



## Press Release

Arigat-EU, the authentic deli meat from Europe

# The region of Emilia-Romagna opens the doors to experience the prestigious Italian delicatessens

December 5, 2018- An encounter with the Three-Michelin-Star Chef Massimo Bottura, a visit to the largest food park in existence, a unique cooking class to learn the secrets of traditional dishes from Bologna: these will be some of the incredible experiences proposed in the press trip that will bring six Japanese journalists **in Italy, in the region of Emilia-Romagna, from December 5-9**. During the tour they will enjoy the wonderful culinary traditions of the region, with a focus on the delectable **delicatessens marked PDO and PGI**: Mortadella Bologna PGI, Salamini Italiani alla Cacciatora PDO, Zampone and Cotechino Modena PGI.

This exceptional trip is part of the new three-year project **Arigat-EU, the authentic deli meat from Europe**, co-funded by the European Union and aimed at the Japanese market, that combines Consortia Mortadella Bologna, Cacciatore Italiano and Zampone e Cotechino Modena for the protection of PDO and PGI deli meats.

The selected journalists will discover the prestigious Italian products through a variety of exclusive activities: a visit to witness **Massimo Bottura**, Chef of the Three-Michelin-Star restaurant **Osteria Francescana** and **winner of the World's 50 Best Restaurants**, alongside Italian and German students from Culinary Institutes that will present their recipes based on **Zampone Modena PGI and Cotechino Modena PGI**. An immersion in a cooking class to learn the secrets, from preparation to presentation, of classical dishes from Bologna, guided by local women at the restaurant **Le Cesarine**. A tour to **FICO Eataly World**, the largest food park in existence today that offers a unique platform into the sectors of agriculture, food production, tourism and Italian culture. There will also be a factory excursion to discover the production process of Cacciatore Italiano PDO and Mortadella Bologna PGI, a tour of Bologna, the cultural and foodie city, and to finish a shopping spree at Fidenza Village.

With the project **Arigat-EU**, started in September 2018, the three consortia aim to enhance the delicatessen sector, by increasing the level of knowledge and recognition of European quality labels and improving consumer awareness in terms of food safety, traceability, tradition, authenticity, nutrition, health and sustainability aspects. It will also be possible, through the project, to optimize the image of EU agricultural products, **particularly in the Japanese market. Starting January 2019, the project will include 600 restaurants in Japan** where the Italian delicatessen excellences will be used to create special dishes.



### **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 DPO**

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.

### **Blancdenoir Comunicazione**

Piazza Matteotti 25  
Desenzano del Garda (BS) Italy  
Tel. +39 030 7741535  
[press@blancdenoir.it](mailto:press@blancdenoir.it)

The content of this press release represents the views of the author only and is his sole responsibility. The European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFAEA) do not accept any responsibility for any use that may be made of the information it contains.



本物の  
ヨーロッパの  
デリ肉