Celebrating Italian Cuisine Worldwide

Laura Pace (November 15, 2019)



This year’s World Week of Italian Cuisine is upon us. From November 18-24 a series of events and initiatives will take place in New York and worldwide to help promote Italian culinary products, practices and heritage.

From November 18 to 24, New York will host a series of events for the fourth edition of the World Week of Italian Cuisine [2], an initiative organized by the Italian Chamber of Commerce in celebration not only of Italian food but also of the Italian way of life, an important characteristic on which all our territorial and marketing strategies are based.

With the OpenTable app [3], one of the main online restaurant reservation platforms, during this week, anyone will be able to receive a 12% discount at 12 specially selected Italian restaurants across the city, including the Felice [4] and Tarallucci e Vino [5] chains, restaurants Gnocco [6], Ribalta Pizza [7], and Otto Enoteca and Pizzeria. [8]

Throughout this week, Italian food will be the center and focus of conferences, debates, and dinners throughout the city.

One of these will take place on Monday, November 18 at Google's New York headquarters, where Food for Soul representative Jill Conklin, CEO of a leading food sector investment fund Dexter Paine, and Food Program Manager Kim Huskey will discuss the theme of food sustainability and its applications in Italy and the United States.

Afterwards, on Wednesday and Thursday, the Institute of Culinary Education [9] will host debates promoted by the Italian Chamber of Commerce and the Italian Trade Agency, with the participation of the New York Italian Chef Association [10], on topics such as the promotion and protection of 'Made in Italy.'

Among the protagonists of these events will be the Michelin-starred chef from Abruzzo, William Zonfa, who will present the third volume of Mondadori Edition's "L'arte della cucina 2019 - gli artisti incontrano gli chef." ("artists meet chefs," ed.)

The week's celebrations will end with an innovative pop-up dinner on November 22 dedicated to the theme of fighting food waste, in the Bronx warehouse of Gustiamo [11], an Italian company that imports select Italian food products.

The menu will be constructed following the guidelines in Massimo Bottura's book "Bread is Gold" and prepared by Palermitan chef Bonetta Dell'Oglio [12]. Members of the press and select representatives of the culture and science sectors will be present, as well as local institutions.

The ultimate goal is to strengthen our global standing through coordinated cultural, economic, and scientific efforts such as this one. Affirming the quality and beauty of our way of life.

For more information, click here [2].

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