



Arigat-EU, the authentic deli meat from Europe

Great success for the gala dinners in Tokyo and Yokohama with the delectable Italian PGI and PDO deli meat

Two exclusive gala dinners in special locations, two acclaimed chefs that created exquisite tailor made menus: what better opportunity to let Japan know the properties and characteristics of the exquisite Italian PDO and PGI deli meat? On July 3rd and 4th in Tokyo and Yokohama two events were held with great success, dedicated to selected journalists, influencers and food bloggers where **Mortadella Bologna PGI**, **Salamini Italiani alla Cacciatora PDO**, **Zampone and Cotechino Modena PGI** were the protagonists, thanks to the project *Arigat-EU*.

These events are, in fact, part of the three-year campaign “*Arigat-EU, the authentic deli meat from Europe*”, that combines together three Consortia for the protection of Italian and European cured meats, 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 these products among consumers and promote them in the Japanese market.

The gala dinner held on July 3rd in Yokohama, at the restaurant **Cruise Cruise**, hosted 20 selected journalists, food bloggers and influencers, involved in an incredible experience that pleased their palates. The **Chef Ishihara** orchestrated a creative menu enriched with the PDO and PGI cold cuts, starting with a classical Italian appetizer including **Mortadella Bologna PGI** and **Salamini Italiani alla Cacciatora PDO** accompanied by an assortment of breads. Another traditional dish that arrived as an appetizer was the **Cotechino Modena PGI** with lentils. The first course was **rice with vegetables and Salamini Italiani alla Cacciatora PDO**, drizzled with traditional Balsamic Vinegar. Then, for the second course, a puff pastry cake with mousse of **Mortadella Bologna PGI** and pistachio, served with baked potatoes and courgettes. The dessert that made the grand finale was **tiramisù**.

After a successful year, the campaign Arigat-EU came back to Tokyo to the Shangri-La, **for a gala dinner held on July 4th**, dedicated to 25 selected journalists, influencers and food bloggers. The executive Chef of the *Piacere*, Andrea Ferrero, who had already amazed the guests with his culinary creations last year, presented a new and unique menu with mouthwatering combinations that included the Italian PDO and PGI products. To start the evening there was a live station, serving **Mortadella Bologna PGI** and **Salamini Italiani alla cacciatora PDO**, along with **Cotechino Modena PGI with lentils and potatoes puree**. Creamy cheese tartelettes, fava beans pesto and **Salamini Italiani alla Cacciatora PDO** were also part of the appetizers.

For the first course, the Chef proposed stracchino and **Mortadella Bologna PGI ravioli** with walnut oil and endive. Following, as the main course, a **Cotechino Modena PGI** accompanied by black truffle carrot puree and braised savoy cabbage in apple vinegar was presented. To give a sweet ending to a perfect dinner, oven baked figs, homemade short bread biscuits with rosemary and vanilla salted ice cream was served.

The guests of both the gala dinners were welcomed by **the Director of Consorzio Mortadella Bologna PGI, Gianluigi Ligasacchi**. For these occasions the Director, in Yokohama and Tokyo, explained the role of the Italian cold cuts in each dish of the menu and presented the project “*Arigat-EU, the authentic deli meat from Europe*”, that aims to promote the added value of the PGI and PDO products, in terms of authenticity, safety, traceability, and labelling.

“We are honored to be here for a second year and grateful for the warm welcome that Japan has given us. With our three-year project Arigat-EU we have been organizing a variety of activities and events with the objective of promoting and increasing the recognition level of our PGI and PDO products among consumers. Helping the public to recognize these

deli meats by simply looking at the logo, is a way to protect them from the unwanted counterfeit products. The precious Italian PDO and PGI cold cuts are being discovered not only for their superb taste, as you have all experienced this evening thanks to the talented chefs, but also for their excellent nutritional values. In fact, one of our continuous efforts is to improve the nutritional values in our products, with less salt, fat and cholesterol; good presence of proteins, better vitamins and mineral salts profile. For this reason, it is important to be aware of the original PGO and PGI deli meat”.

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

Facebook @arigateujp

Instagram @arigateujp

Twitter @arigateujp

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.

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 PDO. 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:

Blancdenoir Comunicazione

Piazza Matteotti 25

Desenzano del Garda (BS), Italy

Tel. +39 030 7741535

press@blancdenoir.it

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