

## **Meijer Partners with Italian Trade Agency to Bring Authentic Italian Experience to Stores**

In partnership with the Italian Trade Agency, Meijer is bringing Mercato Italiano, an authentic Italian cooking experience, to all Meijer stores for a limited time. The experience will feature more than 400 authentic Italian products like artisan Italian pasta, San Marzano tomatoes, and Italian wine and extra virgin olive oil.

With interest in Italian cuisine continuing to rise, Meijer plans for the experience to be an easy way for customers to find and learn about the ingredients they want. In addition, select stores will host The Food Network's "Iron Chef America" Judge Mario Rizzotti. The Italian culinary expert will cook an authentic Italian pasta dish and provide expertise on the authentic Italian products offered at Meijer.

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