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Italian Chamber of Commerce of Ontario (Italian offices) Milan - Udine - Verona

TORONTO, August 20, 2020 - The Italian Chamber of Commerce of Ontario Canada (ICCO Canada) organized three online masterclasses on, respectively, pasta, bread and gelato, in partnership with ALMA, the worldwide renowned school of Italian cuisine located near Parma. The three masterclasses were part of the broader program *True Italian Taste*, that aims to promote and share Italian food & beverages and their authentic ingredients. The Italian *chef* Carlo-Maria Ricci, former *alumnus* of ALMA and currently its ambassador, was the speaker of the seminars. The three seminars had, as common denominator, the description by Ricci of the regional varieties of these typical Italian foods and of the elements that characterize them, as well as the quality and the traceability of their ingredients.

During the first masterclass, held on July 14th, *chef* Ricci focused on Italian pasta and its meaning for the Italians. During the lecture, Ricci covered its history and the many preparation methods, with a particular regard for the regional varieties too. Then, Ricci analyzed closely the DOP and IGP seals, their characteristics and what differentiates the products that have this seal, before concluding by talking about various types of sauces for the different pastas and some details on the cooking methods.

During the second masterclass, held on July 21st, the object of the webinar were bread and its regional traditions. *Chef* Ricci explained its history and regional ties that influenced the variety of breads and their characteristics, with a particular emphasis on the differences that characterize each type of flour and the different types of dough that can be prepared. Then, Ricci explained the different DOP and IGP seals and their characteristics and qualities. In conclusion, the chef dealt with how the dough evolved throughout time and provided a few details about pizza and the Italian panino.

In the third, last masterclass, held on July 28th, *chef* Ricci covered the Italian gelato and its forms and varieties, from its history to the traditional preparation methods. Then, Ricci focused on the products used for the preparation, notably the ones with





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DOP and IGP quality seals, and all the different flavors of gelato. The speaker explained the differences between gelato and ice cream to conclude the class.

“We were extremely pleased of the opportunity to have ALMA join us for this series of masterclasses. ALMA is an institution in the culinary world and the presentations, the contents and the amount of information and expertise by Chef Ricci was outstanding. We look forward to future collaborations with ALMA for the promotion of Italian cuisine, quality ingredients and certified products that enhance regional traditions and excellences in the art of cooking,” said Corrado Paina, Executive Director at the ICCO Canada.

The objective of these masterclasses was to involve a selected group of media/influencers to give visibility to the products and the events through their social media channels before, during and after the masterclasses.

A significant part of the group of media/influencers that participated in the three masterclasses and that covered the events has been following this project for the promotion of authentic Italian food since the very beginning in 2016.

Every media participant received a gift bag prior to the masterclasses with some of the products that were discussed during the events (Linguine Afeltra IGP, Nocciole del Piemonte IGP, '00' flour, re-milled semolina flour). This allowed participants to use these products at home and see their characteristics and specialties firsthand during the lessons.

The results of these masterclasses have been more than satisfactory and received great amounts of positive feedback from participants.

