

# Press Release

27 September 2015

Embargoed until

## **Aldo Zilli and Nancy Dall'Olio crowned Antonio Calo' as the winner of the European Country Inn Chef Contest**

London, UK – Sunday evening at AVEQIA London, after an exciting day of competition, Antonio Calo' has been crowned with the prestigious European Country Inn Chef Award 2015. Antonio Calo', an Italian who has been living in London for over one year, is the head chef of Italian Restaurant Li Veli, and has won the casting vote with his recipe of tagliatelle prepared with the delicacies of the producers of the LAGs territories.

Antonio Calo' was presented with the prestigious award from celebrity chef Aldo Zilli and Nancy Dall'Olio.

Aldo Zilli has thus commented the coronation of Antonio Calo' " interesting competition today with real emerging talents in the London elite. The chefs have really put their hearts and souls into the competition; they were not just cooking, they were replicating the recipes they learnt from their mothers and foremothers".

The European Country Inn Chef Contest is the third event in a series of events aimed at the promotion of European and Italian rural food specialities and establishments.

Luigi Casoria, a representative of the project European Country Inn and a fellow member of the jury has thus commented on the news: " this initiative was indeed a great success and a milestone of our campaign towards promoting the top delicacies from the producers of the LAGs territories. We have registered an increasing interest in the UK towards the real Italian dishes and not those customised to fit the international taste of the public. The delicacies of the producers of the LAGs territories blend well with this trend.

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**Notes to Editors**

**EEIG ECN** exists to promote tourism development in rural European areas as well as helping the public discover the social and cultural traditions of the rural food specialities and establishments. The key values of the initiative is to promote:

- Food as Culture: to convey, enhance and promote the symbols and cultural patterns of the European rural areas
- Community creation: to create a sense of identity and pride of belonging in both the local citizens of the rural aggregate and the rural population around models of leisure
- Welcome visitors and consumers in a rural life setting, according to the local traditions
- Taste rural specialties: tours enabling visitors to discover the great products from these regions
- The local rural tourism.

**BBSA Associates** is a full service marketing agency that provides marketing support to medium, small sized and start-up companies that are keen to move forward and develop their marketing activities but lack the time or know-how to do it themselves. BBSA supports a wide range of B2B and B2C companies across the whole spectrum of strategic and tactical marketing and communications. [See more](#)

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**Britaly Ltd** exists to support and advise Italian small and medium sized food and wine producers seeking to export their products to the United Kingdom. Contact [Roberta Almatelli](#) for more information.