

# Accademia Barilla / Italian Food Lovers blog --- Press Release

Accademia Barilla Launches "Italian Food Lovers" Blog – Gourmet Italian Food Recipes, Information and Resources – [ItalianFoodLovers.AcademiaBarilla.com](http://ItalianFoodLovers.AcademiaBarilla.com)



*Italian Food Lovers blog launches to rave reviews from epicureans, Italian food lovers and gourmet lovers in the blogosphere.*

*Accademia Barilla aims to offer information about traditional Italian food and tips and recipes for gourmet Italian products through this new blog.*

**Parma, Italy (PRWeb) December 29, 2006** -- Italian gourmet food distribution specialist Accademia Barilla has launched an informational blog, entitled "Italian Food Lovers," that aims to share the culture of Italian culinary tradition with Italian and gourmet food lovers worldwide.

The new Accademia Barilla blog -- [www.italian-food-lovers.com](http://www.italian-food-lovers.com) -- is a repository of resources, recipes and gourmet Italian food products promoted by the Italian gastronomy expert.

Accademia Barilla launched the blog around Christmas 2006 to complement the website [AcademiaBarilla.com](http://AcademiaBarilla.com) and to provide ongoing interaction with its large web audience. The blog is currently co-written by **three authors** of the Accademia Barilla team: an Italian Culinary Specialist, the Accademia Barilla Chef, and the Accademia Barilla Press Office.



The Italian Food Lovers blog, reachable also at <http://ItalianFoodLovers.AcademiaBarilla.com>, will share recipes by using many of the gourmet Italian food products and ingredients that Accademia Barilla has to offer. In addition, the blog will discuss in-depth the intricacies of "traditional" food in the 21st century -- at a time where homogenization and mass production of food is threatening to marginalize excellent historical and traditional gourmet food products.



Gianluigi Zenti, President of Accademia Barilla, shares his excitement over the "Italian Food Lovers" blog launch: *"We're glad to be giving a voice to our culinary experts through this innovative blog. We hope to showcase some of the excellent gourmet Italian food products that Accademia Barilla offers, as well as educate an interested population about the rich traditions and history of Italian Food Culture"*.

Zenti's organization has been a leader in the traditional Italian culinary education field, along with pioneers Michelin, Zagat, Slow Food and others. The presence of the Italian Food Lovers blog will only strengthen Accademia Barilla's commitment to the gourmet food industry.

Ilaria Rossi, Director of Marketing of Academia Barilla, also added that "*Our new Italian Food Lovers blog will also enable us to interact more directly with our large consumer base so that we can better understand what gourmet and traditional Italian gourmet food products we should bring to the market*".



Boasting over 100 gourmet products, Academia Barilla's inline shop <http://Shop.AcademiaBarilla.com> – offers the finest in gourmet and traditional Italian regional food products, including Prosciutto di Parma, Parmigiano-Reggiano cheese and traditional Balsamic Vinegars of Modena - the most authentic mix of Italian DOP products available on the web today.

For more information on the Academia Barilla "Italian Food Lovers" blog, please visit our blog at [www.italian-food-lovers.com](http://www.italian-food-lovers.com), or the Academia Barilla website at [www.AcademiaBarilla.com](http://www.AcademiaBarilla.com).

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### **About Academia Barilla:**

Academia Barilla is the Barilla Group company dedicated to the art of Italian gastronomic culture, with the mission to preserve, develop and promote the art of Italian cuisine and gastronomic culture around the world.

Academia Barilla preserves traditional Italian food products and protects them from imitation; develops and supports Italian culinary arts through Academia Barilla Culinary School's courses and education, and through services dedicated to the restaurant sector; promotes and raises worldwide awareness about the Italian gastronomic culture through events and publications.

More information on Academia Barilla are available on the website [www.AcademiaBarilla.com](http://www.AcademiaBarilla.com), and now also on the Academia Barilla blog [www.Italian-Food-Lovers.com](http://www.Italian-Food-Lovers.com).

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