



Ministry of Foreign Affairs  
and International Cooperation



# The Italian Food Lab

Discover and taste the authentic Italian cuisine by renowned Michelin Starred Chefs  
live at The Italian Food Lab from 20 to 24 February 2023



**Gulfood 2023 - Sheikh Saeed Hall 1, stand n. 300**

*With the participation of*





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# Italian Trade Agency - ITA



## TRADE AND INVESTMENT

OPEN DOORS TO A WORLD  
OF OPPORTUNITIES

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

### FIND YOUR ITALIAN PARTNER

ITA - Italian Trade Agency supports the business development of Italian companies abroad, increases business opportunities, improves the image of 'Made in Italy', promotes industrial collaboration and foreign investment in Italy. Find your Italian partner is a business directory with virtual showcases of Made in Italy companies. We offer you an overview of Italian businesses, including company profiles, products images and details, website, business proposals and contact information. Foreign companies or agent interested in Italian products or looking for partnership with Italian companies, can access the database with the profiles, searchable by sector or product, and find a business partner.

Register here: [ice.it/en/my-home/login](https://ice.it/en/my-home/login)



[www.ice.it](https://www.ice.it)



## ALIMENCO

Stand No. S1-E25



**Francesca Staempfli**  
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www.alimenco.it



"Alimenco s.r.l." was born in Naples, in 1994 for the wholesale of various food products. The development of the Company was also supported by the alliance with a consolidated industrial partner both in Italy and in China. The company, present on the international market with profitable results, is located in one of the best areas of the Bel Paese, Southern Italy, where both the climate and the location favor the selection of excellent local products.

Over 50 years of experience and 3 generations that have alternated in carrying on the prestige of the Staempfli family able to reach over the years, as many as 52 countries around the world.

Great results are the result of the skills and perseverance of the company equipped with a team that has always collaborated with the farmers of the area to over fresh and genuine ingredients of the area to over fresh and genuine ingredients.

## CIRIO

Stand No. S1-E40



**Christian Marcaccini**  
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Cirio is an Italian brand belonging to Conserve Italia Group, an Italian co-operative that brings together 14,000 farming companies spread all throughout the Italian territory.

This unique company set up creates a strong link with the territory, which is always an advantage in the management of the agricultural supply chain, thus controlled and monitored from the seed to the tables of end consumers: it is a guarantee for quality and safety of the raw materials and the final products.

As a leader in tomato-based products and vegetables Cirio success is aligned to the group's mission: "To be a European leader in the processed fruit and vegetable industry, delivering value both to the farmers' owners and to the end consumers, through the co-operative supply chain".

## DELICIOUS RIZZOLI

Stand No. S1-G55



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 delicious\_official

 Delicius

 LinkedIn: Delicius Rizzoli S.p.A.

 Delicius

Delicious Rizzoli has been in business for over 40 years. Starting as a family business, it successfully competed to achieve excellence in various sectors of the fish preserve industry, expanding its product range while keeping true to the high quality of traditional processes and meticulous care for consistency in its products.

Its production adheres to the criteria, protocols and controls required by BRC and IFS certification along with MSC and Kosher standards.

As Delicious has developed, it has expanded its production capacity, acquiring processing facilities directly at the fishing sites (enhancing the quality of the raw material, which is processed immediately).

In terms of localizing the production of the preserve sector, its strategy is to vicinity to the fishing sites of major Delicious products.

The establishment of foreign facilities allows for fresher raw material and speed in starting processing, which has positive results for the specialty foods' organoleptic properties.

## EUOMERCATO



**Shirin Saleh**  
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Euomercato, the most Authentic Italian Food Store in the UAE, is a modern, sustainably managed company that strives for the greatest level of excellence in order to fulfill the highest standards and quality of Italian food, home and body care products to our consumers while promoting a tradition of simplicity and authenticity, making home, cooking, and eating an accessible and memorable experience.

At the core of the company's success is our relentless commitment of ensuring responsibly sourced products by leveraging Euomercato's sustainable procurement mandates and impeccable supply-chain responsibilities assurances.

We continuously guarantee our customers the finest quality of natural, organic and healthy food for a holistic lifestyle.

## EUROVO SRL

Stand No. S1-C18



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GRUPPO EUROVO Gruppo Eurovo

Eurovo Srl is the leading company in Europe in the production and distribution of eggs and egg products. It has been present on the market for over sixty years and has been led, since birth, by the Lionello family. It employs more than 1500 people, has 19 plants in Italy and abroad and is divided into several locations.

The company boasts a rich and articulated range of products, aimed at the B2C and B2B market.

Its brands include:

- Eurovo Service – a historic brand that embraces the needs of pastry, ice cream, gastronomy and horeca offering to industry professionals a wide range of dedicated egg products;
- Proup - the first milk-free drink obtained from egg white proteins. It is available in 4 flavors and it is a real "sip of protein": 250 ml contain 20 g of protein, equal to 40% of the average daily requirement. Enriched with Vitamin H, it is ready to drink and can be kept out of the fridge for up to 6 hours. Free of fats, sugars and additives, it is also gluten and lactose free. The 250 ml bottle is perfect for on the go.
- le Naturelle Italian pastry cream (custard) with 100% italian eggs and fresh milk, Ready to use.

## MATILDE VICENZI

Stand No. S1-D27



**Simona Marolla**  
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Fine Pastry  
Since 1905

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www.matildevicenzi.com

matildevicenzi\_global VicenziGroup

Vicenzi S.p.A. Matilde Vicenzi

A family, an international group.

In 1905, Matilde Vicenzi opened a pastry shop on the outskirts of Verona, where she carefully made her biscuits and pastries with passion.

In 1912, the small artisan pastry shop became a company.

Today, we sacredly preserve Matilde's recipe book.

Over the years, innovation and tradition have remained the fundamental ingredients of our success.

These ingredients have established and have made it an ever growing leader for Amaretti Cookies, Ladyfingers and Puff Pastries.

Our large company, well-established in Italy, is present in over 110 Countries in the retail trade and in the traditional channel.

matildevicenzi1 | VicenziGroup

## MOLINI PIZZUTI



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**MOLINI  
PIZZUTI**

Molini Pizzuti is a family business located in the province of Salerno, on the outskirts of the Amalfi Coast.

Since 1953 we select, study and produce high quality flours and blends by combining scientific rigor and passion.

Molini Pizzuti has always offered value-added products that allow its customers to express their creativity and enhance the taste of their pizzas.

## PASTIFICIO PALLANTE

Stand No. S1-E60



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 pasta.reggia

 pastareggiaofficial

 Pasta Reggia



The Pallante factory is located near the Royal Palace of Caserta (Reggia di Caserta) which once upon a time was the historic home of the Bourbon Royal family in Naples, and proclaimed by UNESCO as a World Heritage Site. Pastificio Pallante is proud of the territory of where it is located and created the Reggia brand as homage to the Royal Palace.

Pasta REGGIA is a widely known brand in Italy and in more than 50 countries worldwide, because it preserves the Italian tradition and quality and guarantees good value for money.

- Selection of mixes of durum wheat semolina for a higher product quality - min 12.5% of protein.
- Combination of tradition, know-how and experience of four generations and modern technologies.
- Strong and flexible gluten structure of pasta.
- Bronze die for special shapes to guarantee a rough surface on the pasta which will absorb sauces better.
- Quality system - International certifications and high quality controls on the raw materials, in production and cooking.
- Wide product range and multi language packaging
- Service and quality.

## PREGI e CONFETTI



**Giovanna Tortora**  
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 jewelstobite

Pregi e Confetti derives from master confectioners that since 1950, carries on the ancient art of making confetti.

The main activity of the company is an exclusive processing for dragees and decorations for sweets: the cover of luxury with silver veils and gleaming metallic colors.

Over the years, the company has evolved until today, with the generational changes which has brought numerous improvements, including the high quality and durability of the colors and the short delivery terms.

Today the company is one of the best known and appreciated in the world, positioned among the best in the relevant market.

## VOLCKE AEROSOL

Stand No. S1-C14



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 Solchimidea

 Volcke Aerosol Connection

Located in Italy, at only one hour far from Milan and founded in 1984, Volcke Aerosol Italy (former Solchim) is a company leader in Europe for the manufacturing of spray food products.

Volcke Aerosol Italy offers a complete range of food products to make pastry creations look unique.

Under our own brand or in private label, we offer: non-stick baking spray, food colourings for cake decorations, cocoa butter spray with velvety effect for chilled cakes, jelly spray for glazing the fruit cakes, cooking sprays, hydro soluble or liposoluble colorants in powder or liquid, gel colors, sugar paste, edible glitters.

Certifications BRC, IFS, Halal and Kosher.



# Food Lab Programme

START TIME	20TH FEBRUARY	
11.45 AM	<p><b>WORKSHOP</b> <b>EUROMERCATO</b> Presenting the new horeca products line: food tasting and a recipe with a selection of Italian top quality ingredients.</p>	Chef Walter Potenza and Chef Samuele Crestale
12.20 PM	<p><b>PIZZA MASTERCLASS</b> <b>MOLINO PIZZUTI and ESPOSITO FORNI</b> Presenting the authentic Italian Pizza in all its forms and variants from Napolitan to contemporary and Gourmet.</p>	Chef Ivan Lattanzio Head Chef, Naughty Pizza Dubai
12.55 PM	<p><b>MICHELIN STAR CHEF</b> <b>DUBAI GREAT CHEFS</b> The Italian best chefs in Dubai presenting a signature dish.</p>	 SAVERIO SBARAGLI Al Muntaha Burj Al Arab 1 Michelin star
1.55 PM	<p><b>WORKSHOP</b> <b>CIRIO</b> An iconic italian brand with a selection of its products presented in food tasting and original recipes.</p>	Chef Walter Potenza and Chef Samuele Crestale
2.25 PM	<p><b>CHEF</b> <b>DUBAI GREAT CHEFS</b> The Italian best chefs in Dubai presenting a signature dish.</p>	FRANCESCO CORTORILLO Head chef, Piatti Restaurant Raffles The Palm
3.00 PM	<p><b>WORKSHOP</b> <b>PASTIFICIO PALLANTE</b> No compromise in quality and sustainability presenting Italian best quality pasta with traditional recipes and food tastings</p>	Chef Walter Potenza and Chef Samuele Crestale



# Food Lab Programme

START TIME	20TH FEBRUARY	
3.35 PM	<b>CHEF</b> <b>DUBAI GREAT CHEFS</b> The Italian best chefs in Dubai presenting a signature dish.	DAVIDE MARZULLO Executive Sous Chef, Oberoi Ajman
4.05 PM	<b>WORKSHOP</b> <b>VOLCKE AEROSOL</b> Product applications in kitchen for chefs and pastry chefs.	Chef Walter Potenza and Chef Samuele Crestale
4.40 PM	<b>PIZZA MASTERCLASS</b> <b>MOLINO PIZZUTI and ESPOSITO FORNI</b> Presenting the authentic Italian Pizza in all its forms and variants from Napolitan to contemporary and Gourmet.	Chef Oscar Serra Executive Chef, Naughty Pizza & Esposito Forni Molini Pizzuti Brand Ambassador Middle East
START TIME	21TH FEBRUARY	
11.30 AM	<b>WORKSHOP</b> <b>EUROMERCATO</b> Presenting the new horeca products line: food tasting and a recipe with a selection of Italian top quality ingredients.	Chef Walter Potenza and Chef Samuele Crestale
12.05 PM	<b>CHEF</b> <b>DUBAI GREAT CHEFS</b> The Italian best chefs in Dubai presenting a signature dish.	SILVIO CARRO Head Chef, Villa Amore Kempinsky The Palm



## Food Lab Programme

START TIME	21TH FEBRUARY	
12.40 PM	<p><b>WORKSHOP</b> <b>CIRIO</b></p> <p>An iconic italian brand with a selection of its products presented in food tasting and original recipes.</p>	<p>Chef Walter Potenza and Chef Samuele Crestale</p>
1.15 PM	<p><b>PIZZA MASTERCLASS</b> <b>MOLINO PIZZUTI and ESPOSITO FORNI</b></p> <p>Presenting the authentic Italian Pizza in all its forms and variants from Napolitan to contemporary and Gourmet.</p>	<p>Chef Oscar Serra Executive Chef, Naughty Pizza &amp; Esposito Forni Molini Pizzuti Brand Ambassador Middle East</p>
1.50 PM	<p><b>WORKSHOP</b> <b>ALIMENCO</b></p> <p>Products presentation and food tasting for pizza and traditional dishes.</p>	<p>Chef Walter Potenza and Chef Samuele Crestale</p>
2.20 PM	<p><b>MICHELIN STAR CHEF</b> <b>DUBAI GREAT CHEFS</b></p> <p>Italian excellence.</p>	<p> GIANNI TARABINI La Presef 1 Michelin star and Michelin Green star Mentello - Sondrio Italy</p>
2.55 PM	<p><b>WORKSHOP</b> <b>PREGI E CONFETTI</b></p> <p>Product presentation and food tasting with a gelato original creation.</p>	<p>Chef Walter Potenza and Chef Samuele Crestale</p>

## Food Lab Programme

START TIME	21TH FEBRUARY	
3.30 PM	<b>MICHELIN STAR CHEF</b> <b>DUBAI GREAT CHEFS</b> Italian excellence.	 <b>STEFANO PINCIAROTTI</b> PS Ristorante Michelin Green Star Cerreto Guidi - Firenze Italy
4.00 PM	<b>WORKSHOP</b> <b>CIRIO</b> An iconic italian brand with a selection of its products presented in food tasting and original recipes.	Chef Walter Potenza and Chef Samuele Crestale
4.35 PM	<b>PIZZA MASTERCLASS</b> <b>MOLINO PIZZUTI and ESPOSITO FORNI</b> Presenting the authentic Italian Pizza in all its forms and variants from Napolitan to contemporary and Gourmet.	Chef Ivan Lattanzio Head Chef, Naughty Pizza Dubai
4.55 PM	<b>WORKSHOP</b> <b>EUROMERCATO</b> Presenting the new horeca products line: food tasting and a recipe with a selection of Italian top quality ingredients.	Chef Walter Potenza and Chef Samuele Crestale
START TIME	22TH FEBRUARY	
11.15 AM	<b>CAFFE / BREAKFAST</b> <b>EUROVO</b> Presenting healthy breakfast and typical Italian breakfast with Eurovo new products.	Chef Walter Potenza and Chef Samuele Crestale

## Food Lab Programme

START TIME	22TH FEBRUARY	
11.35 AM	<b>WORKSHOP</b> <b>EUROMERCATO</b> Presenting the new horeca products line: food tasting and a recipe with a selection of Italian top quality ingredients.	Chef Walter Potenza and Chef Samuele Crestale
12.10 PM	<b>CHEF</b> <b>DUBAI GREAT CHEFS</b> The Italian best chefs in Dubai presenting a signature dish.	FABIO TRAMONTANO Venus Restaurant Caesar Palace Blue Water Dubai
12.45 PM	<b>WORKSHOP</b> <b>PASTIFICIO PALLANTE</b> No compromise in quality and sustainability presenting Italian best quality pasta with traditional recipes and food tastings.	Chef Walter Potenza and Chef Samuele Crestale
1.20 PM	<b>PIZZA MASTERCLASS</b> <b>MOLINO PIZZUTI and ESPOSITO FORNI</b> Presenting the authentic Italian Pizza in all its forms and variants from Napolitan to contemporary and Gourmet.	Chef George Chihae Culinary Development Manager Chef Middle East
1.55 PM	<b>WORKSHOP</b> <b>CIRIO</b> An iconic italian brand with a selection of its products presented in food tasting and original recipes.	Chef Walter Potenza and Chef Samuele Crestale
2.25 PM	<b>CHEF</b> <b>DUBAI GREAT CHEFS</b> The Italian best chefs in Dubai presenting a signature dish.	FRANCESCO MAGRI Head Chef, The Artisan Waldorf Astoria DIFC



## Food Lab Programme

START TIME	22TH FEBRUARY	
3.00 PM	<b>WORKSHOP</b> <b>DELICIOUS</b> Products presentation and food tasting with pizza and original dishes.	Chef Walter Potenza and Chef Samuele Crestale
3.35 PM	<b>CHEF</b> <b>DUBAI GREAT CHEFS</b> The Italian best chefs in Dubai presenting a signature dish.	CLAUDIA ZENO Head Chef, Pulcinella Restaurant
4.05 PM	<b>WORKSHOP</b> <b>VICENZI</b> Presenting authentic italian tiramisù with the iconic SAVOIARDI.	Chef Walter Potenza and Chef Samuele Crestale
4.40 PM	<b>PIZZA MASTERCLASS</b> <b>MOLINO PIZZUTI and ESPOSITO FORNI</b> Presenting the authentic Italian Pizza in all its forms and variants from Napolitan to contemporary and Gourmet.	Saverio Miranda Molino Pizzuti Brand Specialist Italy
5.00 PM	<b>WORKSHOP</b> <b>CIRIO</b> An iconic Italian brand with a selection of its products presented in food tasting and original recipes.	Chef Walter Potenza and Chef Samuele Crestale



# Food Lab Programme

START TIME	23TH FEBRUARY	
11.30 AM	<b>WORKSHOP</b> <b>CIRIO</b> An iconic Italian brand with a selection of its products presented in food tasting and original recipes.	Chef Walter Potenza and Chef Samuele Crestale
12.05 PM	<b>CHEF</b> <b>DUBAI GREAT CHEFS</b> The Italian best chefs in Dubai presenting a signature dish.	SIMONE MONTANARO Head Chef, Bussola Westin Mina Seyahi
12.40 PM	<b>WORKSHOP</b> <b>EUROMERCATO</b> Presenting the new horeca products line: food tasting and a recipe with a selection of Italian top quality ingredients.	Chef Walter Potenza and Chef Samuele Crestale
1.15 PM	<b>PIZZA MASTERCLASS</b> <b>MOLINO PIZZUTI and ESPOSITO FORNI</b> Presenting the authentic Italian Pizza in all its forms and variants from Napolitan to contemporary and Gourmet.	Chef Andriushyn Illia Café James Michelin Guide Listed
1.50 PM	<b>WORKSHOP</b> <b>PASTIFICIO PALLANTE</b> No compromise in quality and sustainability presenting Italian best quality pasta with traditional recipes and food tastings.	Chef Walter Potenza and Chef Samuele Crestale
2.20 PM	<b>MICHELIN STAR CHEF</b> <b>DUBAI GREAT CHEFS</b> The Italian best chefs in Dubai presenting a signature dish.	 MICHELIN STAR GIOVANNI PAPI Armani Ristorante



# Food Lab Programme

START TIME	23TH FEBRUARY	
2.55 PM	<b>WORKSHOP</b> <b>VOLCKE AEROSOL</b> Product applications in kitchen for chefs and pastry chefs.	Chef Walter Potenza and Chef Samuele Crestale
3.30 PM	<b>CHEF</b> <b>DUBAI GREAT CHEFS</b> The Italian best chefs in Dubai presenting a signature dish.	CARNMINE FARAVOLO Social, Waldorf Astoria The Palm
4.00 PM	<b>WORKSHOP</b> <b>CIRIO</b> An iconic italian brand with a selection of its products presented in food tasting and original recipes.	Chef Walter Potenza and Chef Samuele Crestale
4.35 PM	<b>PIZZA MASTERCLASS</b> <b>MOLINO PIZZUTI and ESPOSITO FORNI</b> Presenting the authentic Italian Pizza in all its forms and variants from Napolitan to contemporary and Gourmet.	Chef Oscar Serra Executive Chef, Naughty Pizza & Esposito Forni Molini Pizzuti Brand Ambassador Middle East
4.55 PM	<b>WORKSHOP</b> <b>EUROMERCATO</b> Presenting the new horeca products line: food tasting and a recipe with a selection of Italian top quality ingredients.	Chef Walter Potenza and Chef Samuele Crestale



## Food Lab Programme

START TIME	24TH FEBRUARY	
11.00 AM	<b>WORKSHOP</b> <b>CIRIO</b> An iconic italian brand with a selection of its products presented in food tasting and original recipes.	Chef Walter Potenza and Chef Samuele Crestale
11.30 AM	<b>CHEF</b> <b>DUBAI GREAT CHEFS</b> The Italian best chefs in Dubai presenting a signature dish.	ANTONIO IACOVELLO Executive Chef, Eataly Jbr
12.00 PM	<b>WORKSHOP</b> <b>EUROMERCATO</b> Presenting the new horeca products line: food tasting and a recipe with a selection of Italian top quality ingredients.	Chef Walter Potenza and Chef Samuele Crestale
12.35 PM	<b>PIZZA MASTERCLASS</b> <b>MOLINO PIZZUTI and ESPOSITO FORNI</b> Presenting the authentic Italian Pizza in all its forms and variants from Napolitan to contemporary and Gourmet.	Chef Ivan Lattanzio Head Chef, Naughty Pizza Dubai
1.10 PM	<b>CHEF</b> <b>DUBAI GREAT CHEFS</b> The Italian best chefs in Dubai presenting a signature dish.	ALESSANDRO BERTINETTI Pregos Media Rotana
1.40 PM	<b>WORKSHOP</b> <b>CIRIO</b> An iconic italian brand with a selection of its products presented in food tasting and original recipes.	Chef Walter Potenza and Chef Samuele Crestale





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# *Sustainability is* **SustainabITALY**

Global export of Italian food products hit the record value of 60 billion euros in 2022, up 17% from 2021.

"Made in Italy" food is globally recognized for its simplicity, for its authentic flavour and most of all for its quality and safety.

These are the drivers which continued to boost Italian export to the UAE where the demand for Italian agri-food reached 346 million euros in October 2022, a growth of 52% from 2021.

Italy is also the kingdom of organic, bio and certified food products.

Organic products accounts for 6% of the overall country export and generated a turnover of Euro 3.4 million in 2022 (+16% vs 2021). In 10 years, the demand for the Italian Bio agri-food products has increased by +181%, and the Italian land dedicated to organic cultivation increased by 79% now exceeding 2.1 million hectares (17.4% of the country total cultivation area); moreover, Italy is one of the European countries with the highest number of companies involved in the organic sector, over 80,000

Organic farming is widely considered to be a far more sustainable alternative when it comes to food production and the popularity of bio food products has been driven by consumers who have become increasingly concerned about the environment and are attracted by their healthy nutritional properties, safety assurance and a sustainable approach to environment and communities.

Regarding "products certification", Italy has 842 classifications and holds first place in Europe for recorded and protected food- farming and viticulture products that contribute to 21% of exports in the Italian food-farming industry

Over the last few years (2011 to 2019) Italian agriculture recorded a drop of -32% on the use of phytosanitary products, confirming it as the most sustainable in Europe. The Italian industry with 30 M equivalent tons of CO generated is the most virtuous among the E.U countries.

Source: Symbola, Coldiretti, ITA Dubai, Eurostat







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