



Canelli-Seoul

When traditions meet

WINE PROJECT at the YEOSU EXPO 2012

In the cultural exchange between Piedmont and Korea, in view of the Yeosu Expo 2012, ANTICA CANTINA SOCIALE di CANELLI (www.cantinacanelli.it) with the collaboration of ICIF-Italian Culinary Institute for Foreigners (www.icif.com) is promoting a project which will bring the Korean population closer to the tastes and flavours of wines from Asti by harmoniously pairing them with traditional Korean dishes.

Antica Cantina Sociale di Canelli was founded in 1933, and produces classic wines from Piedmont with a genuine respect for tradition. It is situated in an area where wine culture is deep-rooted, amid the Langhe and Monferrato and brings together over 200 wine producers.

The first phase of the project took place in Italy from 31st October to 4th November in which 5 Korean professional Chefs, chosen from the top restaurants serving traditional Korean cuisine in Seoul, Park Chan Il, Chef owner of LA COMMA Restaurant, Park Jong Hyuk, Chef of the PARK HYATT HOTEL, Kwon Woo Joong, Chef owner of the EAST VILLAGE Restaurant, Kim Eun Jung, Chef of the OKITCHEN Restaurant and Im Chul Ho, Chef of the AND G Restaurant, each presented traditional Korean dishes to expert oenologists and sommeliers, which were paired with a selection of wines from ANTICA CANTINA SOCIALE di CANELLI.

The second phase of the project will take place in Korea from Monday 5th to Friday 9th December, where the restaurants involved in the project will invite a food and wine journalist together with guests chosen from amongst their best customers, to attend a traditional Korean dinner in which all of the dishes will be served accompanied by prestigious wines from Antica Cantina Sociale di Canelli.

In the same week the project also includes a third phase which will take place in Korea, where a training Course will be held by the ICIF Sommelier instructor for twenty participants belonging to the food and wine sector, who will go through a program regarding the culture, the history and the geography of Piedmont Region, focusing especially on the Langhe and Monferrato area, including also technical lessons about food and wine pairing using the wines of Antica Cantina Sociale di Canelli.

At the end of the program the participants will continue to promote the wines of Antica Cantina Sociale di Canelli as experts and ambassadors of the wines and also of the production areas until the end of the Expo 2012 Yeosu, during which there will be promotional occasions included for Antica Cantina Sociale di Canelli. In order to achieve the union of two traditions which are so far apart, it was necessary to modify Korean cultural habits. For example, in order to carry out wine pairing with each course it was not possible to serve all of the dishes at once, as Korean tradition requires. The various dishes will be served according to the sequence of a classic Italian menu, following an harmonious order.

Once again ICIF is the worldwide ambassador of Piedmont excellence, opening the doors to the understanding of pairing wines from Piedmont with Korean food.

For more information and details regarding the activities of **ICIF-Italian Culinary Institute for Foreigners** please check the web-site www.icif.com or write an e-mail to icif@icif.com