



Italian Flour Companies at Plant Based World Expo to Promote Premium Organic Flours

ROME, Italy (September 5, 2022) – After its successful launch at Bakery @ SIAL America, “Pure Flour from Europe: your Organic and Sustainable Choice!”, the campaign managed by ITALMOPA - the Italian Association of Millers – and co-funded by the European Commission to promote exports of organic soft / durum wheat flour and semolina to the U.S. and Canada and to raise awareness of their high quality, will land in New York at Plant Based World Expo, an international trade show which will take place from 8th to 9th September 2022.

Visit our booth #203 to find out more and meet the representatives from three of the association’s largest producers: Molino Grassi, Molino Casillo and Molino de Vita. Taste some great focaccia and fresh pasta specially prepared by chef Fabrizio Facchini in the demo dedicated area of the show.

The Pure Flour from Europe campaign will span three years and include other consumer and trade events with product demonstrations led by chefs featuring such well-loved Italian foods as pizza, pasta, pastries and breads. There will also be social media and advertising campaigns and participation in other important trade shows targeting the grocery, foodservice and food manufacturing sectors: we will be in Las Vegas for the Winter Fancy Food 15/17 January 2023 and then again in Anaheim for the Natural Products Expo 8/12 March 2023 and in Toronto for SIAL Canada 9/11 May 2023. There will also be an educational tour of millers of organic flours and semolina in Italy.

“We see a great opportunity in North America to increase the export of organic soft wheat and durum flours and semolina from Italy. More than ever before, home cooks



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and chefs are demanding premium ingredients that are healthy, nutritious and grown without synthetic fertilizers. They also want to respect the environment,” says ITALMOPA President Emilio Ferrari. “Organic flour from our member companies delivers on all these attributes and elevates the quality of almost all culinary creations.”

Find out more on www.pureflourfromeurope.ca

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What else to say.... Enjoy. It's from Europe!



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