

**** FACT SHEET ****

ITALIAN CONFECTIONERS ASSOCIATION (A.I.D.I.)

FEATURES

DOLCE ITALIA

www.dolceitalia.com

About A.I.D.I. & Dolce Italia

A 100+ member organization, founded 1967, consisting of cake, cookie, chocolate and candy makers

About Buonitalia SpA

The leading Italy-based company of the Ministry for Agriculture Food and Forestry policies, responsible for promoting, internationalizing, and safeguarding Italian agricultural, food, and wine products.

Dolce Italia is dedicated to:

- Sharing with American consumers the superb quality, variety and tastes that are unique to authentic Italian products
- Educating Americans about the wide range of Italian sweets, including its lesser known specialities.
- Exposing the many imitation products on the market that hint at Italian origins, but are not made in Italy and do not adhere to Italy's strict quality standards
- Promoting Italian products made with genuine, healthy, natural ingredients
- Sharing the history of Italy's exceptional confection and baking traditions with American consumers
- Presenting new ways in which Americans can experience a genuine taste of Italy in their own homes, while retaining Italy's customary loyalty to distinctive local foods and wines

Dolceltalia.com Launched March 2010

- Website: www.dolceitalia.com
- Dolce Italia, with the support of Buonitalia Spa and the Italian Ministry for Agriculture launched the first official Italian website in the United States devoted to Italian Sweets & Dessert Wines, specially paired to create an exceptional dinner experience

About Spokesperson, Francine Segan

- In December 2009 Francine Segan, acclaimed Food Historian, James Beard nominated cookbook author and public speaker was named U.S. Spokesperson by Dolce Italia for The Italian Confectioners Association, www.francinesegans.com
- Francine is the author of four cookbooks including *Shakespeare's Kitchen*, *The Philosopher's Kitchen*, *Entertaining from Ancient Rome to the Super Bowl* and *Opera Lover's Cookbook*, which was a finalist for both James Beard and IACP awards
- Francine has appeared on hundreds of TV programs including: *Food Network*, *Today Show*, *Early Show*, *PBS* and *History* and *Discovery Channels*
- Francine lectures across the country for organizations including: The Smithsonian Museum, American Museum of Natural History, Virginia Fine Arts Museum, and Norman Rockwell Museum
- Unlike other American chefs and experts, Francine brings to the table a deep understanding of the history, quality, variety and tastes that are unique to authentic Italian products
- Francine is an Italian-American, fluent in Italian
- She is currently working on her 5th cookbook about Italian Sweets, set for release fall 2011

"Whether it is yummy gianduiotti chocolate or enticing Panettone, all are characterized by the use of natural, genuine and healthy ingredients. It is my hope that I can share with American consumers the wonderful ways in which Italians enjoy desserts, so that everyone can live la dolce vita!"

– Francine Segan, U.S. Spokesperson

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