



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 Chiba and Saitama.

After the great success in Tokyo last year, the Italian products are now in Kanto, ready for next year in Kansai

The savory and authentic Italian deli meat **Mortadella Bologna PGI**, **Salamini Italiani alla Cacciatora PDO** and **Cotechino Modena PGI** are completing their tour in selected Italian restaurants of the Region of Kanto, and now have just arrived in the Prefectures and in the cities of **Saitama** and **Chiba**.

Thanks to the three-year campaign “**Arigat-EU, the authentic deli meat from Europe**”, from **September to November 2019**, the famous Italian products are protagonists in original recipes prepared by the chefs of Yokohama, Maebashi, Saitama and Chiba. Approximately 200 restaurants in the Region of Kanto have been involved in the project and, thanks to the creativity of their chefs, it is possible to enjoy the exquisite cold cuts in their menus as well as in the special bento-boxes for lunch.

Chiba, a prefecture rich with farming and fishing communities, located east of Tokyo, is hosting the Italian deli meat in its capital Chiba city. Famous for the Chiba Urban Monorail, the longest suspended monorail in the world, Chiba is the commercial and cultural center of the peninsula. There are **31 restaurants** involved in the project, **8 of which offer also the bento boxes**: among these is **Porcellino**, a restaurant that proposes typical Italian dishes such as homemade pasta, pizza and meat. The chef of **Osteria Antico Genovese** offers clients a traditional Italian cuisine, including more than 10 varieties of fresh pasta and is now showcasing the PGI and PDO cold cuts in his recipes. The Italian-born celebrity chef **Salvatore Cuomo**, pioneer of Neapolitan pizza in Japan, always guarantees high quality food: in his restaurants in Chiba, besides excellent pizza and pasta, it is possible to taste the cold cuts promoted by Arigat-EU in delicious recipes.

Anyone interested in trying the prestigious products in the take away version, can order the **special bento boxes offered by restaurants such as Ocean Table and Konnichiwa Makuharibaytown**. Ocean Table is a restaurant with a relaxed atmosphere that proposes an Italian menu and an impressive homemade buffet including 20 varieties of cake and 8 types of gelato. **Konnichiwa Makuharibaytown** is a well-known chain of restaurants with different locations around the city that specialize in pasta, pizza and focaccia.

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

A paradise for bonsai lovers, **Saitama** is a prefecture located in the northwest of Tokyo. In its capital **Saitama City**, created in 2001 with the merger of Urawa, Yono, and Ōmiya cities, there are **54 restaurants** participating in the project Arigat-EU, **9 of which also offer bento-boxes**. For authentic pasta carbonara, spaghetti with clams or eggplant parmigiana, **Papa Milano Trattoria** is the perfect place to go: now, completing their menu with new and original recipes using PGI and PDO products. Top quality fresh vegetables, pastas, appetizers and main dishes at **Trattoria Azzurri**, guests can enjoy a wonderful meal and also the Italian deli meat, with a beautiful interior decor reflecting the colors of the Mediterranean blue. **Kamakurapasta**, the popular chain of restaurants focused on fresh pasta, also incorporated in their savory dishes the products of the campaign Arigat-EU. All the restaurants of the group **Something** (Something, Something due, Something tre, Something quattro, Something bellagioia), offer traditional pizzas, pastas and host the Italian PGI and PDO products in their menu and in the distinctive bento-boxes. The famous Italian restaurant **Ken's Kitchen**, inaugurated in 2015 and known for its pasta, also offers Mortadella Bologna PGI, Salamini Italiani alla Cacciatora PDO and Cotechino Modena PGI in both their menu and bento-boxes.

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

For the first two years of the project, “Arigat-EU, the authentic deli meat from Europe” engaged Tokyo and the region of Kanto. For the third and last year of the campaign it will expand to Kansai (Osaka and Kyoto), Nagoya and Fukuoka. 600 selected restaurants will be involved in the project and will present the original menus with the Italian deli meat. The project Arigat-EU, with the goal to increase the level of knowledge and recognition of the Italian PDO and PGI deli meat and promote them in Japan, also offers a variety of activities, such as annual workshops and the creation of a video recipe book, available in the website created in English and Japanese. <http://www.arigat.eu/>



The campaign Arigat-EU combines three Consortia for the protection of PDO and PGI products, **Consorzio Mortadella Bologna PGI (in the role of head institution), Consorzio Cacciatore Italiano PDO and Consorzio Zampone and Cotechino Modena PGI** and is co-financed by the European Union.

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 @arigateu

Instagram @arigateu

Twitter @arigateu

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

More information:

Blancdenoir Comunicazione

Piazza Matteotti 25
Desenzano del Garda (BS) Italy
Tel. +39 030 7741535
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