



THE EXTRAORDINARY  
ITALIAN TASTE



REGIONE BASILICATA

ITALIAN WINE FOOD  
FESTIVAL

12 - 13 - 14 AUGUST  
SLIEMA

***“The extraordinary Italian taste – Carpe Diem edition”*** the first Italian wine, food and art festival based on the theme **“Lucania in Malta”**. It’s all about celebrating wine, food and culture; a date for gastronomists , wine lovers , winemakers , journalists , chefs , wine tasters and food aficionados for a proper culinary weekend dedicated to high quality Italian food and wine from Lucania.

The event is being promoted and organised by the Maltese Italian Chamber of Commerce in collaboration with the Sliema Local Council.

From the 12th to the 14th August, through the first edition of **"The Extraordinary Italian Taste - Carpe Diem Edition"**, Sliema and Malta become the Mediterranean Capitals for Italian food and wine. On the agenda: food tasting, degustation, discussions between producers and importers, journalists and bloggers, show cooking, food market through the streets of the most beautiful and exciting seafront of Malta, guided tours, pills of sensory analysis, wine tales accompanied by music and over 100 thousand tourists from all over the world.

The main objective of the event is to **discover the Basilicata Region and its enogastronomic peculiarities** acting as a showcase for the top producers from Lucania that can boast high quality products such as wine, pasta and raw materials.

A very important initiative, in fact, the Maltese market is not yet saturated and much more can be done to improve the selection in the wine sector as a promotional trailer to an entire region and **“MATERA”** the European Capital of Culture for 2019.

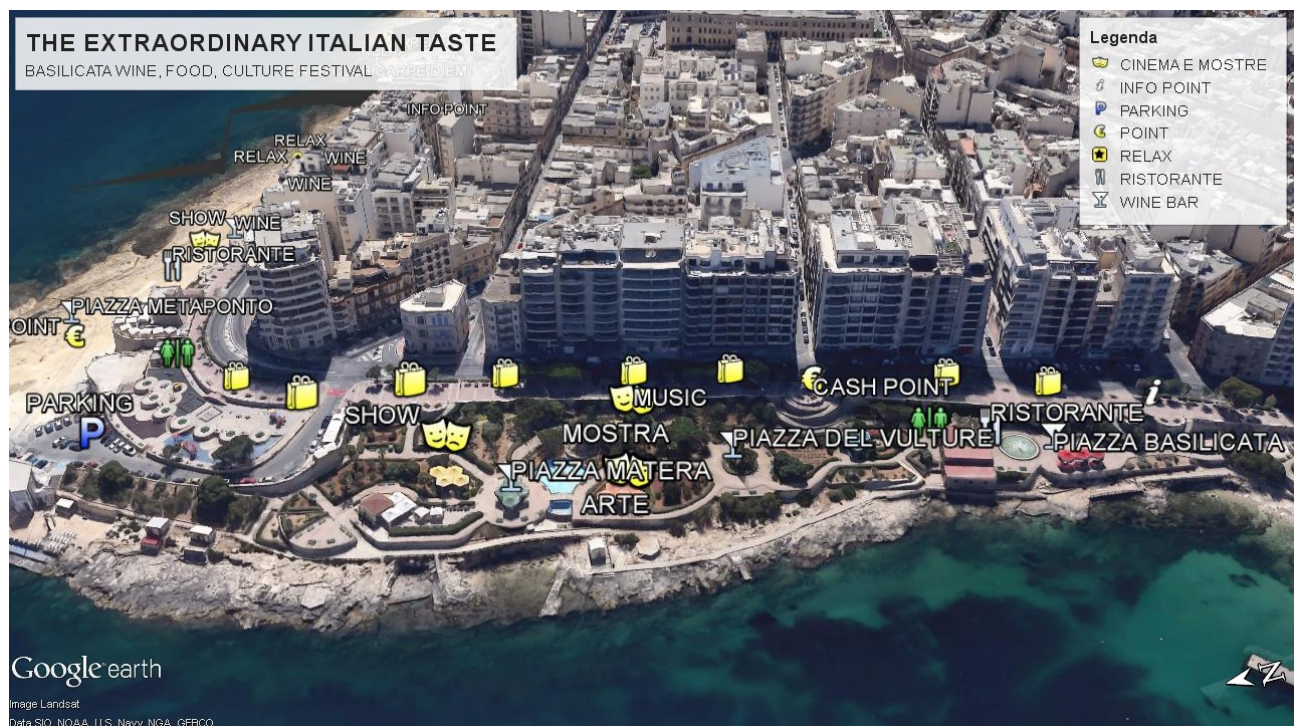
The project aims to promote **the genuine Italian product** and differentiate it from the **Italian sounding product** that although seems to be Italian because of its appearance or graphics, is actually produced abroad. Unlike the phenomena of counterfeiting and food fraud, the Italian sounding product does not infringe any intellectual property rights, however, it has a negative impact on the reputation of excellence and quality that characterises the real **Made in Italy** .

The Maltese Italian Chamber of Commerce will organise events dedicated to importers

who have expressed a desire to meet the producers from Lucania to examine the possibility of importing these products.

The location chosen is Sliema, the island's western city, a prime destination for tourists and locals alike.

In collaboration with the Local Council of Sliema, approximately 1km of the waterfront and 1 km of the beach has been made available for this event.



Three days with over fifteen hours daily of promotion of Basilicata and its products in a shopping mall by the sea, where thousands of people will take turns and be encouraged to discover the little pearl of southern Italy.

From 10 am until 1 am on the sea shore and on the Sliema seafront, the producers attending the wine festival will have the opportunity to have a custom shop where they can sell their products.





## **ORGANISATION AND OPENING HOURS:**

### **WATERFRONT FROM 10:00 - 24:00**

- 15 custom shops for wine producers, pasta and crafts
- 2 info points Basilicata e Matera 2019
- Flags and banners for the promotion of Basilicata and producers

### **GARDEN FROM 10:00 - 24:00**

- 1 restaurant
- 2 squares with 3 corners dedicated to wine tasting from 19:00 to 24:00
- 2 areas for art and photos
- 1 Italian jazz and bossa nova music area

### **SEASHORE FROM 10:00 - 01:00**

- 1 restaurant
- 2 squares with 4 corners dedicated to wine tasting from 19:00 to 24:00
- 1 beach club open from 10:00 to 01:00
- 2 relaxing areas with sun beds and umbrellas and sofas
- 2 areas of Italian music, with DJs and live bands
- 1 Cinema Dolce Vita