

# The Wolfe Institute

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*The Ethyle R. Wolfe Institute for the Humanities,  
in cooperation with the Department of Health and Nutrition Sciences,  
presents*

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## Suno Buoni! The Story of Ronzoni Macaroni



Learn the story behind one of the most famous brand names in America. Topics will include, the fascinating history of the monastery village in Northern Italy the Ronzonis are from, the journey of founder, Emanuele Ronzoni, from immigrant boy to successful entrepreneur, the succeeding generations who built on his work and how the New York City-based, family-owned, union shop faced challenges from both government subsidized Italian imports and the growing power of giant food conglomerates in the age of Reagan. The program will also feature a presentation of Ronzoni tv commercials from the 70's and early 80's.

**Alfred Ronzoni, Jr.** is the great-grandson of Emanuele Ronzoni, founder of the Ronzoni Macaroni Co. As a teenager he worked at the Ronzoni plant located on 50-02 Northern Blvd. in Long Island City while on summer vacations from school. Mr. Ronzoni received his Bachelor of Arts degree in History from Boston College and his Master's degree, also in History, from LIU CW Post. He is a regular lecturer at the Greater Astoria Historical Society and Co-creator of a monthly film viewing/discussion series on a wide variety of topics in history, sponsored by the Society. He is also an avid historical reenactment enthusiast, participant and videographer.

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**Monday, April 19, 2010**

**6:30 p.m. to 9:00 p.m.**

**Jefferson-Williams Lounge, Brooklyn College Student Center**

**Campus Road and East 27th Street**

*For Information: (718) 951-5847 wolfeinstitute@brooklyn.cuny.edu*