



**EATITALIAN.COM, THE ONLINE COMMUNITY AND SOCIAL NETWORK FOR ITALIAN FOOD LOVERS, LAUNCHES ON 150<sup>TH</sup> ANNIVERSARY DATE OF ITALIAN UNIFICATION**

**Celebrates Launch with Sweepstakes for Di Palo Selects Gift Basket**

NEW YORK, NY, March 17<sup>th</sup> — Alan Watts, founder of Eatitalian.com, launched his new online community for Italian food lovers today, the 150<sup>th</sup> anniversary date of Italian unification. Alan explained the genesis of [www.Eatitalian.com](http://www.Eatitalian.com), “With all of the websites for recipes, restaurant reviews, products and Italian culinary personalities, I discovered that there was not a single community site for Italian food lovers.” Mr. Watts further explained, “Given the popularity of Italian cuisine among Americans, I felt that there was an opportunity to gather all of the pieces together into one comprehensive, inclusive website and social network.”

Fortuitously, Alan had purchased the very appropriate URL years earlier, before the concept for the online community site had even begun to be developed. To celebrate the site launch, Eatitalian.com is running a sweepstakes for the ‘Complete Italian Basket’ (<http://www.eatitalian.com/marketplace/66604/complete-italian-basket>) from the renowned Di Palo’s of New York City’s Little Italy, a proud partner of Eatitalian.com.

Eatitalian.com includes sections for restaurant reviews, a marketplace for the purchase of Italian specialty food products (through the partnership with Di Palo’s), recipes, news articles written by contributing editors, discussion forums and featured bloggers.

Members can create their own profile page, share their opinions and ideas, post recipes featuring their own video, and participate in groups and discussions within EatItalian.com. The website offers a comprehensive and searchable listing of over 70,000 Italian restaurants in the United States that can be reviewed and shared through social media links such as Facebook and Twitter. Restaurant owners will be able to proactively create and manage their own profile pages, post menus, photos, videos and share their latest news, and most importantly, build a "Fan" base within the community.

"I'm very happy to partner with Alan, and showcase my selection of artisan Italian foods on Eatitalian.com," said Lou Di Palo, proprietor of Di Palo's and [www.dipaloselects.com](http://www.dipaloselects.com). "We share the same passion for creating a community of Italian food lovers, whether online or shopping in my store!"

Gino Colangelo of Colangelo & Partners Public Relations, the agency for Eatitalian.com and Di Palo's, added, "As somebody who works to promote the best of Italian cuisine every day, I'm thrilled to have a vehicle like Eatitalian to share information about my clients with a dedicated, passionate audience."

During the soft launch period alone, with no promotion of the site other than word of mouth, Eatitalian.com generated over forty thousand page views. With the official launch underway, Alan expects the traffic to the site to reach five hundred thousand page views per month by the end of 2011.

For more information on Eatitalian.com or Di Palo Selects, email Alessandro Boga at [aboga@colangelopr.com](mailto:aboga@colangelopr.com), or call at 646.624.2885 ext. 256