



Rome, 13 February 2023

A Michelin-star chef champions the "Pure Flour from Europe" project. A healthy and ethical philosophy in haute cuisine, thanks to the use of organic flour and organic semolina.

The "Pure Flour from Europe" project, managed by **ITALMOPA** (the Italian Milling Industry Association) and co-funded by the European Union to promote the export of Made in Europe and Made in Italy-certified organic soft / durum wheat flour and organic semolina in Canada and the USA, ahead of its presence at the **Natural Products Expo West in Anaheim, LA, on March 9-11, 2023,**

PRESENTS

the exclusive star menu for "a winter sea" created by one-star Michelin chef Angelo Carannante. Three signature recipes: fresh spaghettoni cooked in anchovy extract, mussels, coffee, cinnamon, cocoa nibs and Sichuan pepper, steak tartare and a reinterpretation of his most famous dessert, the "caracolato". In this special menu, Carannante, who is considered one of the most important Michelin starred Italian chefs, showcases the importance of using organic flours and organic semolina, rich in nutrients, free of toxic substances and which embrace a healthy and ethical philosophy, for the creation of dishes you can serve at home "every day". An "organic-starred" cuisine, where the recipes maximize the use of exceptional raw materials such as Made in Europe organic flours and organic semolina.



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ENJOY
IT'S FROM
EUROPE





ORGANIC & SUSTAINABLE
FLOUR EXPERIENCE

FRESH SPAGHETTONE COOKED IN AN ANCHOVY EXTRACT, MUSSELS, COFFEE, CINNAMON, CACAO NIBS AND SICHUAN PEPPER

STEAK TARTARE WITH OYSTERS, GROUND OLIVE CRUMB AND RED PEPPER REDUCTION.

“CARACOLATO” DESSERT



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www.pureflourfromeurope.us

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To learn more about the quality and properties of organic flours and organic semolina made in the EU, visit our booth # at the "Natural Products Expo West. The representatives of some of the most important Italian mills, including Molino Casillo, Molini De Vita and Molino Grassi, will be there to provide you with all the information you need to identify the best organic flours and organic semolina for your table. It will be an excellent opportunity for journalists, influencers, chefs, distribution and catering professionals to understand more about this project and its objectives, discover other recipes and news related to the use of organic flour and organic semolina and experience in first person their exceptional taste thanks to the daily cooking sessions from our on-site chefs Francesco Allegro and Gerson Jossue Rivas Saravia who will amaze you with their fresh pasta, gnocchi, wraps and cookies.

About ITALMOPA

Founded in 1958 and based in Rome, ITALMOPA is the most important industrial flour association of the European Union representing 82 flour milling companies across Italy. Member companies mill flour for the production of pasta, breads, pastries, pizza and more. ITALMOPA is overseeing a three-year information and promotion program for agricultural products in third countries called "Pure Flour from Europe: Your Organic and Sustainable Choice!" - Acronym "POS EU FLOUR" - intended for the US and Canadian markets and co-financed by the European Commission. The program runs through 2024.



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