

MILANO 2015
1 MAGGIO • 31 OTTOBRE

Official Cocoa and Chocolate Cluster Content Provider

PRESS RELEASE

ICAM TO PLAY A LEAD ROLE AT EXPO MILANO 2015
PARTNERSHIP WITH EUROCHOCOLATE NOW OFFICIAL

Milan, 26 March 2015 - ICAM will be one of the leading companies at the **Cacao e Cioccolato Cluster**, at which **Eurochocolate** is coordinating activities and organizing content. A worldwide ambassador for Italian excellence in the art of chocolate-making, at **Expo Milano 2015** the long-established company from **Lecco** will be taking visitors on a *journey to the cocoa lands*. The venue is a dedicated space at the **Distretti Italiani del Cioccolato** pavilion, set aside specially for parts of Italy that boast a high-quality chocolate-making tradition (**Turin in Piedmont, Perugia in Umbria and Modica in Sicily**).

"We are proud to be here and part of the important food-related debate at the Expo," says Angelo Agostoni, Chairman of ICAM Spa. "We are one of a handful of companies in the world that ensures control right the way through the production chain as part of a rigorous approach to manufacturing. Allied to our ongoing technological innovation and the certification of our cocoa, we achieve and maintain the highest quality standards at every stage of the production process."

At the **Distretti Italiani del Cioccolato** Pavilion, **ICAM** will be telling the story of how the company carefully chooses its raw materials, the various different stages of production and tracking systems, right through to coming up with the recipes for its chocolates, all on special screens and using an engrossing narrative approach. At the same location, **Maestri Cioccolatieri ICAM** are putting on a live show at a special workstation so that visitors can see them at work. The company is also represented at an *ad hoc* space and on the Cluster stage alongside the many Italian and international pastry- and chocolate-makers who will be sharing their experience about using products from the **ICAM Linea Professionale**.

As well as tasting a host of exclusive recipes on site, visitors can learn about and purchase **ICAM** products, including the **Vanini** line and its premium selection of "Bagua" Amazon-grown cocoa, and sample elegant combinations of extraordinary ingredients from Italy's many local culinary traditions. Special tasting sessions have been arranged in partnership with a number of Slow Food presidia of Vanini chocolate in combination with wines, liqueurs, beer and herb teas.

During Expo Milano 2015, ICAM will be hosting delegations of cocoa-growers from the countries where the company purchases its raw materials, including Peru, the Dominican Republic and Uganda. Growers will tell their stories about sustainability and the virtuous partnership with the historic company from Lecco.

Eurochocolate and **ICAM** look forward to seeing you at **Expo Milano 2015!**

For more info, visit: www.cocoachocolatecluster.org; www.icamcioccolato.com; www.icamprofessionale.it; and www.vaninioccolato.com

ICAM PRESS OFFICE

Carla Trigilia +39 366 6134629 -

carla.trigilia@msslgroup.com

Elena Zaco +39 348 3113189 -

elena.zaco@msslgroup.com

EUROCHOCOLATE PRESS OFFICE

Silvana Leoni, Angela Torelli

Landline +39 075 5003848 ext. 888

Cell +39 333 4750015

ufficiostampa@eurochocolate.com