

Fancy Food in DC. New Location, New Opportunities

Natasha Lardera (July 07, 2011)



Italian Trade Commissioner Aniello Musella confirms that, as it has been for the past 30 years, Italy will have the largest pavilion at the 2011 Summer Fancy Food Show, held for the first time ever in Washington DC's Walter E. Washington Convention Center. Washington's a new gastronomic capital that caters to embassies and international trade organizations.

Every month of July, for three days, the [Summer Fancy Food Show](#) [2] brings together a quite impressive number of producers, buyers, trade representatives, distributors, store owners, retailers, gift basket assemblers and the media, who share a common interest in gastronomic products from all over the world. Every month of July, up to 2011 the show has been held in New York. Not this time: the 57th annual Summer Fancy Food Show (July 10-12, 2011) calls Washington DC its new home.



With 2,400 exhibitors and an estimate of 24,000 attendees for the 2011 edition, “the Summer Fancy Food Show is the biggest showcase on the American market,” Aniello Musella, ITC Trade Commissioner and Executive Director for the USA, has stated, “Many go trying to find the next best thing in the world of fancy food, but many others go to reinforce trade relationships that have already started.”

The Show has grown significantly from its early years. The first edition had 40 vendors and 90 per cent of them were from Europe. This year Italy the participating countries are a total of 80 and Italy is among them.

As it has been for the past 30 years, Italy will have the show’s largest pavilion, located on the Lower Level of the Convention Center, Halls A, B, & C, booths 1040-1767, under the “Italia” banners. “The move from New York to Washington has not affected the presence of Italian producers at the show,” Musella continues, “so Italy will be still going strong. Personally, I hope the Show will return to New York. I moved here in July of 2005 so The Summer Fancy Food was my first official event.”

The show's new home, the Walter E. Washington Convention Center, is a new state of the art facility but still, many in the business are particularly attached to the New York location, the Jacob Javits Center, mostly because New York is the gastronomic capital of the United States.

According to NASFT this is a “unique opportunity to tap into the D.C. market that is rapidly becoming a food capital with thousands of restaurants and specialty food stores and to give brand exposure to international food connections in a city that is home to more than 150 embassies and international trade organizations.”

In order to conquer Washington DC, the Italian Trade Commission has brought together a wide range of authentic Italian gustatory products, all distinguished by their unique “Made in Italy” designation. They include traditional favorites such as olive oil, prosciutto, pasta, vinegars, cheeses, coffee and wine, plus delicious and innovative chocolates and pastries, liqueurs, ready-to-eat meals, flavored salts, organic honey, jams, beer, juices, preserved vegetables, condiments, truffles, seafood, sauces, and dairy products.

Signature workshops, market tours, tasting sessions, and seminars led by industry experts will take place throughout the three days of the show.

The official opening of the Italian pavilion, will be celebrated with a nice glass of Prosecco and followed by pavilion tours and sampling of Italian food on July 10 at 10.45 am at the Information Center ITC Stand 1162-66 and 1063-67.

Schedule of official events:

Sunday, July 10, 10:45 AM

Official opening of the Italian pavilion, celebrated with a nice glass of Prosecco and followed by pavilion tours, and sampling of Italian food. Location: Information Center ICE Stand 1162-66 and 1063-67.

Monday, July 11, 2:00 PM

Olive Oil Tasting and Workshop. Location: Washington Convention Center - Room # 203B. By invitation only.



Monday, July 11, 5:30 PM

“Kosher for Everyone” food workshop and reception. This special presentation focuses on the importance of the kosher certification for Italian food products in the U.S market. Location: Embassy of Italy, 3000 Whitehaven Ave., NW. By invitation only.

(Bus or minivan transportation is provided from the Convention Center).

Tuesday, July 12, 8:00 AM

Breakfast Panel for the Media: “Fusion or...Confusion?”. Discussion on the evolution of Italian cuisine and the importance of authentic Italian ingredients for the new generation of American chefs and diners. Thought-provoking conversation led by award-winning food journalist Corby Kummer of The Atlantic with leading chefs on the Washington, DC scene – Mike Isabella of Graffiato and Luigi Diotaiuti of Al Tiramisu -- and author John Mariani (How Italian Food Conquered the World). Location: Darlington House, Library, 1610 20th Street, NW, Washington, DC (Dupont Circle, Connecticut Avenue and 20th Street NW). Transportation will be provided afterward to the Convention Center. By invitation only.

The food and wine sector of the Italian Trade Commission in New York provides industry information, produces trade publications, ad organizes tastings, food demonstrations, events, seminars, press trips and trade show pavilions across the United States. For more information please visit www.ItalianMade.com [3], the official site dedicated to the foods and wines of Italy, or contact The Italian Trade Commission by telephone 212.980.1500; by fax 212.758.1050; or via email: newyork@ice.it [4]

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