



REGIONE CALABRIA



This project is funded by the Region of Calabria through the "Piano di Azione e Coesione (PAC) 2014/2020"
Asse 3 "Competitività dei sistemi produttivi" (OT3)
Obiettivo specifico 3.4 "incremento del livello di internazionalizzazione dei Sistemi Produttivi"

The Italian Chamber of Commerce of Ontario (ICCO) and Regione Calabria – Dipartimento Presidenza – Settore Internazionalizzazione, with the support of **Unioncamere Calabria**, are proud to announce **"Promotion of Regione Calabria's agri-food products and its excellencies in Canada"**, a project whose aim it is to present trade opportunities for the **Calabrian food and wine sector** in the Canadian market.

The project's objective is to present the food and wine excellencies that are typical of Calabria and its territory to the Canadian market. The main events of this project are:

targeted initiatives to identify the food and wine products that would be best suited to be brought into the Ontario market

the organization of a buyer delegation that will visit Calabria for the selection of products that will then be introduced into the market

a series of promotional initiatives, tasting events, presentations to industry people and opinion leaders, that will be held in selected grocery stores and chain stores

promotion of the food and wine excellencies of the region for industry people, media, influencers and general public during ICCO's week on Italian cuisine, from November 11 to 15 2019, with one day exclusively dedicated to Calabria

These activities will include targeted and well thought out initiatives whose objective is to promote the excellencies of the food and wine products of Calabria in Canada and to help place these products on the shelves of grocery stores in Ontario and of the GTA. The initiatives will include the selection of products, presentation, organization of b2b meetings,

tasting events, participation of key industry people, the involvement of media, social media and food bloggers, who will help to spread the word about the new products that will be available on the shelves.



Program



May 9-10, 2019

Delegation of buyers to Catanzaro, Calabria



May 10, 2019 – morning

Workshop – Canada as a Country

The food and wine excellencies of Calabria in Ontario

Cittadella Regionale, Catanzaro, Calabria



May 10, 2019 - afternoon

B2B with companies from Calabria

Cittadella Regionale, Catanzaro, Calabria



Sept. – Dec. 2019

Initiative kickoff and exhibition corners in various grocery stores with opportunity to buy the products

Toronto, Ontario



Tasting dinner, presentation of November program

DATE: October 10th

TIME: 6:00 p.m.

LOCATION: Oretta Restaurant
633 King Street West, Toronto

Presentation of the November program dedicated to the promotion of food and wines from Calabria, with the participation of media, food bloggers and influencers.



Tasting event at Fortino's

DATE: November 9th

TIME: 11:00 a.m. – 4:00 p.m.

LOCATIONS: Fortino's – 65 Mall Road, Hamilton, L8V 5B5
Fortino's – 102 Hwy 8, Stoney Creek, L8G 4H3
Fortino's – 3940 Hwy 7, Woodbridge, L4L 9C3

Tasting corners at 3 Fortino's locations with visiting chefs from Calabria: Michelin Star Chef Antonio Abbruzzino, Chef Pino Barbino and Chef Giovanni De Luca will prepare delicious finger foods using traditional Calabrian products and recipes.



Tasting event at Cheese Boutique

DATE: November 9th
TIME: 12:00 p.m. – 4:00 p.m.
LOCATION: Cheese Boutique
 45 Ripley Avenue, Toronto

A tasting event that will showcase great cheese from Calabria paired with Calabrian wines.



Taste of Calabria

DATE: November 12th
TIME: 6:00 p.m. – 9:00 p.m.
LOCATION: Liberty Grand Entertainment Complex,
 Artifacts Room
COST: Free Admission – [Register here](#)

The event will feature food and wine excellencies from Calabria, Chefs Abbruzzino, Barbino and De Luca will present traditional dishes from the region, local vendors and wine agents will feature their best Calabrian products.

Live music with special participation of the Calabrian band **Cerseyo** presented by Heritage Calabria and Chef Luciano Schipano.



Gusto Cultura dinner series



Pentola d'Oro Gala

DATE: November 15, 2019
TIME: Cocktail Reception: 5:00 p.m.
 Gala Dinner: 6:30 p.m.
LOCATION: The Arlington Estate
 8934 Huntington Rd., Kleinburg
COST: [Tickets Available Here](#)

The week long initiative will conclude with ICCO's Pentola d'Oro gala evening, an annual event for the food industry.



Tasting event at Longo's

DATE: November 16, 2019
TIME: 4:30 p.m. – 6:30 p.m.
LOCATIONS: Longo's – 9200 Weston Road, Woodbridge L4H 2P8
 Longo's – 93 Laird Drive, Toronto M4G 3T7
 Longo's – 469 Cornwall Road, Oakville L6J 7S8

Tasting events at 3 Longo's locations with visiting chefs from Calabria: Chef Antonio Abbruzzino, Chef Pino Barbino and Chef Giovanni De Luca will prepare a special menu based on traditional recipes from Calabria for their loyalty members using traditional products from the region.

===== VISITING GUESTS FROM ITALY =====



Chef Antonio Abbruzzino
Ristorante Abbruzzino

Antonio Abbruzzino grew up in Andali, a small village in the heart of the Calabrian capital of Catanzaro. At a young age he enrolled in a local hospitality institute and began cooking at restaurants in the seaside region, later expanding his travel horizons to the rest of Italy and abroad. Mentally archiving tastes, scents and native recipe secrets everywhere he went, Antonio was greatly influenced by the cultures, techniques and traditions of the countries he visited. Following his culinary exploration of Europe, Asia, and the Americas, he returned home with his wife Rosetta, to blend the experience he garnered with the products of his homeland.

At his eponymous restaurant in Calabria, Antonio has established a reputation for complete devotion to his craft, taking great care to source the freshest fish, vegetables and meat available for his instinctive Mediterranean dishes. His philosophy of humble hard work and reverence for the transformation of local ingredients into culturally reflective cuisine were key in earning Abbruzzino a Michelin star in 2013. Additionally, his son and partner in the kitchen, Luca, is a constant source of inspiration, creativity and encouragement. With his wife and daughter heading up the front of house and wine selection, Antonio has cultivated a life where loved ones and life-long passion for cuisine integrate seamlessly.

Though the choice to leave Calabria was not an easy one, Antonio senses a familiarity in California — a region rich in fresh fish, vegetables, and olive oil. At Il Dandy, Antonio envisions a kitchen that represents his family's origins and cuisine that will captivate the growing gastronomic community of San Diego.



Chef Pino Barbino
Ristorante La Tenuta dei Frati

Pino Barbino was born in Castrovillari (Cosenza) and graduated with a degree in Agricultural Science at the University of Bologna in 1981. Already in 1978 he founded and managed a family business in the tourism/hotel sector. Through his great relationships with renowned chefs he was able to work in commercial and collective catering as well as banquets. Today he is head Chef at La Tenuta dei Frati, located in an exclusive area in the countryside of the Castrovillari area.

His initial passion for the culinary arts ended up becoming his profession throughout his 40 year career in the business. Because of his expertise in the field Chef Pino also served as a board member in the FIC Promotion, a single-person company of the

Federazione Italiana Cuochi. At this moment he is the president of the Cuochi consentini association and board member of the Unione Regionale Cuochi Calabria.



Chef Giovanni De Luca

Chef Giovanni De Luca was born in Fuscaldo, in the Province of Cosenza, Calabria and he attended the Culinary School in Paola, hometown of Saint Francesco. He has been working as a Chef for over 30 years. Over the years he has traveled and experienced a lot, getting in touch with lots of different food cultures. One of his many trips brought him to the United States and he took the opportunity to bring his traditional cuisine with him, a cuisine that is made of traditions and quality products.

When he returned to Calabria, after spending many years around Italy, he began to manage hotels and resort kitchens with an elevated number of guests. He is also the proud owner of a high quality fast food brand, where you can eat typical local products.

His motto is: Work hard, with passion and concentration, and the rest is up to the quality products!



The ethnic-folk band "Cerseyo" (from the old Greek "inhabitant - living being of the earth") comes from Torre di Ruggiero (province of Catanzaro) and has 9 members: Nicola Plati, Francesco Renda, Cosimo Renda, Eleonora Pelagi, Enza Garito Mario Garito Alessandro Paone, Stefano Audino e Pino Rotiroti.

The band was established six years ago in the summer of 2013. Francesco Renda, Mario Garito, Roberto Alongi, Marianna Pacicca and Nicola Plati, who have always been lovers of the ethnic - folk music, decided to take the next step and to create a band to share their traditions and costumes, the beauty of their land and the strength of their roots through their songs.

Even though the band has only existed for 6 years, they have already received prestigious recognitions and achieved numerous successes in the ethnic music field.

The band is currently working on a special project on violence against women, and one of their songs of this project helped them reach the National semifinals of Sanremo last year.

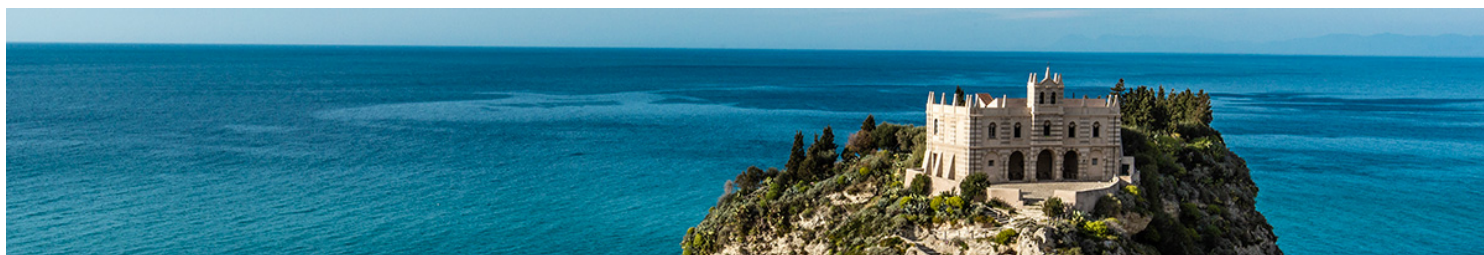
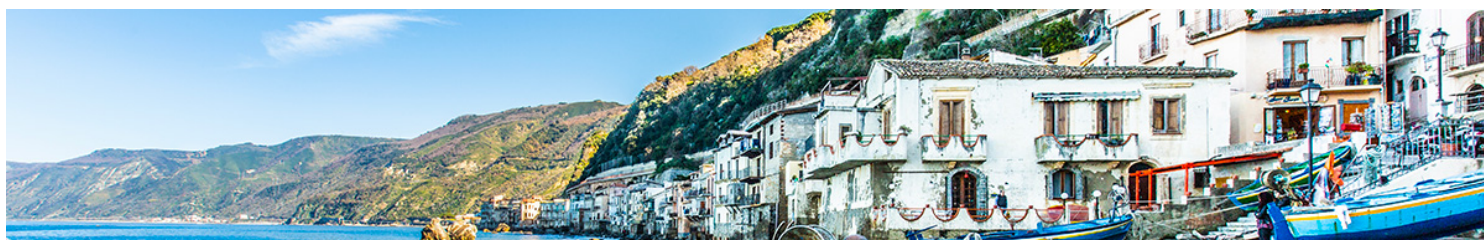


Photo Gallery

May 10th, 2019 – B2B meetings in Catanzaro



1 2 3 Next



Public Announcements for food and wine companies in Calabria



CREATORS AT PLAY



ICCO

The Italian Chamber of Commerce of Ontario (ICCO) is a non-profit business organization whose main objective is to promote business development within Canadian and Italian companies. We believe that a stronger relationship between the two countries will create more opportunities for investment, and that the Italian Canadian community can be the springboard for a partnership, where business and cultural exchange can drive growth.

Initiatives

ICCO Wine Desk
Marchio Ospitalità
The Extraordinary Italian Taste

Contact Information

Address:

622 College Street Suite 201F
Toronto, Ontario M6G 1B6

Tel: 416.789.7169

Fax: 416.789.7160

trade@italchambers.ca



Designed by **Agazoom**