

Buon Appetito! Get A Healthy Bite Of Italy

BRANDED 

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Italian meals are some of the healthiest because they are made with simple and natural ingredients.

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According to some sources, the oldest cookbook in the world may well be confirming that Italians have long had a love affair with food.

And chances are that those traditional culinary influences have lingered.

How else can you explain why the Italians have such an amazing array of dishes which aren't just delicious but healthy too?



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A giant portion of top quality, fresh ingredients, a spoonful of simplicity, a dash of taste that lingers, and a large dose of passion!

Italian meals are, in fact, some of the healthiest because they are made with simple and natural ingredients, such as garlic, olive oil, tomatoes, green vegetables and whole grains.

Need proof? The saturated fats in olive oil help regulate your cholesterol levels; tomatoes are a great source of Vitamin C and Vitamin K, as well as fibre; and garlic has both antibiotic and antifungal properties.

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If you are one of the millions of people who love Italian food, then you're in for a treat from now till Oct 4, as the Italian Trade Agency (ITA) brings you the Authentic Italian Food Excellence roadshow, featuring some of its best made-in-Italy food products.

In collaboration with Jaya Grocer, Global Pacific Victory (M) Sdn Bhd and Euro-Atlantic Sdn Bhd, the Eat Healthy, Taste Italy fair will take place at the Atrium on the ground floor of Intermark Mall in Kuala Lumpur and is set to be delizioso!

ITA invites you to create the vibrant colours and flavours of Italy on your own table, with the best traditional ingredients including olive oil, pasta, cheeses and ground coffee, plus new selections like



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There will be lots of new products to savour as well, including canned food, dry ingredients, vegetables and fruits such as cactus fig and fennel from Italy, which you can purchase as well as sample at the fair, so come prepared to indulge.

What's best about Italian food is that though it is incredibly diverse, there is always an emphasis on fresh, local ingredients.

And the fair hopes to raise awareness and educate people about authentic Italian food – for example, how to differentiate parmesan cheese (a generic term) from Parmigiano-Reggiano which is made only in its area of origin, is 100% natural with no additives or preservatives, is lactose-free and good for any age.

Promoting and encouraging consumption of made in Italy gourmet products is one of the main priorities of ITA, bringing the quintessential of Vivere all'Italia concept to the Malaysian market.

For the Week of Authentic Italian Food Excellence 2020, ITA will strive to highlight the authenticity, traceability, quality control and certifications of Italian products, to educate Malaysian consumers to make informed purchases.

To further entice customers, there will be a “spend and win” contest during the promotional period.

Participants stand to win up to RM2,000 worth of Italian products, one-night stay at Le Meridien Kuala Lumpur as well as cash vouchers to the Favola Italian Restaurant.

TAGS / KEYWORDS:

Italian Food , Authentic Italian Food Excellence

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