

CASA ITALIA CELEBRATES 20 YEARS



Casa Italia has remained owned and operated by the d'Amato family since it was established. Pictured from left to right are Robert, Adam, Vanessa, Massimo and Maria d'Amato.

Family owned importing and wholesaling business Casa Italia Gourmet Food & Wines recently celebrated its 20th anniversary.

Started by Massimo and Maria d'Amato in 1993, Casa Italia aims to bring the flavours of Italy to Australian shores by supplying gourmet and artisan Italian food and wine products.

Massimo, originally from Naples in Campania, and Maria who hails from Genoa in Liguria, both immigrated to Sydney in the 1970s, where they

established a café, followed by a pizzeria. After spending many years in the hospitality industry, they decided the time was right to create their own importing business, dealing exclusively with products from all corners of Italy. Today, Massimo and Maria remain very much involved in Casa Italia, while their sons continue to drive the business forward. Robert d'Amato, who is the company's general manager, has been involved in the family business for the past decade, while his brother Adam

joined the business around six years ago as sales and operations manager:

"It is 20 years ago that we started with this idea of importing gourmet food from Italy. And from such humble beginnings, it is such a pleasure for our company and family to still be involved all these years later and working with customers all around Australia," says Robert. "Being a family business, Casa Italia has helped shape who we are.

For us, there is an emotional link to the business and that makes us even more passionate.

"Italian products in Australia have come a long way. When the business began, many of the Italian products people were used to were nowhere near the calibre of those they expect today. Over the years, Casa Italia has become more niche, specialist and gourmet."

Casa Italia imports products from around 30 Italian suppliers and Robert travels to Italy several times a year to meet with them, often accompanied by his father Massimo.

Over the last few years, Casa Italia has also begun importing fine Italian wines. "We added wines to complement our existing range – so it was a natural progression. Casa Italia is continuing to develop its wine portfolio," adds Robert.



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CASA ITALIA
GOURMET FOOD & WINES