



**CioccolaTò 2009**  
**7th edition**  
**TEN DAYS OF TASTINGS, ENTERTAINMENT AND CULTURE!**  
**Torino, March 6th-15th 2009**

*The 2009 edition is dedicated to seduction unleashed by Chocolate.  
Entertainment, culture, and music are the main ingredients, as well as  
Chef's Dinners, the Chocolate Factory, the CioccolaTo' School,  
and The Affordable Excellence pavilion!*

CioccolaTò is an event of international character – staged by the City of Torino, the Province of Torino and the Piemonte Region, and organised by the Articoock Association – with which the region celebrates the “Italian way of chocolate,” encouraging local production and supporting the region as a genuine chocolate-making “district” (38.7% of chocolate production in Italy takes place in this area)!

After the great success of the past six editions, CioccolaTo' is renewing itself and becoming even more seductive this year!

This year's *kermesse* will be all about **seduction unleashed by chocolate**: which includes cultural meetings, sampling workshops and the hundreds of *maitres chocolatier* booths that will be dedicated to this theme. **Chocolate** has always been known for exalting affinities, and goes along beautifully with hazelnuts, fruit, spices, tea, coffee, almond, and nougat. But also, surprisingly, with oil, salt, pepper, and cheese!

CioccolaTò has consolidated its success over the last few years and has become, for Torino and for Piemonte, a meeting place for sweet-toothed individuals of all ages. As well, it is a valuable opportunity for master chocolate makers, major Italian and international brands, and for members of the public interested in gaining scientific knowledge of the product (and its uses and accompaniments).

**PROGRAM of the initiatives scheduled for this year's event include:**

- **Ten Days That Shook The Insatiable (I dieci giorni che sconvolsero i golosi)**: after last year's success, a series of **theory and practical lessons with internationally renowned master chocolate makers**. **Clara** and **Gigi Padovani**, known as the “bittersweet couple” of journalism, will be holding chocolate lessons and tastings in collaboration with Slow Food Torino.

- **CioccolaTò DINNERS**, the battle of the sexes!

The first dinner on **March 6th , 8.30 PM at Circolo Ufficiali** will be entirely feminine; chefs, service and wine (in conjunction with the Italian Women's Day).

The second dinner on **March 13th, 8.30 PM at Circolo Ufficiali** will be entirely masculine.

Both dinners are open to the public with advanced reservation for € 60,00 until seats are sold out.

- **The CioccolaTò Factory (La Fabbrica di CioccolaTò)**: an important appointment in Piazza Vittorio, an entire area where visitors can observe in detail the various stages of the chocolate making process, from roasting to shaping.

- **School of CioccolaTò (Scuola di CioccolaTò)** an actual classroom, located in Piazza Vittorio, will be hosting lessons about chocolate: its history, geography and food education, as well as workshops promoting the culture of chocolate.

- **NEW Affordable Excellence Booth** will sell all chocolates produced during the workshops so visitors will be able to buy these delicacies at a very affordable price.

In these times of crisis, what more can you ask than a delicious, melting square of chocolate to save yourself from sadness?!

## **WHEN and WHERE:**

**Piazza Vittorio Veneto** will host the commercial exhibition and all the shows.

6-15 March 2009

Opening Friday March 6th from 11AM to 11PM

All Fridays - Saturdays, from 11 AM to 11PM

All Sundays from 10 AM to 8 PM

Monday - Thursday, from 11 AM to 8 PM

### **Circolo dei Lettori (Reader's circle)**

Address: Via Bogino, 9

will host tastings workshops **everyday from 6.30 PM to 9 PM**

(on Saturdays and Sundays also at 4 PM)

Open to the public with advanced reservation for € 12,00 until seats are sold out.

### **Circolo Ufficiali (Officer's circle)**

Address: Corso Vinzaglio 6

will host two important and delicious dinners on Friday, **March 6th and March 13th at 8.30 PM.**

Open to the public with advanced reservation for € 60,00 until seats are sold out.

## **EVEN MORE.....**

### **TORINO loves Chocolate ALL YEAR LONG with:**

-**Chocopass.** It is the passport to the endless seductions of chocolate! this coupon offers 23 tasting to be savored in 3 days. The best from chocolate production ever, awaits you in 36 historical cafés of Turin for just 12,00 €!

- **Merenda Reale.** For an aristocratic treat, give in to the temptation of the Merenda Reale, just as if it was the Savoy Court! Many places re-propose gourmand appointments featuring hot chocolate and delicacies of local patisseries. This happens on both Saturday, March 7th and March 14th.

-**Tour Torino Golosa.** Both Saturday, March 7th and March 14th, there will be a guided tour walking through the old town centre with a focus on historic cafés and patisseries, which quantity makes Turin the second town in the world with the highest number of historical cafés. The tour costs 16,00 €.

### **TORINO's extraordinary specialties, universally recognized:**

- **Giandujotto**, is the tiny and world renown sweet cocoa-and-hazelnut-based delight.

- **Bicerin** is a drink whose roots go back to the XVIII century: a mix of hot chocolate, coffee and milk, giving the strength and energy needed to fight off the cold winter.

- **Chocolate eggs** at Easter: chocolate egg shaped!

- **Pinguino**, a crunchy plain chocolate covered ice-cream on a stick to walk by with, a truly worldwide delicacies!

For further information:

[www.cioccola-to.com](http://www.cioccola-to.com)

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## HAPPENINGS and ACTIVITIES during CioccolatoTo'

### **FROM 6 TO 15 MARCH GUG' ART - Guido Gobino's World of Chocolate**

Various artists interpret the excellent products of chocolatier Gobino in his warehouse in works and performances. The inauguration on March 6 followed by an auction of the works on the 13th to support the Crescere Insieme Foundation at the Sant'Anna Non-Profit organisation. For more info. see [www.gugart.it](http://www.gugart.it) and [www.fondazioneantanna.it](http://www.fondazioneantanna.it). 6-15 March, Lungodora Firenze 125.

### **SATURDAY 7 MARCH - 8:30 pm - WORDS WORDS WORDS**

Emerging thespians read texts on chocolate, from the 18th-century Arcadia to "Chocolat" by Joanne Harris, followed by "take away" dinner baskets for two, with chocolate and an enhancing wine (central hall, more than 90 seats on request, 20 euro).

### **TUESDAY 10 MARCH 6:30 pm - AS BLACK AS CHOCOLATE**

Blind samplings in collaboration with the Italian Union of the Blind and Visually Impaired Non-Profit Association, Torino Section. One way to develop sensorial capacities and reflect on disabilities (Maximum 30 seats for each tasting, 12 euro).

### **THURSDAY 12 MARCH 6:30 pm - GIANDUIOTTO PRIDE: The Italian chocolate**

Readings on chocolate by writers, spokespersons, and chocolatiers. Admission is free until the seating capacity is reached. With interludes of **jazz music** and live radio broadcasts on Radio Centro 95 fm 97.00 (Free admission to availability).

### **THURSDAY 12 MARCH 9 am- CHOCOLATE STILL LIVES, at the Industrial Union in via Fanti 17**

An exhibition dedicated to Chocolate Still Lives will be inaugurated: reproductions of Flemish and 19th-century paintings dedicated to chocolate, porcelain cups from the 17th, 18th, and 19th centuries, prints, and chocolate pots in copper and Majolica. Workshops for children in the morning, for adults in the afternoon. (Infoline +39 011 6602202 and [www.peyrano.com](http://www.peyrano.com)).

### **SATURDAY 14 MARCH 6:30 pm - CINEMA GOURMAND: The magic of chocolate**

Enchanting visual effects and surprising dishes by the kitchen crew of the Readers' Circle restaurant for the festive cinematographic dinner. During the history of cinema, the Food of the Gods has fascinated many directors and has often been intended as a symbol of seduction and sin: chocolate in the seventh art seems to have magic powers, especially if in the hands of a woman. The menu includes: quail with cocoa bean sauce, chocolate ravioli, Guinea-hen stuffed with dried fruit cooked in cocoa butter and extra-bitter chocolate glaze (Maximum 90 seats, 40 euro).

### **SUNDAY 15 MARCH 6:30 pm - TRY WITH A PRALINE: Sex, health & chocolate**

A semi-serious debate on chocolate from dietetic, sexual, journalistic, and literary points of view (Free admission to availability).