



# Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN  
SOUTH AFRICA

**Non Si Frigge Mica Con l'Acqua**

- **Chambers Note**
- **Alessandro Narducci**
- **New Member: Chas Everitt**



# Chamber's Note

## Non Si Frigge Mica Con l'Acqua

Plenty of wisdom can be gained simply by reading Italian proverbs about food. Take for example the phrase - la cucina piccola fa la casa grande - meaning 'the little kitchen makes the house great'. How many times have you reached the end of the day with nothing good to say, only to feel far more positive after a good meal? More generally the phrase suggests that great things can be done, even as a small person in a big world. An impact can be made if you do the right thing. And the right thing is to make good food; and eat it too!

The importance of food is universal. It is well known that people become far more persuadable after a good meal. This is why business people or government officials will meet over lunch to close a deal. The timeless phrase that the way to a man's heart is through his stomach should apply to commerce as much as it does to love.

During this difficult time, one area where few people have been willing to compromise is in the kitchen. However, within the ever-present centre of our lives that is food, there are changes afoot. In fact many people took to experimenting with new dishes in order to keep up the spirits (or even to make a bit of income) during these times of Covid. Many people's social media feeds have been filled with pictures of their distant friend's newly baked treats or attempts at pineapple beer brewing.

Research from the USA, Spain and Finland have all indicated that food consumption patterns have changed during this period, with more attention being paid to health aspects of food. Furthermore a move to online shopping has taken place, including in South Africa in which 37% of people have reported to have increased their online shopping activity. As budgets have become more and more constrained, many South Africans have substituted more luxury items with staple foods and non-perishables.

One of the food industry's subsectors that suffered immensely as a result of the lockdown is the sit-down restaurant industry. A sector that contributed R6-billion per month and 500-thousand jobs prior to lockdown, has reportedly had to retrench in order to cover costs.

Another Italian proverb tells us: a tavola, non si invecchia, meaning 'at the table one doesn't age'. This is true – for many years we have been kept that little bit younger by the chefs who produce masterpieces every evening. Several wonderful Italian restaurants have supported the Chamber for many years. Now it is time to give them a new lease on life – so go order your favourite meal.

*Italcham!*

# WATCH THIS SPACE

An international award open to students,  
food lovers and international chefs



Alessandro Narducci  
International Award

was born to push people in pursuing their passion and  
interest for Italian cuisine and to make that passion a  
job. The winner will get a three months' internship in

Rome at the starred restaurant "Acquolina"

<http://alessandronarducciaward.com/>



# Welcoming our New Member



**CHAS EVERITT**  
INTERNATIONAL PROPERTY GROUP

Specializes in the sale of luxury new developments, in the Hyde Park, Sandurst, Atholl, Melrose, and greater Sandton areas. Commercial property division, which focuses on your standard commercial transactions, leasing of commercial, retail, and industrial space, locally, regionally, and nationally, as well as land and property sales. We're currently also involved in investment deal structuring, student housing, and assisting property owners with the disposal of their non-core property assets.

*Welcome to Italcham!!*