



TORONTO, January 30, 2021 – The Italian Chamber of Commerce of Ontario Canada (ICCO Canada) organized a masterclass for a group of industry and Longo’s store representatives called “Authentic Italian Products – Certifications, Traceability, Use” that was part of the *True Italian Taste* program, which aims to promote Italian food & beverages and their authentic ingredients.

The focus of this masterclass was to discuss selected DOP / IGP products and to talk about their characteristics, qualities, traceability, and use. The masterclass was organized in collaboration with Chef Roberto Fracchioni, a longtime collaborator of ICCO Canada, Executive Chef for over 20 years, Food Consultant, Professor and the Canadian Brand Ambassador for Prosciutto di Parma. Chef Roberto started the class by explaining what exactly the DOP and IGP seals mean and what they stand for. He then proceeded to speak in depth about the following products:

Gorgonzola DOP
Pecorino Toscano DOP
Montasio DOP
Coppa Piacentina DOP

Chef Roberto talked about their history, geographical location, production methods, as well as their characteristics and details such as flavour, taste and appearance. He demonstrated how to properly cut and store each one of the products and gave some suggestions on how to use the products in various dishes.

At the end of the masterclass there was a brief Q&A and Chef Roberto answered all questions from the audience.

The group of attendees was comprised of deli department managers, buyers and store representatives of the Longo’s chain of grocery stores.

