

The Italian Trade Commission, UNAPROL and Italian Ministry Of Agriculture, Food And Forestry

invite you to

FIND THE FAKE!

Please join us on

Monday, April 29 and Help Find the Fake Olive Oil!

The investigation will be conducted from 3:00 to 5:00 PM at the **Specialty Food Association, 136 Madison Avenue, 12th floor, New York City.**

Unfortunately, Andrea Camilleri's Inspector Salvo Montalbano and Donna Leon's Commissario Guido Brunetti are busy with other assignments in Venice and Sicily. That means solving this case is up to YOU. Four Olive Oils will be presented to our guests' discerning noses and palates. One of them is a Fake, a Fraud, a Phony! Fortunately, you won't have to go it alone. Three specialists in olea-forensics will be at your side and on your side to help you in your quest.

Michele Bungaro, spokesperson for UNAPROL (Italian National Union of Olive Oil Growers' Association). He will discuss the marketing quality-control, regulatory and research aspects of the organization, which represents the world's largest olive grove - the 250 million olive trees of Italy.

Fulvio Genovese, a UNAPROL special agent, will conduct the investigative part of the event, clue you in on ways to identify high-quality oil. He will present several worthy oils with one bad one mixed in.

Fred Plotkin, American author of Italy for the Gourmet Traveler and other award - winning books on the culture of Italy, will discuss cooking with olive oil, food-pairing, olive oil and health, and the notable differences between Italian and European olive oils. After the guilty party is identified, sleuths will celebrate by sampling an assortment of finger foods prepared with UNAPROL extra virgin olive oils.

Space is limited! RSVP now to Maria Woodley: mwoodley@italtrade.com - tel. (212) 848-0309

