

TOULÀ



UNICO & INDIMENTICABILE

TOULÀ INCLUDED AMONG THE SPONSORS OF WINTERACE 2018

A gourmand dinner and vintage cars: that's Toulà's recipe for the sixth edition of WinteRace

Toulà, the iconic name that significantly contributed to the history of Italian restaurants in the world, is ready to associate its brand with the sixth WinteRace, the winter competition for vintage cars that will take place in Cortina from 1st to 3rd March. With a sponsorship intended to highlight the value of traditions, the restaurant, which is a symbol of the “Dolce Vita” in the city considered as the “pearl of the Dolomites”, will offer its excellent food in the same context where the public will be able to enjoy the charm of vintage cars along an evocative route through mountain passes and Austrian valleys.

A number of events are scheduled under the Toulà-WinteRace brand; in addition to the Toulà-WinteRace Trophy, which will involve the race teams in a Medium Race on the Falzarego Pass on March 3rd, the spotlights will all be directed on the Friday 2nd event, a real gourmand experience planned for the protagonists of the sport competition. The evening will consist in a dinner organised in the picturesque barn with a breath-taking view – an absolute *must* for anybody passing by Cortina d'Ampezzo.

Recently acquired by a group of entrepreneurs from Italian region Abruzzo who had always had a strong feeling for the town of Cortina and its beautiful surroundings, the Toulà brand belongs to the Dynamin Holding Group, whose shareholding structure also includes entities operating in the lifestyle and luxury industries.

In its new life, Toulà will maintain its soul unaltered and retain the usual care for tradition and focus on local products and cuisine, but will also introduce some innovative “glocal” trends that are mostly required by customers and the market at the moment. Innovation will not only involve their food and wine offer, as the whole restaurant has been restyled and a new area dedicated to aperitifs and after-dinner relax has been created. The brand is also renowned for its excellent catering services all over the national territory.

*“I think associating our brand to such an important event has been a significant and symbolic choice for the new life of Toulà.” – said **Giuseppe Marucci, Dynamin Holding's CEO.** “It means we are willing to go beyond our past history, although we will certainly keep our specific tie to our roots and origin. Toulà is a place where people return again and again - we want to revive this symbol of the local wine & food tradition and bring it back to its old splendour, to the time when this name was famous all over the world”. “Our philosophy” – continued Marucci – “is to innovate and modernise in order to refresh our brand, always on the basis of its roots”. To mark the new course, a Toulà/Adnkronos team will be ready at the starting blocks on board a Lancia Coupé. Adnkronos Comunicazione will attend the event as media partner.*