



**TORONTO, April 23, 2021** – The Italian Chamber of Commerce of Ontario Canada (ICCO Canada) organized “Great Italian Wines – Understanding Indigenous Grape Varieties”, a series of three masterclasses focusing on traditional Italian wines and grape varieties. This series was part of the *True Italian Taste* program, which aims to promote Italian food & beverages and their authentic ingredients.

The series of masterclasses was organized in collaboration with Sandra Colosimo, a certified Sommelier with the renowned Associazione Italiana Sommelier (AIS), and the Sales and Marketing Manager at Cavinona, and Cavinona, Terroni’s exclusive wine agency. During this series of masterclasses, we discovered some of the amazing wines that Italy has to offer, and we learned all about various indigenous grapes from different parts of the country.

This exclusive wine masterclass and tasting series took place on three separate dates and each class focused on two excellent Italian wines:

February 11<sup>th</sup>: "Noble" Nebbiolo and Valpolicella Varieties

March 11<sup>th</sup>: Sangiovese and Vernaccia di San Gimignano

April 15<sup>th</sup>: Aglianico and Montepulciano

Sandra Colosimo guided participants through this masterclass series talking about these extraordinary Italian wines, their qualities, traceability, and their terroir. She explained the unique characteristics of each wine while also giving participants interesting information about Italy’s wine history and background. The wines for each 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 DOP, Grana Padano DOP, Pecorino Toscano DOP, Salame Finocchiona Toscano IGP, Piave DOP, Olive Taggiasche, Olive Baresane, Taralli, Focaccia Toscana.





This series of masterclasses was a chance for participants to visit some of Italy's best known wine regions in a virtual setting, while tasting wonderful wines paired with high quality, authentic Italian products. After each tasting the attendees had a chance to ask Sandra specific questions about the wines and their characteristics.

Furthermore, a group of media, influencers and bloggers actively took part in the tasting and shared their experience through their own channels. This group received a kit of wines and products ahead of time that allowed them to take part in the tasting alongside Sandra. These events have attracted a lot of media interest and they have been shared widely across different online platforms.

Following the success and the great feedback we have received for these three masterclasses two more dates have been added to this series, always in collaboration with Cavinona and sommelier Sandra Colosimo:

June 24<sup>th</sup>, 2021: Fiano di Avellino and Primitivo

September 16<sup>th</sup>, 2021: Nerello Mascalese and Carricante

