



Italian Wine & Food Institute

P.O. Box 789, New York, NY, 10150

Tel.: 212 867 4111 - 212 867 2772

E-mail: iwfi@aol.com - www.iwfinews.com

FOR IMMEDIATE RELEASE

Revolutionary IWFI Initiative in Favor of Wines and Food Products

**ITALIAN EXCELLENCE WILL BE
HIGHLIGHTED ON THE AMERICAN MARKET**

New York -- A new revolutionary initiative to promote Italian excellence in the wine and food sector in the North American market was presented to the press today by the president of the **Italian Wine & Food Institute**, Lucio Caputo.

This innovative and unprecedented project will allow the presentation of many small-medium Italian companies with outstanding products that are not yet sufficiently known, to be properly introduced to the North American market, highlighting the unique characteristics of their products of excellence.

It is a very important initiative, said Caputo, that fills a serious gap in the present market situation and that will allow American business leaders and media to easily get in touch with many small-medium, reliable Italian companies with quality products.



Largely through using social media, the new project foresees the creation of a prestigious showcase: the QUALITY CLUB INTERNATIONAL in which and through which Italian excellence will be presented to operators, opinion leaders and media that will be constantly invited to visit it.

The QUALITY CLUB INTERNATIONAL will give to these

operators the possibility to easily get in touch with the most qualified and pre-selected small-medium Italian companies, that have a solid business structure and a wide range of high quality products.

In addition, the membership in the CLUB and the sponsorship of the Italian Wine & Food Institute (*which, as is known, is a not-for-profit organization*) will constitute a guarantee that the members are reliable companies, with excellent products not yet present in the market.

From now on the CLUB website should be, concluded Caputo, the first place to be viewed for all companies interested in the Italian market.

The QUALITY CLUB INTERNATIONAL will be presented to the operators and to the media during the 34th edition of the GALA ITALIA to be held in New York on March 26, 2019.

For more information contact the Italian Wine & Food Institute: Tel.: 212 867 4111 - 212 867 2422 - E-mail: iwfi@aol.com - <http://iwfinews.com/> or directly the QUALITY CLUB INTERNATIONAL: Tel.: 212 867 2772 - E-mail: director@quality-club-international.com

