



Press Release

Arigat-EU, the authentic deli meat from Europe The campaign Arigat-EU promoting traditional Italian deli meat has successfully closed the second year of its activities in Japan

The second year of the campaign **Arigat-EU, the authentic deli meat from Europe**, that promotes the Italian PDO (Protected Denomination of Origin) and PGI (Protected Geographical Indication) deli meat in the Japanese market, has just ended with great success. PDO and PGI are European certifications that aim at identifying products that represent excellence in European food production and are both the result of a unique combination of human and environmental factors characteristic of a certain geographical area. The three year project Arigat-EU, that combines together the three Consortia (Associations of producers) of the premium deli meat **Mortadella Bologna PGI, Salamini Italiani alla Cacciatora PDO, Zampone and Cotechino Modena PGI** and that is co-funded by the European Union, aims to increase the level of knowledge of the PGI and PDO quality labels and improve consumer awareness in terms of **authenticity, safety, traceability and labeling**. To achieve the goals of the campaign a series of events and activities were programmed, including **gala dinners, a workshop for food operators, video recipes** with these Italian deli meat created by renowned Japanese restaurants, a **selection of 5 influencers** in Japan and an exclusive **press tour** that brought Japanese journalists in Italy. Furthermore, for this second year of Arigat-EU, the Consortia **participated in the biggest Italian festival in Japan "Italia, Amore mio!"**. Also, over **200 restaurants in the region of Kanto** were involved in Arigat-EU, where chefs developed original recipes with the protected products.

The activities of the second year started with the creation of five original video-recipes made with the Italian deli meats by the chefs of **renowned Italian restaurants in Tokyo: Rigatoni all'arrabbiata with Salamini** developed by **Pizzeria Tonino**, **Cotechino Modena Lasagna PGI** by **Mamma Luisa's Table**, **homemade Focaccia with Mortadella and Scamorza cheese** by the restaurant **Cittino**, **Ravioli del Plin filled with Cotechino** by **Trattoria dai Paesani**, **Pizza Generale with Mortadella** by the restaurant **Napoli sta' ca'**. The videos, available on the website **www.arigat.eu/recipes**, include a written recipe that guides, step by step, how to prepare these delicious dishes.

In July, the delectable PDO and PGI products were protagonists in a program full of events in Tokyo and Yokohama. The first appointment was in Yokohama, **at the restaurant Cruise Cruise**, with a **workshop for food operators**, led by Chef Adriana Vallone, a teacher of Italian culinary arts for over 20 years in Japan and founder of the cooking school in Tokyo "La Mia Italia". Attending the event was an audience of **over 100 professional food operators**, which Chef Vallone conducted through a presentation of the project Arigat-EU, with the history and quality of the PGI and PDO products, including their characteristics, nutritional values and the correct uses and combinations with recipes created for the occasion. After the workshop, **two exclusive gala dinners dedicated to journalists, influencers and food bloggers** were organized. A gala dinner was held in Yokohama in the same restaurant of the workshop, **Cruise Cruise**. Here, Chef Ishihara created an exquisite menu with the Italian PDO and PGI products for special guests. The second exclusive gala dinner, dedicated to selected guests, was held in Tokyo in the **Shangri-La Hotel at the restaurant Piacere**. Chef Andrea Ferrero, expert in Italian and Japanese cuisine, introduced a special menu with recipes that included the Italian deli meat.

For their first time, the PGI and PDO Consortia participated in the biggest Italian festival in Japan, **"Italia, Amore mio!"**. Created in 2016 for the 150th anniversary of the diplomatic relationships between Italy and Japan and organized by the Italian Chamber of Commerce, the festival counts over 50,000 visitors per edition. The Italian PDO and PGI deli meat were protagonists in Tokyo for the three days of the festival (July 5th 6th and 7th) with cocktail parties, concerts, show cookings and a stand where the public enjoyed original Mortadella Bologna PGI, Salamini Italiani alla Cacciatora PDO, Zampone and Cotechino Modena PGI. At the stand, the audience also discovered everything about the Arigat-EU project: history, tradition and authenticity of the Italian products, nutritional values, health and sustainability aspects, how to use them in different recipes and how to recognize the European quality labels.

Every year for the Arigat-EU campaign, the **best influencers** in Japan are selected to share information with their audience about the value of PDO and PGI deli meat, how to recognize the authentic products and how to utilize them in many recipes. For the year 2019 the five influencers selected were well known personalities, adored by their devoted and numerous fans: **Salvatore Cuomo (chef), Katsumasa Imai (chef), Nicole Fung (food blogger), Andrea Cocco Hirai (food blogger) and Francesco Bellissimo (influencer).**

In October, **the second edition of the exclusive press tour was held in Italy**, in Emilia Romagna. The tour brought Japanese journalists and influencers 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. This second press tour involved eight selected journalists and influencers to participate in a variety of activities that included **excursions in factories of 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 **FICO Eataly World** and a **unique cooking class guided by local women** to learn the secrets of traditional dishes.

An essential part of the campaign Arigat-EU is the involvement of restaurants in Japan. In these selected restaurants, chefs develop original recipes with the Italian PGI and PDO products, that are included in the restaurant menus for a limited time. Some of these restaurants also offer the protected deli meat for lunch in the distinctive bento-boxes. In 2019, after the great success of the previous year in Tokyo, **over 200 restaurants were involved in the region of Kanto, in the cities of Yokohama, Maebashi, Saitama and Chiba**

To close this year filled with events and activities, the Consortia presented a special selection of recipes perfect for the winter season, made with the protected deli meat: **Strudel with Mortadella Bologna PGI, Salamini Italiani alla Cacciatora PDO** in an original combination **with pumpkin bisque and crostini bread, Cotechino Modena PGI with rice and peas** and last but not least **crispy Zampone Modena PGI with peach jam, miyagawa and mint.**

The director of the Consorzio di Mortadella Bologna PGI, Gianluigi Ligasacchi, said: *"We have closed this second year of Arigat-EU enthusiastic for all the warmth and appreciation that Japan has had for us. This year our products have arrived in many Japanese cities, thanks to the activities and events of Arigat-EU, with the goal to increase consumer awareness by recognizing the difference between an authentic PDO and PGI product as opposed to a generic or counterfeit one. The nutritional values, the quality and the safety of an original product are guaranteed by the PGO and PGI label, therefore it is important that consumers are correctly informed".*

Discover all about the Italian PGI and PDO products on the **website, created in English and Japanese, www.arigat.eu**. Pages dedicated to **Arigat-EU in Japanese** are also 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:

Blancdenoir Comunicazione

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

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