



Italian Chamber of Commerce of Ontario - 622 College Street - Suite 201 F - Toronto, ON - M6G 1B6  
Tel: +1-416-789-7169 - Fax: + 1-416-789-7160 - [www.italchambers.ca](http://www.italchambers.ca)

Italian Chamber of Commerce of Ontario (Italian offices) Milan - Udine - Verona



**TORONTO, October 10, 2020** - On September 22<sup>nd</sup> and 29<sup>th</sup> the Italian Chamber of Commerce of Ontario Canada (ICCO Canada) presented the third edition of *The Authentic Italian Table* project, during two live webinars in collaboration with two renowned chefs: Michelin Star Chef Claudio Sadler (Ristorante Sadler, Milan) and Chef Rob Gentile (Buca Restaurants). *The Authentic Italian Table "Il Panino Gourmet"* is part of the *True Italian Taste* project, whose aim is to highlight and promote Italian products through several initiatives.

This year the Authentic Italian Table focused on Italian Panini, prepared with authentic Italian and PDO/PGI certified ingredients. „Il Panino Gourmet“ is different from a classic sandwich, and one of the main differences are the ingredients: the home made bread, the elaborate preparation of the fillings, and the authentic and high-quality products that are used. The idea behind these virtual events was to share this versatile, and informal dish, that is easy to prepare and can be eaten at any time of day, even if it is a meal on the run. Eating on the fly does not mean giving up high quality food, it is all about making informed decisions when buying products. A Gourmet Panino can substitute many other types of fast foods, and it can become a healthier option for a quick lunch/dinner on the go creating a new trend throughout the city.

The first webinar took place on September 22<sup>nd</sup> and featured Michelin Star Chef Claudio Sadler, who connected from his own restaurant in Milan. Chef Sadler presented three *panini gourmet* that he created and designed especially for this event. Chef Sadler prepared each panino while explaining its ingredients, its preparation, and the sources of inspiration behind each of them. Deborah Verginella, Executive Chef at the Miele Gallery Caplan's, was by Chef Sadler's side (virtually speaking), asking him questions from the audience and helping him in his presentation of the three panini. During their





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conversation they focused particularly on the quality of the ingredients, the traceability and the PDO/PGI denominations of the following products used for the creation of his *panini gourmet*: **Provolone Valpadana Salamino PDO, Aceto Balsamico di Modena IGP, Bresaola della Valtellina PGI, Robiola di Roccaverano PDO, Ricotta di Bufala Campana PDO, Grana Padano.**

On September 29<sup>th</sup> the second webinar took place, featuring Chef Rob Gentile, who presented his personal creations of the *Panini Gourmet* directly from his kitchen. Chef Gentile showed us the preparation of his panini and shared with us many stories of all his travels to Italy that helped in his inspiration for the panini he prepared that night. Michelle Jobin, a TV personality, and producer who followed numerous of our events related to this project, virtually joined Chef Gentile and helped the audience follow along with specific questions. Together they discussed the high-quality ingredients, the authentic and certified products and their PDO/PGI denominations, their quality and traceability. Amongst the products that were used are **Pomodori San Marzano DOP, Mozzarella di Bufala DOP, Pesto Genovese DOP, Parmigiano Reggiano, Olio Extra Vergine di Oliva DOP.**

The two events were followed widely and saw the participation of a group of media, influencers and industry representatives, as well as the general public. The participating media and influencers received a media kit delivered prior to the classes containing most of the ingredients used during both events, to give them a chance to recreate these delicious Panini Gourmet from the comfort of their own homes and share the details through their own social media channels and blogs.

