



PRESS RELEASE

**Alitalia and Aigic present the programme  
“Buonitalia – “Prendi il volo con i sapori originali italiani / *Take off with genuine Italian flavours*”**

Rome, 10 February 2010 – “Buonitalia - Prendi il volo con i sapori originali italiani/ *Take off with genuine Italian flavours*” is the name of the project presented today at Fiumicino by Alitalia and Aigic (Associazione Italiana Consorzi Indicazioni Geografiche/*Italian Association of Geographic Indication Consortiums*) and promoted together with Buonitalia SpA, Federdoc, Ais (Associazione Italiana Sommelier) and the Italian section of the Young Restaurateurs of Europe Association.

Taking part in the event were Mr. Luca Zaia, Minister of Agricultural, Food and Forestry Policies, and Mr. Rocco Sabelli, CEO of Alitalia.

The project, sponsored by the Ministry of Agricultural, Food and Forestry Policies, has the aim of promoting Italian DOP (protected designation of origin) and IGP (protected geographical indication) products onboard Alitalia flights and in the Club Freccia Alata lounges, among domestic and international passengers.

Starting in December, on flights to New York, Chicago, Toronto and Miami, the new Magnifica cabin class was introduced, with menus created by great chefs that interpret the recipes of Italian regional cuisine and wines selected from the best Italian wine producers by the Italian Sommelier Association.

Approximately every two months, on a rotating basis, passengers can enjoy menus and products from a single Italian region. The initiative began several months ago with Abruzzo, as a way of expressing Alitalia’s solidarity with the region hit by the earthquake, and then with the Veneto region. Agata Parisella Caraccio and Nicola Portinari are the chefs in charge of the interpretation of the typical regional dishes served during the flights.

The renewal of materials is also part of the Alitalia project to use the finest Italian products in the Magnifica class. The dinnerware, flatware and glassware are designed by Richard Ginori. The napkins, blankets and pillows are designed by Frette. The personal-care kits are designed by the Milan fashion house Culti.

After the North American routes, the new service will be extended to all the other intercontinental routes by the middle of the year. By the end of 2010, a complete makeover will also be started for the Magnifica class, with new ergonomic full-flat seats, that fold down completely into comfortable beds.

“The initiative presented today is part of the project *Alitalia per il Made in Italy* -stated Andrea Stolfa, Director of Marketing, Revenue Management and Network for Alitalia -. Alitalia customers, during their trip come into contact with more than 150 products. If these products are chosen from among Italian excellence, we achieve two objectives: positively distinguish Alitalia’s service from that offered by other airline companies and contribute to the promotion of *Made in Italy* throughout the world”.

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