



Arigat-EU, the authentic deli meat from Europe

The Italian PDO and PGI deli meat have arrived to the region of Kanto: find out what is happening in Yokohama.

Over 200 restaurants involved. Chefs are creating delicious recipes with Mortadella Bologna PGI, Salamini Italiani alla Cacciatora PDO and Cotechino Modena PGI

Tastes and flavors of Italy are delighting the region of Kanto: 2019 is a milestone for the project “**Arigat-EU, the authentic deli meat from Europe**” ready to expand its range of action in the cities of Yokohama, Maebashi, Saitama and Chiba, after the great success of last year in Tokyo. The three prestigious Italian deli meat, **Mortadella Bologna PGI**, **Salamini Italiani alla Cacciatora PDO** and **Cotechino Modena PGI**, promoted by the campaign Arigat-EU, have arrived in **September in the kitchens of 200 restaurants in the cities of Kanto**. A unique occasion, until November, to discover the prestigious products in the menus of selected Italian restaurants, where the chefs develop original recipes with the PGI and PDO cold cuts. In some of these restaurants it is also possible to find the Italian gastronomic excellences in the distinctive **bento-boxes**, for a quick and delicious lunch break.

Located southwest of Tokyo with plenty of attractions, the **Kanagawa Prefecture** is hosting the project Arigat-EU in its capital **Yokohama**. A dynamic city with the largest population in Japan and a cosmopolitan vocation, with the first port to open to the international trade, which has already been chosen by the campaign Arigat-EU this year for the annual workshop and a gala dinner. The original PDO and PGI products have arrived here in **75 selected Italian restaurants**, 7 of which offer the Italian products for lunch in the bento-box.

(Find all restaurants in Yokohama: <http://www.arigat.eu/restaurants/kanagawa-prefecture>).

Among the restaurants participating in the Arigat-EU campaign in Yokohama, there are the four Pizzerias of **Salvatore Cuomo**, the guru of the Italian cuisine in Asia. In his Pizzerias, that offer authentic Neapolitan pizzas and Italian dishes, the three-deli meat are featured in original and exquisite recipes. From Naples to Rome, at **La Tappa Fissa**, a restaurant that offers a menu of Roman dishes and highly values the Arigat-EU products in its menu. To immerse in the traditional Tuscan cuisine there is the restaurant **Via Toscanella**, for the pasta lovers the numerous locations of **Kamakura Pasta** that offer freshly-made noodles, while for high-quality Italian handmade products **Obicà Mozzarella Bar**, the casual and contemporary restaurant found in international gateway cities among which Yokohama: also in all of the above mentioned restaurants **Mortadella Bologna PGI**, **Salamini Italiani alla Cacciatora PDO** and **Cotechino Modena PGI** are protagonists in exclusive recipes and menus created by their chefs.

For those instead who must take a short break for lunch, there are the restaurants that offer the **special bento-boxes** with the PGI and PDO deli meat, such as **Aquila volans**, a typical Italian restaurant that guarantees the freshness of their excellent ingredients, or **Posillipo Napule**, a pizzeria and trattoria where to enjoy pizza and pasta, highly rated by Italians living in Japan.

The three-year project “Arigat-EU, the authentic deli meat from Europe” does not stop here: it will extend the following year to **Kansai (Osaka and Kyoto)** and will also include **Nagoya and Fukoka**. In total there will be **600 restaurants** involved in the project, that will present the original menus with the Italian deli meat. In addition to the dedicated menus, the **Arigat-EU** project also offers a variety of interesting opportunities to discover the products with the quality label, such as annual workshops and the creation of a video recipe book available, **created specifically in English and Japanese**.

The campaign Arigat-EU combines three Consortia for the protection of PDO and PGI products, **Consorzio Mortadella Bologna (in the role of head institution)**, **Consorzio Cacciatore Italiano** and **Consorzio Zampone and Cotechino Modena PGI** and is **co-financed by the European Union**. The project aims to increase the level of knowledge and recognition of the Italian PDO and PGI deli meat and promote them in Japan.



The products promoted by the Arigat-EU campaign are:

The Salamini Italiani alla Cacciatora PDO, born from the best selection of the noble cuts of pork to which are added only salt, pepper and a pinch of garlic, are the ideal solution for those looking for sweet and delicate flavors. A perfect choice to enrich the classic Italian mixed appetizer of cured meats and cheeses, either as a finger food for a delicious snack or an aperitif with friends.

The secret of **Mortadella Bologna PGI** are the processing techniques that make it possible to create a product with a delicate characteristic flavor and an irresistible aroma, a true heritage of Italian gastronomy. The opportunities to savor it are most varied: inside a focaccia or a baguette for a delectable snack; cubed pieces in a rice salad with pickled vegetables for a light and tasty lunch or as a special ingredient to enhance a baked meatloaf.

The **Cotechino Modena PGI** is considered the father of all deli meat and is increasingly proposed for its balanced calorie content and versatility: exceptional when cooked according to the classic method, but also as an ingredient for ragù sauces or for skewers and tasty burgers.

Find all the participating restaurants in the region of Kanto:

<http://www.arigat.eu/restaurants-promotion>

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

Facebook @arigateuip

Instagram @arigateuip

Twitter @arigateuip

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

More information:

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