



DANITACOM

Italian Chamber of Commerce
In Denmark

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Ministry of Foreign Affairs
and International Cooperation



31.05.2022

DKLB – Frederiksberg
Haveselskabetsvej 3A+B,
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TRUE ITALIAN TASTE

True Italian Taste is promoted and financed by the Italian Ministry of Foreign Affairs and International Cooperation and implemented by Assocamerestero in collaboration with the Italian Chambers of Commerce Abroad to enhance and protect authentic Italian food products.

True Italian Taste is part of "The Extraordinary Italian Taste" programme. By disseminating knowledge of their specific characteristics, places of origin, nutritional aspects and PDO-IGP certification, True Italian Taste aims to increase the consumption of 100% Made in Italy food products.



OUR GOALS



Tell Danish consumers about the advantages and health benefits of authentic Italian products and the link between food and its place of origin

Support Italian companies that produce certified, typical and niche products that want to make themselves known in Denmark



Promote innovative companies specialising in the creation of new forms of food, packaging and distribution

Help quality food enthusiasts to choose and make the best use of 100% Made in Italy ingredients, protecting both companies and consumers



TODAY'S ACTIVITIES

B2B Walk Around

Each producer will guide you through their creations. You will be able to hear the company's history and feel the production process from start to finish, all while tasting the different products.

🕒 15.00 - 17.00

Typical Calabrian Dinner

The products of the walk around tasting will be the protagonists of the menu created ad hoc for today's dinner. An opportunity to immerse oneself in Italian food culture, experience authentic flavours and create new business partnerships.

🕒 17.00 - 20.00