



Press Release

Arigat-EU, the authentic deli meat from Europe

A culinary and cultural press tour puts a spotlight on the Italian PDO and PGI deli meat in Emilia-Romagna

Japanese journalists and influencers joined the inauguration of a space dedicated to Mortadella Bologna PGI in the Museum of the History of Bologna - Palazzo Pepoli

The second edition of the exclusive press tour that brought Japanese journalists and influencers in Emilia Romagna (Italy), to discover the marvelous culinary traditions of the Region and the prestigious deli meat **Mortadella Bologna PGI, Salamini Italiani alla Cacciatora PDO, Zampone and Cotechino Modena PGI**, has just ended. After the great success of last year, this second press tour, that took place from **October 21-25, 2019**, involved eight selected journalists and influencers to participate in a variety of activities, focused on getting to know the characteristics of PGI and PDO deli meat firsthand: **excursions in factories to see the production process of the cold cuts; the inauguration of a dedicated space in Museum of the History of Bologna - Palazzo Pepoli for Mortadella Bologna PGI**; a tour of the largest food park in existence today called **FICO Eataly World**; **a unique cooking class guided by local women** of Le Cesarine to learn the secrets of traditional Emilian dishes.

The press tour is on the program of the three-year project **Arigat-EU, the authentic deli meat from Europe**. Co-funded by the European Union, the campaign Arigat-EU aims to target the Japanese market, and combines the Consortia Mortadella Bologna, Salamini Italiani alla Cacciatora, Zampone and Cotechino Modena for the protection of PDO and PGI deli meat.

The Consortia carefully selected the group of Japanese journalists and influencers, to allow them to learn about quality and traditions of the Italian protected products. The press tour started **October 21st** when the journalists and influencers arrived in Bologna. To welcome them was a delicious Emilian menu at Ristorante Donatello, that included two traditional first courses, pasta Gramigna with sausages and oven baked Lasagna.

October 22nd was a day filled with experiences for the Japanese guests: in the morning they visited **FICO Eataly World**, the largest food park that offers a unique platform into the sectors of agriculture, food production, tourism and Italian culture. After, they enjoyed a delectable lunch and a blind tasting at **Fabbrica della Mortadella (FICO)**. In the evening, journalists and influencers **prepared their own dinner with the help of local women**, who guided them from the preparation to the presentation of classical dishes from Bologna, with the organization **Le Cesarine**. **A unique occasion to discover the secrets of Bologna's ancient culinary tradition**, thanks to a rich and savory menu where the PGI and PDO deli meat were main protagonists: as appetizers Mortadella Bologna PGI Spumone, Parmigiano Reggiano; first courses included Tagliatelle with scallions and ham, Pumpkin velouté with Salamini Italiani alla Cacciatora PDO; for the second course Zampone Modena PGI with potatoes and lentils.

The day of **October 23rd** was dedicated to visit the Italian deli meat factories. **Journalists and influencers witnessed firsthand the production process at the factory of Salamini Italiani alla Cacciatora PDO**. After a tasty lunch in Modena, at Trattoria Via Ferrari, where they tried the authentic Tigella (the typical bread of Modena) with cold cuts and fried gnocco, the tour continued. The next visit was to the factory of **Cotechino and Zampone PGI**, where guests participated by watching the production process. In the evening they enjoyed a dinner at Osteria De' Poeti where they tasted the typical Cotoletta alla Bolognese.

In honor of **Mortadella Day**, on the **October 24th**, which celebrated its **358th birthday** there was a special event with the inauguration of **The Mortadella Bologna PGI Space at the Museum of the History of Bologna - Palazzo Pepoli**. **Journalists from all over** the world came to participate at the inauguration of this new exhibition, that includes fifteen artworks **dedicated to the history of Mortadella Bologna PGI**. For the occasion there was a press conference with the presence of: Dr. Simona Caselli (Assessor for Agriculture, Hunting and Fishing, Emilia Romagna Region), Dr. Corradino Marconi (President of Consortium Mortadella Bologna), Dr. Fabio Roversi Monaco (President of History Museum of Bologna), Dr. D'Orazio Costantino (Historian, Writer), Dr. Giancarlo Roversi (Historian, Writer) Stefano Bicocchi known as Vito (Actor); Franz Campi (Moderator). After the inauguration of the space, a lunch was held at Taverna del Postiglione, with a pasta special trio (tortellini in broth, lasagna, tagliatelle with ragù sauce), and in the afternoon, a guided tour of Bologna. In the evening, to close this beautiful press tour, journalists and influencers could not do without an authentic Italian pizza, at the famous restaurant Berberé in Bologna, and the next morning everyone was wished a safe trip back home.

With the project **Arigat-EU**, the three Consortia aim to enhance the deli meat sector, by increasing the level of knowledge and recognition of PGI and PDO European quality labels and improving consumer awareness in terms of food safety, traceability, tradition, authenticity, nutrition, health and sustainability aspects.

Pages dedicated to **Arigat-EU** 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 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.

More information:

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