

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

Accademia Barilla "Italian Food Lovers" Blog Wins Best of the Blog Award Within One Week of its Launch! – ItalianFoodLovers.AcademiaBarilla.com



Italian Food Lovers Blog is honored with ceremonial award for its work in promoting gourmet Italian food and traditional Italian culture.

City of Sault Sainte Marie, Ontario, Canada news source heralds Italian Food Lovers blog and the Barilla family as "Ambassadors of traditional Italian Gastronomic Culture".

Parma, Italy (PRWEB) - January 12, 2007 - Gourmet food blog Italian Food Lovers www.italian-food-lovers.com was awarded its first blog award only one week after its launch by a popular news source from Sault Sainte Marie, Ontario, Canada.

The SooToday.com website bestowed the Accademia Barilla gourmet food blog with its **"Best of the Blogs" award**, citing excellence in promoting and defending gourmet Italian food culture.

The stated mission of Accademia Barilla's Italian Food Lovers blog is to promote and raise awareness about the art of Italian cuisine and gastronomic tradition by bringing together tradition and innovation.



SooToday.com praised Accademia Barilla's blogging efforts by noting that the Barilla family, of which Accademia Barilla and the Italian Food Lovers are proud members, is "*known and respected worldwide as defenders and ambassadors of traditional Italian gastronomic culture*".

Accademia Barilla Marketing Director Ilaria Rossi was elated by the award: "The SooToday news organization confirms what we've felt about our Italian Food Lovers blog since we put it on the drawing board a year ago. Our Accademia Barilla blogging team is off to a great start discussing traditional gourmet Italian food products and engaging the blogosphere in gastronomic debate. Auguri Blogging Team!"

Though Accademia Barilla's Italian Food Lovers blog, reachable also at <http://ItalianFoodLovers.AcademiaBarilla>, only launched a couple of weeks ago, it has nonetheless stirred excitement in gourmet circles both in North America and in Italy.

Accademia Barilla Chef and Italian Food Lovers blog author Massimo Mercanti added that "blogging about Accademia Barilla's gourmet food products in an educational way is both fun and challenging - there are so many topics we've yet to cover in the gourmet Italian food world!"

The SooToday news story covering the Italian Food Lovers blog award can be found at http://www.sootoday.com/content/news/full_story.asp?StoryNumber=21866

Accademia Barilla's Italian Food Lovers blog is located on the web at www.italian-food-lovers.com, and the post reporting the Best of the Blogs Award is reachable at the address <http://italianfoodlovers.academiabarilla.com/2006/12/30/italian-food-lovers-blog-wins-canadian-best-of-the-blogs-award-one-week-after-its-launch/>

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, and now also on the Academia Barilla blog www.Italian-Food-Lovers.com.

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