



Academia Barilla Launches "Italian Food Lovers" Blog –

Gourmet Italian Food Recipes, Information and Resources - ItalianFoodLovers.AcademiaBarilla.com

Italian Food Lovers blog launches to rave reviews from gourmands, Italian food lovers and gourmet lovers in the blogosphere. Academia Barilla aims to offer information about traditional Italian food and tips and recipes for gourmet Italian products through this new blog.

Parma, Italy (PRWEB) December 22, 2006 – Italian gourmet food distribution specialist Academia Barilla has launched an informational blog, entitled "*Italian Food Lovers*", that aims to share the culture of Italian culinary tradition with Italian and gourmet food lovers worldwide. The new Academia Barilla blog – ItalianFoodLovers.AcademiaBarilla.com – is a repository of resources, recipes and gourmet Italian food products promoted by the Italian gastronomy expert.

Academia Barilla launched the blog to complement the website AcademiaBarilla.com and provide ongoing interaction with its large web audience. The blog will be co-written by three author of the Academia Barilla team: an Italian Culinary Specialist, the Academia Barilla Top Chef, and the Academia Barilla Press Office.

The Italian Food Lovers blog will share recipes by using many of the gourmet Italian food products and ingredients that Academia Barilla has to offer. In addition, the blog will discuss in-depth the intricacies of "traditional" food in the 21st century – at a time where growing homogenization and mass production of food is threatening to marginalize excellent historical and traditional gourmet food products.

Gianluigi Zenti, President of Academia Barilla, shares his excitement over the "Italian Food Lovers" blog launch: "We're glad to be giving a voice to our culinary experts through this innovative blog. We hope to showcase some of the excellent gourmet Italian food products that Academia Barilla offers, as well as educate an interested population about the rich traditions and history of Italian Food Culture." Zenti's organization has been a leader in the traditional Italian culinary education field, along with pioneers Slow Food and others. The opportunity to launch the Italian Food Lovers blog will only strengthen that position.

Ilaria Rossi, Director of Marketing of Academia Barilla, also added that "our new Italian Food Lovers blog will also enable us to interact more directly with our large consumer base so that we can better understand what gourmet and traditional Italian gourmet food products we should bring to the market."

Already boasting over 100 gourmet products, Academia Barilla's online shop Shop.AcademiaBarilla.com carries the finest in gourmet and traditional Italian regional food products, including Prosciutto di Parma, Parmigiano-Reggiano cheese and traditional Balsamic Vinegars of Modena – the most authentic mix of Italian DOP products available on the web today.

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