



UNICO PRIMO  

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PENTOLA D'ORO 2019



# ICCO UNICO PRIMO PENTOLA D'ORO AWARDS

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## **Thank You for Attending the 2019 ICCO Unico Primo Pentola d'Oro Awards Gala**

November 15, 2019

I am pleased to extend greetings to everyone attending the 2019 ICCO Unico Primo Pentola d'Oro Awards Gala.

Since the 1930's, the Italian Chamber of Commerce of Ontario has united professionals across the province to support entrepreneurs and their pursuit of economic prosperity. Tonight's event is an opportunity to celebrate the Italian culinary industry and recognize the individuals and organizations that contribute to its remarkable success.

Our city's achievements are the result of a strong and talented small business workforce. With more than 12,000 companies that employ more than 223,000 people, Vaughan is an economic leader in the Greater Toronto Area and beyond.

I commend ICCO and Unico Primo for fostering investment opportunities and cultural collaboration between Canada and Italy. Vaughan's diversity is the core of our vibrant civic life and we are grateful for the many positive contributions of our thriving Italian community.

I would like to express my gratitude to ICCO for its involvement in our municipality's development and recognize its important role in presenting Vaughan as a city of choice. I extend my sincere congratulations to tonight's honourees.

Please accept my best wishes for an enjoyable evening.

Yours sincerely,



Hon. Maurizio Bevilacqua, P.C.  
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## LETTER FROM ICCO CO- PRESIDENTS, TONY ALTOMARE AND PAT PELLICCIONE



Distinguished Guests:

As Co-Presidents of the Italian Chamber of Commerce of Ontario (ICCO), it is an honour to welcome you to the 7th edition of the ICCO Unico Primo Pentola d'Oro Awards, as it brings the business and culinary community together to celebrate the dynamic Italian food and beverage industry in Ontario.

For the seventh year in a row, we are proud to support the creativity and vision of those who have promoted and contributed to the Italian "Culinary" lifestyle in Canada.

We are pleased to extend our sincere congratulations to the recipient of this year's awards:

Longo Brothers Fruit Markets Inc., Loblaw Companies Limited, Punto Gelato, Avenue Cibi e Vini, Santa Margherita Gruppo Vinicolo and Gesualdo Mastruzzo.

It is important to celebrate the achievements of individuals and organizations who are working to make a difference and improve the industry.

The Pentola D'Oro Awards ceremony comes at a time during the year that has seen a great deal of increased advertising and promotional activities that have been put together to take advantage of the CETA agreement between Canada and Europe. The Italian Government and the Regional Governments of Italy have targeted the opportunities that now exist in Canada due to the new CETA agreement and the increased access for Italian Speciality food products. The Award recipients at the Pentola d'Oro event have taken the initiative to work with the various Italian Government sectors and representatives to promote and make available to Canadians these Italian speciality food products. We are proud to recognize these individuals and companies this evening.

We want to express our gratitude to the Italian Chamber of Commerce of Ontario, in particular to the Executive Director, Corrado Paina, who we praise for his continuous dedication and hard work. We also want to express our gratitude to the event sponsors and attendees; without their support we would not be here tonight.

Thank you and enjoy the rest of the evening.

  
Tony Altomare

  
Pat Pelliccione



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## MESSAGE FROM ICCO EXECUTIVE DIRECTOR, CORRADO PAINA



We have just wrapped up IT@CA, a successful conference organized by Sistema Italia at the Design Exchange in Toronto. The ICCO also recently organized CENTItalia, a week dedicated to Italian culinary excellence.

Now we conclude the week-long initiative with our gala tonight, the seventh edition of Pentola d'Oro, which has become the meeting point of the food and wine industry. Some of the most important entrepreneurs, from big and small companies, have come to the stage in the past to receive the Pentola d'Oro award. Tonight, new protagonists will be honoured and their stories will be celebrated.

Please try out the many varieties of food and wine at the booths that have been set up by local restaurants, food producers, wine agents and winemakers.

Enjoy the reception nibbling and speaking to the other attendees. This is what the ICCO is about: networking, getting together, conducting business and becoming members to develop business. If you want to meet more companies and other professionals just like you, become a member of the ICCO. My colleagues and I are at your disposal to answer any questions you have.

We have chosen to present the gala in Vaughan because this city is home to many key industry players.

Savour the multi-course dinner created by Chef Alex Shterenberg in this incredible space: The Arlington Estate.

To be fully appreciated, food needs wine and what else? Great people, a great table and a great location – all of which we have here tonight.

Now enjoy the Pentola d'Oro.

Grazie,

Corrado Paina

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## THANK YOU TO OUR WONDERFUL VOLUNTEERS!

*The Italian Chamber of Commerce of Ontario wishes to thank all of our volunteers for enriching our community by dedicating their time and efforts towards this year's ICCO Unico-Primo Pentola d'Oro Awards Gala!*



# Enjoy the **TASTES OF ITALY**



## 2019 ICCO UNICO PRIMO PENTOLA D'ORO AWARDS

The Italian Chamber of Commerce of Ontario (ICCO) is a private, independent, not-for-profit organization whose aim is to be the primary provider of effective commercial support for trade and business relations between Canada and Italy.

### **Pentola d'Oro Award**

The award honours a 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**

The award is presented to either Canadian or Italian companies that have excelled in business and cultural relations between Italy and Canada and have invested in the promotion and development of the Italian food industry in both countries.

### **Best Gelato Award**

The award determines the best gelato in Ontario. The gelato is judged by preparation, quality and taste. Recipient selected by the ICCO community.

### **Favourite Hotspot**

The award honours Italian restaurant where tradition meets contemporaneity, where Italian cuisine is just as important as the Italian value of togetherness. Recipient selected by the ICCO community.

### **LCBO Best Performing Italian Supplier**

The selection is carried out by the LCBO based on 3 main evaluation criteria: sales performance, collaboration with the LCBO and inventory management.

### **Lifetime Achievement Award**

The award recognizes exceptional leaders who have made outstanding, far reaching and long lasting contributions to the industry over the course of their careers.

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## PENTOLA D'ORO AWARD

### Gus Longo - Co-Founder, Longo Brothers Fruit Markets Inc.

Gus Longo is one of the trifectas of Longo's founders who brought vision and ingenuity into the family fold.

Gus, along with his brothers, Tommy and Joe, nicknamed the Hawk, the Eagle and the Lion by their team, built one of today's most well-known and respected retail companies in Canada. In 1956 they opened Broadway Fruit Market at Yonge Street and Castlefield Avenue; it was a small, 1,500 square foot store committed to providing customers with the best fresh food experience possible. Three generations later, this philosophy remains integral to this family-owned and operated company.

Gus' entrepreneurial spirit, passion and grit propelled the company forward and contributed to its continued growth. Known for his attention to detail, Gus frequently visits the stores to ensure Team Members are providing the same care to products, services and guests that he and his brothers established back in 1956. With his keen eye for maintaining the consistent standards the company was built on, Gus is always focused on the retail landscape.

Celebrating Longo's 50th Anniversary in 2006, Gus and his two brothers Tommy and Joe were awarded the Life Member Award from the Canadian Federation of Independent Grocers, ultimately cementing the Longo's legacy and its contribution to the industry.

More than 20 family members later, and you not only have the history of a company, but also the history of a family. The Longo family continues to grow with many members of the third generation building careers within the business while championing the founders' vision.



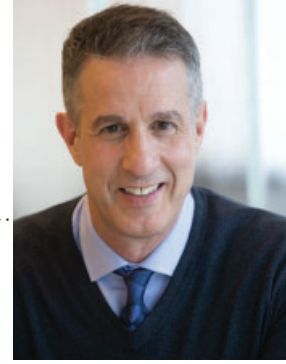




## ITALY CANADA AWARD

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**Frank Gambioli - Senior Vice President Market Merchandising and Promotions,  
Loblaw Companies Limited**



With a Bachelor's Degree from McMaster University, Frank Gambioli is the Senior Vice President Market Merchandising and Promotions at Loblaw Companies Limited.

Frank, who has been in the grocery industry for 34 years, spent the first 20 at Fortinos.

Located in Brampton, Ontario, Loblaw found innovative ways to bring customers closer to their favourite products. In 1919, when the founders of the first Loblaw were told their self-serve, cash-and-carry model would never work, they found the courage to build a store where customers could browse and choose their own quality goods at lower prices. It was a challenge that proved to be a big hit. After a decade, 70 new stores opened in Ontario alone.

Loblaw stores are stocked with the freshest quality and best assortment of products, and even though tastes have evolved, the love for food has remained the same. There is always something new to discover in a Loblaw store.

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## FAVOURITE HOTSPOT AWARD

### Avenue Cibi e Vini

Avenue Cibi e Vini restaurant in Kleinburg brings discerning diners the tantalizing flavours of modern Italian cuisine in a contemporary and beautifully designed space. You'll feel the energy the minute you walk into the leading dining establishment, which has raised the bar in hospitality since opening in 2009.

Founded by Mauro DiLauro, who has a long history in the food and hospitality sector, Avenue has become the go-to spot for dining and hosting special events. DiLauro's passion for food and ambience is evident through the restaurant's quality service and impeccable menu. Avenue delivers a big-city experience close to home, so it's no wonder that a beautiful crowd always turns up at this chic Italian restaurant.

A team of internationally trained and experienced chefs deliver time-honoured techniques blended with modern methods that result in memorable dishes. Star menu items include select cuts of USDA Prime meats, market-fresh fish and seafood imported from the Mediterranean, Ontario-raised lamb and wood-fired oven pizza. Classic Italian pasta dishes and mouthwatering desserts are all made fresh in-house every day. Whether Avenue patrons are sipping on red wine or savouring a delicious entrée in the dining room, the restaurant continues to elevate the fine dining experience in Vaughan to a whole new level.



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## LIFETIME ACHIEVEMENT AWARD

**Gesualdo Mastruzzo - President, Numage Trading Inc.**

Originally from the town of Rosarno in Calabria, Italy, Gesualdo Mastruzzo first came to Canada in 1975. He worked servicing Italian equipment for a shoe manufacturing company and after less than two weeks on the job, he was offered a permanent role. Seven months later, he said goodbye to his family and friends in Italy and made the move to Toronto. Not knowing anyone, he slowly but surely built a network of personal relationships. He met and married his wife Nuccia, and when his mother came to Canada for their wedding, she brought with her a package of coffee: Caffè Mauro. Everyone who tried it, loved it, and his mother encouraged him to sell it.

Gesualdo, who missed the many quality products that he had been surrounded by at home, decided to take up the challenge. From here, he set out to bring Italy's culinary best to Canada and Numage Trading Inc. was born.

Working hard to develop strong relationships with producers in Italy, especially in the Region of Calabria, Gesualdo was meticulous in selecting products to import, concentrating above all else on quality and value. He also founded the company's private label, Paese Mio, so that he could bring culinary favourites from small towns across Italy, straight to the dinner table of Canadians.

Most recently, Numage Trading has merged with Tree of Life, taking a step toward in expanding the market reach of Gesualdo's hand-selected roster of products.

Gesualdo works alongside his eldest daughter Maria and his son Francesco. His wife and youngest daughter Christina, have also taken part in the business as well. Gesualdo is a very active member of the Italian-Canadian community and spends his spare time playing tennis, cycling and travelling.



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## BEST GELATO AWARD

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### Alessandro Buccianti - Owner, Punto Gelato

Alessandro Buccianti was born in Nocera Umbra, Perugia in 1965.

He obtained his high school diploma from the culinary school of Castelfusano in Ostia (Rome).

After working as a catering chef in Italy as well as abroad, he and his mother opened a small gelateria in 1995 in the historic centre of Rome, on Via Giustiniani, near the Pantheon.

Married in 1996, Alessandro has three sons: Christian, Daniel and Nicholas.

In 2007, he had his first work experience in Canada with a gelateria, which resulted in incredible success.

Three years later, he opened he opened the first Punto Gelato in the Yonge and Eglinton area; the second location was launched in the heart of Yorkville in 2011.

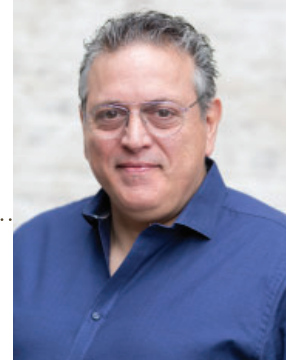
Fame and demand led Alessandro to expand the business by distributing to restaurants, bakeries, pastry shops and much more.

After long research, he finally found the perfect location for another shop on St. Clair Avenue West.

This was the beginning of a fantastic experience.

Being able to serve some of the best restaurants in the city gave him great satisfaction.

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## LCBO BEST PERFORMING ITALIAN SUPPLIER AWARD

### Santa Margherita Gruppo Vinicolo

When people hear “Santa Margherita,” they probably think of the winery’s iconic Pinot Grigio. While the company is proud to have led an entire generation of Italian white wines with this inspiring and much-loved favourite, there’s a lot more to their story. Santa Margherita represents the best of tradition, innovation, a passion for authentic and enjoyable wines, and respect for the people and the lands that produce them.

The company has been a cutting-edge winery ever since its inception back in 1935.

Its founder, Count Gaetano Marzotto, dreamed of modernized agriculture uniting man, nature and technology. Over 80 years ago, he led the revitalization of an abandoned portion of the Venetian countryside. Here, where rivers from the alps cut through the sun-drenched hills on their winding way to the Mediterranean shore, Marzotto created much-needed farmlands and restored traditional wine-making in what had been a region of fine vineyards since the time of the Roman Empire.

Employing new agricultural science and a commitment to the needs of the Italian people, Marzotto gave this labour of love the name of his dear wife Margherita, and the first piece in the mosaic of Santa Margherita was set.

Since then, the company has grown to encompass vineyards across Italy, from the Veneto to Tuscany, producing distinctive, authentic wines of deep tradition and regional character.

Marzotto’s ingenious intuition, curiosity and an eye to the future remains fertile ground for the company, which holds its entire organization to the highest levels of social responsibility and environmental sustainability while remaining committed to their Italian heritage.

Today, the company’s mission is to make the pairing of wine and food an experience, which is ever more engaging, through ceaselessly exploring new routes in taste and in the joy of wine.

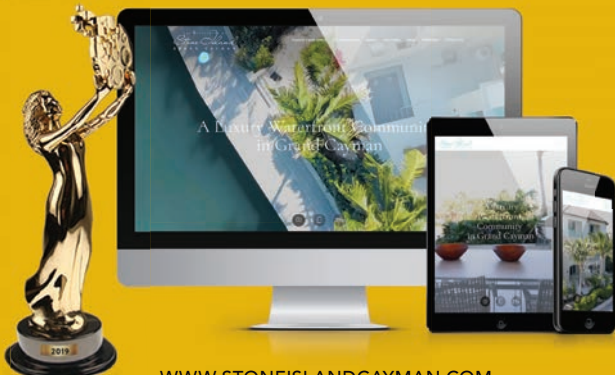


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