



FOOD & WINE AND DESIGN EXCELLENCES OF PIEDMONT TO NEW YORK CITY

Confartigianato joins Piedmont in the USA

On 16th and 17th April 2008 the American market and its limelight become reality for 14 companies of Piedmont food compartment: Wine, vinegar, rice, coffee, liquor, bread sticks, pasta, condiments, pastry and chocolate.

Confartigianato Imprese Torino will propose an ideal path of more refined and typical products of Piedmont, told through the tastes and smells of experimental cuisine made by two internationally renowned chefs, Pier Bussetti and Alfredo Russo.

New York will host an event of high-level cultural and gastronomic, organized and strongly desired by Confartigianato Imprese Torino, in collaboration with Istituto d'Arte Applicata e Design Torino (IAAD), Chamber of commerce Italian-American at New York, M&T Italia and with the financial assistance of the Chamber of Commerce of Turin and Regione Piemonte.

To export abroad excellence the excellences of Piedmont and presenting Italian companies in the U.S. market, Confartigianato held 2 days devoted to food and the Italian design.

On 16th April Confartigianato organized an exclusive cocktail dinner at the striking frame of the Cipriani's Restaurant 23rd Street. 12 tastings, 7 and 5 salted sweet, created by the chef 2 Stars of Piedmont, Pier Bussetti (Locanda Mongreno - Turin) and Alfredo Russo (Dolce Stil Novo - Cirié) from products of companies participating in the project.

And in the year of Turin World Design Capital could not miss a reference to Italian creativity: the binomial Food & Design will be delivered through projects of the Istituto d'Arte Applicata e Design Torino (IAAD) students of Bachelor in Interior and Furniture Design, who designed, planned and carried out a number of items devoted to the finger food that accompany each dish prepared by chef.

The companies of Piedmont that were supporting the students in the ideation and planning of the design items and of a **mini production of 200 pieces for each project** are:

- **ABC Farmaceutici**
Canton Moretti, 29 – Località San Bernardo, Ivrea (TO)
- **CO.MO.R. snc – Costruzione Modelli e Resine**
Stradale Saluzzo, 18 – Carignano (TO)
- **XYZeta S.r.l. – Illuminazione e architettura d'interni**
Via Molini, 35 – Rivoli (TO)
- **ROSA Maria Teresa s.n.c. – Ceramiche (Eccellenza artigiana)**
Via Romana, 38/2 – Castellamonte (TO)
- **Serra Plastica s.n.c. – Lavorazione materie plastiche**
Strada Piossasco, 70/7 – Orbassano (TO)
- **Vibel s.n.c. – Lavorazione metalli comuni (Eccellenza artigiana)**
Via Calatafimi, 34 – Nichelino (TO)



On 16 April traders and industry experts will be invited to a workshop at Italian American Chamber Of Commerce of New York, to discuss and evaluate possible commercial synergies between the US market and companies involved in the project.

The internalization project of Confartigianato, started in 2007, allowed to determine 13 “excellent” companies of Piedmont:

1. **Antica Dispensa Bricco Bastia** – Monforte d’Alba (CN)
2. **Azienda Agricola Sacchetto Fiorella “Bric Cenciurio”** – Barolo (CN)
3. **Azienda Agricola La Gironda** – Nizza Monferrato (AT)
4. **Caffè Alberto** – Caselle Torinese (TO)
5. **Musso Domenico** – Gallo Grinzane Cavour (CN)
6. **Michelis Egidio** – Mondovì (CN)
7. **Brencio** – Crevoladossola (VB)
8. **T.P.S. Ramo d’Oro** – Castelnuovo Don Bosco (AT)
9. **Panetteria Demartini Mauro** – Forno Canavese (TO)
10. **Confetteria Barbero** – Cherasco (CN)
11. **Pasticceria Grandazzi** – Domodossola (VB)
12. **Cascina Belvedere** – Bianzè (VC)
13. **Vayes** – Avigliana (TO)

These companies were selected on the basis of criteria such as the link with the Piedmont, the quality of the product to be exported, the feedback of selection and training companies.