



FoodieCon NYCWFF

Savoring La Dolce Vita with Fratelli Beretta USA at FoodieCon NYCWFF

New York City came alive with the flavors of Italy and the sophistication of Fratelli Beretta USA at the FoodieCon event organized by NYCWFF. The Italian food company, Fratelli Beretta, brought a taste of Italy to the Big Apple, inviting food content creators and influencers to experience the very best of Italian cuisine and culture. The event took place in two parts, each offering a unique and delectable experience.

Pre-event: A Taste of Italy at Penthouse 45

On Friday, October 13th, Penthouse 45, with its breathtaking views of the New York City skyline, provided the backdrop for the pre-event festivities. Fratelli Beretta hosted an exclusive gathering of food content creators and influencers, creating the perfect atmosphere for socializing, networking, and indulging in Italian delicacies.

Italian food and pastries took center stage. Guests were treated to a sumptuous array of Italian dishes, with the star of the show being the exquisite prosciutto, sliced to perfection by the master Prosciutto slicer, Massimo, flown in from Italy. His skill and precision added a touch of sophistication to the evening.

The event also featured an exciting antipasto board contest, where attendees could showcase their creativity in arranging Italian delicacies on wooden boards. To make the experience even more memorable, an engraver customized wooden boards for the guests, offering them a cherished keepsake to take home.

The primary goal of this pre-event was to establish connections with content creators and lay the foundation for future collaborations. Fratelli Beretta aimed to foster relationships with those who can help amplify the brand's presence and share the Italian culinary experience with a broader audience.

FoodieCon: A Taste of Italy at the Hard Rock Hotel

FoodieCon presented by Instagram took place on Saturday, October 14th, at the iconic Hard Rock Hotel, and Fratelli Beretta was the exclusive Italian food company to sponsor the event. This marked a significant achievement for Fratelli Beretta, solidifying their reputation as a premier brand in the industry.

Fratelli Beretta's activation at the event stood out with a striking Vespa display, providing a unique photo opportunity for influencers and content creators. This not only paid homage to the iconic Italian mode of transportation but also allowed attendees to pose with prosciutto, perfectly encapsulating the spirit of the Italian lifestyle.

FoodieCon marked the first of its kind in New York City, celebrating the world of food and content creation. Fratelli Beretta was proud to be a part of this exciting venture and contribute to this emerging platform. By sponsoring the event, Fratelli Beretta recognized the invaluable role that content creators play in promoting the brand and fostering connections with the new wave of influencer buyers.

Fratelli Beretta USA's participation in FoodieCon was a testament to their commitment to sharing the art of Italian food with a global audience. Through these events, they not only brought a taste of Italy to New York City but also established a foundation for future collaborations and a stronger presence in the world of content creation.

As Fratelli Beretta continues to champion the tradition of quality Italian cuisine, their presence at FoodieCon was a testament to their commitment to promoting the flavors of Italy while embracing the digital age of content creation and influencer marketing. The future holds exciting prospects for this Italian food company as they connect with influencers and content creators to share the joy of Italian cuisine with the world.