



**TORONTO, July 28, 2021** – The Italian Chamber of Commerce of Ontario Canada recently organized the “Tutti a Tavola Online Cooking Experiences”, during the months of June and July 2021. These cooking classes were 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.

The 8 episodes of *Tutti a Tavola* were organized in collaboration with Chef Roberto Fracchioni, Food Consultant and Canadian Brand Ambassador of Prosciutto di Parma, who guided participants through the recipes that were created for the occasion. Throughout the classes, participants were able to learn about the quality of the authentic Italian DOP/IGP products that were chosen for each episode, how to use them and cook with them. Various guest influencers also participated in each episode, such as:

Jenny Arena, *Food Writer* ([Fables & Focaccia](#))

Julie Miguel, *Digital Content Producer* ([Daily Tiramisu'](#))

Michelle Jobin, *TV Personality & Producer* ([Michellejobin.com](#))

Suzie Durigon, *Chef & Food Blogger* ([Just Crumbs](#))

Chef Emma Pelliccione, *Executive Corporate Chef, Jan K Overweel Ltd.* ([Emma Foods](#))

Tutti a Tavola Cooking Experiences 2021 Calendar

### June 1, 2021

Products: Speck Alto Adige IGP and Montasio DOP

Recipes: Panino di Montagna and Insalata Seria





**June 8, 2021:**

Products: Coppa Piacentina DOP and Taleggio DOP

Recipe: Pasta Primavera

**June 15, 2021: Father's Day Special**

Products: Prosciutto di Parma DOP and Pecorino Toscano DOP

Recipes: Aperitivo "Spritz" and Papa' Burger

**June 29, 2021:**

Products: Extra Virgin Olive Oil DOP and Taleggio DOP

Recipe: Coffee Linguine

**July 6, 2021:**

Products: Mozzarella di Bufala DOP, Fontina DOP, Prosciutto di Parma DOP, Extra Virgin Olive Oil DOP and Gorgonzola DOP

Recipe: Pizza del Popolo

**July 13, 2021:**

Products: San Marzano Tomatoes DOP, Grana Padano DOP, Aceto Balsamico IGP

Recipes: Caponata and Semifreddo





**July 20, 2021:**

Products: San Marzano Tomatoes DOP, Extra Virgin Olive Oil DOP, Pecorino Romano DOP and Parmigiano Reggiano DOP

Recipe: Pasta alla Zozzona

**July 27, 2021:**

Products: Salame Piacentino DOP, Prosciutto di Parma DOP, Pecorino Romano DOP, Grana Padano DOP, Balsamic Vinegar of Modena IGP and Extra Virgin Olive Oil DOP

Recipes: Italian Picnic - Panino Completo and Bean & Tuna Salad

Some of the classes were organized in collaboration with industry representatives such as Jan K. Overweel, De Longhi, A. Bertozzi Importing & Bertozzi a Casa, Emma Foods, Longos and The Loft, who also offered some of their products for the recipes.

The Tutti a Tavola Cooking Experiences saw a participation of over 150 people for every episode, with a total of 1200 connections from all over Canada, predominantly from Ontario, as well as from the United States.

Furthermore, 3 to 6 media representatives also participated in each class, with a total of 40 connections for the 8 episodes. The participation of the media and influencers as well as their social media posts contributed to a higher visibility of the initiative and to an increment in participation numbers.

