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**FOR IMMEDIATE RELEASE**

## A "TASTE OF LOMBARDY" IN CHICAGO Experience Italian Food from the Lombardy Region

Chicagoland residents will be able to sample free food and wine at the "Taste of Lombardy" events that will be held at participating grocery stores, shopping malls and restaurants in the city and suburbs from March 8-14, 2010. This project is aimed at promoting Italy's Lombardy Region and the fine products from there, as well as where these products are available for purchase locally.

Free samples, including various cheeses and wines, will be distributed to customers during the events, along with materials informing the public on the region of Lombardy's authentic products and recipes. Grocery stores and malls participating include: Angelo Caputo's Fresh Markets, Fox and Obel, Pastoral, Whole Foods, as well as Water Tower Place and The Shops at Northbridge Mall. The two major Chicagoland importers involved are Isola Imports, Inc. and Rubinelli-Dell'Alpe, Inc., who are providing the food products for the events. In addition, restaurants Quartino and Tocco will be offering special menus, featuring famous dishes and wines from Lombardy.

"Taste of Lombardy" is the first project of its kind by the Italian Government, Buonitalia, the Region of Lombardy and Unioncamere Lombardia (an association representing the 12 Economic Chambers of the Lombardy Region). In order to achieve their objective, the Italian American Chamber of Commerce Midwest (IACC), together with Promos-Milano, a special agency of the Chamber of Commerce of Milan and Retecamere, will organize these events throughout the week.

"The outcome will determine future business ventures between the U.S. and Italy, increasing opportunities for similar trade relations to make it possible for Chicago to experience true Italian food and wine," stated Fulvio Calcinardi, Executive Director of IACC.

Specific location addresses and promotion times and may be found on the Italian American Chamber of Commerce website, [www.iacc-chicago.com](http://www.iacc-chicago.com)

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