ItalianTouch Events Reinvents Wedding Favours With the Italian Market Experience

Guests choose local food, wine and artisan products, transforming a traditional wedding gift into an immersive experience of Italy.

ROME, ROME, ITALY, September 3, 2026 /EINPresswire.com/ -- Wedding favours are being reimagined for the destination wedding era. As couples search for more original suggestions for wedding favours, ItalianTouch Events is transforming the traditional wedding guest bag into an interactive celebration of Italian food, culture and local craftsmanship.

> When couples choose Italy, they choose its food, traditions and way of life. The Italian Market turns the wedding favour into part of that experience."
>
> *Roberta Sabbatini, Founder, ItalianTouch Events*

Rather than simply receiving wedding favours, guests are invited to wander through a beautifully styled Italian market, discover regional products and personally choose the foods and gifts they would like to take home.

Personalised tote bags replace conventional favour boxes. Guests fill them themselves with carefully selected products from the region, creating their own edible souvenir of Italy.

At some weddings, the experience becomes even more interactive, with guests filling personalised bottles directly from olive oil or wine barrels.

The result is part wedding favour, part entertainment and part cultural experience.

A Wedding Favour Guests Actually Experience

"The idea came from wanting to move away from wedding favours that guests simply receive and often leave behind," says Roberta Sabbatini, founder of ItalianTouch Events.

"When couples choose Italy for their wedding, they are choosing it because of the food, traditions, atmosphere and way of life. I wanted the gift they give their guests to become part of that experience."

Rather than placing identical gifts at each guest's seat, the Italian Market encourages guests to

browse, taste, discover and make their own choices.

Products are selected according to the location of the wedding and can include extra virgin olive oil, artisan pasta, wine, traditional biscuits and sweets, preserves, sauces and other regional specialities.

The experience can be adapted to the culinary identity of virtually any Italian destination.

A Market Inspired by the Destination

Italy's regional differences are central to the concept.

A Tuscan market might celebrate extra virgin olive oil, saffron, chestnuts, handmade pasta and traditional sweets.

A market created for a wedding in Puglia could include taralli, locally produced olive oil, regional pasta and tomato-based specialities.



Getting Ready for the Italian Market Experience in Tuscany.

In Sicily, guests might discover pistachios, almonds, citrus preserves and traditional biscuits.

Each market is different because each destination has a different story to tell.

“For me, the destination should never simply be the backdrop to a wedding,” Sabbatini explains. “If you bring your family and friends all the way to Italy, there should be moments during those few days that they simply couldn't experience at the same wedding somewhere else.”

From Wedding Gift to Wedding Entertainment

The Italian Market also reflects a wider change in destination weddings: couples are increasingly focused on creating memorable experiences for their guests.

A traditional wedding favour is usually passive. It is selected in advance and presented to every guest.

The market changes that relationship.

Guests walk through the displays, taste products, choose their favourites and fill their personalised bags.

The process of receiving the gift becomes an experience in itself.

Because the products are chosen to represent the area, guests also take home something connected directly with the place in which the celebration happened.

A Bottle of Italy to Take Home

At a recent ItalianTouch Events wedding, olive oil and wine were presented in barrels from which guests could fill their own personalised bottles.

The interaction immediately became part of the celebration.

Guests weren't simply handed a bottle of Italian olive oil. They participated in creating the gift they would eventually take home.

That distinction is at the heart of the concept.

“They might use that olive oil months later at home and remember exactly where they were when they filled the bottle,” Sabbatini says. “That is what I want a wedding favour to do. I want it to bring back a memory.”

Personalisation Beyond Names and Dates

The Italian Market can be styled around each wedding, with personalised tote bags, signage and products selected according to the location, season and couple.

For ItalianTouch Events, this represents a different approach to personalisation.

Rather than simply printing the couple's names onto an existing object, the company creates an experience specifically connected to their destination wedding.

The market can form part of the wedding day itself or be incorporated into welcome parties and other events during a multi-day celebration.

Making Italy Part of the Wedding

ItalianTouch Events specialises in weddings for international couples choosing to marry in Italy.

The company's approach is based around integrating the destination into the celebration rather than reproducing the same wedding format in different locations.

Food, local traditions, venues and regional culture all become part of the guest experience.

“The couples who come to us haven't chosen Italy accidentally,” Sabbatini says. “They want Italy. So our job is to find ways for their guests to experience it.”

The Italian Market takes that philosophy and turns it into an experience guests can carry home.

About ItalianTouch Events

ItalianTouch Events specialises in destination weddings and wedding experiences throughout Italy for international couples.

Founded by Italian wedding planner Roberta Sabbatini, the company combines venue sourcing, wedding planning, design, florals and on-the-ground coordination with a strong focus on creating experiences rooted in Italian culture, food and hospitality.

Rather than reproducing the same wedding format in different locations, ItalianTouch Events develops celebrations inspired by the traditions, landscape and identity of each destination.

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