



TORONTO, June 30, 2021 – Following the great outcome of the initial three masterclasses, the Italian Chamber of Commerce of Ontario Canada (ICCO Canada) organized an additional “Great Italian Wines – Understanding Indigenous Grape Varieties” masterclass, that took place on June 24, 2021.

This series is part of the True Italian Taste project, which is promoted and financed by the Italian Ministry of Foreign Affairs and International Cooperation, carried out by Assocamerestero in collaboration with the Italian Chambers of Commerce abroad to strengthen and to protect the authentic Italian products. True Italian Taste is part of “The Extraordinary Italian Taste” program.

During this masterclass certified sommelier Sandra Colosimo discussed two very well known Southern Italian Grape Varieties: Fiano Di Avellino and Primitivo. Sandra Colosimo is a certified Sommelier with the renowned Associazione Italiana Sommelier (AIS), and the Sales and Marketing Manager at Cavinona, Terroni’s exclusive wine agency.

Sandra guided participants through the Puglia and Campania regions to discover not only the terroir but also the detailed qualities and characteristics of these two wines. After her outstanding presentations on these two unique Grape Varieties and the place they come from, Sandra proceeded to the tasting, sharing with participants the wonderful tastes and smells of these two fantastic wines. The wines for this class were paired with delicious authentic Italian DOP and IGP products that helped to enhance the taste of the wines and completed the tasting experience. The appetizer plate of Italian specialty items consisted of a variety of products such as Prosciutto di Parma, Grana Padano, Olive di Cerignola DOP, For di Latte, and Sopressata Piccante.

Through this masterclass the participants had a chance to experience Italy and its wonderful food and wine products in a virtual environment, while tasting the amazing products and learning so many interesting details about these two authentic Italian wines.





Sandra answered a number of questions from attendees throughout the two Q&A sessions, and participants shared their questions and comments throughout the evening. A group of media, bloggers and influencers took part in this masterclass and participated actively in the tasting. Their experience was shared widely through their social media channels. Each one of the participating media received a kit with the wines and food products in order to participate and taste the products during the class. Their feedback was widely shared among their followers as well.

To conclude this exciting series there will be one last masterclass taking place on September 16th, 2021, which will focus on two other Southern Italian grape varieties: Nerello Mascalese and Carricante.

