

# **ITALIAN BREAD AND OLIVE EXPERTS TO VISIT AUSTRALIA**

Experts in the fields of bread and olives will make their way from Puglia to Melbourne to promote and inform consumers about their products.

The Consorzio di Tutela Oliva da Mensa DOP *La Bella della Daunia* (Consortium For the Protection of *La Bella della Daunia* DOP table olives) and the Consorzio per la Tutela del *Pane di Altamura* DOP (Consortium for the protection of DOP *Pane di Altamura* bread) have joined forces to create a temporary association called DopItalia Australia.

The aim of this association will be to create awareness of their DOP (denomination of protected origin) products in Melbourne. It was formed in conjunction with the Ministry of Agricultural, Food and Forestry Policies.

DopItalia Australia has also enlisted the assistance of the Italian Chamber of Commerce and Industry in Australia – Melbourne Inc. to organise events that demonstrate how olive and bread products can be consumed the proper way.

President of the Consorzio di Tutela Oliva da Mensa DOP *La Bella della Daunia* Giuseppe Dibisceglia and Alice Jaschke-Ferreri; together with president of the Consorzio per la Tutela del *Pane di Altamura* DOP Giuseppe Barile and Liborio Macella will be in Melbourne during La Dolce Italia, which will run from 10 to 12 August.

**FOR FURTHER INFORMATION, PLEASE CONTACT THE ITALIAN CHAMBER OF COMMERCE AND INDUSTRY IN MELBOURNE ON 03 8341 3200 OR VISIT [WWW.ITALCHAM.COM.AU](http://WWW.ITALCHAM.COM.AU).**