



## Italian Wine & Food Festival *“Italia... che passione!”*

Presenting partner: TBD

**Sunday 13<sup>th</sup> September 2015, 11.00am – 9.00pm – Perth Town Hall**

### GENERAL PRESENTATION

Everything that’s good about eating and drinking in Italy comes together under one roof this September with the first ever **Perth Italian Wine and Food Festival**. Proudly presented by **ICCI**, the festival is all about celebrating wine, food and culture together in inimitable Italian style.

Alongside 200 of Italy’s finest wines (and a selection of the best wines made locally from Italian grapes), there’ll be the chance to taste salumi, cheese, bread, olive oil and more at the Italian food market. The teams from Perth’s top Italian restaurants, awarded by the Italian Government with the “Ospitalita’ Italiana Quality Seal” and one of the Sydney “CIRA” chefs will be cooking up a storm, and there’ll be cooking demonstrations and food talks.

People will round out the day relaxing in the wine garden listening to the best in Italian music played live, or take in a food and wine-focused Italian language class.

People will meet winemakers and importers, learn more about Italy’s grape varieties, where they come from, and who makes them. For Italian wine lovers and trade professionals alike, it’s a chance to delve into the unknown and revisit old favourites. **Wine Masterclasses** will be hosted by renowned Australian wine writers. And if some people prefer grain to grape, will be in for a treat because the festival also features boutique Italian breweries, with beer tastings and guided seminars.

### **OUR OBJECTIVE**

Our goal is to make Italian wine more approachable and accessible, and to showcase in Western Australia quality Italian modern food, combined with traditional cooking methods. We aim to create a new generation of Italian wine and food lovers by providing a fun, interactive event where participants can experience the passion of Italian wine, food and culture first hand.

**Perth Italian Wine + Food Festival** aims to increase market share for Italian wine and food in Australia, resulting in improved sales for importers, winemakers, retailers, and restaurants.

## MORE IN DETAILS PRESENTATION

### **FESTIVAL TASTING HALL**

**Perth Italian Wine + Food Festival** will showcase 200 wines, beers and digestives in the traditional way, region by region, allowing tasters to focus on what makes each zone unique. People will discover a diverse range of styles, grape varieties and producers, presented by the importers and winemakers, plus sample Australian wine made from Italian grape varieties.

OPENING TIME: 10.00am to 12.00pm **TRADE/MEDIA ONLY FREE ENTRY**  
12.00pm to 9.00pm. **FREE ENTRY + TOKEN SYSTEM**

### **FOOD MARKET**

Chefs from the “Q”, Ospitalita’ Italiana Quality Seal will provide food for the market, and talents involved include Giuseppe Pagliaricci of (*Perugino Restaurant*), Joel Valvassori (*Lalla Rookh*), Maurizio Di Ciano (*Maurizio Restaurant*), Josh Catalano (*Catalano’s seafood*), Egidio Squillace (*Event Style*) plus Denny Russo (*the Old library – Sydney*).

Tasty things on offer will include porchetta, pizza, focaccia, handmade pasta, polenta and ‘vitello tonnato’. Also sample fresh bread, salumi, cheese, olive oil, coffee, gelato, Italian soft drinks and locally grown fruit and vegetables. **FREE ENTRY + TOKEN SYSTEM**

### **“Cuoco” of the Year**

To be judged and announced live at the **Perth Italian Wine + Food Festival** in the **SPONSOR Kitchen**. The festival will crown Western Australia’s top home cook. A Star chef, will coordinate the **competition**, inviting home cooks to present their traditional dish and enter their own recipes in the running, and he’ll judge the top 10 with assistance from leading restaurant critics.

### **NEGRONI or CAMPARI BAR**

The festival will feature the Negroni Bar, sponsored by **Campari Australia**. Showcasing the ever popular Italian cocktail, the Negroni, plus **Aperol** or **Campari** spritz made your way. At the end of the day, grab a cocktail, head to the wine garden and toast your newfound Italian wine and food knowledge. **TOKEN SYSTEM**

### **COOKING DEMONSTRATIONS in the SPONSOR KITCHEN**

Chefs from the “Q”, Ospitalita’ Italiana Quality Seal will whip up some of their favourite dishes, including risotto, seafood, fresh pasta, and pizza. Demonstrations are hosted by famous Journalists and are held throughout the day. **TOKEN SYSTEM**

### **WINE MASTERCLASSES presented by ... (to be confirmed)**

Hosted by famous Journalists in collaboration with a panel of experts, winemakers and distributors discussing the wines. Each class runs for an hour and features 10 exceptional wines with a tasting booklet that’s yours to keep. **TOKEN SYSTEM**

### **FOOD TALKS**

A food, wine and travel expert will host two ‘Food Talk’ sessions with Perth’s top Italian celebrity chefs and media personalities. Expect some colourful conversation and passionate debate. **FREE ENTRY**

### **BEER SEMINARS**

Beer seminars will be presented by beer specialists and hosted by a local brewer. **TOKEN SYSTEM**

## ITALIAN LANGUAGE SEMINARS

Make your Italian travels come to life with our Italian food and wine language classes hosted by Perth's Italian language specialists. **FREE ENTRY**

## COFFEE by **SEGAFREDO**

Experience their distinctive blends as you explore the festival and discover intense flavour-profiles of beans sourced from the world's best coffee terrain. **TOKEN SYSTEM**

## WINE GARDEN

**Perth Italian Wine + Food Festival** will feature an indoor wine garden with seating and tables. Participants can buy a glass of wine or a cocktail, and a selection of Italian delicacies prepared the chefs and enjoy the live Italian music. **FREE ENTRY + TOKEN SYSTEM**

**FESTIVAL DINNER** at *(location to be confirmed)* Monday 14<sup>th</sup> September, 6.30pm. *\$TBD*

The 6 Chefs will prepare a five-course feast and a special guest (Italian winemaker) will present his special award-winning wines. Local sommeliers will be matching the wines.

## ADMISSION RULES AND TASTINGS PRICE

Admission to the tasting hall and garden: **FREE**

Wine tasting glass and holder (compulsory for tastings), \$20 (gst inclusive)

**TOKEN SYSTEM:** Token will be purchased at entrance and will be used for wine tastings, cocktails, food, coffee and cooking demonstrations. N.5 Token \$20

## ADV & SOCIAL MEDIA

Collaboration with a newspaper, local radio and a wine & food specialized magazine will be announced. Dedicated web site, Twitter, Facebook page, and Instagram will be launched in April 2015.



Presenting Sponsor: **TBD**

Media partners:



For more information, please contact Marco Mari: [secgen@icci.asn.au](mailto:secgen@icci.asn.au) Ph. 08 9217 4200

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