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“Kosher for Everyone” Discussion and Reception at Italian Embassy July 11 Will Explore Opportunities and Challenges for Italian Food Products

Invitation-only Event to be Held in Conjunction with 57th Summer Fancy Food Show in Washington, DC

WASHINGTON, DC (June 21, 2011) -- Growth opportunities and challenges for the sale of Kosher Italian food in the United States will be discussed at a special, by-invitation-only gathering Monday, July 11, from 5:30-9:00 PM, at the Embassy of Italy hosted by the Italian Ministry of Economic Development and the Italian Trade Commission.

“Kosher for Everyone” is designed to educate Italian producers about the economic benefits of obtaining kosher certification for their gourmet food and beverages and to encourage American customers to import more kosher Italian products to meet demand that is growing by as much as 15 percent annually.

Three experts on the market for kosher products and the Italian food market will discuss kosher food, whose consumption is becoming one of the hottest trends in the United States. They also will explain how Italian producers and importers of Italian gourmet specialties can take advantage of the robust demand for a product not limited to one ethnic group.

Donato Grosser, president of D. Grosser and Associates, Ltd. Marketing & Management Consultants, will speak about the market for kosher products in the United States, where Jews, Muslims, Seventh Day Adventists, consumers with dietary restrictions, vegans, vegetarians, Hindus, and healthy eating devotees are fueling purchases of kosher products. The Milan-born Grosser is recognized for his seminars on food, wine, and organic and kosher food and beverages.

Rabbi Umberto Piperno, a kosher food expert, will analyze the technical aspects of kosher production, drawing upon his educational studies and vast experience, which includes coordinating Star K hashgachot (kosher certifications) in Italy and organizing kosher Italian gourmet food events in Italy and in New York.

Thomas Gellert, a principal of the family owned Gellert Global Group, whose diversified businesses include international food importing, specialty packaging, and restaurant management, will discuss his experience with kosher and Italian products.

Following the presentations and questions from the audience, guests will enjoy a kosher-inspired reception.

“Kosher for Everyone: Growth Opportunities and Challenges for Sales of Italian Specialty Foods in the U.S. Ethnic Market” will be held in conjunction with the 57th international Summer Fancy Food Show, which is expected to draw more than 25,000 representatives of the gourmet and specialty products sector and other interested parties to the Washington Convention Center.

The Italian Pavilion, under the direction of the Italian Trade Commission (ICE), will showcase the best of Italian gastronomy and wine and have the largest number of exhibitors for the 30th year, including manufacturers of a vast array of Italian gourmet products, producers, regional representatives, export consortia, and chambers of commerce.

ICE is the Italian government agency entrusted with the development, facilitation and promotion of trade between Italy and other countries. Its mission is to support the internationalization of Italian firms and their consolidation in foreign markets. Through a network of 111 offices in 84 countries, five of which are in the United States, ICE is the most authoritative ambassador of “Made in Italy” excellence in the world. For more information visit <http://www.italtrade.com/>.

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