



## PRESS RELEASE

### **A STORY TO TELL, A FOOD AND WINE EXPERIENCE TO LIVE**

**CookITA, a new brand for the promotion of food and wine Italian excellence, presents in Kitzbühel, in the Austrian Alps, a special event dedicated to fresh pasta.**

The food and wine Italian universe, with its variety, its territorial peculiarities and its tradition, is an extraordinary heritage, increasingly popular all over the world. Italian spirit expressed through its traditional dishes meets with the benefit of the enthusiastic foreign visitor, as well as of the demanding consumer, looking for the original and high-quality Italian product in his own country.

With this “pasta fresca italiana” first project, CookITA shows up on the international market by proposing a wonderful voyage along the peninsula, from Piedmont to Apulia, from Emilia-Romagna to Sicily, at the discovery of authentic recipes, replicated every day to deliver the most fresh and tasteful artisanal Italian pasta.

With an exclusive event specifically thought for the Austrian public, in occasion of the Genussmarkt on **1 August 2020**, we will bring to Kitzbühel, the Tyrolean Alps pearl, five among the most popular dishes of the Italian regional tradition.

The event will also include a presentation, scheduled on July 31, dedicated to the food and wine field local operators, articulated in different activities: “live” production of fresh pasta, cooking demo and tasting. At the Genussmarkt, on Saturday, a product testing will take place, with the possibility to taste five different kind of dishes prepared by our Italian cooks, and to buy meal kits with raw pasta, sauces, oil and wines.

For any information:  
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