

# ACADEMIA BARILLA PARTNERS WITH SUR LA TABLE TO CELEBRATE ITALIAN FOOD CULTURE IN THE US, WITH A CALENDAR RICH OF FOOD TASTING, ITALIAN REGIONAL COOKING CLASSES, AND A 2009 EASTER TOUR OF PARMA, ITALY



THE ART OF ITALIAN GASTRONOMY

*Top Italian Culinary Center Academia Barilla partners with Sur La Table, a perfect place for food lovers to shop, for a series of initiatives celebrating the Tastes of Italia, that include food tasting of Academia Barilla Italian specialties across 63 Sur La Table stores in the US, Italian regional cooking classes at 25 Sur La Table locations, and a 6-day gastronomic and culinary Easter 2009 Tour of Parma, Italy.*

**Chicago, IL ([PRWEB](#)) September 19, 2008** - [Academia Barilla](#), the world's premier Italian culinary center dedicated to the art of Italian gastronomy, voted one of the top 5 luxury cooking schools from Gourmet Magazine, partners with [Sur La Table](#), a perfect place for food lovers to shop, for a series of initiatives celebrating the Tastes of Italia.

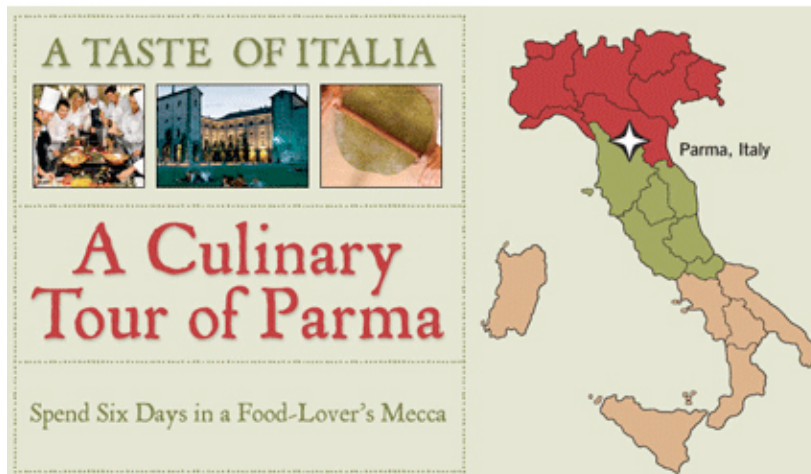


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The **gourmet initiatives** designed by Academia Barilla in partnership with Sur La Table include:

- Food tasting of Academia Barilla Italian specialties across 63 Sur La Table stores in the United States
- Italian regional cooking classes at 25 Sur La Table locations across the US
- 6-day gastronomic and culinary Tour of Parma, Italy, scheduled for next Easter 2009 (April 5-10)



*Kim Sayid, Academia Barilla Director North America, commented that "Academia*

*Barilla partnership with Sur La Table is a positive learning experience for us; it is a pleasure to work with Sur La Table to design culinary initiatives that help promote Italian culinary and food culture in the United States, and encompass all elements of Italian food culture, from authentic Italian products to cooking classes and gourmet travel to Italy".*

**In-Store Gourmet Product Sampling**

For the entire month of September 2009 Sur la Table, who showcases the entire line of Academia Barilla and Giada De Laurentiis Selected by Academia Barilla gourmet product lines, will organize free gourmet food samplings of Academia Barilla products at 63 Sur La Table stores across the United States.

Sur La Table customers will have the opportunity to learn how to professionally taste Italian products, what kind of quality to look for, how they can use the products at home, and more gourmet, gastronomy and culinary tips.





**Authentic Regional Italian Cuisine - [Sur La Table In-Store Gourmet Cooking Classes](#)**



Academia Barilla partnered with Sur La Table to introduce four Italian culinary classes celebrating the best of regional Italian cooking, exploring delicious local recipes from four of Italy's richest culinary regions: Emilia-Romagna, Sicily, Liguria and Tuscany.

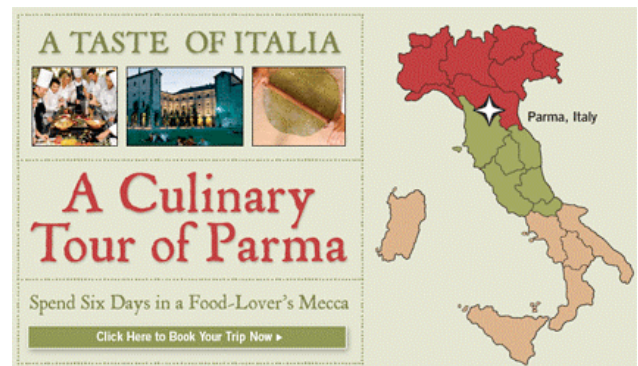
Participants to the Academia Barilla cooking classes will use classic recipes and the best artisan Italian ingredients to prepare signature dishes steeped in the traditions of this food-

loving nation. The in-Store cooking classes will be held at 25 Sur La Table locations across Arizona, California, Connecticut, Illinois, Indiana, Nebraska, New Jersey, New York, Ohio, Oregon, Texas, Utah, Virginia and Washington.

**A Taste of Italia - [Sur La Table Culinary Easter Tour of Parma, Italy](#)**

Academia Barilla and Sur La Table are proud to introduce the ultimate Italian culinary experience, a 6-day culinary and cultural tour of Parma, Italy.

Scheduled for the week of Easter (**April 5-10, 2009**), this culinary tour designed by Academia Barilla exclusively for Sur La Table is a must for those who love the culture and cuisine of Italy, who will spend 6 days in Italy's Food Lovers Mecca.



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The 6-day tour is designed by Academia Barilla and Sur La Table to allow food lovers to explore the rich culinary and cultural heritage of this 2000-year-old city, linger over meals in courtyard gardens and participate in workshops, visiting local producers of Parmigiano Reggiano, Aceto Balsamico, Prosciutto di Parma and Culatello, while exploring castles, historic landmarks and Medieval villages in Italy's richest culinary area, Emilia Romagna. Participants will learn how to prepare traditional Italian Easter and regional menus, working hands-on with local artisanal ingredients and Academia Barilla chefs.

Register soon for this amazing experience - space is limited and selling out fast; due to the popularity of this trip, only a

few spots are left. For more [info and online booking](#) please visit the Sur La Table website, or call toll free at 866-392-3302.



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## **About Academia Barilla**

Academia Barilla protects, promotes and develops the Art of Italian Gastronomy, creating the ultimate Italian experience. Located in Parma, Italy, Academia Barilla was born in 2004 under the auspices of Italy's most important food company, Barilla.

Academia Barilla's top quality Italian gourmet products are selected in collaboration with accomplished chefs and experts in regional gastronomy, to develop exceptional products rooted in Italian traditions. Academia Barilla also offers full immersion culinary experiences in the breathtaking region of Emilia-Romagna.

## **Academia Barilla contacts**

For more information about Academia Barilla's products and services, please visit Academia Barilla at [www.academiabarilla.com](http://www.academiabarilla.com).

For Italian culinary news, gourmet recipes and interactive content on Italian food visit our Italian Food Lovers blog at [www.italian-food-lovers.com](http://www.italian-food-lovers.com).

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