

Prestigious Italian restaurants to be acknowledged at IFEA

IFEA, Africa's food & drink event, being held from 5-7 November 2014 at the Sandton Convention Centre, will host the 'Marchio Ospitalità Italiana, Ristoranti nel Mondo' (Italian Hospitality, Italian Restaurants of the World), as a show of support for the Italian-South African Chamber of Trade & Industries.



Twenty-five top-quality South African-based Italian restaurants were awarded (or recertified) with the seal in 2013 and 2014 will see more quality Italian restaurants receive the prestigious award. The award honours Italian restaurants and restaurateurs whom have shown business excellence through the protection of Italian heritage and whom continuously strive to promote said heritage through excellence in cooking, food, quality service and hospitality that is predictably accompanied by close attention to detail that surpasses simple 'eating'.

The seal, which aims to promote and protect authentic 'Made in Italy' brands, products and restaurants and to separate these from "Italian-sounding" imitations, is awarded under strict evaluation processes and guarantees the recipient restaurants prestige and visibility. Certified restaurants become part of an international network of the over 1600 restaurants that have been certified to date, representing 53 countries (and about 3000 applications) - all establishments that embrace the tradition of culinary excellence and considered genuine "Ambassadors of the Italian palate" and Italy's rich culture.

Vito Casiello, Marketing and Communications Manager for Italian-South African Chamber of Trade & Industries, says, "In South Africa, the Chamber both supports and promotes the Italian Hospitality Seal and the spirit of authenticity and tradition that it represents. With the annual awards, taking place at IFEA 2014 this year, the Chamber has and continues to be a promoter of "Made in Italy" brands, products and restaurants, owners and operators of which we hope to see at IFEA in November. In these restaurants, with these brands or using these products, chefs who are trained in the art of traditional Italian cuisine are able to create tastes and flavours reminiscent of their land of origin from anywhere in the world - and this is exactly what we are trying to preserve while at the same time avoiding the 'Italian-sounding' problem. We look forward to the continued African growth of this project, just having received applications from Mozambique and Namibia."

Current award holders

The twenty-five South African restaurants that have received this prestigious certification are:

- Alfie's - Pretoria
- Amarcord - Illovo, Johannesburg
- Bice Restaurant - Southern Sun Hyde Park, Sandton, Johannesburg
- BottegaParkhurst - Parkhurst, Johannesburg
- Cafe' Del Sol - Olivedale, Johannesburg
- Casa Toscana - Poggio Farm, Trafalgar
- Da Graziella - Edenvale, Johannesburg
- ErBucò - Dowerglen, Johannesburg
- Fabio's Ristorante - Hermanus
- Frenzi - Fourways, Johannesburg
- FumoRestaurant- Groenkloof, Pretoria

- Il Cappero - Camps Bay, Cape Town
- Il Leone- Mastrantonio - Green Point, Cape Town
- Il Tartufo - Hyde Park, Johannesburg
- Illovo - Mastrantonio - Illovo, Johannesburg
- La Cucina @ Cremalat - Germiston, Johannesburg
- La Fiorentina - Kyalami, Johannesburg
- La Locanda - George
- La Scala - Mastrantonio - Montecasino, Fourways, Johannesburg
- Luca's - Sunninghill, Johannesburg
- Pomodoro - Morningside, Johannesburg
- Stelle 62 - Parkview, Johannesburg
- TortellinoD'oro - Oaklands, Johannesburg
- Vera Vita - Haddon, Johannesburg
- Villa San Giovanni - Wonderboom Airport, Johannesburg

"We are delighted to have been selected to host the awards this year and are very excited to see which new South African-Italian restaurants will be certified," says Nick Sarnadas, Food & Hospitality Event Director for Specialised Exhibitions Montgomery, organisers of IFEA in South Africa.

"The Italian-South African Chamber of Commerce is just one of 49 other Italian Chambers of Commerce operating in Africa and across the world and the association with IFEA and opportunities it opens up for brands exhibiting at IFEA 2014 is far-reaching. We can only hope that exhibitors and show visitors take advantage of the networking opportunities we are generating for them - for their benefit and for the benefit of the African hospitality industry as a whole," concludes Sarnadas.

For more information on IFEA 2014, go to www.ifea.co.za.

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