Media Kit

Made in Italy
‘Made in Italy’ Campaign Drives Awareness of Authentic Italian Foods
Italian culture is famous for its food where craft, quality and flavour reign supreme. It is where prosciutto alone can reignite taste buds or the pasta, freshly made, melts in your mouth. Now imagine recreating that culinary experience at home. It’s possible, and that’s exactly what the Italian Trade Commission in Canada wants you to know with the launch of the ‘Made in Italy’ campaign designed to educate and inform Canadians about the difference between authentic Italian and Italian-sounding food products.

“This is the largest campaign in the Italian Trade Commission’s history, with the goal of providing consumers with the tools and information to differentiate between authentic Italian and Italian-sounding products”.

Pasquale Bova
Italian Trade Commissioner

“These imitation products aren’t held to the same quality standards that make Italian-made products so special.”

Consumer information highlighted throughout the national campaign is on www.italianmade.com which includes a blog and e-newsletter, photography, inspirational video, recipes and consumer tips. The video provides a clear message on the focus of the campaign and supports consumers on making informed decisions at the supermarket. This will be supplemented by digital advertising, a proprietary logo, public relations and a social media campaign using Facebook, YouTube, Pinterest and Twitter channels to share content and engage with Canadians to build a community of authentic Italian food lovers using #madeinitaly. It also includes Canadian-Italian chef partnerships and visits from Italian Michelin-starred chefs to culinary schools across Canada.

Italianmade.com
Understanding the market’s appetite for Italian foods was instrumental in the development of the campaign and national research was commissioned to determine Canadian attitudes towards authentic Italian food. More than half of the respondents (58 per cent) agreed they would be willing to pay more for authentic Italian products, with 41 per cent believing that products made in Italy are superior to their Italian-sounding counterparts. Differentiating between the two is the primary objective of the campaign, with 79 per cent of respondents stating they would be encouraged to purchase Italian products if they were identified as authentic.”
The Italian Trade Commission is an Italian government agency entrusted with the promotion and internationalization of Italian products and companies. ITC provides Italian companies with information, support and advice to export their products and services abroad, and provides foreign companies with information, support and advice to import products and services from Italy. Headquartered in Rome, Italy, ITC operates a worldwide network of Trade Promotion Offices linked to Italian embassies and consulates located in major cities that work closely with local authorities and businesses. ITC provides a wide range of services overseas helping Italian and foreign businesses connect with each other: consulting to identify business partners; bilateral trade meetings with Italian companies; trade delegation visits; official participation in local fairs, exhibitions and seminars with industrial and economic experts. For more information on ITC-Canada, please visit: http://www.italtrade.com/countries/americas/canada_en/
Is It Really ‘Made in Italy’, or just Italian-Sounding?
In Canada, Italian-sounding foods are a widespread phenomenon: They are Canadian food products and although not crafted in Italy, they are packaged, presented and marketed in ways that can confuse consumers.

Italian-sounding imitations are not the same as certified Made in Italy products, because they are not subject to the same strict standards of production which determine the characteristics that make original Made in Italy products world-renowned.

The foods that are most affected by Italian-sounding, unfair competition, are pasta, olive oil, canned tomatoes, wine and cheese.

Amongst the most copied food products are Italian cheeses, like Parmigiano Reggiano, Grana Padano, Taleggio, Gorgonzola, and Mozzarella, Asiago, and Pecorino Romano.

Many countries use adaptations of the original names for their copied products, for example: Brazil sells “Parmesao”, Argentina sells “Regianito” and Canada sells “Parmesan”, “Buffalo Mozarel” and “Gorgon Zola.”

The worldwide market for Italian-sounding products is estimated at over $82 billion CAD, more than double the size of the authentic Italian agri-food export market.
Canada, the U.S. and Mexico are some of the largest consumers of Italian-sounding products, with Canada alone buying $3.6 billion every year.

Italy is Canada’s top EU agri-food supplier and Canada’s 4th largest worldwide food & wine supplier after the US, Mexico and China.

Italy’s agri-food supplies to Canada, excluding alcoholic beverages, rank 7th globally.

- The consumption of Italian-sounding foods results in:
- misinformed consumers, who think they are buying Italian products when they are not;
- consumers with a less developed taste for, and appreciation of, authentic Italian food products and their flavours;
- unfair competition, as prices for imitation products are often lower than authentic products because they don’t respect strict production protocols and standards;
- lower sales, as imitation products are bought at the expense of authentic products.
What to look for?

- In the entire European Union, unlike Canada, authentic Italian food and beverage products may have DOP, IGP and TSG product certifications.

- When consumers see these designations marked on products, they can be assured they are buying authentic Italian products, crafted in Italy using centuries-old techniques in a highly regulated environment.

- DOP stands for “Denominazione di Origine Protetta”, and is translated in English as “Protected designation of origin.”

- IGP stands for “Indicazione Geografica Protetta” and is translated in English as “Protected Geographical Indication.”

- TSG (Traditional Specialty Guarantee) refers to traditional composition and mode of production.

- There are over 800 protected products in Europe.

- All food certifications are the result of European Union policies enacted to promote and protect names of quality for agricultural products and foods, which ensure that only products genuinely originating in certain regions are allowed to be identified as such.

- The purpose of certification is to protect the reputation of the regional foods, promote rural and agricultural activity, eliminate unfair competition and help prevent consumers from being misled, which results from the presence of non-genuine, non-authentic products.
The ‘Made in Italy’ campaign, a national promotion developed by the Italian Trade Commission in collaboration with several Italian Ministries including economic development, agriculture and food, is the European nation’s largest ever initiative to promote its food and wine. The primary objective of the campaign is to guide consumers to authentic, Italian-made products and to raise awareness among industry and consumer stakeholders of the quality and origin of authentic Italian products.

In recent years, products with Italian sounding names have taken substantial market share away from products that are authentically Italian made. The ITC estimates that Canadians spend $3.6 billion each year on agricultural products with Italian-sounding names.

These Italian-sounding imitations are not the same as products certified ‘Made in Italy’ primarily because they are not subject to the same strict standards of production which determine the characteristics that make original ‘Made in Italy’ products world-renowned.

The ‘Made in Italy’ campaign is being spearheaded by the Toronto office of Sid Lee the newly appointed AOR for the Italian Trade Commission. The agency competed against three other firms to successfully win the mandate. The multidisciplinary team is comprised of lead agency Sid Lee who will oversee the creative and branding portion of the mandate as well as drive the content development and digital and social media platforms for the brand; energi PR who will manage the strategic development and execution of the public relations portion of the mandate; media buying partner, Touche Media; research partner, Crop; digital content and production, M&H and video production partner, Jimmy Lee.
'Made in Italy’ will top the agenda of this year’s Expo Milano 2015 in Milan, Italy, from May 1 to October 31, 2015. Over this six-month period, Milan will become a global showcase where more than 140 participating countries will show the best of their technology that offers a concrete answer to a vital need: being able to guarantee healthy, safe and sufficient food for everyone, while respecting the Planet and its equilibrium. In addition to the exhibitor nations, the Expo also involves international organizations, and expects to welcome over 20 million visitors to its 1.1 million square meters of exhibition area.

A platform for the exchange of ideas and shared solutions on the theme of food, stimulating each country’s creativity and promoting innovation for a sustainable future, Expo 2015 will give everyone the opportunity to find out about, and taste, the world’s best dishes, while discovering the best of the agri-food and gastronomic traditions of each of the exhibitor countries.
Contact

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