



DISCOVERING ITALY'S MARCHE REGION

By CHRISTOPHER A. PAPE

With a feast of wine, spirits and gourmet products distinctive to this Italian region, the flavors of Marche pervaded New York in October from two iconic Italian purveyors: Mario Batali's mega store Eataly and Little Italy treasure DiPalo Selects. Marche region, also known as the "calf" of the boot, is still relatively unknown to Americans. It consists of five provinces and is a quite differentiated territory that stretches from the mountains to the sea, boasting 120 miles of beaches covered in velvety sand interrupted by fierce rocks plunging into the Adriatic Sea. The scenic Sibillini mountains, rich in legends and marvels, and the rolling hills are dotted with several picturesque medieval towns are peppered with Romanesque and Renaissance churches, abbeys, monasteries and sanctuaries. Visiting these villages is like stepping back into the Middle Ages! Friendly and welcoming residents are part of the experience, as well as getting to participate in

festivals ("sagre") and reenactments, which are abundant everywhere throughout the year. In addition to the historical appeal, there are many other attractions for visitors with varied interests. Marche is regarded as one of the most productive areas in Europe, with several small family businesses, some of which have turned into major brands (Tod's and Guzzini among others). The production of leather goods, furniture (especially kitchens, with brands such as Scavolini), household appliances and yachting industries secure a stable prosperity to this region, although the rural sector is crucial to the overall economy.

Artistry both in and out of the kitchen has been a time-honored tradition for Marche. Marche is the birthplace of world-renowned artists, such as Renaissance painter Raphael, composer Rossini, tenor Beniamino Gigli, poet Giacomo Leopardi, and so many more! The area has a strong touristic appeal not only because of its natural and architectural beauty, but also for its genuine, yet delicious wine and gastronomic itineraries. For example, Marche enjoys a savory tradition that will satisfy the food lover with the most discriminating palate: glorious cheese, white and black truffles, cold cuts of all kinds (including the delectable ciauscolo spread), and well-balanced olive oil. Marche's cuisine skillfully blends aromas from the sea and gems of the land. A local variety of typical wines includes: Pecorino, Rosso Conero, Rosso Piceno, Lacrima, and Verdicchio. There is also a time-honored tradition of spirits produced here, especially the anise-based ones, used to lace coffee or to flavor desserts. Among the various types of pasta can be found the maccaroncini of Campofilone; Le Marche's pastas are a specialty now appreciated worldwide featuring exquisite egg noodle, made with durum wheat and chicken eggs.

The companies featured during the October promotion in New York were the following: pasta manufacturers Filotea, Spinosi, La Campofilone, Mosconi Luciana and Mancini; olive oil from Cartechini; marinated vegetables by Ralo; truffle-based products by Angelozzi and T&C; organic cereals by Prometeo; wines by Garofoli, Velenosi, Cocci-Grifoni, Conti di Buscareto; Cantine Belisario, Monte Schiavo, Domodimonti, Tenute Rio Maggio, Quaccharini, Moroder, La Monacesca, Cantina Colli Ripani and Valturio; and exquisite anise liquors by Distilleria Varnelli and Ditta Silvia Meletti.



For additional information about Italy's Marche region visit www.turismo.marche.it

