

A PASSION FOR ITALY

Food Culture Travel 2008

Private Cooking Classes,
Gourmet Tours,
Individual and Group Packages



L'ARTE DELLA GASTRONOMIA ITALIANA

ACADEMIA BARILLA

THE ART OF ITALIAN GASTRONOMY

Italy's Famed Food Valley

Embark on a journey to the Academia Barilla Culinary Center and experience the true art of fine Italian cuisine and culture! A secret treasure tucked away in the heart of the Emilia-Romagna region of northern Italy, Parma is one of Europe's greatest food capitals. It is here that you will find the acclaimed Academia Barilla Culinary Center, a unique destination for professional chefs, cooking enthusiasts and food lovers.

Academia Barilla offers a full immersion culinary experience in the breathtaking region of Emilia-Romagna. Our exclusive program includes 100% hands-on cooking classes in our state-of-the-art kitchens, tasting techniques of authentic ingredients, and is the perfect central location to discover the charming city of Parma and Italy's largest gastronomic library. Here, one can study the original recipes from some of the greatest chefs in history, and peruse gastronomic treatises that date as far back as the 15th century.

You will experience regional delicacies, authentic menus, exclusive tastings, one-of-a-kind culinary tours to; producers of Parmigiano Reggiano cheese, Prosciutto di Parma, Balsamic Vinegar of Modena, olive oil, and wine to learn the intricacies and traditions of true Italian foods. You will also be able to explore authentic Italian markets and gourmet stores, observe the cultural street life, and enjoy the wonderful shops, cafes and restaurants that Parma boasts.

Backed by the world's foremost Italian food family, only Academia Barilla can offer this exclusive combination of experiences.

Instructed by top professional Italian chefs, countless food enthusiasts have been amazed by the prized elements and variety in our program. We offer full hands-on training, group or individual classes, professional tasting techniques and instruction, authentic menus with traditional recipes and English-Italian translation in our modern, state-of-the-art facilities.

Savor the tastes, sights and sounds of Italy by living the link between cuisine, culture and art. Whether you visit a food producer, open air market or the opera, our cultural venues and gastronomic excursions reveal the traditions of true Italian gastronomy and life.

Take a look inside to see which package is perfect for your unique gourmet culinary adventure!



L'ARTE DELLA GASTRONOMIA ITALIANA

PRIVATE COOKING CLASSES

Details

3 Hour Cooking Class*

If you're short on time – you can still experience Academia Barilla with a 3 hour cooking class.

Of course the class is held at the state-of-the-art, world renowned facility and is conducted by one of our English speaking international chefs. This is a cooking only activity – It can be either a morning session or an afternoon session, and ends with a tasting from the items prepared in your class.

1 Day - 5 Hour Cooking Class*

A memorable one day adventure for cooking enthusiasts. During this full day class you will learn to prepare authentic regional dishes. The course may consist of: antipasti, fresh pasta making (including stuffed pasta) along with seasonal sauces and a traditional dessert. This 5 hour session will conclude with a lovely tasting meal of the food you have prepared. You will be guided and assisted by one of our top chefs, and will be held in our world renowned – state of the art facility.

2 Day Cooking Only* – An additional day of working with an Academia Chef to continue your culinary journey of authentic Italian cuisine. This day can be used for a more in-depth exploration into; Seasonal sauces, Regional dishes, Intricate pastas, or Pizzas. Of course, you will enjoy another tasting meal from you class preparations.

3 Day Cooking Only* – A unique opportunity for those who are serious “foodies” or cooking enthusiasts. Your third day could include a chance to explore the market with you private chef instructor to identify and purchase products. After your early morning market tour you will continue your culinary journey at the Academia for 3 more hours of kitchen experience. This 3 day course is a truly memorable experience.

***Please note** that hotel accommodations are **not included** in the Private Cooking Only Programs prices. 2 & 3 day courses must be consecutive days. Courses are for any skill level, min. 2 people.



BOOK YOUR PRIVATE COOKING CLASSES NOW! You can reach us toll free 866-772-2233 or by e-mail academiabarillaculinary@barilla-usa.com.



L'ARTE DELLA GASTRONOMIA ITALIANA

PRIVATE GOURMET TOURS

Details

½ Day Gourmet Tour

A delightful morning can be spent exploring the famous food valley products, Parmigiano Reggiano and Prosciutto di Parma. If time permits, a stop for a memorable photo opportunity at the historic Torrechiara Castle perched on hilltop just minutes outside of Parma. The tour begins early in order to witness the cheese production, and usually concludes back in Parma by 1:00pm.

Full Day Deluxe Gourmet Tour

A great way to experience the essence of the famous Food Valley. On your tour, you will visit one of the producers of Parmigiano Reggiano – the “King of Cheeses”, makers of Prosciutto di Parma, and tour one of the traditional Balsamic Vinegar lofts of Modena. You will witness the process of these iconic products. This is an exclusive up close guided tour where you can see the cheese making process, discover ancient art of curing the delicious Parma Ham, and learn the centuries old traditions associated with Traditional Balsamic Vinegar. This is a must for food professionals, chefs, “foodies” or visitors who wish to see the authentic Italy.

You will begin your day early to see the making of the cheese, followed by a visit to a Prosciutto producer. A lunch stop is arranged at a charming medieval restaurant adjacent to the historic Torrechiara Castle, perched on a hilltop just minutes outside of Parma.

On your way to the Balsamic loft, you will enjoy a lovely guided walking tour of the elegant city of Modena. Following a memorable Balsamic loft tour and tasting a unique dinner can be arranged at a local restaurant famous for the use of balsamic. Following dinner, or the tours, you will be returned to **Parma**

Call NOW to find out which program is right for you! You can reach us toll free 866-772-2233 or by e-mail academiabarillaculinary@barilla-usa.com.



L'ARTE DELLA GASTRONOMIA ITALIANA

PRIVATE COOKING AND GOURMET TOURS

Details

1 Day Cooking and Gourmet Tour

This tour combines the experience of the ½ day activities described in the ½ Day Gourmet Tour and the 3 Hours Cooking Class. The gourmet tour is conducted during the morning session and the cooking class is held at the Academia in the afternoon. The tour begins at 9:00 a.m. and concludes at approximately 4:00 p.m. with a tasting from the cooking session.

2 Day Cooking and Gourmet Tour

The Food Valley Experience

A wonderful learning experience for the true gourmand. This package combines the classroom experience of The Authentic Italian Course (described in Cooking Only Programs) with an outside tour of the regions finest products. On the second day you will visit makers of the “King of Cheeses” Parmigiano Reggiano, Prosciutto Di Parma, and Traditional Balsamic Vinegar of Modena. Pricing includes a private chef for the classroom experience, a private car and driver, along with an English speaking guide for day 2.

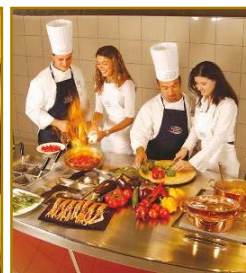
Deluxe Package - 2 Day Cooking & Gourmet Tour-Academia Gold

A full day in the kitchen combined with a memorable tour to the world famous products from the valley. Day one consist of a full day cooking class at the Academia followed by a tasting meal from your class. On the second day – out early for your gourmet tour day you where you will visit makers of the “King of Cheeses” Parmigiano Reggiano, Prosciutto di Parma, and Traditional Balsamic Vinegar of Modena. Lunch and dinner can be arranged during the gourmet tour. Lunch is available at a charming medieval restaurant adjacent to the Torrechiara Castle, perched on a hilltop just minutes outside of Parma. After a lovely guided walking tour of the historic city of Modena, you will be treated to a unique experience at an exclusive Balsamic Vinegar loft – followed by a tasting. Dinner can be arranged at a local restaurant famous for the use of Balsamic.

Following dinner, you will be returned to Parma. Pricing includes a private car and driver, along with an English speaking guide for day 2.

3 Day Cooking and Gourmet Tour - The Parma Plus

The Parma Plus combines the experience of The Authentic Italian Class (described in the Cooking Only Programs) and The Deluxe Food Valley Experience (described above) with an **addition full day** cooking experience at the Academia. The second class will focus of the products that you learned about on your tour the previous day. This is a perfect package for those who are serious about cooking, and who would like to return home with an increased knowledge of Italian Cuisine and products. You will learn recipes that you will cook at home for years to come.



L'ARTE DELLA GASTRONOMIA ITALIANA

PACKAGES*

Highlights

Classic Parma - Our best-seller! For food lovers who would like to visit Parma, the capital of Italy's Food Valley, and taste what it has to offer.

Deluxe Parma - A profound, full immersion into the flavors of Emilia-Romagna.

Savor Parma - A once in a lifetime opportunity... on this tour, guests will visit, taste and learn the gastronomy of Parma, the capital of Italy's Food Valley.

Fast Cars & Slow Food - A tour for lovers of beautiful and refined treasures...The gems of Italian brilliance preserved in a one-of-a-kind territory rich in history, traditions, taste and technology...

Food & Wine - Experience a unique itinerary combining countryside vineyards with cooking classes taught by masterful chefs who will guide you through this experience using the best products admired along your journey...

The Heart of Italian Culture and Food - A unique and exciting gastronomic and artistic tour, you will visit the notable cities that make up the heart of Northern Italy, each one rich in history and culinary distinctiveness...

Parma & Cinque Terre - An exclusive itinerary that embodies a perfect mix of stunning views, exquisite cuisine and unique culture... A delightful adventure of tastes from the land and the sea....

Food and Wellness - Pamper yourself at one of the most innovative and elegant Spas in Italy. Enjoy the beauty of the region along with memorable cuisine.

Medieval Flavors - Follow the same path as the ancient Pilgrims who arrived from Canterbury to Rome by foot along Via Francigena to discover the arts and tastes of Italy...

The Flavors of Fall - Brilliant colors, fresh air and seasonal tastes. Discover autumn in Italy... This romantic season gives birth to exquisite and special gastronomic gifts...

Romantic Parma - Rolling hills, ancient castles, exquisite delicacies and a romantic cooking experience exclusively for you and your sweetheart... Great for Valentines Day, Honeymoons, or Anniversaries.

* Detailed Itineraries are available on request. Prices for Packages include hotel accommodations at a local luxury hotel, and are based on double occupancy. ANY changes to the packages will be considered a custom package and starting prices do not apply. Starting prices will go down for groups of more than 12 people. A group price is available on request.



L'ARTE DELLA GASTRONOMIA ITALIANA

GROUP PACKAGES*

Details

Opera and Food – min 8 people

An amazing experience for Opera lovers who love Italian cuisine and culture! Parma celebrates the masterpieces of its most famed citizen, Giuseppe Verdi, Italy's top opera composer. For the entire month of October, the city of Parma will host the most important event regarding Italian Opera- "Festival Verdi". Delight in the unusual beauty that Parma boasts with this exclusive Academia Barilla Ultimate Italian Travel Experience package. It is here that you will experience the significance of Italian lyric opera during Verdi's time, and discover the gourmet treasures of Italy's Food Valley.

VIP Tour

Min group size - 20 people

The VIP Program is a 5-day intensive program offered to existing groups of 20 people. All cooking skill levels can enjoy this experience - even the novice. This is a great way for groups to travel and learn together. This is a great opportunity for Chefs, Cooking Schools, Non-Profit Organizations, Clubs, Businesses, Families, or Friends. All VIP tours includes: group airport transfers, luxury accommodations, unique gastronomic and cultural excursions, exclusive professional guided tastings of regional Italian products, 100% hands-on cooking courses taught by top chefs, an exclusive Academia Barilla Chef Kit, English speaking guides, Side - trips, bus transportation, and most meals.

The VIP Tour has a pre-set itinerary and is available on request. This is our best value!

2008 - Dates Available for VIP Groups

March 9-14; 23-28
April 12-18;
April 27 - May 2

May 11-16; 25-30
June 8-13; 22-27

July 13-18
September 7-12; 21-26

October 12-17
November 2 -7

Food Professionals and Restaurant Teams

Professional enhancement, theoretical and practical training, taught by world class chefs. Academia Barilla offers an array of courses that are unique training experiences for food professionals, chefs and restaurant teams. Prices and itinerary depend on the size of the groups, interests, and additional services required. Our culinary specialist can work with you to create the perfect opportunity for your group.

***Please note that** group packages are based on pre-existing groups. Academia Barilla cannot create groups, market for groups, or conduct registration.

Call NOW to find out which program is right for you! You can reach us toll free 866-72-2233 or by e-mail academiabarillaculinary@barilla-usa.com.



L'ARTE DELLA GASTRONOMIA ITALIANA

CUSTOM PACKAGES AND ADDITIONAL SERVICES

Details

Custom Packages

The custom packages are for cooking enthusiasts and food lovers who would like a private experience. Dates and pricing for custom courses are based on availability, season, additional services, and number of people. Our culinary specialist can help you put together the perfect experience for you.

Additional services

- **Transfer by Taxi or private car from/to airport (Milan-Malpensa)**
- **Hotel booking service (luxury accommodations)**
- **Parma - City Tour with English Speaking Guide**
- **Ferrari Museum visit**
- **Torrechiara Castle visit with lunch**
- **Salsomaggiore Thermal Spa with lunch and transportation**
- **Reservations at local restaurants**

Call NOW to find out which program is right for you! You can reach us toll free 866-772-2233 or by e-mail academiabarillaculinary@barilla-usa.com.



L'ARTE DELLA GASTRONOMIA ITALIANA

ACADEMIA BARILLA

THE ART OF ITALIAN GASTRONOMY

Italy's Famed Food Valley

Guestbook Comments

- Thank you for the opportunity given to me to learn and treasure the Italian Gastronomy. Thank you for your warm welcome. I will keep you in my memory forever.

Devora Tavares - NY, Monroe College

- Your love for food is evident in everything you do! Congratulations on a first class facility...

Chef Scott Savoie

- All the staff in Academia Barilla, I want to thank you for your unique offer to attend a few days of your spectacular gastronomic world, and learn your secret. This memory will be imprinted in my memory as long as the knowledge gained in Academia Barilla.

Grazie molto from Greece.

Alexia Apostolidis

- You are our flower to the eye, you are the pride of our culinary culture! With friendship,

Chef Annoni

- This experience was one of the most educational, fulfilled experiences that we have attended. We learned a great deal more and built on things that we new. The refinements were beyond what we expected. The staff and the master chef were very helpful, professional, knowledgeable, and most pleasant. We will recommend the school experience to all of our friends. Good luck in the future!

Nick and Joice Codispoti

- Beautiful location, perfect organization, fantastic coordination. Thanks!

Vodafone Group

- Fornaio for a day! Happiest for a day! It has all been the most beautiful!

Salvatore Rosato, Fornaio



ACADEMIA BARILLA

REGISTRATION FORM

If you desire to receive more information about our cooking classes or gourmet tours, please fill out the form below and send it to:

Academia Barilla
1200 Lakeside Drive
Bannockburn, IL. 60015

Or you can also email us at:
academia@barilla-usa.com

If you prefer to speak with us, you can reach us toll free 866-772-2233
Our Fax number is: 847-405-7521

NAME: _____

SURNAME: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

FAX _____



L'ARTE DELLA GASTRONOMIA ITALIANA