



Flavour[®] of Italy

G R O U P

COMPANY PROFILE

**PINOCCHIO ITALIAN RESTAURANT & WINEBAR - ITALIAN COOKERY SCHOOL
ITALIAN CATERING SERVICES - ITALIAN FOOD & WINE PRODUCTS - TRAVEL DIVISION**



HEAD OFFICES:

Unit C4, City Link Business Park, Old Naas Road, Dublin 12 – Ireland

T. +353 (0)1 460 8800 – M. info@flavourofitaly.net

www.flavourofitaly.net



PINOCCHIO ITALIAN RESTAURANT & WINEBAR:

Luas Kiosk, Ranelagh - Dublin 6 | T. +353 (0)1 497 0111

1 Pudding Row, Essex Street West, Temple Bar - Dublin 2 | T. +353 (0)1 671 9524

"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



smile



wellbeing



AMBASCIATA D'ITALIA IN IRLANDA

L'Ambasciatore

Like many of our Italian nationals in Ireland, Maurizio Mastrangelo and Marco Giannantonio have done much to promote our “Bel Paese” in all its facets, but they have done this in a distinctive manner.

Flavour of Italy’s “Gourmet Tours in Italy” catalogue, in a similar way to the Italian School of Cooking which they established in Dublin, promises the discovery of a different Italy, combining the beauty of its landscapes and the wonders of its ancient cities of art with the qualities of its territory where every region, if not every province or even every city, offers food and wine specialities which are unique in terms of flavours and aromas and which have often been handed down over the centuries.

The new “Gourmet Tours of Italy” offers even the most sophisticated of palates a variety of choices and attractions which are incomparable in the twelve regions of our Peninsula and which will satisfy our Irish friends in the best possible way.

To Maurizio Mastrangelo and Marco Giannantonio my warmest congratulations.

Dublin, 19 August 2014

Giovanni Adorni Braccesi
Ambassador of Italy to Ireland



Marco and Maurizio with Giovanni Adorni Braccesi
the former Ambassador of Italy to Ireland



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.



Contents



Introduction

The Flavour of Italy Group: the history	8
The Founders	11



Flavour of Italy Group System

Our Mission	12
Our Vision	13
Our Purpose	14
Our Values	15
Code of Business Principles	16
Our Group	19



Our 5 Business Area

<i>Training and Research</i> – PINOCCHIO ITALIAN COOKERY SCHOOL	24
<i>Catering</i> - PINOCCHIO Italian Restaurant & WineBar	29
<i>Outdoor catering</i> – PINOCCHIO ITALIAN CATERING SERVICES	33
<i>Italian products</i> – PINOCCHIO ITALIAN FOOD & WINE PRODUCTS	37
<i>Leisure and Culture</i> – PINOCCHIO TRAVEL DIVISION	39

<i>Meet Flavour of Italy Group on the web</i>	42
<i>Press relations</i>	44
<i>The F.I.B.I. - Federation of Italian Business in Ireland</i>	49
<i>General details</i>	50

More about



<i>Activities</i>	52
<i>Prizes and Awards</i>	62

Appendix



The Flavour of Italy Group: the history

Flavo



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 COOKERY SCHOOL” 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.



TRAVEL DIVISION

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 “PINOCCHIO ITALIAN CATERING SERVICES” which was an immediate success in providing a complete service for parties, receptions and events.

In 2005 they also set up a “TRAVEL DIVISION” 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.



ITALIAN FOOD & WINE PRODUCTS

An important activity was added in 2008, with the opening of “PINOCCHIO” an Italian restaurant and wine bar, where it is possible to taste a selection of typical Italian dishes in a warm and familiar atmosphere. Afterward, in 2016, was opened a second Pinocchio restaurant in Dublin.

The missing piece to complete the range of services offered by the Flavour of Italy Group was added in 2010, with the cash and carry “PINOCCHIO ITALIAN FOOD & WINE PRODUCTS” where it is possible to purchase high quality Italian food & wine products carefully selected by our *Italian School of Cooking*. Furthermore since 2013 it is possible to buy our products and services on-line on the website www.flavourofitaly.net.

Today the Flavour of Italy Group has become a Company that includes a wide range of services : cookery classes, outside catering, a restaurant, a shop, 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.

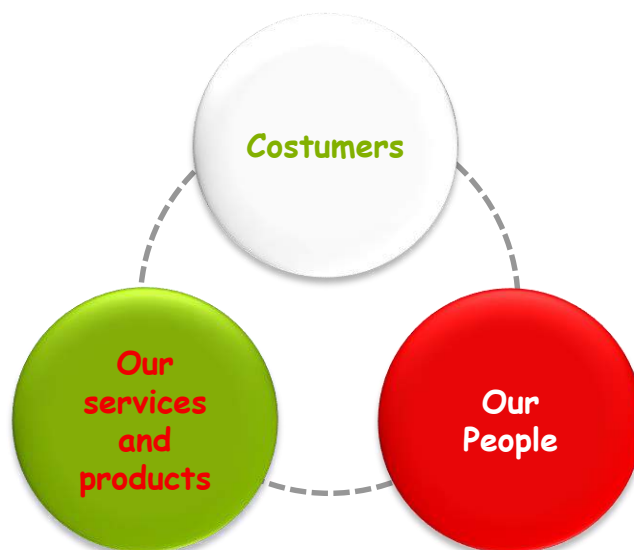


Our Mission

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 flavour, the aroma and the colours 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 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.





Flavour of Italy Group System

Our Purpose

Flavo

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.



Our Values



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

Flavo

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.

O u r G r o u p



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 5 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:



is

Pinocchio

ITALIAN RESTAURANT & WINEBAR

ITALIAN COOKERY SCHOOL

ITALIAN CATERING SERVICES

ITALIAN FOOD & WINE PRODUCTS

TRAVEL DIVISION



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 particular 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

	 Allianz Worldwide Care							

Our 5 Business Area



Training and Research

PINOCCHIO ITALIAN COOKERY SCHOOL

Catering

PINOCCHIO - Italian Restaurant & Wine Bar

Outdoor Catering

PINOCCHIO ITALIAN CATERING SERVICES

Italian Products

PINOCCHIO ITALIAN FOOD & WINE PRODUCTS

Leisure and Culture

PINOCCHIO TRAVEL DIVISION



Pinocchio

"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 *Pinocchio Italian Cookery School* 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 *Pinocchio Italian Cookery School* 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 *Pinocchio Italian Cookery School* 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 *Pinocchio Italian Cookery School* started its teaching career with courses for non professionals who have in common a true passion for Italian food and wine.

The *Pinocchio Italian Cookery School* 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 *Pinocchio Italian Cookery School* 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 private parking spaces. These premises are shared with Pinocchio Catering Services, the Cash and Carry 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 its dishes in an atmosphere of conviviality and fun typical of the Italian lifestyle.
- Business groups.

FURTHERMORE ...

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

The *Pinocchio Italian Cookery School* takes pride in having the patronage of the Accademia Italiana della Cucina in Irlanda (Italian Academy of cuisine in Ireland) and of the Istituto di Cultura Italiano (Italian Institute of Culture). The *Pinocchio Italian Cookery School* 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.



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

ABOUT US

Pinocchio is a cosy little Italian restaurant and wine-bar with with two premises in Dublin one in Ranelagh and one in Temple Bar.

Pinocchio was born to offer the authentic Italian cuisine which is characterized by the simplicity, the taste and flavours 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 restaurants are 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.

Pinocchio since 2008 has become, year by year, an Italian institution or better as we like to say a family.

Pinocchio is the only Italian Restaurant in Dublin awarded with the Prize "Ospitalità Italiana".



Pinocchio
ITALIAN RESTAURANT & WINEBAR



Our 5 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 restaurants 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 service. *Pinocchio* is also available for special events.

Catering service

- Breakfast
- Brunch
- 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 Cookery School 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 restaurants 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 flavour 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 in our Ranelagh spot there is even a private dining room.

Our facilities

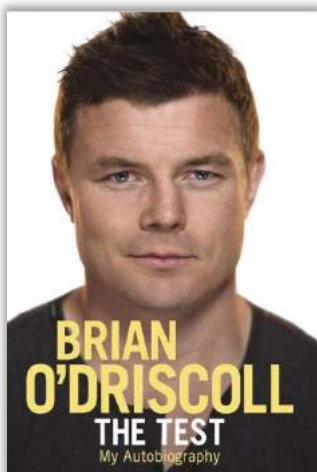
- 4 LCD screen in the restaurant area
- Music
- Internet WI-FI
- Wheelchair access
- It's possible to project movies in case of special events and promotions.

OUR 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 Cookery School presenting events and promotions related to Italian typical produces, to special traditional recipes and to typical festivities.



Pinocchio Restaurant is honoured to be mentioned in the most celebrated Irish book of the year:

Brian O'Driscoll's autobiography, *The Test*

Brian Wrote:

"I'm keen. Den - ever the man of refinement - books an excellent word-of-mouth restaurant in Ranelagh, Pinocchio."

Brian O'Driscoll

"The Test - My Autobiography" - p. 285



Our 5 Business Area - Outdoor catering



Pinocchio CATERING SERVICES

"Enjoy life at its best!"



ABOUT US

Pinocchio Catering Services offers a full service 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.

Pinocchio Catering Services and is able to cater for any occasion.



WHAT WE WANT

Pinocchio Catering Services works to satisfy any needs for any events with professional service and a bit of "Italianity"!!

Pinocchio Catering Services aims to transform each event into something exclusive and special and to bring to the table the warmth of Italy using the flavour, the scent and the colours of its dishes thus offering always new and unique emotions.



WHAT WE OFFER

Pinocchio Catering Services 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

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

The style proposed is the Italian one 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 Restaurants and the Italian Cookery School.



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 Cookery School, the Cash and Carry 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 meal or buffet.

Pinocchio PRODUCTS



"We strive to bring you the freshest and finest Italian products we can find!"

ABOUT US

Pinocchio Products offers a service of marketing of food and wine products .

Pinocchio Products handles the purchases of Italian top quality food and wine products selected by the Italian Cookery School, provides them to Pinocchio Restaurants and to the Italian Cookery School and sells them.

Pinocchio Products sells the products, both wholesale and retail, in the cash and carry shop and in a dedicated corner shop in Pinocchio Restaurants.

WHAT WE WANT

Pinocchio Products wants to offer always the best selection of imported cheeses, extra virgin olive oil, wines, coffee, delicious pasta and more with the purpose to spread the knowledge of Italian food and wine products and Mediterranean diet and make them appreciated by more and more people.



Our 5 Business Area - Italian Products



Flavo

WHAT WE OFFER

Pinocchio Products offers a top quality selection of food and wine products directly imported from and produced in Italy. Only authentic and typical Italian products accurately selected for our customer.

Our services

- Cash and Carry
- Corner shop – Pinocchio Restaurant
- Show room “Piazza Italia”

The headquarters

Our Cash and Carry has a show-room/product selling point, a product warehouse, a reception area with Italian bar and a private parking spaces. The premises are shared by the Italian Cookery School, the Catering division and the Head Office.

OUR MARKET TARGET

Locals and people who love the Made in Italy, the fine dining and the authentic Italian food and wine products.

FURTHERMORE ...

Flavour of Italy Products has its own line of selected Italian products marketed under the brand “ourItaly”.



Pinocchio TRAVEL DIVISION



"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 *Pinocchio Travel Division* is the true essence of the work they have been doing since 2005.

Pinocchio Travel Division 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 *Pinocchio Travel Division* is represented by gastronomic tours related to Italian cuisine.

The real strength of *Pinocchio Travel Division* 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 *Pinocchio Travel Division* is to promote food, natural beauty and cultural heritage of Italy.

Pinocchio Travel Division 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.

Pinocchio Travel Division 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 flavour.

WHAT WE OFFER

Pinocchio Travel Division 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



Pinocchio Travel Division 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.

Pinocchio Travel Division 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 division, along with the Flavour of Italy Group Head Office, is in Dublin.

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



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 and shop online – 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 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 Cookery School*
- *Pinocchio – Italian Restaurants*
- *Pinocchio Catering Services*
- *Travel Division*
- Italian food & wine 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 and social networks.

Social networks

The *Flavour of Italy Group* is on the main social networks such as Facebook, Twitter, Instagram and LinkedIn with more than 5000 active contacts and it has a You Tube 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 9000 email addresses.





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

SUNDAY BUSINESS POST

THE IRISH TIMES

Business
& Finance

Irish Independent

TASTEofIRELAND.com
with Paolo Tullio

Metro Éireann

The
Dubliner

EURO-TOQUES IRELAND
EUROPEAN COMMUNITY OF COOKS

Taste
Italia

FOOD & WINE

hospitality ireland

greatfood.ie

IMAGE
interiors

JCI

Intermezzo

Embassy of Italy in Dublin

EVENING
Herald

TheItalianConnection

BIBLIOcook



TATLER

VegNews
magazine

GazettePeople

IMAGE
interiors

positive life

eircom

Lovin Dublin

FlightNetwork



Italian Press





More about

“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 renowned 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

THE IRISH TIMES

'We phone or Skype 10 to 15 times a day'

In conversation with Frances O'Rourke

MAURIZIO MASTRANGELO

45, is co-founder of Flavour of Italy, flavourofitaly.net with Marco Giannantonio. Originally a consultant to food businesses in Italy, he co-founded the Dublin firm in 2005. He now divides his time between Ireland and Italy where he lives with his wife, Rita, and two daughters Flavia and Alessia.

Marco and I met in 2004; my wife is from the village of Ripalimosani, about 50km from Campobasso and so is Marco. It's very easy to meet people in a village, you start to talk to everyone and then discover you have a passion in common. Ours was to travel abroad to discover new places and people. When we would go out to dinner, we started to say we could do something together. And that's why we decided in 2005 to come to Ireland.

I had never been to Ireland; his suggestion of setting up a business in Ireland was a bit surprising. I didn't know if it would be okay, but we started to do research and discovered that Ireland was a very good place to do business.

I was a consultant, doing research for companies in Italy that were starting to export. My father was an entrepreneur, a builder. I grew up with this idea of building a company myself - where you can see the growth of your business year after year.

Marco and I think the same way, there is a great feeling between me and him, even though we are a lot different. I used to say he is the public version of the company, I am the inside version. But in the way we think, it's the same. It's difficult to explain. Obviously being in business together there were some periods where it's like a marriage, there are difficulties. But because we trust each other and have good faith, even if someone makes mistakes, we'd say, "for the interests of the company, not for the interests of Maurizio or Marco". The key is to have really good communication.

Really, I don't know where I live now; my family live in Italy but I come to Ireland very often because my business activities are there. My family is not happy about this, but my wife works here in Italy and my daughters are 14 and 12.

We often say we would like to move to Ireland, but it is a critical age for school. I say to my daughters that for sure, university will be in Ireland. My daughters come in summer. But they can see what I'm doing and they are very proud.

Marco and I have a lot of laughs, we discover new things all the time; I think it's the strength of our friendship and our company. Speaking about Italy for us is a pleasure. Irish people make life easier because Irish people love Italy.



Friends Maurizio Mastrangelo and Marco Giannantonio

Maurizio and I met each other in Campobasso, a town in the Molise region of Italy. I had finished university and came to Dublin in 2001 with the intention to stay just a couple of months to study English - but then I stayed a couple of years. I met Maurizio when I came back to Italy.

We had been friends a very short time when I told him I would love to go back to Ireland to set up an organisation to promote Italy in Ireland. He was working in sales for a food company at the time. My plan had been to become a lawyer. I had studied law in the University of Rome and was a lawyer in Rome for three or four months. But my nature was driving me in a different direction. I didn't want to spend my life in court. After doing my final solicitor exams I had to choose what to do and that's why I came back to Ireland. Maurizio and I started our business in 2005. The idea was to sell Italian products but that was not easy, because of competition.

The most important moment of our history was setting up the Italian cookery school. That was in 2005. Lots of people liked the idea and after a year we had to move to bigger premises. In 2006, we opened a catering company and in 2008, we set up our restaurant, Pinocchio, in Ranelagh. The cookery school had a lot of requests from Irish people wanting to go to Italy and in 2007, we opened our tour operation. We bring people to vineyards to pick grapes, make wine - the idea is to do something different.

Now, I live in Ireland while Maurizio spends his time in Italy and Ireland. We phone or Skype 10 to 15 times a day when he's in Campobasso. We talk to discuss strategy, but we're not all the time talking about food and wine but about culture, history, philosophy. These things are very important to me.

Maurizio and I are very different people. I look after promotion, deal with customers, do PR. He is more shy, reserved, but very passionate.

There is a genuine relationship between Maurizio and me; every time we talk, our points of view are really close. Our friendship was a key factor to build our business. In fact I think especially when

you are abroad you need to have a second family with you. If you are alone, you can't go too far, instead if you are with people that you trust and with the same ambition, you feel stronger and your dreams can come true.

MARCO GIANNANTONIO

37, is a co-founder of Flavour of Italy, an Italian food business with offices in Dublin and Campobasso, Italy. The business includes a restaurant, a catering company and a travel firm. He and his wife, Isabella Cavaretta, live in Dublin with their daughters, Viola, two months, and Valeria, 18 months.



Irish Independent

IRISH PEOPLE ARE KEEN TO TASTE DISHES FROM ABROAD'

I saw a country with a great vitality and a real presence of lots of cuisines. The Irish people are always keen to taste a different dish from other countries rather than eating only Irish food. We decided to open the first, and only, Italian cookery school in Dublin. We are in a country that enjoys the culture of Italy - whenever I said I was Italian, everyone was very positive about it. There's a real affinity between the two countries.

MORE INTERNATIONAL RESTAURANTS USING IRISH PRODUCE - ALL across the country, restaurants with a strong international influence are achieving their authentic taste with the help of quality Irish produce; we take a look at a few worthy examples

PINOCCHIO AND THE ITALIAN SCHOOL OF COOKERY, Dublin

The core concept of the Mediterranean diet is to use only the best local and fresh ingredients to enhance the taste through a perfect balance of blending flavours. Pinocchio in Dublin is no different.

"We truly believe in this approach so we always prefer to use everything that is available from the Irish farms and markets," said Giuseppe Crupi, Director of The Italian School of Cookery. "Following this philosophy our chefs in Pinocchio use all these precious Irish products with their superb taste to achieve the recipes of the purest Italian tradition."

"Over the years we discovered that Ireland hides a great treasure in its fields and seas: free range beef and lamb and then lobsters and scallops from County Down, monkfish from County Louth or mussels from County Sligo, just to name a few," said Giuseppe.



"Honest to Goodness"
IRISH TIMES

"Winning by a nose"
IRISH INDEPENDENT

"A real taste of Italy in Ranelagh"
SUNDAY BUSINESS POST

"Pinocchio: no lie!"
THE DUBLINER



Ireland AM

More about - Italian Press

Il Sole 24 ORE

I SAPORI D'ITALIA CONQUISTANO L'IRLANDA

Una scuola di cucina molto popolare in Irlanda che nei fine settimana registra il sold out per i corsi di pasta fresca, pizza e specialità regionali. Un ristorante a due passi dal centro di Dublino, pluripremiato e recensito dai più importanti critici gastronomici irlandesi. Un'agenzia di viaggio specializzata in gourmet tour per fare scoprire agli irlandesi l'Italia più autentica e genuina. Ma anche una società che organizza catering per grandi eventi e uno store con in vendita i prodotti della ricca tradizione culinaria regionale italiana.

Tutto questo è Flavour of Italy Group, una realtà imprenditoriale in piena espansione, nata quasi dieci anni fa a Dublino, dall'intuizione di due giovani molisani, Maurizio Mastrangelo e Marco Giannantonio, con l'obiettivo di promuovere l'enogastronomia italiana in Irlanda. Una piccola holding del food made in Italy, installata nel paese che attualmente registra la più alta crescita economica in Europa e che secondo un recente studio, il "Good Country Index", è ai primi posti nel mondo per quanto riguarda prosperità e A Flavour of Italy e ai suoi due soci fondatori, ha dedicato un approfondimento il più prestigioso quotidiano irlandese, The Irish Times. Nell'articolo pubblicato sabato 9 agosto, la giornalista Frances O'Rourke ripercorre le tappe fondamentali di questo successo imprenditoriale oltre che i percorsi professionali e umani che hanno fatto incontrare Marco e Maurizio, entrambi originari della provincia di Campobasso.

Il Messaggero

QUANDO L'ITALIA PRENDE L'IRLANDA "PER LA GOLA": IL SUCCESSO DI FLAVOUR OF ITALY

Una realtà imprenditoriale che in dieci anni, con una scuola di cucina che organizza corsi di pasta fresca, pizza e specialità regionali, un ristorante, un'agenzia di viaggio specializzata in gourmet tour e un punto vendita di prodotti tipici, ha esportato a Dublino e in Irlanda il meglio della cultura enogastronomica italiana.

CORRIERE DELLA SERA

«Con la sfoglia a mano stregliamo l'Irlanda»

Marco Giannantonio e Maurizio Mastrangelo, ex avvocati, e il successo del loro Flavour of Italy

A Dublino varino pazzi per la pasta tirata a mano, lasagne e tortellini. E vogliono sapere tutto sull'uso dell'olio extravergine. Insomma, cucinare italiano è diventato trendy anche nella capitale d'Irlanda», assicura Marco Giannantonio, 37 anni, molisano, lauren in legge e la professione di avvocato abbandonata sul nascere. Per fare che? La risposta si intuisce dalle sue parole. L'italiano a Dublino con l'amico/socio quarantacinquenne di Campobasso, Maurizio Mastrangelo, laureato in Economia, partendo da zero ha messo in piedi un business legato al made in Italy. Gli inizi, una decina d'anni fa. Il oggi Flavour of Italy Group fattura oltre i milioni di euro. Si tratta di una piccola holding che si è sviluppata su varie linee: importazione di prodotti italiani, scuola di cucina, ristorante, catering e agenzia che organizza viaggi foodie in Italia. Misure del successo? Nelle scorse settimane il prestigioso quotidiano The Irish Times ha dedicato loro un articolo.

La storia di Giannantonio e Mastrangelo ricorda, certo, quella di altri italiani di nuova generazione che hanno trovato all'estero un posto al sole. Fuga



Un momento della scuola di cucina di «Flavour of Italy»

di cervelli. Ma qui c'è dell'altro. La scelta del paese è inusuale. Giannantonio la spiega così: «Avevo conosciuto l'Irlanda per alcuni stage di inglese per avvocati. Ma ho cambiato rotta. Da una parte, c'era la mia passione per l'enogastronomia. Dall'altra, mi resi conto che l'Irlanda rappresentava un Paese ideale per il settore agro-industriale italiano. Per inciso, il made in Italy di allora a Dublino non era all'altezza dei nostri migliori prodotti». Al debutto, la neonata società importava olio, vino, tartufi e altri prodotti. «Con difficoltà, poiché c'erano canali di distribuzione già

piazzati — spiega Giannantonio —. Abbiamo svelato proponendo di degustare le nostre specialità. E lì la differenza si vede eccome, credetemi». Il loro ristorante, «Pinocchio» (in Irlanda tra i libri più venduti), è una «trattoria di lusso» che ha rafforzato il brand. Il successo del successo coincide, però, con il Flavour of Italy Travel. «Con noi — nota Giannantonio — gli irlandesi apprezzano in Italia estasiati dalle bellezze del territorio e si entusiasmano visitando caseifici, pastifici, frantoi, cantine».

Marisa Fumagalli
REPORTAGE



More about

The F.I.B.I. - Federation of Italian Business in Ireland



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.fibilttd.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
- Catering service
- 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.



OFFICES AND FACILITIES

Head Office : 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 private dining room
- Italian products corner shop
- a professional kitchen
- a product warehouse.

1 Pudding Row, Essex Street West, Temple Bar, Dublin 2 – IRELAND

- a restaurant (80 people capacity)
- an Italian bar
- Italian products corner shop
- a professional kitchen
- a product warehouse.



Activities

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 menu.

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.



JANUARY 2012

Collaboration with the University of Florida in a master about entrepreneurship - workshop and team building.

SEPTEMBER 2013

The Flavour of Italy Group hosted a very exclusive event organized by the Tourism Office of Cortina d'Ampezzo. Some of the most important travel operators and travel journalists of the country attended the event during which **Cortina d'Ampezzo was presented to the Irish market** for the very first time.

DECEMBER 2013

Italian Christmas Market – 4 dates of presentation, tasting and selling of Italian food and wine products.

FEBRUARY 2014

Italian Food & Wine Fair - We hosted Italian producers coming from different Italian regions to present their products. The event was attended by Irish restaurants, retailers, distributors, journalists and people in the food and wine industry.

OCTOBER 2014

Workshop activities on the trends in the food and wine sector in Ireland **with restaurant owners coming from Tuscany**.

OCTOBER 2014

Marche & the Adriatic Coast - Grape Harvest in Italy: we bring to Italy a group of Irish people for a tour to visit Marche Region. The group took, even, part in the harvest and was introduced to the local products of the region.



JUNE 2015

Wine tasting event – Promotion, presentation and tasting of Italian wines from Molise Region with the presence of producers coming directly from Italy.

NOVEMBER 2015

Guest of honour at the **International Charity Bazar 2015**.

NOVEMBER 2015

Cultural event for the **re-launch of two books** by Concetto La Malfa: “Presenza Italiana in Irlanda” (on the history of Italians in Ireland) and a fiction novel entitled “Amnesia”.

DECEMBER 2015

Christmas Fair – 4 dates of presentation, tasting and selling of Italian food and wine products.

FEBRUARY 2016

Carnival to Italy – Gourmet tour of the Molise Region for a group of Irish people. They took part in wine and food tastings and to a fun Carnival Show.

MAY 2016

Palermo & West Sicily – Tour organized for a group of Irish people to discover beauties and culinary traditions of this amazing island.

JANUARY 2016

Barilla day – A cookery class organized in collaboration with the world famous Barilla Pasta Producer Group and its chefs.

SEPTEMBER 2016

“Mandolin Celebration Dinner” – final gala dinner of the International Composition Competition “Nino Iammarino”.



Appendix

Flavo

NOVEMBER 2016

Presentation of the book OUR ITALY written by Marco Giannantonio and Maurizio Mastrangelo the two founders of Favour of Italy Group. In the book is presented an authentic Italy described through a special selection of itineraries, places, recipes, flavours, products, people and much more.

MAY 2017

Presentation of Fixo an home assistant (smart disc) created by a team of Italians.

FROM 2014 TO 2017

The Italian Cookery School participated to the **television programme IrelandAM** (on TV3) in a space dedicated to cuisine.

JUNE 2018

Italian students at Flavour of Italy Group for a study experience - we hosted a group of local students coming from Italy. They participate to a team cooking and to a lecture concerning our Group, its history since 2005 and all the activities we do to promote Italian cuisine and food products.



GOURMET TOUR BOOK

OUR ITALY

*A journey through Italy with
Marco & Maurizio*

Flavour of Italy's "Gourmet Tours in Italy" catalogue promises the discovery of a different Italy, combining the beauty of its landscapes and the wonders of its ancient cities of art with the qualities of its territory where every region, if not every province or even every city, offers food and wine specialties which are unique in terms of flavours and aromas and which have often been handed down over the centuries.



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”**.

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.

JUNE 2013

Prize “Molisani all'estero” received by The Itlaina Academy of Cuisine for steadily promoting authentic Italian cuisine and food culture in a warm and familiar ambience.

DECEMBER 2014

Flavour of Italy Group is among the five company finalist of “The Business & Finance Enterprise of the Year Award”.

DECEMBER 2014

Marco Giannantonio and Maurizio Mastrangelo received in Italy the prize “Francesco Sollazzo 2014” for the success obtained in Ireland by their company Flavour of Italy group in promoting Italy abroad.



GLOBO TRICOLORE ®





Appendix

Prizes and Awards

Flavo



2015

Pinocchio Italian Restaurant finalist of the Gold Medal Awards 2015.

2015

Gold Medal Awards received by Pinocchio Catering Services.

2018

Pinocchio Italian Restaurant finalist for the Best Authentic Italian Restaurant in Dublin – Love Italian Life Awards 2018.

OCTOBER 2018

At Marco Giannantonio and Maurizio Mastrangelo, founders of Flavour of Italy Group, has been conferred by the Italian Ambassador Paolo Serpi, on behalf of the President of the Italian Republic, the special award of **the Order of the Star of Italy (Cavalierato)**, for promoting Italian food and wine culture in Ireland and food and wine tourism in Italy.

DECEMBER 2018

Flavour of Italy received in Italy the **"Excellence Award"** by Telemolise.

DECEMBER 2018

Maurizio Mastrangelo, one of the owners of Flavour of Italy Group, **guest of the television program "Unomattina" on air on Rai Uno.**





ITALIAN COOKERY SCHOOL



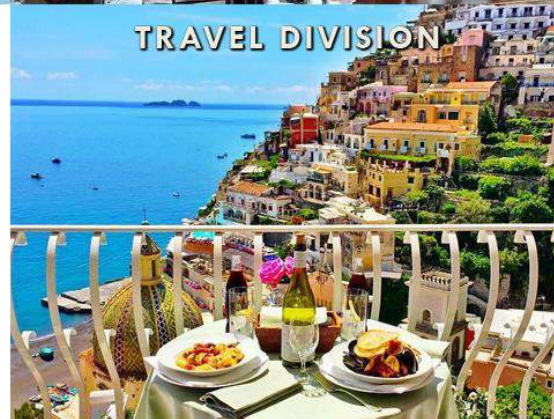
ITALIAN CATERING SERVICES



ITALIAN RESTAURANT



FOOD & WINE PRODUCTS



TRAVEL DIVISION

Pinocchio
CHAIN

The best flavours of Italy



is

Pinocchio

ITALIAN RESTAURANT & WINEBAR

ITALIAN COOKERY SCHOOL

ITALIAN CATERING SERVICES

ITALIAN FOOD & WINE PRODUCTS

TRAVEL DIVISION

www.flavourofitaly.net

FLAVOUR OF ITALY GROUP: Unit C4 City Link Business Park, Old Naas Road, Dublin 12 – Ireland – T. +353 (0)1 460 8800

www.flavourofitaly.net