

Dolce Italia Launches First Official U.S. Website Dedicated to Italian Sweets & Dessert Wines

The Italian Confectioners Association with the Collaboration of Buonitalia SpA Brings Exceptional Confectionary and Chocolate Making Traditions to American Consumers

New York, NY – March 22, 2010 – Save room for dessert! Italy is recognized as a world leader in wine and fine dining and the quality of the country's ingredients like pasta, olive oil and vinegar is renowned. Just as important, but often under appreciated are Italy's extraordinary desserts which carry the tradition of fine dining through to its final course. The Italian Confectioners Association has launched the first official website dedicated to Italian sweets and dessert wines, www.dolceitalia.com.

The Italian Confectioners Association has joined with market leaders and small artisan firms specializing in Italian Sweets to go beyond your dessert expectations, by building an online resource that highlights the superb quality, variety and flavors unique to authentic Italian sweets. Features include an interactive regional map of Italy sweets indigenous to that area and a vast library of recipes such as chocolate and fruit desserts, custards, cookies and cakes, holiday favorites, pastries and liqueurs. The list of producers who import to the United States is growing rapidly and includes: Bauli, Amarelli, Corsini, Venchi, Falanga, Leone, Perugia, Vicenzi, Vanini, Caffo and Asti.

"The Italian Confectioners Association is pleased to announce the launch of DolceItalia.com," said Mario Piccialuti, Associazione Industrie Dolciarie Italiane (AIDI) Director. "For the first time Italy has an online presence representing our country's most innovative producers and authentic products never before tasted in the United States. We look forward to sharing with American consumers and even the most sophisticated gourmets the many ways in which they can experience the real taste of Italy in their own homes."

Dolce Italia.com is dedicated to:

- Sharing with American consumers the superb quality, variety and flavors unique to authentic Italian sweets
- Educating Americans about the wide range of Italian sweets, including its lesser known regional specialties
- 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 ingredients
- Sharing the history of Italy's exceptional confection and baking traditions with American consumers

Coinciding with the launch of the website, Francine Segan, food historian, public speaker and James Beard nominated cookbook author was named U.S. spokesperson for the Italian Confectioners Association. As ambassador for the U.S. program Francine's role will be to present 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.

"Over the centuries, every region every city, even the smallest villages have added to Italy's confectionary palate with their own recipes derived from popular baking traditions," said Francine Segan, Food Historian. "Whether it is yummy chocolate or enticing Panettone, all are characterized by the use of natural, genuine and healthy ingredients. It is my hope to share DolceItalia.com as a resource to help teach American consumers about the wonderful assortment of delectable delights available in the states, so that everyone can live la dolce vita!"

About Associazione Industrie Dolciarie Italiane (AIDI) & Dolce Italia

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

Website: www.dolceitalia.com

About Buonitalia SpA

The leading Italy-based government company responsible for promoting, internationalizing, and safeguarding Italian agricultural, food, and wine products.

Website: <http://www.buonitaliaspa.it/>

About Francine Segan

Francine Segan, acclaimed food historian and public speaker is the USA spokesperson for Dolce Italia, The Italian Confectioners Association and the author of four award-winning cookbooks including *Shakespeare's Kitchen*, *The Philosopher's Kitchen* and *Opera Lover's Cookbook* which was a finalist for both James Beard and IACP awards. Her book *Entertaining from Ancient Rome to the Super Bowl* was a 2010 finalist for the prestigious Gourmand World Cookbook Award. Francine has appeared on hundreds of TV programs including: *Food Network*, *Today Show*, *Early Show*, *Sunday Morning with Charles Osgood*, *PBS* and *History* and *Discovery Channels* and she is a regular guest on Martha Stewart Living radio. Francine lectures for a variety of organizations including The Smithsonian Museum, American Museum of Natural History, Virginia Fine Arts Museum, Norman Rockwell Museum reaching thousands of people across the country per year. She is currently working on her 5th cookbook about Italian sweets, which will be published by Stewart, Tabori & Chang in the fall of 2011.

