



PRESS RELEASE

PRESS CONTACT Emma Rowland

EMAIL erowland@baltzco.com

PRESS CONTACT Chloe Mata Crane

EMAIL cmcrane@baltzco.com

PHONE 212.982.8300

GRANA PADANO PDO IS MAIN SPONSOR OF SEVENTH ANNUAL IDENTITÀ GOLOSE
Italy's Most Popular Cheese Partners With Acclaimed International Chefs Forum At Eataly Flatiron in New York City

NEW YORK, NY (TKTK) — Grana Padano PDO announces its partnership with the seventh annual Identità Golose, the acclaimed chefs conference bringing Michelin-starred legends from around the world to convene for three days only, from October 4th-October 6th, at Eataly Flatiron in New York City (200 5th Avenue; www.eataly.com).

As one of the event's original sponsors, Grana Padano PDO is proud to continue support of Identità Golose's commitment to Italian culinary traditions, as well as its celebration of emerging food practices and innovations. This year, the theme of Identità Golose is "Don't Waste the World," resulting in cooking demonstrations showcasing dishes that combat waste by using resourceful practices, and discussions about how to make today's global culinary trends and techniques more sustainable.

The quintessential Italian cheese and most popular in its home country, Grana Padano PDO will be prevalent throughout the Identità Golose NYC celebrations. Chef participants will utilize and highlight Grana Padano PDO in their recipes throughout the three days in informative "Master Classes" as well as a first-ever "Dine Around" dinner experience, where six chefs will showcase dishes in a culinary tour that will move from restaurant to restaurant within Eataly.

Acclaimed Italian pizza master Franco Pepe will prepare pizzas spotlighting the cheese in surprising ways in an eye-opening Master Class, while three Michelin-starred chef Niko Romito of Risorante Reale in Italy will prepare a classic *Zuppa with Grana Padano Riserva, Pomodori and Pane*, celebrating traditional Italian flavors and the start of fall with this hearty and warming dish. Chef Fortunato Nicotra, executive chef of Lidia Bastianich's acclaimed flagship restaurant Felidia in New York, will serve his innovative *Grano, Grana, Pepe and Pere* dish during the Dine Around dinner experience.

A longtime participant in the Identità Golose celebrations, acclaimed chef, author and television personality Lidia Bastianich bridges the gap between America and Italy with her accessible, warm and traditional Grana Padano recipes. To explain why this is her cheese of choice, she says: *"Grana Padano is a staple ingredient in my cooking. I eat it in chunks with fruit or bread and use it grated for pasta fillings and for dressing soups and pasta. The cheese makes a tasty, crunchy top for baked vegetable and pasta dishes as well. In Italy, it holds a special place for children, who choose it for its salty and slightly sweet flavor. I also use the rinds; when washed and scrubbed- they add lots of flavor when tossed into soups."*

For reference, below is a full list of participating Identità Golose NYC chefs for reference:

- **Massimo Bottura:** acclaimed three Michelin-starred chef of Osteria Francescana, which was just named The World's Best Restaurant at acclaimed World's 50 Best Restaurants ceremony
- **Alex Atala:** Brazilian chef of restaurant D.O.M. in São Paulo, which was rated the 4th best restaurant in the world by the S. Pellegrino World's 50 Best Restaurants
- **Lidia Bastianich:** Emmy award-winning television host, best-selling cookbook author, and restaurateur
- **Franco Pepe:** Italian chef at Pepe in Grani, which has been named some of the best pizza in the world by outlets like Food & Wine magazine, Lucky Peach, and the LA Times
- **Niko Romito:** three Michelin-starred chef of Ristorante Reale in the Abruzzo region of Italy
- **Matthew Kenney:** American celebrity chef who specializes in plant-based and raw foods
- **Fortunato Nicotra:** executive chef of Lidia Bastianich's acclaimed flagship restaurant Felidia in New York City

For a full schedule of events throughout the three days, see [here](#).

About Grana Padano:

In 1996, Grana Padano received the Protected Designation of Origin recognition by the European Union, the highest form of classification in Italian authenticity. Cistercian monks first created Grana Padano approximately 1,000 years ago, as a way for the dairy farmers of northern Italy's Po River Valley to preserve the excess milk produced from their herds. By the 15th century, Grana Padano was one of the most popular cheeses in Italy, and today with almost 1,600 million wheels exported became the PDO cheese most consumed worldwide. "Grana" comes from Latin for "grain" due to its granular texture and "Padano" indicates it is "of the Po River." A beautifully pale yellow cheese with a bright and nutty flavor, Grana Padano is made with partially-skimmed milk from Italian Holstein-Friesian cows, and comes in three distinct ages: from 9 to 16 months, over 16 months and Riserva, starting from 20 months to 24 and over.

About Identità Golose

Identità Golose, founded in 2004 by Italian food journalist Paolo Marchi, is a culinary organization with a mission to highlight the best of contemporary Italian cuisine, showcase the culinary excellence of each Italian region, and honor the top Italian chefs who proudly blend traditional techniques with modern methods. The first Identità Golose event was held in Milan in 2005, and seven events have been held since, each one showcasing the greatest Italian and international chefs, pastry chefs, and artisanal producers. The success of Identità Golose in Italy eventually led to the launch of Identità London in 2009. Following the London event, Identità Golose decided to share the talent of Italy's finest chefs with an American audience. The first Identità Golose New York took place in 2010 at Eataly, and the inaugural Identità Golose Chicago took place in 2014. Identità Golose is the official partner of Expo Milano 2015 for which it created a very special starred restaurant that hosts over 80 international chefs from all over

the world during six months. For more information about Identità Golose, please visit www.identitagolose.com.

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