



Are You Ready for a "Pasta Sommelier Tasting"?

Natasha Lardera (July 02, 2013)



Delverde's Pasta Sommelier Tasting and Cooking Experience is an innovative and interactive product demonstration that not only pleases participants' palates but also expands their knowledge and understanding of high quality Italian food. Each one hour course includes a pasta tasting and a cooking class led by the experienced pasta boys.

There are papa boys and there are pasta boys... the first are the followers of the Pope, the second are experienced and charming young Italian chefs that are taking over Manhattan. As we are in New York, let's find out who these pasta boys are and what they are doing. They are the main characters



of a new cooking experience designed for international consumers by Delverde Pasta.

The Pasta Sommelier Tasting and Cooking Experience was introduced to the press during a special event, held at GDCucine, co-presented by Delverde Pasta, its partners Lucini Italia (olive oils) and Zonin Prosecco, The Italian Trade Commission and La Cucina Italiana.

"The word sommelier is synonym of quality," Luca Ruffini, CEO of Delverde explained, "thus we want to educate consumers in recognizing and and appreciating pasta of superior quality."

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"We are very proud to introduce Pasta Sommelier to the American food market. We are confident that after attending one of our classes, consumers will leave well informed and confident they know what qualifies as premium pasta, like Delverde, and how it improves their favorite pasta recipes."

Through the years, Delverde, an Abruzzo-based leading pasta producer, did several interviews with a variety of food experts ranging from nutritionists, gastronomes, and food tasters to anthropologists and chefs. From these interviews, they realized that there are not enough words in the food vocabulary to adequately describe and compare high quality vs. average or low quality pasta. Therefore, Delverde decided to create a whole new vocabulary and a culture dedicated to pasta.

Pasta Sommelier is a whole new format that was launched in Milan earlier this year and was a great success, with over 1500 participants attending classes. Each one hour course includes a pasta tasting and a cooking class led by the experienced pasta boys.

Applying the human senses of touch, smell and sight when analyzing the pasta, before and after cooking it, allows consumers to discern its properties and helps them understand the differences between numerous types of pasta. This process is very similar to the method of wine tasting.

Each one hour class is divided into three parts: first, participants learn to discern between premium and industrial pasta in a tasting led by Delverde's trained pasta sommeliers. Then they take part in an interactive cooking lesson, and finally reap the benefits of their efforts by enjoying a plate of pasta.

The steps to discern high quality pasta are five: observe and describe the color of the pasta (Delverde's looks pale compared to the yellow tint of other brands), smell and describe the scent of the pasta (Delverde's has a natural smell, while others have none whatsoever), touch and feel the structure of the pasta (Delverde's is more porous and has a unique touch), taste and describe the flavor of the cooked, plain pasta (Delverde's has a stronger bite and flavor), season and zest the pasta, eat and most importantly enjoy.

In June and July the classes are taking place in prestigious locations, like Bloomingdale's, GD Cucine, Williams Sonoma and Alessi, around Manhattan where the pasta boys have already conquered the city. Their presence creates an Italian atmosphere and will transform the tasting and cooking class into an irresistible and tempting experience. Before going back to Europe in the fall for some classes in Paris and Cologne, the Pasta Sommelier series will continue its North American tour in Montreal, Toronto and San Francisco until the month of October. In total there will be 50 events in New York (for a full schedule check the web site, www.delverde.us) and over 1500 people will have the opportunity to participate too this exceptional and entertaining culinary experience.

"We are spreading the pasta love," Vincenza Kelly, the representative of the Italian Trade Commission said, "ICE is fighting hard for education and the promotion of high quality, authentic, Italian products."

The initiative is also part of Italian DINE-OUT, New York City's first ever Italian Restaurant Week, launched by the Italian Trade Commission in New York.



Those interested in participating can register at www.delveverde.us [2]. The classes may seat approximately 25 people and are a perfect setting for a unique date night, a night out with friends, and a unique culinary experience.

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