



Flavour of Italy

of Italy

**COMPANY
PROFILE**





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www.flavourofitaly.net



PinoCCHio
Italian Restaurant & Winebar
Luas Kiosk
Ranelagh Dublin 6
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"Food is joy, it is pleasure, it is passion, it is love,
it is wellbeing, it is smile, it is conviviality."

joy



plasure



passion



love



conviviality



wellbeing



smile





The Flavour of Italy Group was founded in 2005 by two Italian entrepreneurs: Maurizio Mastrangelo and Marco Giannantonio and since then it has been operating combining tradition and innovation and promoting the culture of Italian food and wine in Ireland.

The success of the Group comes from various factors that determine its strength and value and that represent important distinctive features on the market:

- constant research for quality products,
- authentic Italian cuisine,
- special welcome for each of our guests.

Maurizio and Marco were able to reach high goals thanks to their passion and enthusiasm.

The Flavour of Italy Group received prestigious awards and prizes from the Irish and Italian authorities.



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The Flavour of Italy Group: the history



At the end of 2004 Marco Giannantonio and Maurizio Mastrangelo met for the first time in Ripalimosani, a small village in Molise, Italy, where Marco is from and Maurizio married his wife. In 2005 Marco and Maurizio laid the foundations of “Flavour of Italy” with the mission of promoting products linked to traditional Italian food and tourism in Italy, thus creating, in a metaphoric way, a bridge between Italy and Ireland for products to travel from Italy to Ireland and people from Ireland to Italy.

The original idea was to let people know more about Italy through its food and its most characteristic places and to import and market in Ireland the most distinctive and representative products related to regional Italian food and wine. A treasure chest full of precious gems; to reveal and share.

The Flavour of Italy Group was born in Ireland in a very favourable time, with a truly dynamic and growing market and with one of the highest GDP among the European countries. Marco, lived in Ireland for a short period of time so he knew it and he realized that it could be one of the most favourable locations in Europe to start their project and make it grow.

The most important reasons why they chose Ireland were:

- young population with a high growth rate (lowest average age and higher birth rate in the European Union);
- very high levels of income and productivity;
- high rate of Education;



- high tendency to consume foreign products due to an historical lack of variety in local productions for climatic and morphological reasons;
- high tendency to choose Italian products due to cultural and religious common elements that create a strong link with Italy.

In practical terms that allowed the introduction of Italian food and wine into the Irish market. The Flavour of Italy Group supported this process by promoting the distinctive quality features of Italian products through testing sessions with Irish restaurant owners and retailers.

The first steps was to import product samples from Italy, to present to Irish restaurants in tasting sessions expressly arranged.

However they found that some local products were difficult to sell due to a lack of knowledge of Italian produce in Ireland. What better way to sort this out than gathering around a cooker and using such Italian special products to prepare meals to bring to the table the flavors and smell of Italy?

This was the genesis of the “ITALIAN SCHOOL OF COOKING” in Dublin born to promote the products of the Italian culinary culture and tradition trough cooking classes. At the beginning this activity was mainly directed to restaurateurs and chefs, afterwards they organized cookery courses for everybody not just to promote Italian food products and a healthier way of cooking typical dishes of Mediterranean cuisine, but also to create moments of pleasant conviviality.





Introduction

Flavo



As the cookery courses began to take off, Marco and Maurizio decided to offer an outside catering service to promote Italian regional cuisine more widely. They set up the catering company CATERITALY that later became “FLAVOUR OF ITALY CATERING” which was an immediate success in providing a complete service for parties, receptions and events.



In 2005 they also set up the travel company “FLAVOUR OF ITALY TRAVEL” with the intention of promoting more hidden parts of Italy’s culture providing the clients with a deeper insight into their unique and distinctive heritage in food and wine. So far they have successfully brought several groups to Italy on culture and gastronomy tours.



The missing piece to complete the range of services offered by the Flavour of Italy Group was added in 2008, with the Italian restaurant and wine bar “PINOCCHIO” where it is possible to taste a selection of typical Italian dishes in a warm and familiar atmosphere.

Today the Flavour of Italy Group has become a Company that includes a wide range of services : cookery classes, outside catering, a restaurant and a travel service, by the sole purpose of promoting Italian cuisine and quality food and wine.



The Founders

He was born in the province of Campobasso in 1977.

He has a bachelor degree in Law from the University of Rome, he is a Company lawyer, expert in international trade.

For the Flavour of Italy Group he is responsible for:
business management,
marketing and public relations.

Marco
Giannantonio



Maurizio
Mastrangelo

He was born in Campobasso in 1969. He has a bachelor degree in Economics from the University of Pisa. He is an expert in business management.

For the Flavour of Italy Group he is responsible for:
corporate management, strategic planning
and administration.



Our Mission

The Flavour of Italy Group aims to develop the Italian food and wine culture in an authentic and innovative way. We are committed to offer to all our costumers a complete and satisfying experience through services that reach their needs and a selection of the best Italian food and wine to disclose the flavor, the aroma and the colors of Italy.

We want to give our costumers physical and mental wellbeing through an emotional experience and a healthy diet of Mediterranean cuisine.

As a result of our commitment, costumers will reward us offering us the opportunity to gain leadership in the field we operate in and growth in the profit and value creation of the Company.

This also allows our people, our members and the community where we live and work to prosper.





We want to implement the most important Group in Ireland which deals with everything concerning the Italian culinary culture through the promotion, distribution and sale of products and services linked to Italian food and wine using innovative solutions close to the consumer.

We want to develop the culture of a healthy eating according to the principles of the Mediterranean diet thus improving people wellness.

We want to in excite our costumers every day offering a range of products and services able to evoke Italy and its idiosyncrasies.

We want to create a Group truly focused on the interests and tastes of all our customers, able to follow their evolution over time and capable of renewing itself constantly with the full cooperation of our team.





Our Purpose

Customer focus

Giving the utmost attention to our customers engaging them in an emotional experience using Italian food and wine.

Hospitality

The Flavour of Italy Group is committed to convey its passion for authentic Italian food and wine in all its activities involving customers, staff, friends and guests.

Top products and services

The Flavour of Italy Group wants to provide, always, the best products and the best services to all its customers.

Always working with integrity

Operating with integrity and with respect for the many people, organizations and environments our business touches.

Constant innovation

We actively listen to customers, staff, suppliers and all those who collaborate with the Flavour of Italy Group, this way we constantly build an innovative offer improving the quality of food and wine served to our guests.

Commitment

The success of the Flavour of Italy Group requires constant efforts to reach high standards of performance and productivity and to achieve an effective cooperation targeted to our growth and innovation.

Excellent location

The Flavour of Italy Group always chooses a place where to work proactively in order to share the values of hospitality, training and team working with all its staff.

Working with others

We want to work with suppliers who share our values and operate at the same standards.





The secret of the Flavour of Italy Group is the excellence in the way all activities are performed always complying with the following values:

- We respect our colleagues, customers and guests and treat them as we want to be treated.
- We have confidence in each other's skills and intentions.
- We believe that people work best when there is a foundation of trust.

- We are determined to be the best at doing what matters the most.
- We have a healthy dissatisfaction towards the status quo.
- We have a compelling desire to improve and to win in the market.

- We accept personal accountability to meet our business needs, improve our systems and help others improve their efficiency.
- We all act like owners, treating the Company's assets as our own keeping in mind the long-term success of the Company.



- We always try to do the right thing.
- We are honest and straightforward with each other.
- We operate within the letter and spirit of the law.
- We uphold the values and principles of the Flavour of Italy Group in every action and decision.
- We always refer to data and intellectual honesty when presenting our proposals or valuing possible risks.

- We are leaders in our area of responsibility with a deep commitment in sharing and spreading our results.
- We have a clear vision of where we are going.
- We use all our resources to achieve leadership objectives and strategies.
- We develop the capability to deliver our strategies and eliminate organizational barriers.



Code of Business Principles

Our code of business principles describes the operational standards that everyone follows in the Flavour of Italy Group.

Standards of conduct

We operate with honesty, integrity, an open-minded attitude and with respect for the human rights and interests of our employees and of those with whom we have relationships.

Respecting the law

The Companies of the Flavour of Italy Group and our employees are required to comply with the laws and regulations of the countries in which we operate.

Employees

The Flavour of Italy Group is committed to guarantee a working environment where there is mutual trust and respect and where everyone feels responsible for the performance and reputation of our company. We will recruit, employ and promote employees on the sole basis of the qualifications and skills needed for the work to be performed.

We are committed to providing safe and healthy working conditions for all employees. We will not use any form of forced, compulsory or child labour. We are committed to working with employees to develop and enhance their skills and expertise. We respect the dignity of each individual person and the right of the employees to freedom of association. We will maintain good communications with the employees through company based information and consultation procedures.

Consumers

The Flavour of Italy Group is committed to providing products and services which consistently offer value in terms of price and quality and which are safe for their intended use. Products and services will be accurately and properly labelled, advertised and advertised.





Members

The Flavour of Italy Group will operate in accordance with internationally accepted principles of good corporate governance. We will timely provide all our members with regular and reliable information on our activities, structure, financial situation and performance.

Business partners

The Flavour of Italy Group is committed to establishing relations with our suppliers, customers and business partners that prove to be mutually beneficial. We expect our partners to adhere to the same business principles as ours.

Community involvement

The Flavour of Italy Group strives to be a trusted corporate citizen and to fulfil our commitments towards the societies and communities in which we operate.

Public activities

The companies of the Flavour of Italy Group are encouraged to defend and promote their

legitimate business interests and for this purpose they will co-operate with organizations and agencies such as trade associations, business associations, etc.

The environment

The Flavour of Italy Group is committed to making continuous improvements in the management of our environmental impact and to the goal of developing over time a sustainable business.

Innovation

The Flavour of Italy Group is committed to discovering and promoting authentic traditional Italian cuisine using new technologies to support communication and continuous search of excellent Italian products.

Competition

The Companies and employees of the Flavour of Italy Group will operate in accordance to the principles of fair competition and all applicable regulations.



Business integrity

The Flavour of Italy Group does not give or receive, whether directly or indirectly, bribes or other improper advantages for business or financial gain. No employee may offer, give or receive any gift or payment which is, or may be construed as being, a bribe. Any demand for, or offer of, a bribe must be rejected immediately and reported to management. Unilever accounting records and supporting documents must accurately describe and reflect the nature of the underlying transactions. No undisclosed or unrecorded account, fund or asset will be established or maintained.

Conflicts of interests

All the employees of the Flavour of Italy Group are expected to avoid personal activities and financial interests which could conflict with their responsibilities to the company. The employees of the Flavour of Italy Group must not seek gain for themselves or others through misuse of their positions.

Compliance - monitoring

Compliance with these principles is an essential element in our business success. The Flavour of Italy Group Management is responsible for ensuring that these principles are applied throughout its companies.

Day to day responsibility is delegated to all employees. They are responsible for implementing these principles, if necessary through more detailed guidance tailored to specific needs.

Any breaches of the Code must be reported to the Management. The Flavour of Italy Group Management will not criticize its staff for any loss of business resulting from adherence to these principles and other mandatory policies and instructions. The Flavour of Italy Group Management expects employees to bring to its attention any breach or suspected breach of these principles. Provision has been made for employees to be able to report in confidence and no employee will suffer as a consequence of doing so.



The Flavour of Italy Group has been operating in Dublin and in Italy since 2005 and has 2 head offices. One in Dublin, capital city of Ireland, which includes the Italian School of Cooking, Flavour of Italy Catering, Pinocchio Italian restaurant and Wine Bar and one in Italy, in Campobasso that houses the administrative offices and the travel agency Flavour of Italy Travel.

The Flavour of Italy Group now is composed of 4 companies/business areas with one mission: to promote and enhance the value of Italian quality gourmet products on the national and international market.

Our main areas of interest are:





OUR PEOPLE

We carefully recruit our employees, who have to share and respect our values, purpose and principles. Bright and capable people who love Italy and the particularity features of its cuisine, culture and way of life.

We grow as a company by helping our people to grow, respecting their individuality and maximizing their potential. Diversity is an asset for the company as it reflects the changes that occur in society and promotes positive interaction that allows people to constantly learn from each other.

This vision is the foundation of all our efforts to ensure that our employees feel gratified in their daily activities.





OUR SUPPLIERS

Our suppliers are selected companies able to offer products and services according to our standards and our requirements. They work sharing our purpose, values and principles, establishing a collaborative relationship that allows to learn from each other, to grow and to create value for both parties.





Flavour of Italy Group System

Flavo

SOME OF OUR CLIENTS



Our 4 Business Area



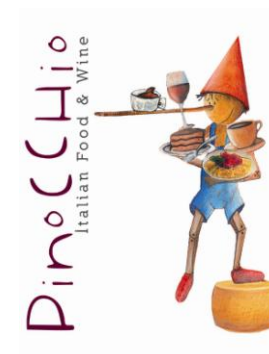
Training and Research

ITALIAN SCHOOL OF COOKING



Catering

PINOCCHIO - Italian Restaurant & WineBar



Marketing products and Outdoor catering

FLAVOUR OF ITALY CATERING



Leisure and Culture

FLAVOUR OF ITALY TRAVEL





Our 4 Business Area - Training and Research

Italian School of Cooking Flavo

"Here at the Italian School of Cooking we truly believe that cooking together is not just a way to provide food but a life-style based on sharing and enjoying the simple pleasures in life. People always have a great time cooking together."



ABOUT US

The *Italian School of Cooking* is the first Italian school of cooking in Dublin. It's a brand of the Flavour of Italy Group and represents the only body in Ireland with a structure and staff specifically focused on teaching and spreading the Italian food and wine culture.

The *Italian School of Cooking* provides technical and professional training for restaurant staff and catering. It researches and selects Italian products of excellence to be used in the preparation of the dishes or to be included in the range of sale products.

The *Italian School of Cooking* intends to promote the passion and knowledge of the traditions of the national and regional Italian cuisine through its courses and different initiatives.



WHAT WE WANT

The *Italian School of Cooking* works following the aim of promoting the Italian food and wine culture in its authenticity that represents one of the highest expression of the art of living and the history itself of this country.

To reach this purpose the *Italian School of Cooking* also created a network of people operating in the food and wine sector:

- restaurant owners
- importers
- producers
- distributors
- experts and followers.

The *Italian School of Cooking* collaborates with them in projects created to enhance and promote the Italian culture in its authenticity and regional specific identity.



WHAT WE OFFER

The *Italian School of Cooking* started its teaching career with courses for non professionals who have in common a true passion for Italian food and wine.

The *Italian School of Cooking* organizes cookery classes and provides additional services held at its headquarters about leading techniques and preparations of Italian cuisine with a particular attention to the regional ones.

Cookery Classes Basic and advanced level

- Homemade pasta
- Homemade pizza e and focaccia
- The Italian dinner
- Regional cuisine
- The Christmas dinner
- Dinner and buffet

Additional Services

- Team bulding events
- Corporate events
- Business meetings
- Breakfast meetings/lunch/dinner
- Sales meetings
- Wine classes
- Live music
- Birthday parties
- Hen/Stag parties
- Leaving parties



Cookery Classes

The School managed to create an overall atmosphere that is friendly and informal without compromising on the standards of its didactical value. The general class structure starts with a description and a tasting of Italian products matched with wine. This way a more relaxed atmosphere is created that allows the participants to gel sooner and better before starting the actual class and at the same time they get to know the characteristics and variety of the Italian typical products.

The whole class takes about 3 hours and span through different culinary subjects. It takes place in a room where the students are split in smaller groups with a designated working station to be able to prepare their own meals from scratch. At the end of the class the students sit down and enjoy the food that they prepared together sipping the wine that matches the meal.

Classes are aimed to the general public with a genuine passion for the Made in Italy and they proved to be very successful almost beyond expectations bringing together a vast range of people attending the classes with a very enthusiastic and proactive attitude.



The headquarters

Our School has a restaurant area capacity of 60 seats and suits all age groups. The *Italian School of Cooking* has a fully equipped kitchen suitable for events and cookery courses, a dining area and a reception area with an Italian bar, a show-room/product selling point, a product warehouse and a private parking spaces. These premises are shared with Flavour of Italy Catering division and the Head Office.



Our facilities

- 2 big screen in the restaurant area
- Music
- Internet WI-FI

OUR MARKET TARGET

- People who love the Made in Italy, and fine dining and wants to know the authentic Italian cuisine learning how to prepare his dishes in an atmosphere of conviviality and fun typical of the Italian lifestyle.
- Business groups.

FURTHERMORE ...

The *Italian School of Cooking* is a structure that relies on an **established network of institutional and commercial operators**.

The *Italian School of Cooking* takes pride in having the patronage of the Accademia Italiana della Cucina in Irlanda (Italian Accademy of cuisine in Ireland) and of the Istituto di Cultura Italiano (Italian Institute of Culture). The Italian School of Cooking is well appreciated by numerous organizations and bodies representing the Italian community in Ireland such as the Italian Embassy in Ireland, the Italian Trade Commission – ICE, Comites Irlanda, the Club Italiano, the Federazione Italiana Cuochi (Italian Cook Federation) that on different occasions took part in the initiatives proposed and showed great enthusiasm and appreciation.



ur of Italy Pinocchio - Italian Restaurant & WineBar

"Pinocchio tells no lies, because it doesn't have to!"

ABOUT US

Pinocchio is a cosy little Italian restaurant and wine-bar with 60 seats in the heart of Ranelagh, Dublin's historic district, just 5 minutes from the center. *Pinocchio* was born to offer the authentic Italian cuisine which is characterized by the simplicity, the taste and flavors of the best Italian culinary tradition.

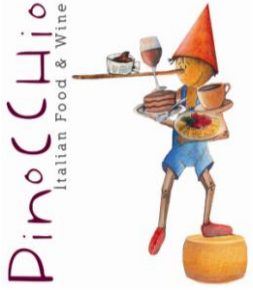
Pinocchio opens in early morning to offer the "Italianissimo espresso" and the typical Italian breakfast. The service continues during lunch and on to dinner. *Pinocchio* offers each guest an accurate and attentive service.

The restaurant is characterised by a tangible sense of wellbeing and the pleasure of gathering around the table that is typical of the Italian social and culinary tradition, features recognised as crucial elements of the Mediterranean diet that the UNESCO itself has recently proclaimed immaterial heritage of mankind.

In its short life *Pinocchio* has become an Italian institution or better as we like to say a family.



Pinocchio
Food & Wine



Our 4 Business Area - Catering

Flavo

WHAT WE WANT

Pinocchio works to develop and promote the culture of Italian food and wine: a timeless culture that has always been appreciated and recognized throughout the world.

To achieve this aim in our restaurant we serve only excellent food cooked with passion and love, in a place where you can experience real Italian cuisine. You can start by choosing a great wine: this is the first step on the road to an unforgettable meal.

WHAT WE OFFER

Being a wine bar as well as a restaurant Pinocchio offers a full catering services: breakfast, brunch. Pinocchio is also available for special events.

Catering service

- Breakfast
- Brunc
- Lunch
- Dinner
- Coffee break

Special Events

- Business meetings
- Breakfast meetings/lunch/dinner
- Corporate events
- Sales meetings
- Live music
- Birthday parties
- Leaving parties
- Cocktail parties
- Cultural exhibitions





The menu

The menu served is a seasonal menu that privileges the use of fresh and local products (meat and fish) selected with care and attention to offer a quality finished product and always a unique tasting experience.

The quality of the raw ingredients is guaranteed by the Italian school of cooking which is responsible for the selection of the products to be used to prepare the dishes and to add to the selection of sale products.

The wine

Grate attention is given to the choice of wine because Pinocchio wants to serve the best wine of Italian tradition and of the whole world.

Sale of local produce

Inside the restaurant there is a corner of typical Italian products, for all the customers who want to continue to appreciate and enjoy at home the well-being, the peculiarity and the flavor they have tasted in-the restaurant.

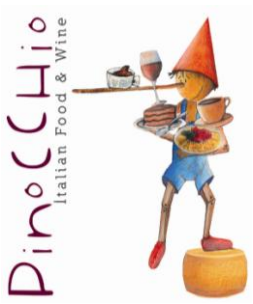
The headquarters

Pinocchio has a restaurant area capacity of 60 seats, a wide bar area, a kitchen, a product warehouse and a small meeting room.

Our facilities

- 4 LCD screen in the restaurant area
- Music
- Internet WI-FI
- Wheelchair access
- It's possible to project movies in case of special events and promotions.





Our 4 Business Area - Catering

Flavo

OUR MARKET TARGET

Locals and people who love the Made in Italy, the fine dining and the authentic Italian cuisine.

FURTHERMORE ...

A full calendar is prepared in collaboration with the Italian School of Cooking presenting events and promotions related to Italian typical produces, to special traditional recipes and to typical festivities.

Our 4 Business Area - Marketing products and Outdoor catering

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of Italy

Flavour of Italy CATERING



"Enjoy life at its best!"

ABOUT US

Flavour of Italy Catering division offers two different services one of marketing of food and wine products and one of catering and banqueting. We always succeeded in organizing a successful and memorable event always meeting the requirements of our customers.

Taste, research, quality, presentation and experience are the main areas of interest within our catering division.

Flavour of Italy Catering division and the Italian School of cooking with Pinocchio's Chefs are able to cater for any occasion.

Flavour of Italy Catering division handles the purchases of Italian top quality food and wine products selected by the Italian School of Cooking, provides them to Pinocchio and to the Italian School of Cooking and sells them.

WHAT WE WANT

Flavour of Italy Catering division works to satisfy any needs for any events with professional service and a bit of "Italianity"!!

Flavour of Italy Catering division aims to transform each event into something exclusive and special and to bring to the table the warmth of Italy using the flavor, the scent and the colors of its dishes thus offering always new and unique emotions.



WHAT WE OFFER

Flavour of Italy Catering division offers a wide range of outdoor catering and banqueting services. Particular attention is always given to the quality of the service offered and to the choice of menu.

Our services

- Show room "Piazza Italia"
- Corporate events
- Special occasions
- Weddings
- Lunch/brunch/dinner
- Gala dinner
- Buffet
- Italian bar

The style proposed is the Italian one with a with an "obsessive attention" for to food and service quality.





Special service

“Chef@home” is a service that gives you the chance to have a professional chef who cooks for you in your kitchen, maybe even involving the people present in an amazing cookery class.

Plus

All our recipes are studied by ours top quality ITALIAN CHEFS from Pinocchio Restaurant and the Italian School of Cooking.

All the INGREDIENTS we use are genuine and of top quality standard.

We have the finest selection of ITALIAN WINES.

Our bread, fresh pasta, pastries are HOMEMADE by our Italian chefs according to the Italian Tradition.

Our SERVICE is guaranteed by professional waiting staff.

The headquarters

Our catering division has a professional kitchen equipped to work as workshop and production facility and it has a reception area with Italian bar, a show-room/product selling point, a product warehouse and a private parking spaces. The premises are shared by the Italian School of Cooking and the Head Office.



OUR MARKET TARGET

- People organizing anniversaries, private events and religious ones.
- Institutions such as universities, embassies and companies.

FURTHERMORE ...

You can order takeaway dishes ready to be served and bring to the table a typical Italian buffet.

Flavour of Italy TRAVEL



"You are not a tourist,

you are our guest!"

ABOUT US

The love for our homeland, Italy and the passion for the Emerald Isle, Ireland: a combination that for the *Flavour of Italy Travel* is the true essence of the work they have been doing since 2005. The agency is based in Campobasso, the Italian city works like a bridge for the Group Flavour of Italy which is located in the center in Dublin to promote Made in Italy.

Flavour of Italy Travel is big thanks to the experience of its managers and team; some of them are Italians living in Dublin, who found in Dublin their second home, some are Italians returned to Italy after many years of experience in Ireland.

The main focus of *Flavour of Italy Travel* are is represented by gastronomic tours related to Italian cuisine.

The real strength of *Flavour of Italy Travel* is in the experience, professionalism and international approach of its team and in the attention to details in organizing trips for their customers.



WHAT WE WANT

The main purpose of *Flavour of Italy Travel* is to promote food, natural beauty and cultural heritage of Italy.

Flavour of Italy Travel promotes even alternative destinations to discover almost unknown places in Italy but that can be extraordinary for their hospitality and for their unique and distinctive food and wine tradition.

Flavour of Italy Travel wants to help its Irish guests to understand and enjoy the Italian history whilst sampling countless Italian gourmet delights, thus offering to its guests a travel experience unique and unforgettable full of culture, enjoyment and flavor.

WHAT WE OFFER

Flavour of Italy Travel organizes tours around some of the smaller and lesser known regions of Italy, recently discovered for their cultural heritage and natural beauty.

Some of the services we offer are:

- Events focused on the promotion of the regions' specific gourmet highlights
- Cooking classes
- Tailor-made tours for groups and individuals
- SPA and relaxing getaways
- Wedding and honeymoons
- Accommodation in genuine Italian farmhouses and residences



Flavour of Italy Travel offers wine, cultural and leisure travels to Italy, at the same time offers assistance to Italians coming to Ireland to study or for cultural and leisure tours in the fascinating island of Ireland and in all other locations worldwide.

Flavour of Italy Travel is strong and competitive, especially for package tours in Ireland where it can count on capable staff on the place, ready to welcome and meet the needs of all those who decide to leave for the Green Island, using its experience and the partnership with the strong group Flavour of Italy



The headquarters

The travel agency, along with administrative offices, is in Campobasso, an Italian city where that works as a bridge between Italy and Ireland, for the Group Flavour of Italy.

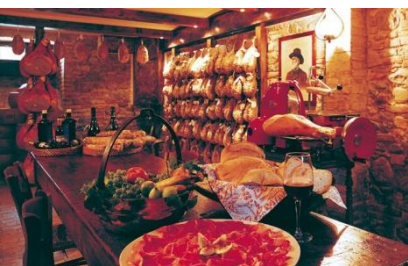
OUR MARKET TARGET

Groups and individuals who love Italian heritage concerning historical, cultural, natural and gourmet aspects and that like to discover new places, have fun and eat well.



FURTHERMORE ...

In our tours we offer the special chance to visit the Italian production places of the best products of Italian food and wine excellence.





More about

Meet Flavour of Italy Group on the web

Flavo

The mixed media services of the *Flavour of Italy Group* aim to give adequate visibility to its specific operational activities using appropriate and consistent communication tools and channels.

Web site- www.flavourofitaly.net

Flavour of Italy Group uses communication strategies in accordance with the identity of the different events always related to food and wine, culture and tourism. The aim is to guarantee that the services provided are fully performed and the corresponding information is complete (business structure).

The creation of multimedia services meets the need to give adequate visibility and communication to their specific activities, using consistent and appropriate tools and communication channels.

The *Flavour of Italy Group* uses the Internet to evaluate the index of its presence for its communication strategies for the following macro-reasons:

- the website is a technologically advanced 'showcase' easy to access and of limited cost
- the website is an interactive information/communication tool that proves to be not hierarchical;
- the website provides a level of communication coverage that is worldwide.

In particular the *Flavour of Italy Group* provides web-integrated services perfectly suitable to give information on cultural events, initiatives happenings related to food and wine. The services are managed and perfected on the regional and extra-regional territory including also further activities for shows, free-time and sports.





The choice of the *Flavour of Italy Group* to structure web-pages with a specific reference to the identity of the regional area characterises the services provided helping to create a good image of the company.

The website of the *Flavour of Italy Group* is the crucial showcase of the different sectors of our company listed below:

- *The Italian School of Cooking*
- *Pinocchio – Italian Restaurant*
- *Flavour of Italy Group Catering*
- *Flavour of Italy Group Travel*
- Typical products
- Promotion and consultancy
- Event organization

The website is advertised through the promotional paper material of the different products and services of the *Flavour of Italy Group* and an increasing number of links with other websites.

Social networks

The *Flavour of Italy Group* is on the main social networks such as Facebook, Twitter and LinkedIn with more than 800 active contacts and it has a YouTube channel too.

Newsletter

It is a progressively more refined tool to inform and update our clients about all our initiatives and it includes more than 5000 email addresses.

Join us

facebook

*Flavour of Italy Group
Pinocchio Restaurant Dublin
Italian School of Cooking
FOI TRAVEL - Flavour of Italy Travel*

twitter

*Pinocchio Restaurant Dublin
Italiancookery on Twitter*

LinkedIn

Flavour of Italy Group

You Tube

Canale Flavour of Italy



More about

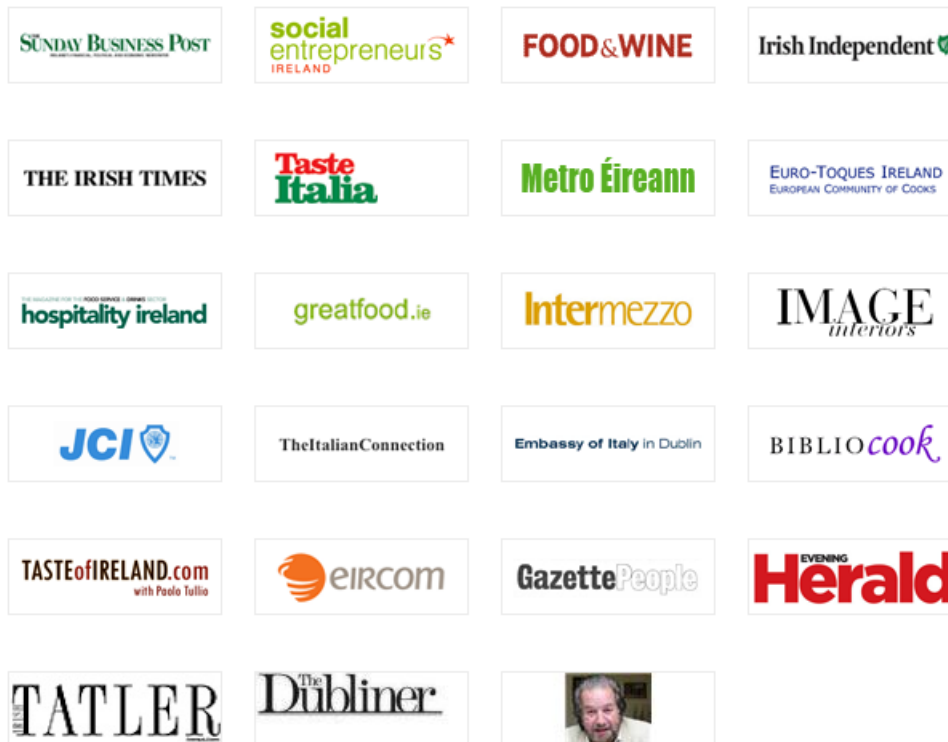
Press relations

Flavo

The *Flavour of Italy Group* is in constant contact with Irish and Italian press that always follows with interest his initiatives and publishes them, thus giving prominence to his most relevant activities.

They wrote about us

Irish Press





Italian Press

DOLCE VITA

Nuovo Molise

IL TEMPO
MOLISE

moliclick.it

Il Quotidiano
di Molise

Terra.it

Wine News

vivedubline.com

ITALIA
Stamps

Google
Il blog ufficiale di Italia

Federazione Italiana
Ciclismo F.I.C.

ilPONTE

primo piano

primo numero
città in rete
www.primonumero.it

bene
il COMUNE
ARTE CULTURA E CIVILTÀ per il TERZO MILLENNIO

CIVILTÀ DELLA TAVOLA
ACCADEMIA ITALIANA DELLA CUCINA

Riflessione



More about

Flavo

“Marco Giannantonio and Maurizio Mastangelo set up the business to bring autentich Italian cusine and knowledge to Ireland. In a short three years, these two entrepreneurs have helped to transform the face of Italian food here and their School of Cooking is renowed for being a valuable source of education and great fun.”

PRESS RELEASE

“Pinocchio is a functional kind of place. All the effort goes in to the food and making you feel welcome. That’s a great formula and not one that you’re often lucky enough to encounter.”

THE IRISH TIMES

“It wasn’t Lucinda O’Sullivan’s nose that grew during her meal at Pinocchio, it was her stomach, while the welcoming atmosphere, delicious food and all-round fun vibe ensured she left feeling full of Italian cheer.”

IRISH INDEPENDENT



Flavour of Italy Group is a founding member of the Federation of Italian Business in Ireland – F.I.B.I., created to meet the specific needs of companies interested in the Irish business market, this to underline the group's commitment to support and promote the Made in Italy.

The F.I.B.I. is a non-profit association that aims to help the development of economical relationships and trade between Italy and Ireland and to support the economic operators in their networking activities and professional collaboration offering services such as: Promotional Events, Fairs, Trade publications, Job opportunities, B2B meeting, Trade Leads.

We are on



FIBI – Federation of Italian Business in Ireland

www.fibitd.com





More about

General details

Flavo

Name: **Flavour of Italy Ireland Limited / Italian School of Cooking**

Founder and general manager: **Maurizio Mastrangelo**

Founder and general manager: **Marco Giannantonio**

Head offices - Legal and operational offices:

Unit C4 City Link Business Park, Old Naas Road – Dublin12 - IRELAND

Telephone: **00 353 (0) 4608800**

Web: **www.flavourofitaly.net**

VAT number: **IE 6420593C**

Company registration number: **400593**

ACTIVITIES:

- Cookery school
- Consultancy and promotion (Hospitality)
- Importing of Italian food products
- Marketing of Italian food products
- Organization of travels to Italy focused on food and wine appreciation
- Organization of events focused on food and wine
- Communication
- Catering service.



OFFICES AND FACILITIES

Head Office - Legal and operational offices: Unit C4 City Link Business Park,
Old Naas Road, Dublin 12 - IRELAND

Newly built structure of 600mq that is divided as follows:

- a reception area – bar,
- a fully equipped kitchen suitable for events and cookery courses provided of a dining area (40 people capacity)
- a kitchen / professional kitchen equipped to work as laboratory and production facility (40 people capacity)
- a show-room / product selling point of about 100mq
- a fully equipped office area with PCs and internet access throughout
- a product warehouse of about 180mq
- private parking spaces.

Restaurant and wine bar: Ranelagh Luas Kiosk, Dublin 6 – IRELAND

- a restaurant (60 people capacity)
- an Italian bar
- a meeting room
- a professional kitchen
- a product warehouse.

Administrative offices and travel agency: Via san Lorenzo, 68, Campobasso – ITALY

- a fully equipped office area with PCs and internet access throughout.



From the beginning of the activities to the present date about 15.000 people took part in the *Flavour of Italy Group* activities at different levels. Below are the most significant activities carried out since 2005, concerning promotion and marketing of Italian produce in Ireland, organization of travels focused on Italian food and wine appreciation and all the others activities the group is involved in.

JULY 2005 - DECEMBER 2005

Planning and promotion of nights dedicated to the cuisine from the Italian Region in Italian Restaurants in Ireland.

SEPTEMBER 2005

Castelnock / Dublino – Festival to promote typical products from the Molise Region dedicated to local buyers. (The event was included in the official documentation on ICE/Italian Embassy in Ireland).

OCTOBER 2005

Trip to Molise Region – Visit to local producers, vineyards and the most beautiful places of the Region.

NOVEMBER 2005

Training program at the Italian School of Cooking with IPSSAR Hotels & Hospitality School of San Benedetto del Tronto.

FEBRUARY 2006

Organization of a Wine Tasting for the wine producer Company **ANTINORI** at Four Season Hotel in cooperation with Findlater Grants.



MARCH 2006 A DECEMBER 2010

Promotion of English language courses for Italians and foreigners in cooperation with l'Eden School of English in Dublin.

APRIL 2006

Appearance with the article "Irlanda, i doveri degli amministratori non esecutivi delle società" on the magazine "Commercio Internazionale" no.7 edited by Ipsoa.

MAY 2006

Organization of the European Day of Italy Promotion in collaboration with Italian Institute of Culture, Dublin, Enit, Ice.

JUNE 2006 – MAY 2007

Planning and promotion of the event Recipe of the Mont with the combination of 12 Italian Recipe (one per month) with 12 Italian Wines. 20 Italian Restaurants took part in the initiative with the support of Masi-Antinori Wine Producers.

JUNE 2006

Tour to Lazio and Molise – Visit to typical products and wine producers, visit to the most beautiful places of the Region.

OCTOBER 2006

Week dedicated to the Italian culture at the Italian Institute of Culture, Dublin with the organization of the night dedicated to the Italian food and traditions.

NOVEMBER 2006

Publication in the insert "Affari & Commercio con l'Irlanda" on the magazine "Commercio Internazionale" no.21 edited by Ipsoa.



JUNE 2007

Introduction and promotion of the Campobasso County during the Italian Festival organized with the Italian Embassy in Ireland and the government of Campobasso County. General organization of gastronomic and cultural events.

SEPTEMBER 2007 – DECEMBER 2009

Organization of product tastings for Buitoni at the Italian School of Cooking and in supermarkets and shops.

OCTOBER 2007

Tour to Tuscany – Wine Harvest and visit to local producer and the most beautiful places of the region.

DECEMBER 2007

Organization of “Christmas Artisan Food Fair” festival to promote and sell Italian products at the Italian School of Cooking

MARCH 2008

Planning and promotion of the city of Cervia. Organization of the cultural and gastronomic events.

APRIL 2008

Organization of a cookery course with the celebrity chef Luciano Tona, in cooperation with Euro-Toques Ireland (European organization of Chefs).

MAY 2008

Organization of a tasting night in the private residence of the Italian Ambassador in Ireland, to celebrate the Italian entrepreneur SACLA’.



AUGUST 2008 TO THE PRESENT DATE

Constant collaboration with the Italian Restaurant and wine bar “Pinocchio” in Dublin to taste, promote and sell Italian products. The Restaurant is part of the Flavour of Italy Group.

JANUARY 2009 –APRIL 2009

Consultancy for the reorganization of an Italian Restaurant owned by Irish people. Ideation of menus, staff research and training.

APRIL 2009 – OCTOBER 2009

Consultancy for the reorganization of an Italian Restaurant owned by Irish people. Ideation of menus, staff research and training.

MAY 2009

Tour to Tuscany – Wine Harvest and visit to local producer and the most beautiful places of the region.

AUGUST 2009 – DECEMBER 2011

Organization of tasting events with the company Italian Kitchen, to promote the made in Italy in the field of Kitchen furniture.

SEPTEMBER 2009

Tour to Lazio e Molise - Wine Harvest and visit to local producer and the most beautiful places of the region.

OCTOBER 2009

Presence at the Italian Culture Week at the Italian Institute of Culture Dublin and organization of a tasting night.



MARCH 2010

Cooperation in the organization of wine tasting at Pinocchio Restaurant – wine bar.

MAY 2010

Organization of an event of Italian Product Tasting at the Italian School of cooking, for the member (more than 100) of the **Rotary Club of Dublin**.

JUNE 2010

Cooperation in the organization of a product and wine tasting of Marchesi De Frescobaldi Wine Producer at Pinocchio Restaurant – wine bar.

NOVEMBER 2010

Cooperation in the organization of an event to promote the Company "Agricola due vittorie" of Modena, Balsamic Vinegar producer, at Pinocchio restaurant – wine bar.

DECEMBER 2010

Cooperation in the organization of a "Christmas fair" with tasting of Christmas Italian products at Pinocchio restaurant – wine bar.

JANUARY 2011 - MAY 2011

Cooperation in the organization of a Cineforum at Pinocchio Restaurant and Wine bar and tasting of the recipe of the movie.

FEBRUARY 2011

The Italian Chef Federation came to the Restaurant Pinocchio for a night of food tasting during its stay in Ireland.



APRIL 2011

Organization at the Italian School of Cooking of a sugar paste and decoration course, with the Italian – Argentinean master Carlos Lischetti.

MAY 2011

Organization of “Flavour of Infinity - Wedding & Event fair” to promote the service of Wedding Planning provided by Flavour of Italy Travel and to promote Tuscan producers at Pinocchio restaurant and Italian School of cooking.

MAY 2011

Cooperation in the organization of the presentation night of the book “Il rumore della neve” written by the Italian writer Sabrina Barbante at Pinocchio Restaurant – Wine bar.

JUNE 2011

Collaboration in the organization of a tasting night at Pinocchio Restaurant-Wine bar, to celebrate the 150 years of Italian Unity with a dedicated menù.

JULY 2011

Collaboration in the organization of Wines from Molise Region tasting night at Pinocchio Restaurant.

DECEMBER 2011

Organization of a “Christmas fair” with tasting of Christmas Italian products at Pinocchio restaurant – wine bar.



Appendix

Prizes and Awards

Flavo



AUGUST 2006

RAIDUE the National Italian TV channel talks about the TALIAN SCHOOL of COOKING during the TG2 News.



APRIL 2008

Winners of the award “Best emerging ethnic entrepreneur of the year in Ireland” for the promotion of the Italian cuisine in Ireland.

SEPTEMBER 2008

Pinocchio Italian Restaurant – included among the best 100 Restaurant of Dublin 2009, “The Dubliner”.



NOVEMBER 2009

Pinocchio Italian Restaurant – included among the best 100 Restaurant of Dublin 2010, “The Dubliner”.

AUGUST 2010

Flavour of Italy Group was one of the 5 finalist for the important award **“Wine experience of the year”**.



Premio Raffaello
ECCellenze del Made in Italy

SEPTEMBER 2010

Awarded with “Raffaello” Certificate of Excellence for the promotion and development of Made in Italy abroad.

OCTOBER 2010

Pinocchio Italian Restaurant – included among the best 100 Restaurant of Dublin 2011, “The Dubliner”.





DECEMBER 2010

Great review for Pinocchio Restaurant in the Evening Herald, for the quality and authenticity of products used.

JANUARY 2011

Pinocchio awarded as Best Italian Restaurant in Dublin by the Great Eating Guide.

AUGUST 2011

“Metro Eireann” dedicated its front page to the owners and founders of the Group Flavour of Italy, promoters of Italy and its eno-gastronomic culture in Ireland.

NOVEMBER 2011

Review of “The Irish independent” for Pinocchio with a 10/10 for food, with mentions to the high quality Italian Products, in particular the Molise Region of origin of the owners.

NOVEMBER 2011

Pinocchio Italian Restaurant among the best 100 Restaurant of Dublin 2012, “The Dubliner”.

NOVEMBER 2011

The Italian School of Cooking of the Magazine “Business and Finance” for its original services.

JULY 2012

Italian School of Cooking – Globo tricolore 2012 for promoting the value of traditional Italian food and wine products on international market.



GLOBO TRICOLORE ®



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