



L'ARTE DELLA GASTRONOMIA ITALIANA

**Academia Barilla and Promosalerno
present for the first time the
"International Award for Mediterranean Cuisine."**

**In Salerno chefs of international profile challenge each other for
the title of the Ambassador of the Campania cuisine in the world.**

Salerno – Arechi Castle – June 10, 2005

Salerno, the cradle of Mediterranean food products, witnesses the baptism of the first event devoted entirely to Mediterranean cuisine – to its flavors and aromas, and, above all, to the authenticity and uniqueness of the ingredients offered by its land.

Promosalerno has asked Academia Barilla to be its partner in this endeavor because its mission is the art of Italian gastronomy. **Academia Barilla** is the premier international center dedicated to promoting Italian gastronomic culture. It offers education and training, services, and carefully selected products drawn from Italy's gastronomic heritage.

The International Award for Mediterranean Cuisine takes place June 10th and it involves the entire town of Salerno:

- It begins with a convention focused on the appreciation of authentic local products and on brands that guarantee quality. This convention takes place in the Palazzo S. Agostino
- It is followed by a guided tour including tastings of products exhibited in the 8th annual 'MediSalus' food show.
- Then the Arechi Castle hosts a competition between chefs that have exalted Italian cuisine abroad. These chefs compete, surrounded by aromas and flavors, for the palm of the Ambassador of the Campania cuisine in the world.

Academia Barilla has selected six chefs that contend for the coveted title of the Ambassador: Flavio Gallotta, Gianfranco Angelillo, Massimo Bobba, Massimo Dionigi, Corrado Vicina Mazzaretto and Nicola Bindini. These chefs, armed with their weapons of choice – ingredients and pans – challenge each other in the Arechi Castle under the eyes of the guests and the jury.

Academia Barilla has taken on the task to protect and to promote Italian food products by selecting and distributing the finest Italian specialties that satisfy the highest quality standards. Yet, one must go beyond products to achieve this task in an enduring and effective fashion. Above all, it is necessary to train the professionals in the culinary sector so that they can recognize and select the finest products, and thereby offer to their clients top quality service. To this end, **Academia Barilla** has made a commitment to support and to train gastronomy professionals, chefs and enthusiasts from all around the world, offering them ongoing updates on technical and cultural aspects of Italian gastronomy in addition to numerous opportunities for an in-depth study of ingredients and local products.

Academia Barilla S.p.A.

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Gianluigi Zenti, director of **Academia Barilla**, has underlined during this event: "We have decided to participate at this event with the hope that it is the first of a long series, a hope that stems from the strong commitment that all the engaged institutions have made for the promotion and the safeguarding of the authentic Campania products that have had an enduring presence in the Italian cuisine."

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