



CASA ITALIA
GOURMET FOOD & WINES
ABN 51 026 868 088

Media Release

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Celebrating a Christmas Aperitivo, with all the authentic Italian flavour

For over 19 years, **Casa Italia Gourmet Food & Wines** have been working behind the scenes to bring the best of Italian food to the shores of Australia. And part of this effort has been to promote the “Made In Italy” message, reminding businesses and consumers alike of the many positive attributes of products that are 100% produced in Italy.

With recognition from **Italian Trade Commission** office in Sydney, Mr Claudio Pasqualucci agrees that “companies like Casa Italia play a very important and effective role in promoting authentic Italian food products and culture”.

Around the world, there is a phenomenon known as “Italian-sounding”, which falsely advertises many products as being of Italian origin. In Australia, it is estimated that up to 90% of “Italian” products are in fact not produced in Italy. With such a foodie-culture growing in Australia, and the demand for only the best in ingredients and products, it’s important that businesses and consumers develop a better understanding of what products they are using. Particularly when they are wanting authentic Italian products.

“The purpose of our recent Christmas Aperitivo was to highlight Italian foods and what made it so popular in the first place” says Casa Italia General Manager, Robert d’Amato. “We are fortunate in Australia to have such exposure to great Italian food and cuisine, so this event was a celebration of these traditions and cuisine that Italy is famous for.”

Inspired by some of the products from **Casa Italia Gourmet Food & Wines**, Head Chef Roberto Taffuri from Ventuno worked his skills to provide a range of canapés in true spirit of the Italian aperitivo.

With such great feedback on the evening, the event would not have been possible without the support of the **Italian Chamber of Commerce Sydney, Italian Trade Commission, Ventuno Pizzeria Birreria Enoteca** and **Head Chef Roberto Taffuri**.

Event photos can be found at www.facebook.com/casaitalia.

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