www.tartufi.it

TOOA

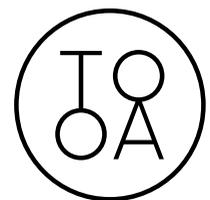
STAND C1



Tooa Spa, an Italian food-tech startup, is transforming the gelato-making process with a patented machine that delivers single-serve authentic gelato instantly.

Committed to daily freshness and top-quality, natural Italian ingredients, Tooa's gelato packs avoid artificial additives and reduce refrigeration needs, aligning taste with eco-responsibility.

Our goal is to sustainably revolutionize ice cream consumption, making it accessible anytime without the environmental cost of traditional cold storage.



Fabriano (AN) | Marche
info@tooa.com
www.tooa.com

WADI EL NILE ITALIA

STAND B6



We are a leading Italian food industry trading company, specialising in private labels. Found in major Italian and European retail chains, we serve around 70 customers.

Our main product is olives, but we also offer tomatoes, mushrooms, artichokes, pesto, oil, vinegar, and capers.



Milano (MI) | Lombardia
info@wadielnileitalia.com
www.wadielnileitalia.com

ZINI PRODOTTI ALIMENTARI

STAND B3



It all started in 1956 when Euride Zini, born in Reggio Emilia, took the traditions of her land and all her love for good pasta to Milan, where she moved and founded a small pasta factory.

She produced handmade fresh pasta that, according to tradition, was to be eaten immediately or to be frozen.

Today, Zini is still following this tradition by avoiding any artificial ingredients, including colorants and additives. For product conservation Zini uses one single natural element: cold.

In its cutting-edge Milan pasta factory, all freshly-made products are cooked and frozen very quickly to preserve all their taste and freshness for a long time.



Cesano Boscone (MI) | Lombardia
info@pastazini.it
www.pastazini.it



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July 2024

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