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FOR IMMEDIATE RELEASE

BRITALIA

Wine Tasting at the Embassy of Italy in London

GREAT SUCCESS FOR ITALIAN WINE

**For the launch of the Italian
global campaign Britalia
with Harvey Nichols**

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London, 1 November — On Thursday, 20 October, the highly-anticipated wine tasting at the residence of the Italian Ambassador to the United Kingdom, Pasquale Terracciano, in central London, achieved resounding success as it formally announced the worldwide Italian promotion BRITALIA.

Among the over three hundred carefully selected guests were top Wine and Food Editors in the UK, industry leaders, personalities and VIP, who packed the luxurious rooms of the Ambassador's residence to taste over thirty exceptional wines, all of which were amply illustrated in the elegant catalogue specially printed for the event.

The wines were personally presented by their producers, including Valentina Argiolas, Alessandro François (Castello di Querceto), Natalia Guicciardini Strozzi, Dean Laphorne (Ferrari), Piera Martellozzo, Cecilia Pasqua, José Rallo (Donnafugata), Luisa Todini, Effi Tsournava (Pio Cesare), and Bruno Vespa (Vespa Vignaioli), among others.

Among the wines presented: the sparkling wines *Ferrari Maximum Brut Trento DOC NV* and *Ferrari Maximum Rosé Trento DOC NV*; the *Nero d'Avola, Mille e una Notte 2011* and the *Ben Ryè Passito di Pantelleria DOC 2014* of Donnafugata; the *Barolo DOCG 2012* of Pio Cesare; the *Amarone della Valpolicella Classico Riserva DOCG 2011*, the *Terre di Cariano* of Cecilia Beretta; the *Prosecco Millesimato, della linea 075 Carati, extra dry DOC 2015* of Piera Martellozzo; the *Vernaccia di San Gimignano DOCG 2014* and the *Supertuscan Sodole, Rosso Toscano IGT 2008* of Guicciardini Strozzi; the *Chianti Classico Riserva DOCG 2013* and the *Supertuscan "Cignale" Colli della Toscana Centrale IGT 2011* (recipient of the Silver Medal at "Concours Mondial de Bruxelles") of Castello di Querceto; the *Rosso dei Vespa 2011* and the *Primitivo del Salento IGT 2015* of Vespa Vignaioli; the *Costera Cannonau di Sardegna DOC 2013* of Argiolas; and the *Rubro, Sangiovese Colli Martani DOC 2009* of Cantina Todini.

Particular interest was sparked also by new innovative wines, specifically selected for the wine tasting at the Embassy: the *Romeo & Juliet, Passione e Sentimento IGT Veneto 2014* of Famiglia Pasqua; the *Composizione di Rosso 2011* of Piera Martellozzo and the "Raccontami," *Primitivo di Manduria DOC 2014* specially created by famous enologist Riccardo Cotarella for the new vineyard of Bruno Vespa.

During the event, the president of the Italian Wine & Food Institute, Lucio Caputo, together with the participating producers and Italian Trade Commissioner Fortunato Celi Zullo, presented a special plaque to Ambassador Pasquale Terracciano in appreciation for his activities in favor of the "Made in Italy" and Italian wines. Special certificates attesting to their participation in this historic event were also formally presented to the wine producers.

The event also marked the announcement of the global Italian promotion, BRITALIA, which will be inaugurated on 10 November by the President of ICE-Italian Trade Agency, Michele Scannavini.

During a brief ceremony, Ambassador Terracciano, after jokingly reminding the audience that wine was not created by the French but, several hundred years before, by the Romans, and having thanked the President of the Italian Wine & Food Institute, Lucio Caputo, for having organized a beautiful event, stressed the great importance of BRITALIA which will highlight the "Made in Italy" across the world.

The ambassador then presented the CEO of Harvey Nichols, Stacey Cartwright, who announced and illustrated the great promotional event that the Harvey Nichols Group will hold from 10 November to 24 December at their central London venue in Knightsbridge and simultaneously in its seven locations in Birmingham, Bristol, Dublin, Edinburgh, Leeds, Liverpool and Manchester and in its foreign branches in Ankara, Dubai, Hong Kong, Istanbul, Kuwait and Riyadh. All of these department stores will give wide coverage to the Italian products that, for the entire duration of the event, will also be exhibited in all of the stores' external windows.

BRITALIA will bring the great "Made in Italy" onto the world stage. Already the promotion has resulted in a significant volume of purchases of Italian products ranging from high fashion to womenswear; from menswear to leather goods, accessories, and footwear; from gifts, perfumes and, of course, to wine and food. The promotion will further benefit from a budget of several million euro for the advertising and public relations campaign.

After the presentation, the numerous guests were treated to an array of gourmet Italian specialties prepared by Chef Danilo Cortellini and by his culinary team, as well as to pyramids of Ferrero Rocher and Ferrarelle mineral waters.

During the reception at the residence of the Italian Ambassador various cars of Fiat, which co-sponsors Britalia together with several other important Italian companies, were parked along Grosvenor Square and admired by the guests.

The promotion will include a wide coverage of Italian wines with a series of initiatives - organized by the Italian Wine & Food Institute, with the sponsorship of the UIV - Unione Italiana Vini - that will follow the Italian Embassy reception on 20 October.

These initiatives will take place at Harvey Nichols stores in Edinburgh on November 21, in London on 23 November, in Dublin on 25 November, and in its two locations in Hong Kong on 13 and 15 December.

The inclusion of several Wine and Food Tastings in this exceptional initiative will further elevate the importance and image of Italian wine and food worldwide, as they will be presented alongside the most significant products of the “Made in Italy” in some of the major international centers.

BRITALIA is organized under the sponsorship of the Ministry of Economic Development and ICE-Italian Trade Agency. Wine initiatives are organized, on behalf of Harvey Nichols, by the Italian Wine & Food Institute.

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**Photos available at: <http://rulebritalia.org/italian-embassy-reception/>**

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