



## "United Tastes of Pasta", the Festival of Taste signed Giovanni Rana

M. T. (October 29, 2015)



"United Tastes of Pasta". A festival that celebrates the fresh pasta from the gastronomic point of view, cultural and social. Four events where chefs are located around the "table of united tastes" to tell the versatile world of pasta through their creations. A project in which the dough as muse, meeting and expression of different culinary cultures. Giovanni Rana renews its collaboration with



the US Food Bank, donating 100,000 meals to those in need of NYC. In addition, from 29 October to 31 December, the dishes prepared by guest chefs of the festival will remain in the menu of the restaurant: every dish ordered by customers will be donated, by Giovanni Rana Pastificio & Cucina \$ 1 to the Food Bank NYC.

With "Piazza Pasta Party" restaurant "Giovanni Rana pasta factory & Kitchen" and Chelsea Market are transformed into an Italian piazza: a place of conviviality, culture, history, so typical of our country and so unusual for American cities.

And it is in this square that Giovanni Rana brings together America's most famous star chefs: Executive Chef Giovanni Rana Kevin Garcia, Mark Ladner of Del Posto NYC, Jody Adams Boston Rialto & Trade, Matt Accarrino of SPQR in San Francisco, Michael Scelfo Boston, Alden & Harlow Jenn Louis of Portland, Oregon Lincoln and Sunshine Tavern, Clark Frasier and Mark Gaier of MC Boston Skewer.

"I love the idea of this festival that gathers around the same table all pasta lovers" says Giovanni Rana (President of Giovanni Rana Company) "I believe always in the goodness and in the universality of fresh pasta. And remember the words of sweetness with my mother when I announced that I would tortellini and ravioli - My son you are crazy - And I'm so happy that for once my mother have been wrong. "

Giovanni Rana is the patriarch of the Italian fresh pasta, using his ability to master pasta maker, the quality of its products and its creativity has managed to learn, first in Europe and now in America, the value of our gastronomic tradition and made in Italy.

It's a success based on the pleasure of the good things that has no geographical boundaries, language and culture.

"United Tastes of Pasta" celebrates therefore the landing of Giovanni Rana company in USA and its bright results, obtained in such a short time. Giovanni Rana has revealed the natural ambassador of Italian gastronomy thanks to its dialogue with the United States, driven by the desire to receive and share all the stimuli that the language of the dough can be transmitted.

But Giovanni Rana pasta is good... twice! Good in its filling and everything around him: Giovanni Rana Family fact always designs and manufactures, in a direct, non-profit initiatives related scientific research, prevention, the right to education and the fight against discrimination.

Hence the birth of the Foundation Family Giovanni Rana NGO that aims to leave a positive and concrete in the daily life of others, especially in response to requests for help from the quieter and weak.

A path leading Pastificio Rana to engage socially more than twenty years in Italy and recently in America.

At UNITED TASTES OF PASTA, Giovanni Rana renews its collaboration with the US Food Bank, donating 100,000 meals to those in need of NYC. In addition, from 29 October to 31 December, the dishes prepared by guest chefs of the festival will remain in the menu of the restaurant: every dish ordered by customers will be donated, by Giovanni Rana Pastificio & Cucina \$ 1 to the Food Bank NYC.

But while proud of 300 employees, a factory in Chicago and a restaurant in NYC, the heart of the Giovanni Rana company is Italian, very Italian.

With its 2,500 employees, with their families together in a kind of Giovanni Rana community, held together not just from work but by common values, such as commitment, responsibility, love of Italian cuisine, Giovanni Rana Group year launches initiative very special: 1,000,000 fresh pasta dishes donated to the Banco Alimentare, which will distribute them to the needy. In fact, during the months of December and January, for each box sold of "Duetto", one of the most popular and precious product of fresh pasta, Giovanni Rana company will donate a packet of filled pasta to the



Food Bank.

"I feel strongly in me a great social responsibility, as a business owner. I conceive of the company, my beloved pasta, like a cell, healthy, active, constructive social fabric. The profit is not the ultimate measure of success. "Declares Gian Luca Rana (CEO of Giovanni Rana company)" The true value of a company substantial - and a businessman - is measured by the positive impact that falls on the territory, on society, on people even more remote by the company itself.

My life as an entrepreneur is this continuous search for opportunities that allow my employees and their families to multiply their talents, realizing how people "

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