



MEDIA CONTACT:

Federico Tozzi
(212) 459-0044
tozzi@italchamber.org

FOR IMMEDIATE RELEASE

**The Italy-America Chamber of Commerce, Saint Joseph's University and Pomì
Join Forces to Develop New Strategies for the American Market**

New York, NY, September 16, 2021 — The Italy-America Chamber of Commerce (IACC), institutional partner Saint Joseph's University (SJU) and IACC member Pomì are pleased to announce the launch of a new strategic partnership aimed at helping Italian food and beverage companies to develop new marketing and branding strategies for the American market. Using newly launched product lines from Italy's iconic Pomì brand as a real-time case study, students at Saint Joseph's University's Academy of Food Marketing will work with executives from Pomì to learn what drives consumers and develop a strategic omni-channel marketing plan for the company's newest product lines.

The IACC and SJU are not new to collaborative endeavors; the two institutions have been working closely together since 2018, sharing knowledge and expertise in the field of food marketing, promoting best practices and innovation, and supporting the career growth and development of professionals engaged in this industry. Over the years, the IACC and SJU have partnered on a number of successful initiatives and events to support Italian food and beverages companies on the U.S. market, including their annual International Specialty Food Summit, now in its fourth edition, and their more recent alliance with the Emilia Romagna region, aimed at helping companies from the region develop a strategic approach to U.S. market entry by providing in-depth industry analysis and market research.

"The IACC's mission is about making connections and creating synergies that benefit our members and partners," said IACC Executive Director Federico Tozzi. "This latest initiative brings together students at SJU's Academy of Food Marketing with Pomì, a longstanding member of the IACC and one of Italy's most recognizable brands. We are excited to launch this new partnership, which supports the professional development of SJU's food marketing students while simultaneously furthering two of the IACC's main



objectives—supporting our members in their business objectives and educating American consumers about high-quality, authentic Italian ingredients.”

Beginning this fall, SJU food marketing students will conduct a semester-long market research project that focuses on identifying and implementing innovative approaches for launching Pomì’s newest product lines in the U.S. Students will gain practical, first-hand experience in the food and beverage market as they work alongside executives from Pomì and Department of Food Marketing professors, all of whom are also seasoned food and beverage industry professionals.

Pomì CEO and IACC Board member Cristiano Villani was on hand for the project’s recent launch as the fall semester got underway at SJU’s Philadelphia, PA campus. “I would like to thank the students and faculty members who are investing their time, know-how and energy in this unique project,” said Villani. “The U.S. market is critically important to Pomì, and we are committed to developing an even deeper understanding of American consumers because they have an understanding of and deep appreciation for Pomì’s guiding principles: respect for nature, exceptional quality, responsible production methods and sustainability. We are excited to work with SJU’s food marketing students and hear their creative ideas for sharing the Pomì brand with future generations.”

###

About the Italy-America Chamber of Commerce

Founded in New York in 1887, the Italy-America Chamber of Commerce is a private, not-for-profit, membership organization that represents the interests of companies that have, or that are interested in establishing business and commercial relations between the United States and Italy. The IACC brings together businesses – ranging from individual entrepreneurs with government agencies, trade associations and leading international organizations. The Italy-America Chamber of Commerce is a member of Assocamerestero, the world association of Italian bi-national chambers, and is affiliated with the United States Chamber of Commerce. For more information, please visit www.italchamber.org.

About St. Joseph’s University Academy of Food Marketing

SJU’s Academy of Food Marketing was established in 1962 to raise awareness for the enormous career possibilities in the food industry and to support the department of



Food Marketing and the Campbell Collection. It is the only wholly industry-supported program of its kind in the U.S., with a Board of Governors made up of senior industry executives. With over 3,500 graduates in leadership positions in the food industry, the Academy of Food Marketing represents the largest major at SJU and is recognized around the world for its quality and the caliber of its graduates.

About Pomì

Pomì was founded in 1982 in the province of Parma and immediately became an icon thanks to its innovative packaging— the carton brick, which makes the tomato sauce easily recognizable in any country where it is exported. Today, Pomì is synonymous with Italian quality, controlled supply chain, tomato traceability and sustainability of production and transformation processes. In fact, Pomì tomatoes are grown from selected seeds cultivated by members of the Consorzio Casalasco del Pomodoro on over 7,000 hectares between Cremona, Parma, Mantua and Piacenza, in Northern Italy. Fields are located at an average distance of 50 km from processing establishments to guarantee the freshest quality. Pomì's tomatoes are 100% Italian, cultivated to respect the environment and the health of their consumers, while bringing a burst of flavor to each dish.