

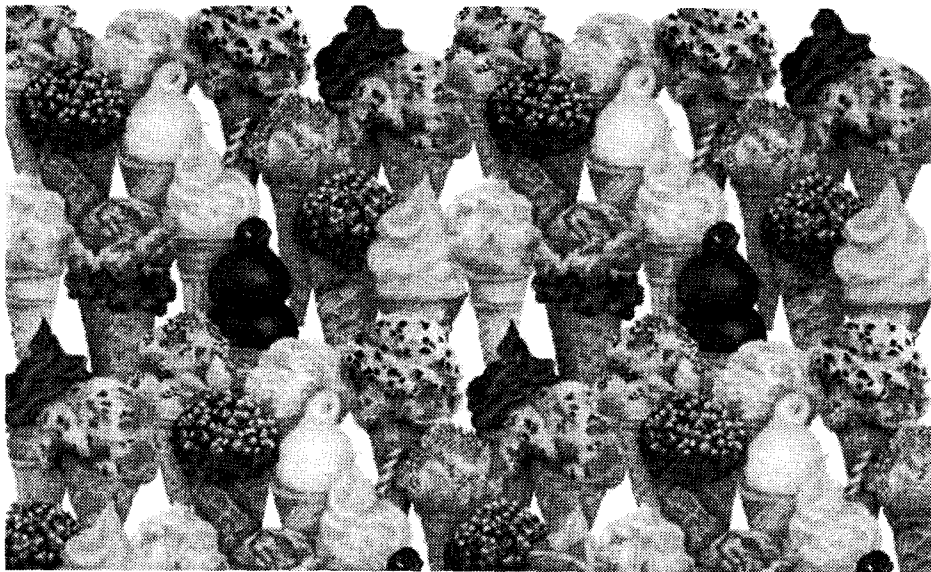
NOTES

ITALY, MILAN. 1

Belpaese invents perfect ice cream

Italian food researchers have come up with an ice cream they say will earn an honoured place in the healthy diet Italy is famous for. "We've produced a perfect, nutritious and balanced mix in line with the Mediterranean diet," Attilio Del Re of Piacenza's Catholic University told the Italian press Monday. Del Re's team spent six months taking X-rays and conducting electron microscope analyses of various mixes before they achieved their "optimised" gelato. Of course, it also had to pass the researchers' taste tests. The resulting mixture contains all the

traditional ingredients including milk, eggs and sugar but has been tweaked to lower its fat content while boosting its proteins. The optimised ice cream - 30% fat, 15% protein and 55% sugar - is "healthy enough to be eaten every day, in place of a meal," Del Re claimed. The new gelato's makers have applied for a patent and are already thinking of finding an international distributor. Traditional ice cream is a big no-no for diet experts because it is so high in fat. Some brands' sundaes are so high in calories they have been rated the equivalent of eating a big steak dinner.



ITALY, TURIN

Books: Orhan Pamuk to narrate his Turkey

The 2006 Nobel Laureate in Literature Orhan Pamuk will be in Turin on Thursday, at Chiabalese Palace, for the initiative "Grinzane da Nobel", a cycle of meetings with the main authors of the world's literature and mainly with the Nobel Laureates who won the Grinzane award before obtaining the prestigious recognition of the Swedish academy. In 2002 Pamuk won the Grinzane award with his novel "My Name Is Red" (Einaudi). Pamuk is one of the most important and best loved Turkish writers. In 2006 he published "Istanbul", an autobiographical novel in which the childhood memories mix with the history of the city, and "The White Castle". His latest works include "The voices of Istanbul", a collection of writings and interviews on various issues, from the role of the woman to human rights, from the genocide on Armenians to the massacres of Kurds, from Islamic terrorism to the incapacity of the East to understand the humiliation of the damned population of the Third World. The event is

organised by the Grinzane Cavour Award with the support of the Region of Piedmont, the Culture Ministry, the Turin Municipality and the Crt Foundation. To celebrate its 25 years, last year the Grinzane brought in Turin four Nobel Laureates: Rigoberta Menchù, Derek Walcott, José Saramago and J.M. Coetzee. The Grinzane award has anticipated 7 Nobel Laureates.

ISRAEL, GERUSALEM

Tourism: looks to Spain to draft industry level

Looking to Spain for inspiration, Israel is trying to lift its tourism game. The Israel Standards Institute is formulating a special standard for services in the sector, with the aim of ensuring that tourism services providers give service so good that tourists want to come back. According to Standards Institute director general Ziva Patir, the introduction of an across-the-board, tourism services standard is vital, given the fact that demand in Israel for tourism services often exceeds the services on offer, and that the workforce in the industry undergoes rapid tur-

nover, reports Globes online. Patir is planning to introduce a standard along the lines of that in effect in Spain which, she claims, is one of the world leaders. She notes that 60 million tourists visit Spain every year, compared with 2.2 million tourists in Israel. Patir says this figure proves that the Spanish have a high standard of service in their tourism industry, which encourages tourists to make repeat visits. The standard that the Standards Institution is now working on will be comprehensive and detailed and, for example, set down requirements for maximum time that tourists have to wait for service at reception desks. It will also set out standards for hotels, including the frequency of change in bedding and towels in rooms, lighting, the selection of toiletries in bathrooms, and the range of cheeses on offer at breakfast. The standard will also set out guidelines for the proper temperature in swimming pools, the range of oils used at spas, and the level of professional training required of fitness coaches working in the industry. The International Standards Organization is set to publish an international standard for the tourism sector within the next few years.

