



Francesca Aquilino  
Italian Cultural & Community Center  
[events@icchoouston.com](mailto:events@icchoouston.com) or 713-524-4222 ext. 4

**FOR IMMEDIATE RELEASE**

May 1, 2014

**LE STRADE DEL VINO... DELLA TOSCANA,  
A NEW ICCC EDUCATIONAL WINE TASTING SERIES**

**WHAT:** The *Italian Cultural & Community Center* is launching a new program called “*Le Strade del Vino*”. *Le Strade del Vino* are paths within territories, wine growing areas, as well as vineyards, wineries, farms, natural attractions, cultural and historical sites that are particularly significant for the purposes of integrated tourism within Italy.

The intent of ICCC’s new and exciting program is to promote and encourage the Italian “Eno-gastronomic” tourism by showing the cultural, environmental, historical and social context of each region. With this exciting new program we want to provide a virtual exploration of the amazing beauties and wine production of each Italian Region.

The first appointment of this new series is set for Thursday, May 29<sup>th</sup> 2014 and will feature six fine wine selections from Tuscany like *Vermentino Maremmano*, *Viogner Toscano*, *Chianti*, *Morellino di Scansano*, *Syrah* and *Vino Nobile di Montepulciano*. This session will be led by Friedel Landa, Owner of Selected Food & Beverage and Certified Sommelier, and by Tiziana Triolo, ICCC Director of Programs & Marketing.

“We are very dedicated to finding new opportunities for all the Houstonians that are in love with the beauty and the taste of Italy. The Eno-gastronomic tourism has grown a lot in the last couple of years and we want to provide a service to our guests in which they can taste fine wine productions and also virtually explore the tourist attractions of the region.” said Tiziana Triolo. Friedel Landa further adds “We are very honored to partner with the ICCC for these new educational wine series and we believe through this event we will strengthen the brand awareness of major Italian food and wine companies available to Houstonians.”

The Italian Cultural & Community Center is a 501c3 whose mission is to preserve, celebrate and advance Italian culture and heritage. To learn more about Italian Cultural & Community Center’s multiple programs and offerings visit our website: <http://www.icchoouston.com/>.

**WHO:** Italian Cultural & Community Center

**WHEN:** **Thursday, May 29, 2014**  
**7:00 p.m.**

**WHERE:** ICCC Houston  
1101 Milford  
Houston, TX 77006

**PRICE:** \$45 for ICCC Members, \$60 for Non-Members.  
Price includes: tasting of six wines, light bites, short video projection.  
Tickets can be purchased on [eventbrite.com](http://eventbrite.com) or by calling 713 524-4222 ext. 4.

**ON-SITE**

**CONTACT:** Francesca Aquilino, ICCC Marketing and Communication Coordinator, 713-524-4222 ext.4.

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