“LA MATERIA PRIMA” STAR OF THE SHOW AS VIC RALLO EATS AND DRINKS HIS WAY THROUGH ITALY FOR THIRD SEASON

Eat! Drink! Italy! With Vic Rallo Debuts Season Three Nationally on Create® TV on Tuesday, November 3

(New York, NY, September 10, 2015) Eat! Drink! Italy! with Vic Rallo will premiere on Create TV on Tuesday, November 3 at 6:30 p.m. (check local listings). Season Three features thirteen, new half-hour episodes showcasing Vic Rallo’s unique knowledge of Italian regional cuisine and wine. In the third season, Emmy nominated Vic Rallo takes viewers on a culinary adventure throughout Italy to explore the concepts of “la materia prima” – the finest quality of ingredients – and the phenomenon known as “kilometer zero” – the concept of harmonizing ingredients-using locally sourced ingredients and wines in one’s cuisine. In Season Three, he-along with Italian wine expert Anthony Verdoni-also introduces many undiscovered Italian wine varieties while educating viewers on the more popular Italian wines.

Vic serves as tour guide as he energetically and enthusiastically moves from ground to table, whether working in the kitchen alongside local chefs-some Michelin starred-or wandering in the vineyards with vintners whose families have dedicated their lives to the art of winemaking. From cheese to fish, from homemade pastas and soups to vegetables and meats, each episode will satisfy foodies with unique takes on traditional recipes, and the bonus of some of the best scenery Italy has to offer. Each episode will tell the story of the men and women who are creating some of Italy’s best cuisine and wines and the relationships Vic has formed through his extensive travels from North to south of Italy. The third season of Eat! Drink! Italy! takes viewers across Italy, typically presenting three segments per program.

“Season Three offers our viewers more of the types of recipes and food stories they’ve asked for over the last two years. We’ve also added informative and useful segments on outstanding but unknown
Italian wines that are now ready for their place on your table.” explained executive producer and director Mark Ganguzza. “For centuries our ancestors used the food outside their doors,” added Rallo. “For centuries the plot line hasn’t changed a bit: passionate Italians using ingredients found literally outside their doors to create food and wine that is second to none. And, it just keeps getting better and more approachable.”

Vic Rallo is the owner of Birravino, a trattoria in Red Bank, New Jersey, and Undici Taverna Rustica in Rumson, New Jersey which offers a traditional rustic Italian menu. A noted expert on Italian wine and cuisine, his reviews and recommendations are much sought after by the public and his colleagues in the culinary business. He has appeared regularly on national television on The Rachael Ray Show, Good Day Live, and CBS The Couch speaking about the culture, cuisine and wine of the country he is so passionate about.

CreateTV.com will feature several of the recipes presented in the series. Food and wine pairings, wine reviews, archives of recipes from season one and more are available at eatdrinkitaly.org.

Eat! Drink! Italy! with Vic Rallo Season Three episodes air as follows (check local listings):

301 - "Simple Is Key": Vic is in San Danielle to visit a prosciutto maker. Vic and Tony Verdoni interview five young women who are helping to redefine the Piemonte area’s Barolo wines. Then, Vic makes Mozzarella En Carrozza, the classic mozzarella sandwich.

302 - "You Get Out What You Put In": Paestum’s Chef Matteo Sangiovanni teaches Vic his "reversed" ravioli. Vic visits Chef Massimo Camia in Piemonte as he prepares a locally inspired rabbit dish.

303 - "You Are What You Eat": Vic is in Tuscany with Chef Lia Schiera to make her spinach filled crepes. Vic and Tony Verdoni talk about one of the best Chiantis. Chef Roberto Rossi teaches Vic his unique dessert Calzone.

304 - "The Best Ingredients": Chef Lia Schiera returns to prepare her wonderfully simple vegetable and pasta recipe. Vic and Tony Verdoni talk about the relatively unknown Cannubi wine. Vic travels to Turin with Chef Nicola DiTarsia as they make a basic tagliorini and sausage pasta.

305 - "Elegant But Approachable": Vic and Tony Verdoni are in Lombardy to talk about Franciacorta wines and how best to pair them. Chef Patrizio Cirri makes a basic Tuscan tomato meat sauce.

306 - "Measure Twice, Cut Once": Campania’s Chef Matteo Sangiovanni creates a dish using mozzarella in three ways. Vic and Tony talk about the Montefalco area’s up and coming Sagrantino wine. A visit to a buffalo mozzarella factory.

307 - "The Locals Know": Tuscany’s Chef Patrizio Cirri returns to teach Vic his classic, hyperlocal braised beef recipe. Vic is in Verona with Chef Luisa Zecchinato as she bakes her Grana Padano cheese biscuits. Vic and Tony Verdoni are near Florence to talk about the area’s seminal Vin Santo dessert wine and pairing it with two great local cookies.
"Trust The Land": Vic and Tony Verdoni talk to Lamberto Frescobaldi about his unique attempt to help prisoners make wine and enter society with winemaking skills. Vic visits Campania and Chef Lina Fischetti as she makes her local lamb and smoked potato recipe.

"The Spice Of Life": Chef Filippo Oscar Artioli prepares his signature pasta dish and pairs it with Montefalco, the area's little known but outstanding wine. Vic is near Naples to learn Chef Elio Bonafiglia's pizza dough recipe with a unique ingredient.

"Be Picky": Vic and Tony Verdoni talk with one of Italy's best know wine families. Chef Nicola DiTarsia makes a basic torteloni pasta from the Torino area. Vic and Tony taste a 1931 vintage wine.

"Use The Best"
Vic visits Parma and Chef Rosaria Tunnera to learn how to make a unique but simple savarin (dome) of rice. Vic and Tony Verdoni are in Tuscany to talk about Chianti's new and much improved identity. Back to Campania and the kitchen of Chef Matteo Sangiovanni as he puts his new twist on the venerable Spaghetti and Clam Sauce recipe.

"A Little Knowledge"
Vic visits with Sorrento's Chef Antonino Esposito to learn his masterful pizza recipe. Then, back to Tuscany with Chef Patrizio Cirri to prepare a sausage crostini. Vic and Tony Verdoni are in Campania to talk to some of the area's dynamic and successful winemakers.

"Easy Is Best"
Vic travels to Piemonte to learn Chef Massimo Camia's hazelnut dessert. Tony Verdoni talks to an Amarone winemaker. Vic and Tony talk about the delicious and versatile Piave cheese.

About Eat!Drink!Italy! with Vic Rallo
Eat! Drink! Italy! with Vic Rallo, (www.eatdrinkitaly.org) takes television viewers on a fast-paced informative tour of Italy's virtually world of limitless food and wine, from the Alps to the southern shores of Sicily, each week on public television's Create network. Whether touring a cheese cave that was once one of Mussolini's bunkers, hunting for the elusive white truffle, exploring Napoleon's wine tunnels, visiting a Slow Food superstar in her humble kitchen or going 20 meters underground to the very roots of one of Italy's most celebrated wine varietals, Vic Rallo brings a unique perspective to the traditional format of television cooking series. Eat! Drink! Italy! with Vic Rallo is a production of Sunburst Creative Group, produced by Mark Ganguzza.