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FOODS AND WINES – A NEW APP FOR DISCOVERING THE BEST FOOD AND WINE MATCHES, MADE IN BOLOGNA. IN 5 LANGUAGES.

Tortellini in broth? Well, with the prince of Bolognese dishes, the wine that goes best is the autochthonous Pignoletto. But perhaps a nice Lambrusco would go well too, why not? And Lambrusco, in turn, goes very well with green lasagna, which in turn... Food and wine matching is a whole world to be explored and discovered, full of fascinating combinations. Now, coming to the rescue of both the aspiring and the experienced gourmet is the innovative app for iPad and iPhone, '**Foods and Wines**'. All in **five languages**: Italian, English, French, Spanish, and Chinese. It features **268 Italian wines** (205 still dry, 16 fully sparkling [*spumante*], 9 lightly sparkling, and 38 raisin [*passito*] and sweet wines) in combinations with **215 dishes** broken down under 20 headings, from hors d'oeuvres to appetizers, to desserts. Highlighting **21 recipes of traditional Bolognese cuisine**, the original ones filed with a notarial deed at the local Chamber of Commerce. Numerous apps based on food and wine themes have been produced, but this one **is a bit special**, for a number of reasons. First of all, its developer is not the usual young computer geek, but rather a distinguished Bolognese gentleman, **Giampietro Gamberini** who, at the ripe old age of 72, would normally be relegated to the so-called "third age" or senior citizen category... And instead Gamberini, a still-youthful, highly regarded sales representative of the food and wine sector, could teach his younger colleagues something on the subject of computerization, as well as being an expert in the sectors of restaurants and national wine production. *"This food and wine guide does not pretend to be infallible (like anyone else, I have my likes and preferences), but hopes to help the gourmet achieve a pleasing combination of Italian foods and wines at his table,"* he says. Then there is the **international significance** of the operation, within the framework of a proudly Bolognese background, of both the author and the various dishes proposed: Bologna is a world-renowned name in food, and it is not a coincidence that Gamberini's app is in 5 languages, including those most spoken worldwide (Spanish and Chinese). With these credentials, it could be a real success, and also prove to be an extraordinary promotion tool for wines made in Italy and the foods of the city of the Two Towers.

Thirdly, the app is characterized by a **practicality of use** and immediacy. There are 4 sections: Wines, Wine and Food Matching, Recipes, and Gamberini. Clicking on a certain wine in the first section, for example 'Vernaccia di San Gimignano', two or more dishes to be served with it come up: for example 'Appetizers', like crawfish and shellfish in sauces; but also 'Pasta dishes', like first-course pasta dishes with marinara sauce. When one of the dishes is clicked on – for example



crawfish – the app shows a selection of another dozen possible white wines for that dish, such as Bianco di Custoza, Etna Bianco, etc.

The path can also be taken in the opposite direction and is conceptually similar: starting from the ‘Wine and Food Matching’ section, a wine to be served with a certain dish will be shown, and then also link to other dishes that go well with that wine.

The featured wines have been selected on the basis of their international distribution and availability, and on the personal taste of expert taster Giampietro Gamberini. The 21 Bolognese recipes are almost always illustrated with photographs, while the wine descriptions include serving temperatures and other useful information.

The ‘Foods and Wines’ app by developer Giampietro Gamberini can be downloaded from the App Store for 2.99 euro and is compatible with iPhone, iPod Touch, and iPad. Requires iOS 4.3 or higher.

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