

TRUE ITALIAN VANCOUVER 2010 OLYMPICS

Benvenuto.

True Italian welcomes you to Casa Italia where you will mingle with Olympians, Italian dignitaries, and some of America's leading taste-makers as they set the stage for your visit to Italy in Vancouver.

Sunday Evening

Bring your appetite for fun and adventure, *per favore*. Experience dishes of authentic Italian pastas, oils and cheeses that will transport you to Italy, in taste and spirit.

Monday

Morning

Italian Café: Welcome to Casa Italia, headquarters of the Italian Olympic Committee, the True Italian restaurant, and headquarters to the Italian media.

Panel Conversation: "The New Paradigm: International Sustainability"

Afternoon

Food Historian overview followed by a Panel Conversation: "Authenticity; why sometimes you just have to have Parmigiano Reggiano, and why you should"

Top US Italian Retailer Discussion: "Searching out True Italian flavors; top trends in gourmet Italian retail"

Pre-"Cook Off" Overview: Update on the exciting Culinary Olympics to occur the next day, using True Italian food products.

Evening

Dinner highlighting the abundance of the Lombardia region.

Tuesday

Morning

Italian Café at the Casa Italia

Food Tasting: A guided tasting of True Italian Foods

Press Conference: Discussion on the "Food Roots Initiative" sponsored by Ministry of Agriculture in Italy

Afternoon

"Cook Off": The ultimate Culinary Olympics between the two champions of good food, Italy and the USA.

Panel Discussion: "Food forward: Coming attractions from the Heart and Soul of Italy's premier True culinary artisans"

Gifts: Genuine Italian Olympic gear and tickets to an Olympic event on February 24, 2010.

Evening

Dinner Sicilian style, a buono way to end an evening.