

## PRESS RELEASE

### **GARDA COOKING CUP, 1st EDITION SALÒ', 24th – 25th SEPTEMBER 2016**



*GARDA COOKING CUP .... Ready to flambé?*

The first edition of this event will take place in Salò on 24th – 25th September 2016. It has been conceived and developed by P.O Box Garda Lake, a territorial marketing agency, and organised by it in collaboration with the local administration, the Consortium of local tourist office, the Consortium *Lago di Garda - Lombardia* and Società Canottieri Garda Salò.

An only project that combines no professional sailing, high – quality cuisine and the excellence of the territory. Sports, competitiveness, fun, food and wine, solidarity and culture will reign supreme in this two days social event.

The aim is to promote the local companies, the products of the territory and the tourist district of Salò with its gulf.

Fourty sailing boats, provided with galley and oven, will compete on the race field in Salò Gulf, while the chefs on board will be preparing a tasty dish and a dessert that will be later rated by a jury.

When the expired time is up ( 2h and 30 minutes) the sailing boats will reach the Committee boat, the famous "Siora Veronica" berthed for this event right near Piazza della Vittoria, so the dishes prepared can be judged. The overall classification will be determined by the result of the regatta with the evaluation of the dish and the dessert for each sailing boat.

It'll be possible to have some extra points if the chefs use the ingredients from Lake Garda indicated in the notice of race. The absolute best results will be awarded but there'll be also other two ranks: one for no professional chefs and another one for chefs of sailing club restaurants.

A selected jury by the food processing company Cameo will assign a special award ( "Più dolce di qualsiasi cosa dolce" ) to the best dessert in the competition.

The Società Canottieri garda Salò will be the place for any logistics activities connected to the regatta ( dockings , briefings, notice of race, registrations etc...)

The selected jury of the Garda Cooking Cup will be composed of: the well-known chef Davide Oldani, creator of the pop cuisine and testimonial of this event; Carlo Bresciani, president of the Chefs Association of Brescia; Anna Maria Pellegrino, president of the Italian Association Food Blogger; finally, the winner of the Food Contest "Il Garda in padella" just organised for this event.

The registrations to the Food Contest will be open starting from 12th July. The Contest will involve forty Italian food bloggers that will create a special recipe using a basket full of local products from lake Garda.

Carlo Bresciani and Anna Maria Pellegrino will evaluate the best performance after the end of the Contest ( 12th September).

The winner, besides getting a week-end for two people in Salò, will become the fourth member of the jury as regards the cooking side competition.

There'll be two testimonials: the chefs Davide Oldani ( for the cooking side) and Federica Salvà for the sailing competition.

Federica Salvà boasts three national championship titles and she took part in the Olympic Games – 470 twice; she got an European title Melges 24 in 1996 and she was the trainer of the national Olympic Team 470 in 2003 and 2004.

Near Piazza della Vittoria there'll be the Cooking Cup Village, realised by Eventi Creations S.r.l.

Here the companies from lake Garda and the corporate sponsors of the event will be hosted. In this area there'll be also a big screen and a stage where cooking shows, some events dedicated to solidarity such as "Cameo Food Factory" and other cultural activities such as "D'Annunzio: il cibo, lo sport, Salò ... " will take place.

It will be possible to witness to all these events registering at the website [www.gardacookingcup.com](http://www.gardacookingcup.com)

The company Gap Management S.r.l will curate the production of the events taking place on the stage.

Promovideo Multimedia, a company from Arco (Trento), will curate the audio and video production.

On Saturday 24th September at night, the mayor Gianpiero Cipani will host all the shipowners and ladies, the corporate sponsor's representatives and their guests, the exhibitors and the representatives from the local institutions at the Gala Dinner.

The location for the dinner will be the museum of Salò Musa and it'll be prepared by the chef Carlo Bresciani and his staff from the restaurant Antica Cascina San Zago.

The dinner will be preceded by the guided tour to the exhibition " Da Giotto a De Chirico: i tesori nascosti", set up at the museum.

After dinner, the ancient paddle boat Nave Italia, historical symbol of lake Garda, will wait for the guests and the crews that could dance thanks to the music by Nautiblues Band.

The main sponsor of this event is IMETEC (Tenacta Group Spa) with its three high – quality products: Imetec Cukò, Imetec Succovivo and Imetec Zero Glu.

Co – sponsors:

Cameo Spa

Nemox International Srl

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## Events schedule:

### Saturday, september 24:

- 10:00 – opening
- 10:30 – cameo Food Factory
- 12:00 – cooking show Imetec Cukò with Marco Scaglione
- 12:45 – taste of local product
- 14:30 – cooking show Ice-cream in Patisserie, with Nemox
- 15:45 – cooking show with a cameo Master of Patisserie
- 17:00 – presentation of the event and introduction of the sailing testimonial, Federica Salvà  
prizegiving of the winner of the food contest *Il Garda in Padella*  
presentation of crews and recipes
- 19:00 – closing of the stands
- 20:00 – private tour of the exhibit Da Giotto a De Chirico, at the MuSa, Museum of Salò
- 20:30 – gala dinner at the MuSa
- 22:30 – live music party on the Italia steamship, moored near the square

### Sunday, september 25:

- ore 09:45 – opening
- ore 10:00 – introduction of the gastronomic jury
- ore 10:30 – first warning signal (max2 hours)
- ore 11:15 – Gabriele d'Annunzio: Food, Sport and Salò
- ore 12:00 – commentary of the regatta with the testimonials – Federica Salvà e Davide Oldani
- ore 12:30 – taste of the *Risotto alla Rose di Gabriele d'Annunzio*, cooked with Imetec Cuko, served with Brut Rosè wine (invitational)
- ore 13:00 – commentary of the arrivals and delivering of the meals to the jury
- ore 14:00 – cooking show Imetec Zero Glu with Marco Scaglione
- ore 15:00 – cooking show Imetec Succovivo with Marco Scaglione
- ore 16:30 – prizegiving ceremony
- ore 18:30 – aperitif for partner, sponsor, organization and institutions

Garda Cooking Cup is a territorial marketing project, that has the target of taking to Salò between 5.000 and 10.000 visitors: cooking and food lovers.

It is one of the few regatta, on Lake Garda, dedicated to cruise sailing boats and a fantastic occasion for local restaurants to promote themselves, having fun.

The project has been fully supported, since the beginning, by: the local administration, the Consortium of local tourist office, the Consortium *Lago di Garda – Lombardia*, Società Canottieri Garda Salò, the foundation Garda Musei, the Italian Food Blogger Association.

Registration are now open and they will close at the reaching of 40 participants.

For further info:

[www.gardacookingcup.com](http://www.gardacookingcup.com)

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**Società Canottieri Garda Salò**

Collare d'oro e Stella d'oro al Merito Sportivo - Fondata nel 1891



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LOMBARDIA



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