

Italy Rocked Summer Fancy Food 2018

Giada Gramanzini (July 03, 2018)



From June 30 to July 2, the most important food and drink trade fair in North America took place in New York for its 64th edition. The Italian Pavilion was the undisputed ruler of the event with more than 300 companies. Even its inauguration occurred with the presence a very special guest: Maria Elisabetta Alberti Casellati, President of the Italian Senate.

More than 2,600 companies exhibiting over 200,000 specialties! These are the incredible numbers of the 64th edition of [Summer Fancy Food Show](#) [2], home to the largest and most important food and drink trade fair in North America. The event, which took place at the Javits Center in New York from June 30 to July 2, involved important producers and exhibitors from all over the world with 54 countries represented.



Italy stole the show

Italy was the greatest protagonist of the event, considering it keeps maintaining the sixth place in the hierarchy of world exporters in the United States with a market share of 3.2% after Mexico, Canada, China, Chile and France. The Italian pavilion, once again, the largest in the international area, was an enormous attraction for the participants: 300 companies (12% of the total exhibitors) and more than 26,000 sq.ft. surface area occupied to present the entire range of Made in Italy food products under the [ICE - Italian Trade Agency](#) [3]'s distinctive sign The Extraordinary Italian Taste. "The Made in Italy food and farming industry, supported by public investments for promotion, confirms its leadership in the US," said ICE New York Agency Director and US Coordination Maurizio Forte. The government organization participated in partnership with [Specialty Food Association](#) [4] (SFA).

Italian food reception in US

As recognized by SFA President Phil Kafarakis, Americans have long embraced Italian cuisine with deep interest in the health benefits of the Mediterranean diet. "SFA is proud to work closely with Italian producers and exporters to bring the best of Italian food and drink to the US market," stated Kafarakis. The Italian agent of the SFA and producer of the Italian Pavilion Donato Cinelli added, "Today, the United States represent truly the ideal place to highlight the value and the work of Italian companies, our Made in Italy is an integral part of the culture of beauty, quality has always been appreciated and sought by the American public."

The grand opening

President of the Italian Senate Maria Elisabetta Alberti Casellati was invited on the first day of the show to inaugurate the Italian Pavilion. During her speech, she recognized the ideal of respect behind the "Italia model," reminding how much food-counterfeiting betrays and poisons the entire culture and history of a country. Thinking about the [Pizza Napoletana, proclaimed World Heritage by UNESCO on 7 December 2017](#) [5], she commented, "It is not an exaggeration, but a lighthouse on the interweaving of people and things that become tradition and, at the same time, creativity." Moreover, the importance of eating well is being affirmed and can not be separated from the quality of raw materials, of production process and of food culture. "Protecting agri-food heritage is not therefore a mere economic or commercial strategy," said Casellati, "but rather the redemption, through the work and commitment, of those who believe in the dimension of the good, of the beautiful, of the right."

According to Ambassador of Italy to the US Armando Varricchio, this traditional event owes much to Italy for its success over the years. "I have the opportunity to visit many cities in the United States and, wherever I go," he said, "I collect concrete witness to the great appreciation for value and ability."

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[4] <https://www.specialtyfood.com>

[5] http://napoli.repubblica.it/cronaca/2017/12/07/news/l_arte_della_pizzaiuolo_napoletano_diventa_p_atriumio_dell_unesco-183325106/