



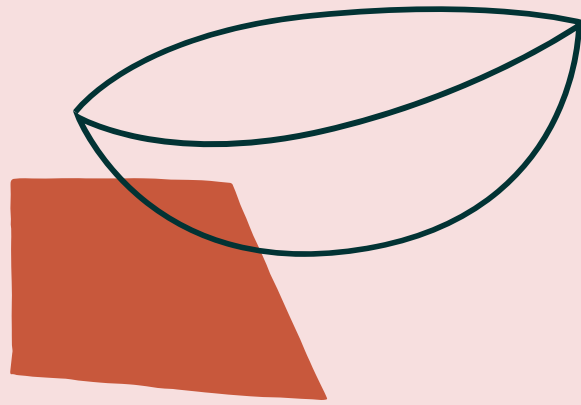
# ICCO Canada Pentola d'Oro Under The Stars

NOVEMBER 25, 2020



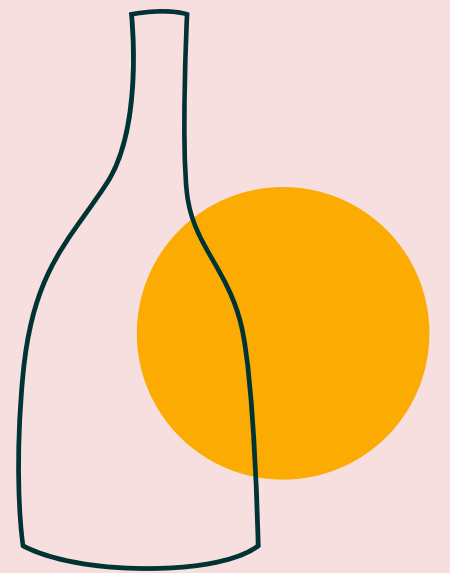
ASSOCAMERESTERO  
ASSOCIATION OF ITALIAN CHAMBERS  
OF COMMERCE ABROAD





"Life is a combination of  
magic and pasta"

Federico Fellini





The 2020 ICCO Canada Pentola d'Oro - *Under the Stars* is an ONLINE EVENT to promote excellence in food and wine and to recognize individuals as well as businesses and their outstanding contribution to the food and beverage industry.

As part of the True Italian Taste program, this year's ICCO Canada Pentola d'Oro - *Under the Stars* celebrates Italian culinary arts, certified and authentic Italian products and ingredients.

Michelin Star Chef Cristina Bowerman - connected live from Italy - will present a menu, which will incorporate the Italian regional traditions with the local Canadian excellence and produce, from the farm to the table. Attendees will be able to experience and taste this exclusive dinner, from the comfort of their homes, while celebrating the award winners.



# The True Italian Taste Project



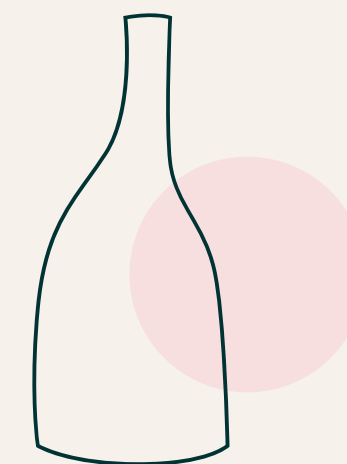
The True Italian Taste project is promoted and financed by the Italian Ministry of Foreign Affairs and International Cooperation, carried out by Assocamerestero in collaboration with the Italian Chambers of Commerce abroad to strengthen and to protect the authentic Italian products. True Italian Taste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

As part of this project, ICCO Canada has been working on various activities since 2016 to highlight the authenticity, traceability, quality control, and certifications of authentic Italian foods with the goal of educating Canadian audiences on how to identify an authentic Italian product, in order to make informed purchases and enjoy the unrivalled quality of genuine Italian goods.





# Who is Attending?



ICCO Canada Pentola d'Oro - *Under The Stars* will bring together the key players in the food and wine sector of Ontario such as restaurants, suppliers, packaging innovators, catering and delivery providers, grocery and beverage experts as well as numerous media, influencers, food writers and bloggers, all in a virtual environment.

**SIGN UP NOW >>>**

ICCO  
CANADA





# ICCO Canada Pentola d'Oro – Under The Stars: The Dinner

ICCO Canada Pentola d'Oro - *Under The Stars* will start with the presentation of an outstanding, one of a kind menu, prepared by Michelin Star Chef Cristina Bowerman specifically for the occasion.

Chef Cristina will connect directly from Italy to explain the menu and its preparation, the authentic and certified Italian ingredients used, and the inspiration behind the dishes.

With the collaboration of Eataly Toronto, a dinner kit will be put together ahead of time that attendees will have the opportunity to order and enjoy during the event.

Participating media and influencers will receive a complimentary dinner kit including information on the program, recipes and products to fully experience the evening.



Nov  
25  
2020

ICCO  
CANADA



# Cristina Bowerman

Chef Cristina Bowerman, the only female chef with one Michelin star in Rome, was born in Cerignola, a small town in Puglia, Italy. She began studying Law and then moved to the U.S. where she continued her studies. While in the U.S., she discovered her love for cooking and decided to become a professional chef.

Chef Cristina owns Glass Hostaria in Rome's Trastevere neighbourhood, where her kitchen style is a result of experiences, travels, meetings, culinary training and studies, which have always been her primary source of inspiration.

Earlier this year, she was awarded the "Tre forchette" by the prestigious Gambero Rosso food and wine guide. Chef Cristina Bowerman is the author of many books and publications; she has trained and taught and is presently the President of Ambasciatori del Gusto, the Italian Association of Taste Ambassadors, of which she is a founding member.

Chef Cristina has always tried to represent a role model for women in the male-dominated culinary world. Her efforts toward empowering females working in the field in addition to promoting and defending women in society has garnered her several awards and recognitions.

Find out more on Chef Cristina Bowerman here >>>>





# ICCO Canada Pentola d'Oro – Under The Stars: Awards Ceremony



ICCO Canada Pentola d'Oro - *Under The Stars* will include the awards ceremony of outstanding individuals or companies in the food and wine sectors, which contributed to the promotion of Italian food and wines and raised awareness in healthy eating and quality ingredients in Canada.

The annual awards ceremony, this year taking place in a virtual environment, is going to be an excellent moment to showcase the extraordinary commitment to food and wine excellency of various businesses in our area.

An electronic version of the program will be available for all attendees.



# Awards Categories

## PENTOLA D'ORO AWARD

Canadian company or individual who has excelled in the whole food and beverage industry - from farming to food production, packaging, retail and distribution.

## ITALY CANADA AWARD

Canadian or Italian company that has excelled in business and cultural relations between Italy and Canada and has invested in the promotion and development of the Italian food industry in both countries.

## LIFETIME ACHIEVEMENT AWARD

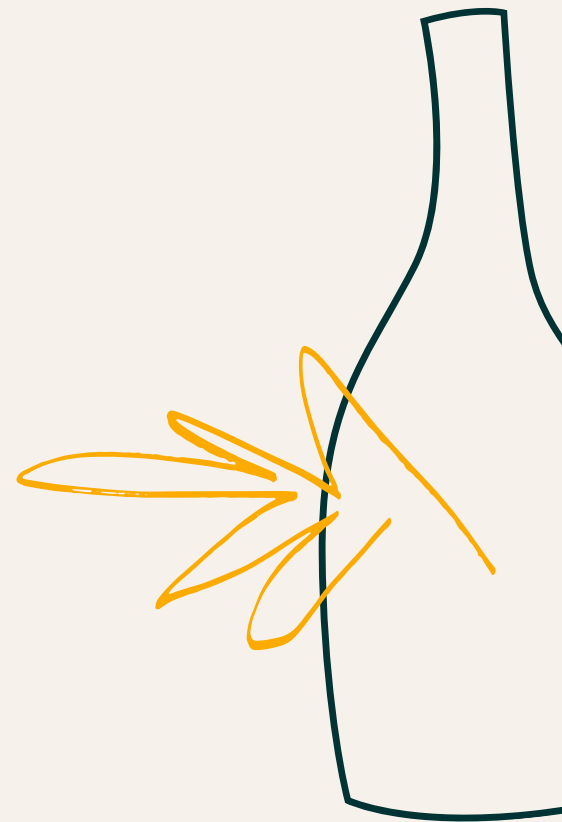
The award recognizes an exceptional leader who made outstanding, far-reaching, and long-lasting contributions to the industry over their careers.

## INNOVATIVE ENTREPRENEUR AWARD

The award recognizes an individual that has founded a successful business in the Food & Beverage Industry in Ontario. The entrepreneur personally exhibits extraordinary energy, inspiration, leadership, and innovation in their business pursuits.

## ITALIAN WINE AWARD

The award recognizes companies that have been promoting and selling outstanding Italian wines, as well as introducing Italian excellencies of the wine sector into the Ontario market.



# 2020 Awards Recipients

## PENTOLA D'ORO AWARD

Gabe Torchetti  
Owner, Lady York Foods

## ITALY CANADA AWARD

Chef Massimo Capra  
Capra's Kitchen

## LIFETIME ACHIEVEMENT AWARD

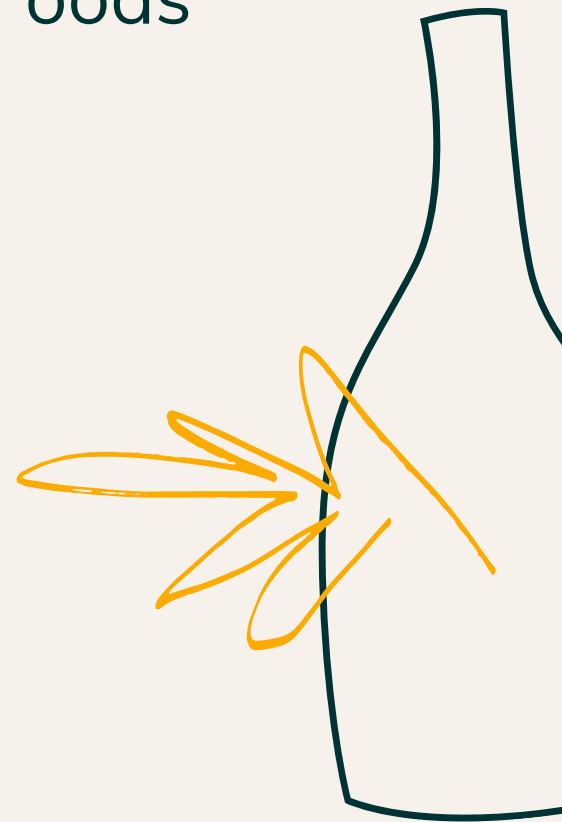
Joe Pulla  
President, Johnvince Foods

## INNOVATIVE ENTREPRENEUR AWARD

Salvatore Mele  
Principal, Mele Group  
(Oretta Restaurant)

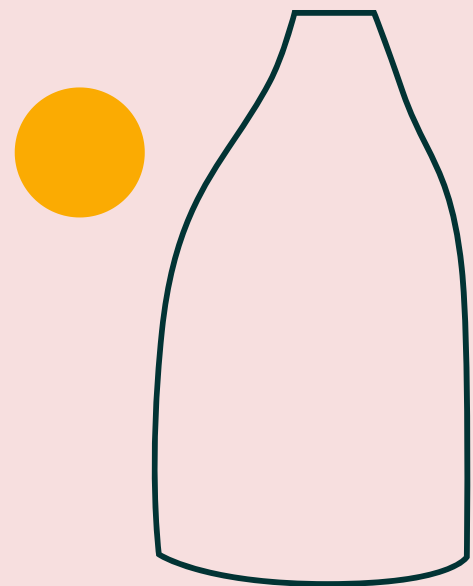
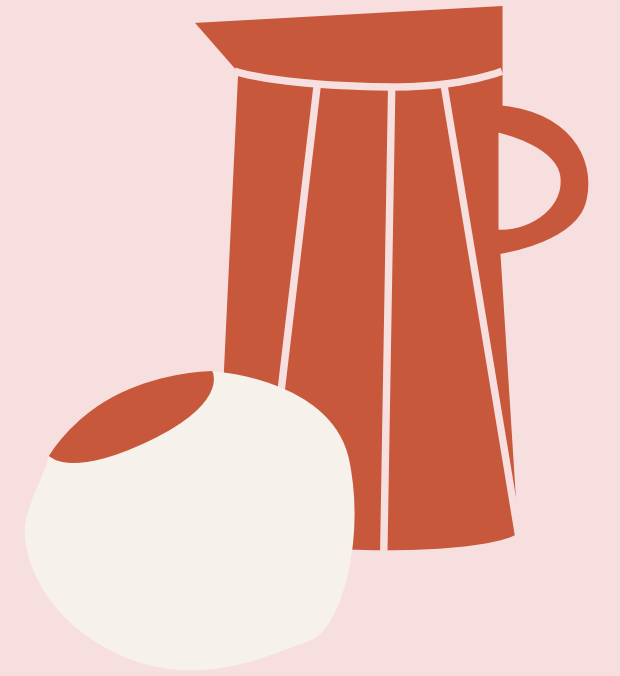
## ITALIAN WINE AWARD

Halpern Enterprises

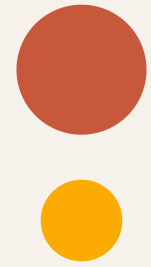




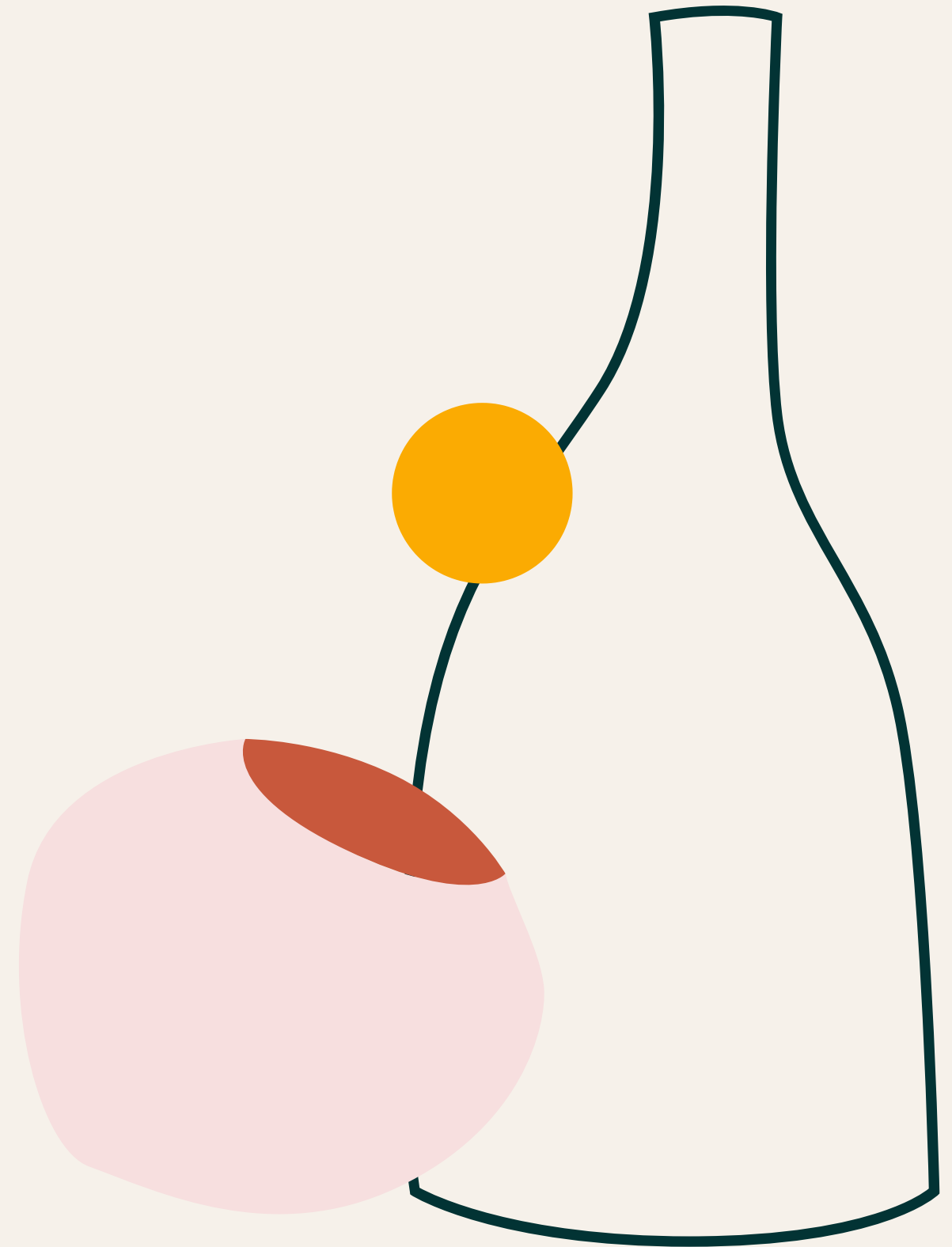
"You try to come up with new ideas, but in the end, people just want to eat Italian food"



Stephen Starr



# Sponsorship Package

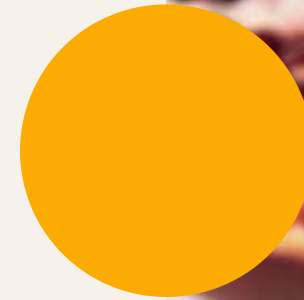
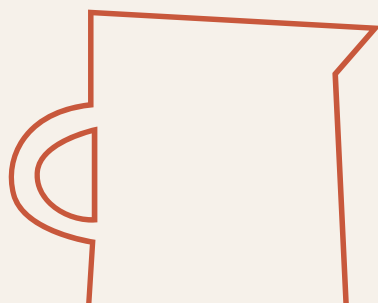




# JOIN US!

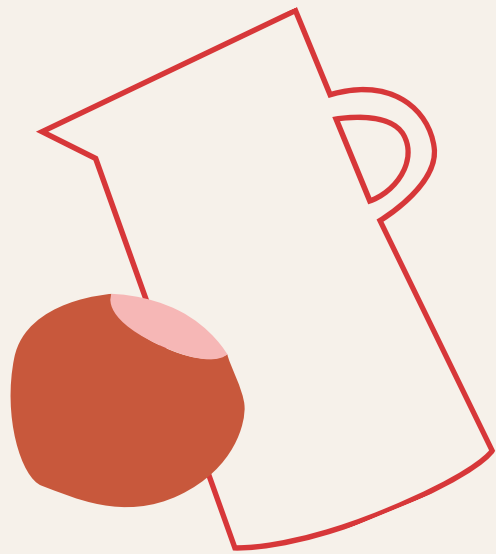
ICCO Canada Pentola d'Oro - *Under The Stars* is a great opportunity for businesses to gain exposure with local and potential customers, by showcasing their products and services and expand their network of contacts.

**SIGN UP NOW >>>**



# Main Sponsor

\$ 10,000



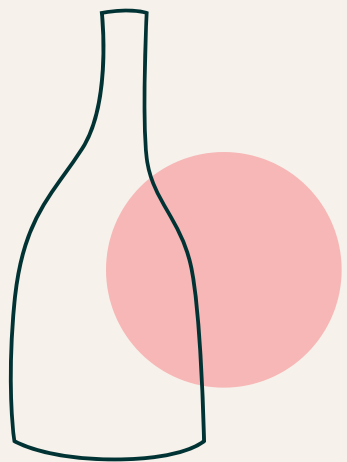
- Partnership acknowledgement in all ICCO communications
- Logo recognition on invitation – distributed to over 10,000 individuals including Peers, Government officials, MPs, and ICCO Members
- Recognition as the Main Sponsor
- Representative to address the audience for 2 mins
- Verbal acknowledgment by Master of Ceremonies
- Two full-page Ads in the event booklet

**SOLD**  
**LAVAZZA**



# Pentola d'Oro Award Sponsor

\$ 5,000



- Company acknowledgement as the Category Award Sponsor during the award ceremony
- Company logo displayed at the end of the webinar
- Logo recognition on invitation distributed to over 10,000 individuals including Peers, Government officials, VIPs, and ICCO Members
- Link to your website from the ICCO website event page
- Recognition as the Category Award Sponsor in all the event marketing and communications
- Recording archived on the Youtube channel
- One full-page Ad in the event booklet

# Italy–Canada Award Sponsor

\$ 5,000

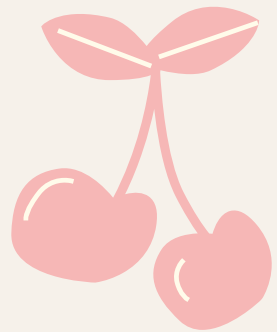


- Company acknowledgement as the Category Award Sponsor during the award ceremony
- Company logo displayed at the end of the webinar
- Logo recognition on invitation – distributed to over 10,000 individuals including Peers, Government officials, VIPs, and ICCO Members
- Link to your website from the ICCO website event page
- Recognition as the Category Award Sponsor in all the event marketing and communications
- Recording archived on the Youtube channel
- One full-page Ad in the event booklet



# Lifetime Achievement Award Sponsor

\$ 5,000



- Company acknowledgement as the Category Award Sponsor during the award ceremony
- Company logo displayed at the end of the webinar
- Logo recognition on invitation – distributed to over 10,000 individuals including Peers, Government officials, VIPs, and ICCO Members
- Link to your website from the ICCO website event page
- Recognition as the Category Award Sponsor in all the event marketing and communications
- Recording archived on the Youtube channel
- One full-page Ad in the event booklet

**SOLD**  
**METRO**

# Innovative Entrepreneur Award Sponsor

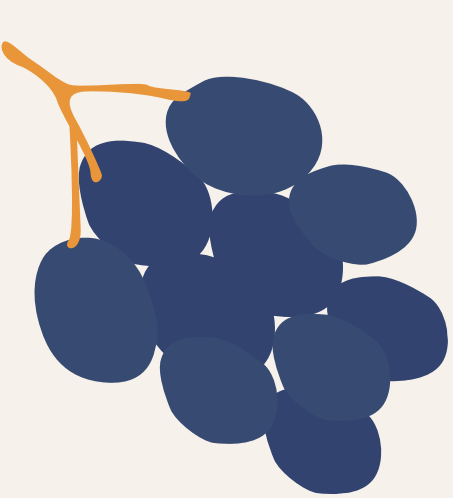
\$ 5,000



- Company acknowledgement as the Category Award Sponsor during the award ceremony
- Company logo displayed at the end of the webinar
- Logo recognition on invitation – distributed to over 10,000 individuals including Peers, Government officials, WFPs, and ICCO Members
- Link to your website from the ICCO website event page
- Recognition as the Category Award Sponsor in all the event marketing and communications
- Recording archived on the Youtube channel
- One full-page Ad in the event booklet

# Italian Wine Award Sponsor

\$ 5,000



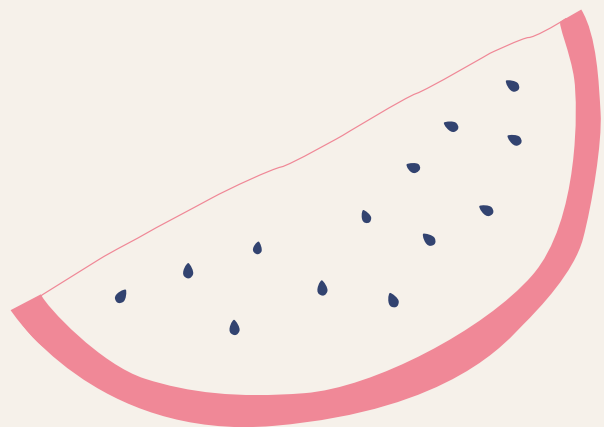
- Company acknowledgement as the Category Award Sponsor during the award ceremony
- Company logo displayed at the end of the webinar
- Logo recognition on invitation – distributed to over 10,000 individuals including Peers, Government officials, VIPs, and ICCO Members
- Link to your website from the ICCO website event page
- Recognition as the Category Award Sponsor in all the event marketing and communications
- Recording archived on the Youtube channel
- One full-page Ad in the event booklet

**SOLD**  
**INTER-TRANSPORT LTD**



# Program Sponsor

\$ 5,000

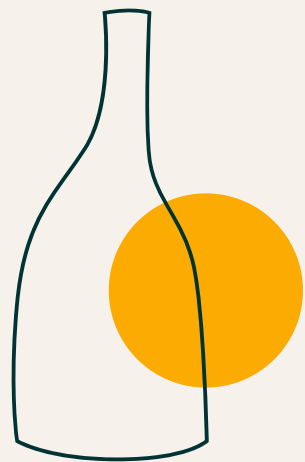


- Recognition as the Program Sponsor in all the event marketing and communications
- Company logo displayed at the end of the webinar
- Logo recognition on Awards invitation – distributed to over 10,000 individuals including Peers, Government officials, VIPs, and ICCO Members
- Link to your website from the ICCO website's event page
- Recording archived on the YouTube channel
- Booklet published on the ICCO website and social media channels
- One full-page Ad in the event booklet (Back Cover)

**SOLD**  
**LONGO'S**

# Gift Sponsor

\$ 4,000



- Recognition as the 'Gift Sponsor' in all the event marketing and communications
- Link to your website from the ICCO website's event page
- Company logo displayed at the end of the webinar
- Logo recognition on Awards invitation – distributed to over 10,000 individuals including Peers, Government Officials, VIPs, and ICCO Members
- Recording archived on the Youtube channel
- Booklet published on the ICCO website and social media channels
- One full-page Ad in the event booklet

**SOLD**  
**CONCORD**  
**NATIONAL**

# Advertisement

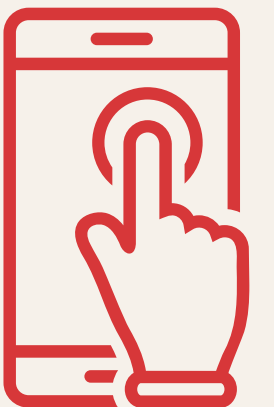
Advertising is part of a marketing campaign to sell a service, a product, or a new idea.

Advertising allows you to get the message straight to the client.

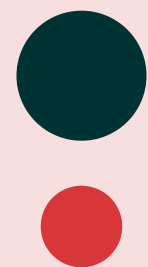
The main benefit of advertising is to reach the eyes of most people possible.

1 PAGE    \$ 1000

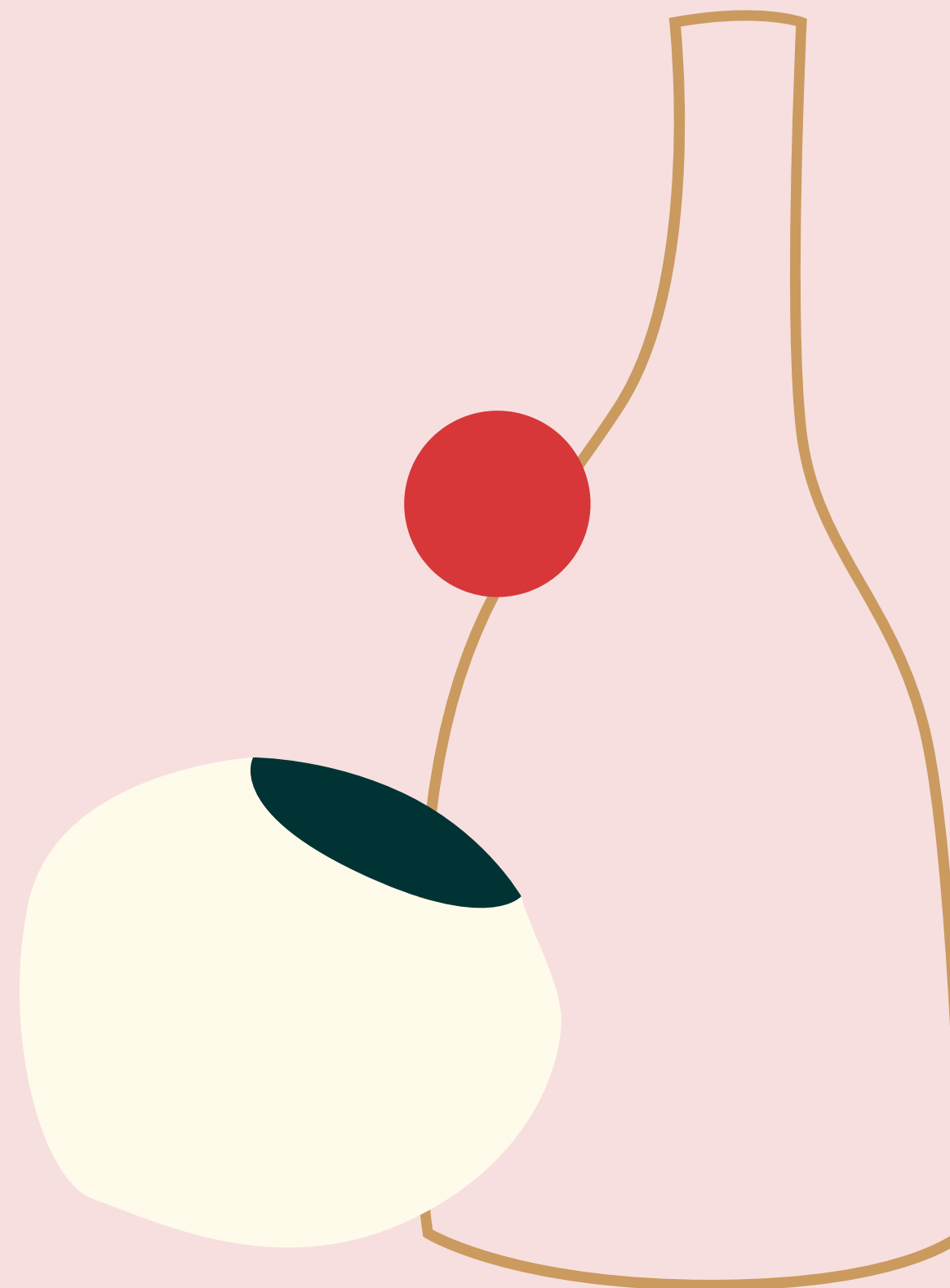
- Exclusive advertisement in the program
- Recognition as a supporter in the program
- Company logo displayed at the end of the webinar
- Recording archived on the Youtube channel
- Program published on the ICCO website and social media channels
- Program sent to participating media and influencers







# Highlights from 2019





# 2019 CENTItalia





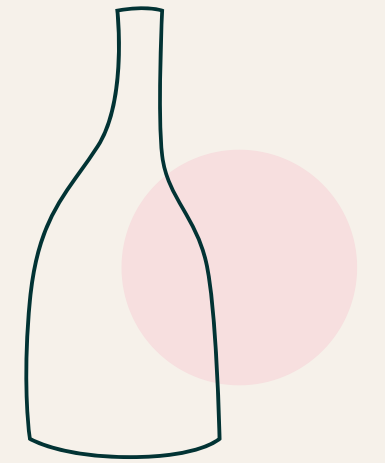
# 2019 Pentola d'Oro Awards







# 2019 Pentola d'Oro Awards Recipients



## Pentola d'Oro Award

Gus Longo - Longo Brothers Fruit Markets Inc.

## Italy-Canada Award

Frank Gambioli - Loblaw Companies Limited

## Favourite Hotspot Award

Avenue Cibi e Vini

## Best Gelato Award

Alessandro Bucciatti - Punto Gelato

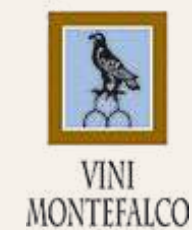
## LCBO Best Performing Italian Supplier

Santa Margherita Gruppo Vinicolo

## Lifetime Achievement

Gesualdo Mastruzzo - Numage Trading Inc.

# Past Partners





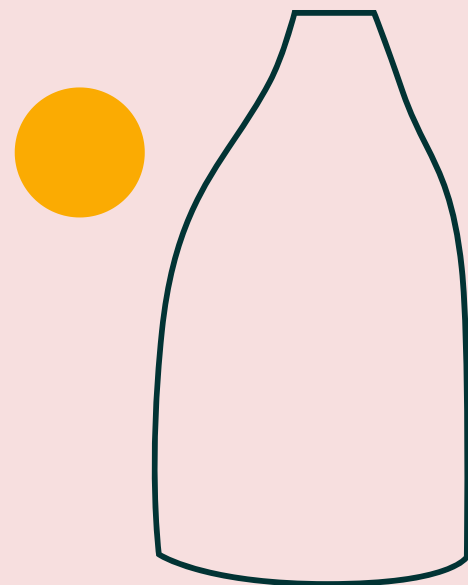
# Past Partners







"A bottle of red. A bottle of white.  
It all depends upon your appetite.  
I'll meet you any time you want at our  
Italian Restaurant"



Billy Joel



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