

## **LIDIA MATTICCHIO BASTINANICH TO CONDUCT BOOK SIGNING AT PACIFIC MARKET CENTER SEATTLE**

*Emmy Nominated Television Chef, Best-selling Cookbook Author, Restaurateur and Food and Entertainment Guru to sign copies of her book 'Lidia Cooks from the Heart of Italy' during Summer Market Week*

**SEATTLE**, Washington (August 6, 2010) – Pacific Market Center, the leading permanent wholesale market on the west coast, announces Lidia Bastianich of Public Television's Emmy-nominated Series –*Lidia's Italy*, will be doing a signing of the book titled the same during the 2010 Summer Gift and Home Accessories show.

The book signing will take place on Friday August 20th, 2010 at 1pm in Pacific Market Center's main lobby. 'Lidia Cooks from the Heart of Italy' books will be available for buyers to purchase at a special discounted price of \$23.00 (retail price: \$35.00). Lidia's Pasta Sauces are also available to order at the Market 2 Market Specialty Food Company showroom located in suite 372.

"We are honored to have Lidia here during our August Show," said Lisa Goodman, Marketing Director of Pacific Market Center. "What a treat for attendees to meet such a beloved icon and keep a memory of the experience with their own signed copy of her delightful book."

Lidia's cookbooks include *Lidia Cooks from the Heart of Italy* and *Lidia's Italy* – both companion books to the Emmy-nominated television series, *Lidia's Italy*, as well as *Lidia's Family Table*, *Lidia's Italian- American Kitchen*, *Lidia's Italian Table* and *La Cucina di Lidia*. Lidia is the chef/owner of four acclaimed New York City restaurants -- Felidia, Becco, Esca and Del Posto, as well as Lidia's in Pittsburgh and Kansas City. She is also founder and president of Tavola Productions, an entertainment company that produces high-quality broadcast productions including *Lidia's Italy*. In addition, Lidia has developed her own line of all-natural pasta sauces and traditionally-made pasta, both sold nationally. This fall, Lidia is part of the team that is opening Eataly in New York City- Eataly is the largest artisanal Italian food and wine marketplace. And also this fall, Lidia will release her first children's book, soon to be a holiday classic, *Nonna Tell Me a Story: Lidia's Christmas Kitchen*.

Together with her son Joseph, she produces award-winning wines at their Bastianich Vineyards in Friuli and their La Mozza Vineyards in Maremma, Italy. Tanya, Lidia's daughter co-authors Lidia books, and is an integral part of the TV production. With her daughter Tanya, Lidia has also created a gorgeous house wares line that is will be available this fall on QVC. Tanya, along with marketing director Shelly Burgess Nicotra, head up an exclusive travel company that creates customized excursions to Italy. Lidia gives freely of her time and knowledge, and is active in community service activities and special events on behalf of the James Beard Foundation and Public Television. Her interactive website is [www.lidiasitaly.com](http://www.lidiasitaly.com).

The Summer Gift & Home Accessories Show will take place at Pacific Market Center Wednesday, August 18 through Tuesday, August 24, 2010. For more information about the show and daily events please visit [www.pacificmarketcenter.com](http://www.pacificmarketcenter.com) or call (800) 433-1014.

### **About Pacific Market Center**

Pacific Market Center is the leading permanent wholesale market on the west coast, featuring the latest in gift, gourmet and housewares, home accessories and lifestyle. The industry destination for

buyers in the Western United States, Canada and beyond, Pacific Market Center offers permanent showrooms featuring thousands of product lines for a wide selection of merchandise to help buyers keep up with every trend affecting their consumers. Pacific Market Center draws thousands of buyers from more than 30 channels of distribution including department stores, corporate, specialty retailers, home furnishings, kitchenware, events, gourmet food, hospitality, garden/outdoor living, salons & spas, wineries, Internet, and regional chain outlets. Located in Seattle's Design District, Pacific Market Center is open to the trade only. For more information, visit [www.pacificmarketcenter.com](http://www.pacificmarketcenter.com). Pacific Market Center is owned and managed by The Benaroya Companies.

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