

PRESS RELEASE

Monday 9th August 2010

**ITALIAN MARKET – NEWBURY MARKET PLACE
FRIDAY 20th & SATURDAY 21st AUGUST 2010**



The Mayor of Newbury, Ian Grose is excited to welcome an Italian Market to Newbury, saying, “The atmosphere of our continental markets is always special, and I’m sure that the Italian market will be a great success. The town has very strong friendship links with the Italian town of Feltre through the Twin Town Association, and it is always a pleasure to welcome visitors from Italy to our town.”

“Accolgo favorevolmente i nostri amici italiani a Newbury ed auguro loro un fine settimana molto riuscito!”

(Let’s welcome our Italian friends to Newbury, and I wish them a successful weekend)

“Italia in Piazza” will be trading in the Market Place, Newbury on Friday 20th August & Saturday 21st August 2010. This will be in addition to our famous Charter Market as usual on Saturday.

The friendly Italian Food Market, Italia in Piazza, comes to Newbury for the first time. The market will run from 9am through to 5pm.

Italia in Piazza is a traditional Italian Food Market comprising 18 gazebos decorated with the “Tricolore” Italian flags. All of the foods on sale, including some of the breads, are imported directly from producers in Italy.

There will be a wide variety of foods on sale including a vast array of cheeses and cured meats, a wonderful selection of the classic Cremona Torrone (nougat), cakes, sweets and a variety of biscuits. The market will feature a variety of olive oils, balsamic vinegars and a selection of olives as well as different shapes and sizes of pasta and speciality breads.

Simon Faro, managing director of Italia in Piazza said, “Our market is unique because it's wholly owned by my partners and me. This means that we ensure high quality produce that is sold with professional advice to make sure that you are happy with your purchases.”

Markets add an extra dimension to the town’s vibrancy especially at weekends. This wonderful attraction, which has previously visited many towns in and around the area, has never visited Newbury before. More shoppers’ should be encouraged to visit Newbury when the Italians come to town on 20th & 21st.

Councillor Martha Vickers, Chair of the Market Working Party, said, “Our Italian and French markets are becoming a regular and very welcome feature in the town. This is the first time `Italia in Piazza` has come to Newbury and I’m sure it won’t be the last.”

END

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