



Press Release

April 2010

Italia in Piazza in Coventry

Coventry City centre will once again be blossoming with an abundance of red, white and green bunting when the *Italia in Piazza* Italian Market makes its debut appearance in Coventry.

The market which has been organised by Italia in Piazza and city centre management company CV One Ltd, will be open for business from Friday 16th to Saturday 17th of April in Market Way.

A flavour of Italy will be brought to the city with rows of striking tricolour stalls decorated with their national flags offering authentic Italian products in an attractive and vibrant market place.

Shoppers can expect to find a Salumeria filled with traditional Italian delicacies including classic parma ham and cured meats, a variety of cheeses including gorgonzola and parmesan, Italian herbs and speciality pasta such as chilli pepper spaghetti.

Other stalls will include Biscotti e Dolci which will sell biscuits, cakes, crackers and pastries. There will be stalls specialising in olives, olive oils and speciality breads as well as a stall devoted to the famous nougat cake, *torrone*. In addition to all this there will also be a Gastronomia which will serve up hot, ready to eat Italian treats such as, *arancini* which is a breadcrumb rice ball stuffed with various fillings, calzone pizzas and Italian sausages.

Jo Grimshaw, Communications Executive for CV One said that the market was the latest addition to a range of quality markets being organised which add vitality to the city centre and that the Italian market would complement the existing retail offer within the city.

"The 'Italia in Piazza' market will offer something a little bit different for city centre shoppers and after the success of past international markets we are sure that it will prove very popular with the public. The market is a great way for people to purchase authentic, high quality Italian fayre locally. CV One are committed to providing quality markets in the city centre."

Simon Faro, Managing Director of Italia In Piazza added:

“We are really looking forward to visiting the historic city of Coventry as we haven’t traded in the midlands before and have heard great reviews from fellow market traders.”

The market will be open on Friday and Saturday from 9am until 5pm.

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