



SETTIMANA DELLA CUCINA ITALIANA NEL MONDO

"Knowledge and Flavors of the Italian Lands, 200 years after the birth of Pellegrino Artusi"

About Italian Cuisine Week in the world

The "Week of Italian Cuisine in the World" is the annual thematic review dedicated to the promotion of quality Italian cuisine and food products, promoted by our network of Embassies, Consulates, Italian Cultural Institutes and ICE Offices abroad.

This year's edition restarts from the roots of our tradition, capturing the bicentenary of the birth of Pellegrino Artusi, father of Italian home cooking, to propose a focus on the essential relationship that binds the Italian gastronomic heritage to its territories of origin.

The connection with Artusi, reaffirms the title "Knowledge and Flavors of Italian lands, 200 years after the birth of Pellegrino Artusi". It intends to enhance the richness and variety of the culinary traditions of the Italian territories, as well as the healthiness and sustainability of the entire supply chain, characteristics that are the basis of the Mediterranean Diet, which this year celebrates the tenth anniversary of its inclusion in the UNESCO Intangible Cultural Heritage List.

Tools & Instruments:

The events are developed according to the following general guidelines:

- create awareness of the Mediterranean Diet as a model of balanced lifestyle;
- protection and enhancement of products with a protected and controlled name, together with actions to combat the phenomenon of Italian sounding;
- promotion and internationalization activities of the Italian training offer in the sector;
- enhancement of the celebrations of the bicentenary birth of Pellegrino Artusi, author of "Science in the kitchen and the art of eating well", the first gastronomic treatise of united Italy.

Fifth Edition of Italian Cuisine Week

The 2020 Kitchen Week, was held from 23 to 29 November 2020, has been redesigned in its organizational structure in light of the global pandemic emergency, experimenting with hybrid methods (digital and in presence) that maximize its impact.

In Karachi, we will be celebrating the Cuisine Week from 7 - 13 December 2020.

The initiative is part of the "Vivere ALL'Italiana" plan, launched by the MAECI to actively involve public and private entities in an integrated promotion of our country.

About Chef Marco Saracino

Award-winning Italian Chef Marco is Chef/owner of VICOLO, an Italian restaurant located at Dubai Design District, Dubai. Marco has been with Nakheel Hospitality and Leisure Group since 2018, and has successfully led the kitchens of five restaurants across the city including Il Faro, Trattoria, Asian Kitchen, Piazza Pizza and La Cucina with the group, with traditional cooking styles and simple authentic ingredients as he showcases the best of Italy.



Born in Biella, Italy, Marco began his career close to home by studying Food and Beverage at Institute Ermenegildo Zegna, where he honed his skills for five years. Once graduated, he worked in some of the finest kitchens in various hotels and restaurants across Italy and France for seven years until May 2015. This included the Grand Hotel in Porto Cervo, Il Borromeo a Stresa, Hotel Royal a San Remo, Il Vino in Paris and Le 39V working alongside Michelin starred chefs Alain Ducasse, Pierre Gagnaire, Helene Darroze, Enrico Bernado, allowing him to perfect his craft and reach Chef de Cuisine status.

Marco made the move to the Middle East in 2015 where he gained experience on managing large number of chefs in French and Italian restaurants in Dubai including La Cantine du Faubourg and Taste of Italy by Heinz Beck 3 Michelin Stars in Rome.

Being nominated for Pro-Chef Middle East award 2020, Marco is also focusing on developing new concepts and consulting operations out of the UAE where he is based.

Live Cooking and Italian Gala Evening in Karachi

Date: Friday, 11 December 2020

Venue: Avari Towers

Timings: 17:30 -20:30

The Consulate of Italy in collaboration with the Italian Development Committee is organizing an exclusive gala evening under strict SOPs, where the Chef will host an extraordinary Italian cuisine for the guests and take them on a gastronomical excursion to Italy.

The Chef will also engage audience with a live cooking demonstration to entertain the guests and teach selected authentic recipes that are simple yet tantalizing to taste buds.

Sponsorship Proposal

The following sponsorship proposal has been designed for companies doing business with Italy to promote the company and its affiliation with Italy, and ensure a great evening of true Italian gastronomical experience with Chef Marco Saracino.

Mileage:

1. Logo on invitation cards, menu cards, media wall.
2. Exclusive bites for social media /digital by sponsors
3. Acknowledgement from Consul General for social media/digital
4. SMD can be used to play logos in a loop for the sponsors when the screen is empty.

Notes:

- Kindly send expression of interest for sponsorship along with the company logo latest by Saturday, 5 December 2020