



TORONTO, September 22, 2020 - Throughout the year, the Italian Chamber of Commerce of Ontario Canada (ICCO Canada) has organized various masterclasses as part of the True Italian Taste program, a project whose aim is to spread deep knowledge of the DOP/IGP seals, the traceability of the products, the quality controls and “Product of Italy” versus “Made in Italy” through media, influencers, bloggers and industry representatives.

On the 17th of September the first “Great Italian Wines” masterclass took place that was focused on a wonderful Sicilian winery called Planeta. During the class Sommelier Sandra Colosimo explained and clarified all the wines’ characteristics and their peculiarities and shared the perfect food pairings for each of the presented wines.

Sandra Colosimo also guided us through the discovery of Sicily where the delicious wines of Planeta winery are produced. The featured wines included: 2017 La Segreta Nero d’Avola DOC, 2018 Cerasuolo di Vittoria DOCG, 2018 Etna Rosso DOC and 2017 Chardonnay DOC which are distributed by Noble Estates Wines & Spirits.

The Masterclass was an opportunity to learn more about the incredible characteristics of these wines and the fantastic pairings with authentic and certified Italian products such as Caciocavallo, Parmigiano Reggiano, Grana Padano, Ragusano DOP, Pecorino Siciliano DOP and Prosciutto di Parma. Moreover, it was a great occasion to get to know more details about the DOC and DOCG certifications, to learn how to identify the differences in the production process and to identify the wines based on their territory, the soil’s characteristics, the weather and the environment which play a significant role in shaping the different features of each wine.



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“We were very much pleased about the great turnout and the positive feedbacks of the participants on this masterclass. Wine is one of the products of Italy that is highly appreciated. Its relevance on the market is evident by the numbers that confirm a continued increase of sales. We hope our initiative will give a significant contribution to wine’s popularity and encourage a better knowledge on the characteristics that distinguish Italy’s production from that of other countries,” said ICCO Canada Executive Director Corrado Paina.

This event was a success because it allowed media and influencers in attendance, as well as industry representatives, to find out more about Italy through the perspective of such a well-known product such as wine, which can be considered one of Italy’s main Made in Italy staples.

