



For Immediate Release

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**Fall in Love with Italy All Over Again at SHOP & DINE VINO 2010!**

January 28<sup>th</sup> - February 10<sup>th</sup> at participating restaurants and retailers

**New York, January 18, 2010** - The Italian Trade Commission, in collaboration with some of New York's finest restaurants and wine shops, will once again be celebrating Italian Wine Week this January 28<sup>th</sup> through February 10<sup>th</sup> with a special **SHOP & DINE - VINO 2010** consumer promotion that is sure to make everyone fall in love with Italy all over again.

New Yorkers and visitors to the city can enjoy special by-the-glass promotions, flights and pairing menus at more than a dozen participating wine shops, bars and restaurants, featuring some of Italy's finest producers and including a superb selection of traditional and modern-style wines from Apulia, Calabria, Tuscany and Veneto.

These Italian wine regions are currently enjoying a surge in popularity among U.S. consumers, thanks in part to the growing selection of modestly priced first-rate wines emerging from Apulia and Calabria as well as the ever-growing appeal of Italian Sparkling wine as an approachable alternative to Champagne. According to the U.S. Department of Commerce, last year consumption of Italian sparkling wine grew 14%, beating out French sparkling wine as the number one imported sparkling wine by consumption.

The widespread appeal of Italian cuisine also contributes to the American love affair with Italian wines. "The enormous popularity of Italian cuisine has played a pivotal role in introducing Americans to Italian wines," says James Mariani, co-CEO of Banfi Vintners. "Moreover, the generally consistent high quality of Italian wines at all levels of the price spectrum has created a very high level of confidence and trust in the



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American consumer. This level of confidence is precisely why wines from Tuscany and Veneto remain extremely popular and continue to sell at all price points despite the dithering economy.

“The Italian Trade Commission launched the SHOP & DINE program to showcase the many ways in which Italian wines can be enjoyed, from casual entertaining at home to dining out. There is an Italian wine style for every cuisine, occasion and taste preference. During SHOP & DINE we are confident that consumers will find the mesmeric variety of Italian wines most palatable” commented Aniello Musella, Italian Trade Commissioner and Executive Director for the USA.

Visit <http://vino2010.italianmade.com/shop-dine-vino-2010> to learn where to **SHOP & DINE – VINO 2010**. Stay up to date on SHOP & DINE VINO 2010 by visiting the VINO 2010 Facebook page or by following VINO 2010 on Twitter, where participating restaurants, retailers will post promotion updates and Italian wine lovers will comment on newly discovered Italian wines.

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#### **SHOP & DINE – VINO 2010 RETAIL & RESTAURANT LOCATIONS & FEATURED ITALIAN WINES**

##### **Featuring Wines of Apulia:**

**I Trulli** – 122 East 27th St, tel: 212 481 7372, [www.itrulli.com](http://www.itrulli.com)

**Mia Dona** – 206 East 58<sup>th</sup> St, tel: 212-750-8170, [www.miadona.com](http://www.miadona.com)

**Sherry Lehmann Wine & Spirits** – 505 Park Ave, tel: 212-838-7500, [www.sherry-lehmann.com](http://www.sherry-lehmann.com)

**Vino Italian Wine & Spirits** – 121 East 27th St, tel: 800-965-8466, [www.vinosite.com](http://www.vinosite.com)

##### **Featuring Wines of Calabria:**

**Chelsea Wine Vault** – 75 9 Avenue, tel: (212) 462-4244, [www.chelseawinevault.com](http://www.chelseawinevault.com)

**Enoteca Di Palo** – 200 Grand St, tel: 212-680-0545

**Il Gattopardo** – 33 W 54th St, tel: 212-246-0412, [www.ilgattopardonyc.com](http://www.ilgattopardonyc.com)

**Osteria Del Circo** – 120 W 55th St, tel: 212-265-3636, [www.osteriadelcirco.com](http://www.osteriadelcirco.com)

**Featuring Wines of Tuscany:**

**Bottlerocket Wine & Spirit** – 5 West 19th Street, tel: (212) 929-2323, [www.bottlerocketwine.com](http://www.bottlerocketwine.com)

**Le Cirque** – One Beacon Court, 151 East 58th St, tel: 212-644-0202, [www.lecirque.com](http://www.lecirque.com)

**Union Square Wines & Spirits** – 140 Fourth Ave, tel: 212-675-8100, [www.unionsquarewines.com](http://www.unionsquarewines.com)

**Salumeria Rosi** – 283 Amsterdam Ave, tel: 212-877-4800, [www.salumeriarosi.com](http://www.salumeriarosi.com)

**Featuring Wines of Veneto:**

**Best Cellars** – 2246 Broadway, tel: 212-362-8730, [bc@bestcellarsuws.com](mailto:bc@bestcellarsuws.com)

**Morrell & Co** – One Rockefeller Plaza, tel: 212-688-9370, [www.morrellwine.com](http://www.morrellwine.com)

**Morrell Wine Bar & Café** – One Rockefeller Plaza, tel: 212-262-7700, [www.morrellwinebar.com](http://www.morrellwinebar.com)

**SD26** – 19 East 26th Street, tel: 212-265-5959, [www.sd26ny.com](http://www.sd26ny.com)

**Featuring Wines of Italy (multiple regions):**

**Bull & Bear Steakhouse** – Waldorf=Astoria, 301 Park Ave, tel: 212-872-4895, [www.waldorfn newYork.com](http://www.waldorfn newYork.com)

**Brasserie Cognac** – 1740 Broadway; tel: 212-757-3600, [www.cognacrestaurant.com](http://www.cognacrestaurant.com)

**Clo Wines** – Time Warner Center – 10 Columbus Circle, tel: 212-823-9898, [www.clowines.com](http://www.clowines.com)

**Fresh Direct.com** (online) – [www.freshdirect.com](http://www.freshdirect.com)

**Garnet Wines & Liquors** – 929 Lexington Ave, tel: 212-772-3211, [www.garnetwine.com](http://www.garnetwine.com)

**Geisha** – 31 East 61<sup>st</sup> St, tel: 212-813-1113, [www.geisharestaurant.com](http://www.geisharestaurant.com)

**Il Punto Ristorante** – 507-509 Ninth Ave, tel: 244-0088, [www.ilpuntoristorante.com](http://www.ilpuntoristorante.com)

**inoteca** – 323 Third Avenue, tel: 212-683-3035, [www.inotecanyc.com](http://www.inotecanyc.com)

**inoteca** – 98 Rivington Street, tel: 212-614-0473, [www.inotecanyc.com](http://www.inotecanyc.com)

**Peacock Alley** – Waldorf=Astoria, 301 Park Ave, tel: 212-872-4895, [www.waldorfn newYork.com](http://www.waldorfn newYork.com)

**Serafina** – 29 East 61<sup>st</sup> St., tel: 212-702-9898, [www.serafinarestaurant.com](http://www.serafinarestaurant.com)

**The Wine Room of Forest Hills** - 9609 69th Ave, Forest Hills, NY tel: 718-520-1777, [www.thewineroomoffh.com](http://www.thewineroomoffh.com)

**Zachys Fine Wine & Liquor** – 16 East Parkway, Scarsdale, NY, 10583, tel: 914-874-8038, [www.zachys.com](http://www.zachys.com)