



## OH, CHE BEL CASTELLO!

**From October 15 to 17, the Festival of Italian Cuisine at the Brancaleoni Castle in Piobbico (PU). A fortress of flavors and tastes dedicated to the Mediterranean Diet, with a splendid display market and hundreds of samples to taste.**

The Fortress of Flavor, or even the Castle of Wonders, of good things to eat and good things to drink. This is the **Festival of Italian Cuisine**, bringing together tastes, culture and the pleasures of the palate, now at its eleventh edition and held for the first time in the Marche region. And not just anywhere, but in an ancient mediaeval township with traditions dating back thousands of years and a brilliant future in food and wine awaiting it. This is **Piobbico**, in the province of Pesaro-Urbino, built around the imposing **Brancaleoni Castle**, which waits to welcome us as the "**Fortress of Flavor**", with all its fascination of ancient mysteries and now the venue for magnificent food and wine workshops, on **October 15-16-17 2011** (October 17 is reserved for professional operators only, with an exclusive lunch by master chef **Gianfranco Vissani**). The event is a major appointment for producers, gourmets, chefs and journalists, dedicated to three days of excellence from the Italian agri-food and beverage industry, while the streets of the town will be lined with stalls displaying and selling traditional food and craftwork products.

The festival focuses on **Mediterranean Flavors**, for many years a point of reference for correct nutrition, and once again in the spotlight after the recent prestigious recognition of the Mediterranean Diet by UNESCO as part of the world's Intangible Cultural Heritage.

The event follows in the same direction, with the **patronage of the Ministry of Agricultural, Nutritional and Forestry Policies** and an important collaboration with the **Culinary Institute of America** of California. The joint aim is to make Piobbico a permanent branch of the Oldways Preservation Trust, a not-for-profit organization based in Boston, which together with Harvard University's famous School of Public Health developed the Mediterranean Diet Pyramid.

A special feature of the festival will be to dedicate every room in the castle to a specific theme or product, allowing visitors to discover and taste products and in some cases even buy them.

Amongst the many attractions will be **Salumi Therapy**, sounding perhaps strange but offering a program of sensory awareness with the very best offered by the salumi market, Italian or otherwise, with culatello, strolghino, 50 month aged Parma prosciutto, San Daniele prosciutto and hams from Calabrian Black and Casentino pigs. **Masterpieces at the Table** will feature Bitto cheese, included in Slow Food's Ark of Taste, Parmesan from Reggiana Red Cows, and PGI Chianina beef from **Simone Fracassi**, plus a session dedicated to traditional Tuscan cigars accompanied by distillates (conducted tastings can be booked visiting the website [www.festivaldellacucinaitaliana.it](http://www.festivaldellacucinaitaliana.it)).

**Tutta Birra** will be a special section devoted to sampling **Amarcord**, the most prestigious craft beer, made in nearby Apecchio and created by Garrett Oliver, the world's most famous master brewer and with a label designed by Tonino Guerra.

The festival will also present **food specialties** from many parts of Italy, with spaces dedicated to the **top-quality Calippo Tuna**, to the meats, salumi and wines offered by the Academy of Calabrian Chefs, to **cheese** and **oil from the Marche region**, to **precious Marche truffles**, to **oil pickles, preserves** and **traditional balsamic vinegar**, to an advance presentation of **Loison pandoro and panettone Christmas cakes**, to the fine **chocolates made by Vestri**, to water and to Organic soft drinks... and of course to wines, from those made by small high quality producers to those made by the most titled ones.

The **Mariette Artusiane** from **Forlimpopoli (FC)** are the faithful custodians of the recipes of Artuso Pellegrino, and at the festival they will offer free hands-on courses in rolling out home-made pasta sheets (**advance booking required**), to mark the centenary of the death of the father of Italian cuisine.

Yet another space will be dedicated to **Coffee**, from processing and product traceability and tasting through to designer coffee-linked objects that can be bought, an all-round program in the company of Pascucci Coffee, a leading quality brand on the Italian coffee-roasting panorama.

And then there'll be **Oysters&Champagne**... in the best traditions of luxurious elegance, but without exoticisms: this is a kind of extremely precious flat oyster coming from natural schools of the Piceno Sea Park and harvested by San Benedetto del Tronto navy. And then **caviar**, from the Italian Royal Food in Brescia, along with the most precious bubbles going straight to your head.

**Galvanina Trophy.** Once again the **Festival of Italian Cuisine** will award four prizes to outstanding protagonists of the food and wine world who have distinguished themselves for their activities of promotion, exploration and endorsement. The prizes are sponsored by **Galvanina**, the famous Rimini-based mineral water producer, who will award the coveted trophies to four outstanding personalities: **writer Tonino Guerra**, the greatest screenwriter in the world according to Writer Guild Awards 2011 in Hollywood, a complete artist, creator of paintings and handmade items (kneading-troughs, pieces of furniture, small statues) strictly linked to the wide world of great cuisine, which is now getting more and more important; **television journalist Bruno Gambacorta**, one of the first who promoted food and wine communication on State Television; **world-level chef Gino Angelini**, one of the most famous and celebrated chef in US for his Italian cuisine, truly traditional and refined; **Mr. Joseph Vitale**, founder of Italpasta in Canada, the most famous and qualified company of Italian-styled pasta, especially wholemeal pasta, in the United States.

Every prize will be awarded on Monday, October 17 at 12.00, in the conference hall of the castle in the presence of authorities, food and wine operators, chefs.

**Conferences.** The festival will offer an ample program of conference events focusing on important topical themes.

Rossella Speranza from **Oldways** will lead a conference event on the originator of the Mediterranean Diet, Dun Gifford, titled "The Italian Cuisine of the American uncle" on Sunday, October 16 at 11.00 a.m. in the conference hall of the Castle.

Following the same theme, the magazine "**La Madia Travelfood**" will offer a conference entitled "*The Ultimate Diet for Everyone*", on Saturday, October 14 at 6.30 p.m., in the conference hall of the castle. It will be chaired by Primo Vercilli, director of the Immunofunctional Nutrition project and scientific supervisor of the Beauty Clinic of the Swiss Diamond Hotel, and also a consultant for the Immununculus Research Center in Moscow.

## **Info**

Festival of Italian Cuisine - Brancaleoni Castel, Piobbico (PU):

Saturday October 15, 15 pm - 10 pm;

Sunday October 16, 10 am - 8 pm;

Monday October 17, day reserved for operators (chefs and restaurateurs will be invited to visit the festival displays followed by a prestigious lunch).

Free admission - free parking area by Piobbico football field - shuttle service  
[www.festivaldellacucinaitaliana.it](http://www.festivaldellacucinaitaliana.it)

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