



Arigat-EU, the authentic deli meat from Europe

An Italian July in Japan: the PDO and PGI deli meat featured in a variety of events in Tokyo e Yokohama

Workshop, dinners and the festival "Italia, Amore mio!" to discover the delicious products

The month of July in Japan will be full and rich of Italian culinary culture, with the prestigious PDO and PGI deli meat - **Mortadella Bologna, Cacciatore Italiano, Zampone and Cotechino Modena**- involved in exclusive events. The Italian products are going to be showcasing their quality, taste and versatility from July 3rd to the 7th, in Tokyo and Yokohama where they will be featured in dinners, a workshop and for the first time, also at the festival "Italia, Amore Mio!". These events are part of the three-year project **Arigat-EU, the authentic deli meat from Europe** that combines Consortia Mortadella Bologna PGI (in the role of head institution), Cacciatore Italiano PDO and Zampone and Cotechino Modena PGI. The campaign, co-funded by the European Union, aims to increase the level of knowledge and recognition of European PDO and PGI deli meats and to promote them in the Japanese market.

The first appointment will be in **Yokohama, Wednesday July 3rd, with a workshop and a gala dinner**. The workshop, dedicated to food operators, will be led by Chef Fastro, expert in northern Italian specialties and owner since 2004 of the famous and award-winning Italian restaurant in Tokyo "Da Stefano", Chef Fastro will conduct his audience through a presentation of the project Arigat-EU that promotes the Italian delicatessens in the Japanese market. After this presentation, the Chef will focus on the history and quality of the products and conclude with a show cooking of original recipes prepared with these deli meats at the restaurant Cruise Cruise Yokohama.

In the evening, always in Yokohama, there will be a gala dinner for 25 journalists and food bloggers at the Cruise Cruise Yokohama. The Chef Ishihara will create exquisite dishes with the Italian PDO and PGI cold cuts.

After last year's great success, the Consortia will return again at the **Shangri-La Hotel in Tokyo, for a gala dinner** dedicated to 25 selected journalists and food bloggers. **Thursday July 4th**, the executive Chef of the Shangri-La restaurant *Piacere*, Andrea Ferrero, expert in Italian and Japanese cuisine, will introduced a new and unique menu with recipes, that include and combine these Italian products.

Gianluigi Ligasacchi, Director of Consorzio Mortadella Bologna, will attend the two gala dinners in Yokohama and Tokyo where he will give a brief presentation about the project Arigat-EU and future initiatives. In addition, he will explain the role of the PDO and PGI products in each course of the dinner and answer questions and remarks.

From July 5th to the 7th, for their first time, the Consortia will participate in the biggest Italian festival in Japan, "**Italia, Amore mio!**". Created in 2016, for the 150th anniversary of the diplomatic relationships between Italy and Japan, the festival counts over 50,000 visitors per edition. Annually held in Tokyo and other cities, the festival is organized by the Italian Chamber of Commerce and features exhibitions, shows, presentations and direct sale of products and food aiming at the promotion of *Made in Italy*. The 2019 edition celebrates romantic love, with the annual meeting of the two-star lovers *Vega* and *Altair*, as the Tanabata legend tells. Their encounter is made possible by the lifting of the Milky Way on the 7th day of the 7th month. Symbolically this encounter could represent a good luck sign for the new commercial engagement between Italy and Japan, made possible by the EU-Japan EPA that lifts many barriers on the import of crafted goods.

The Consortia will participate at the festival "**Italia, Amore Mio!**" in Tokyo, starting **Friday July 5th**, with a cocktail party at PCA Cardinal which will feature finger food and a mini concert by Emiliano Pepe e Chiara Galiazzo.

Saturday July 6th and Sunday the 7th, from 10am to 8pm there will be an Italian PDO and PGI deli meat stand in Akasaka Sacas where **the public will taste the original Mortadella Bologna, Cacciatore Italiano, Zampone and Cotechino Modena**. At the stand the audience will discover everything about the Arigat-EU project, the history, tradition and authenticity of the Italian products. They will also learn the nutritional values, health and sustainability aspects of these cold cuts, how to recognize the European quality labels and how to use them in different creatives ways.

Pages dedicated to **Arigat-EU in Japanese** are available on the **main social networks**:

- Facebook @arigateu.jp
- Instagram @arigateu.jp
- Twitter @arigateu.jp

The Consortia invites everyone to join the Social Media campaign using the **#arigatEU** hashtag.

The **Arigat-EU** project also offers a variety of interesting opportunities to discover the products with the quality label, such as a video-recipe-book available on the new website, created specifically in English and Japanese, www.arigat.eu.

Arigat-EU appointments in July 2019 in Japan:

Wednesday July 3rd

Yokohama

- Workshop at Cruise Cruise restaurant Yokohama
- Dinner at Cruise Cruise restaurant Yokohama

Thursday July 4th

Tokyo

- Dinner at Shangri-La Hotel

Friday July 5th

Tokyo

- Press cocktail @"Italia, Amore mio!"

Saturday July 6th and Sunday the 7th

Tokyo

- Stand @"Italia, Amore mio!"

www.arigat.eu

Consorzio Mortadella Bologna PGI

The Consorzio Mortadella Bologna, established in 2001, has as its main purpose the protection, enhancement and promotion of Mortadella Bologna PGI. It also carries out activities to combat imitations and counterfeits. Currently, the Consorzio Mortadella Bologna brings together 27 companies, which produce approximately 95% of all Mortadella Bologna PGI.

Consorzio Cacciatore Italiano PDO

Since 2005, the Consorzio Cacciatore Italiano is involved in the information, protection and enhancement of the Salamini Italiani alla Cacciatora DPO. It also has supervisory powers, able to counteract abuses, imitations, piracy and counterfeiting, throughout the country and beyond.

Consorzio Zampone and Cotechino Modena PGI

The Consorzio Zampone and Cotechino Modena PGI was established in 2001, with the aim of protecting, enhancing and promoting Cotechino Modena PGI and Zampone Modena PGI. 14 companies are part of the consortium which represent the main producers of these two deli meats.

More information:

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