



Press Release

The authenticity of Italian deli meats PDO and PGI to conquest Japan

The first activities of the new three-year project **"Arigat-EU, the authentic deli meat from Europe"** will start in September, combining three consortia for the protection of DPO and PGI deli meats, co-funded by the European Union and aimed at the Japanese market. The campaign involves the promotion of these Italian delicatessen excellences, rigorously marked DPO and PGI, the **Consorzio Mortadella Bologna** (in the role of head institution), and the **Consorzi Cacciatore Italiano** and **Zampone and Cotechino Modena PGI**.

The chief objective is to enhance the value of PDO and PGI deli meats in the Japanese market. Although the history of pork consumption in Japan is relatively brief (the deli meat market has become very popular in the last 30 years), Japan now occupies the sixth position in the world in terms of total consumption of pork, with large quantities imported also from Italy. In fact, according to the data of 2016, exports of deli meat from Italy have recorded double-digit growth: + 20.1% in quantity with over 4 thousand tons and + 15.4% in value, for a total of almost 40 million EUR.

Now the three consortia, each involved in the safeguarding of quality and in the promotion of Italian deli meats, together aim to **enhance the delicatessen sector, increase the level of knowledge and recognition of European quality labels and improve consumer awareness** in terms of food safety, traceability, tradition, authenticity, nutritional, health and sustainability aspects. Also, through the project, it will be possible to **optimize the image of EU agricultural products** outside the EU, particularly in the Japanese market, and **strengthen the recognition of the Union quality schemes for authentic, non-counterfeit products**.

These objectives will be set against three macro targets, with different methods and activities that will take place during the three-year period.

The first target is **restaurants** (Ho.Re.Ca.), with the involvement in the three years of approximately 600 restaurants, concentrated in the most populous areas of the Kanto region (specifically, the cities of Tokyo and Yokohama) and Kansai (Osaka, Kobe and Kyoto). In the first year the action will focus only on Tokyo and will involve 200 different types of restaurants (haute cuisine, Michelin-starred, Italian cuisine, contemporary cuisine, international, etc.). The methods of involvement will be many including: annual workshops on European products, the creation of recipes with the products with European products in an unconventional manner. The recipes will also be available on the campaign website www.arigat.eu of the project and the creation of **a video recipe book** with the preparation of the dishes that will then be included in the menus. Taking advantage of modern technology, the fresh and attractive videos will combine the art of Japanese cuisine



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In November, a gala dinner will be held in Tokyo, dedicated to **journalists and food bloggers**, second target of the project, to launch the initiative and officially present the project's partner products. The products will be proposed in original and delicious recipes, elaborated by the chef of the **Shangri-La restaurant in Tokyo** for a special menu that will contribute to increase the media awareness of the project.

Every year, the attention of journalists and influencers will be catalyzed through targeted events, media relations, press tours and by sending special gift boxes with campaign products.

The last and most important target are **consumers**, in particular millennials, commuters and Japanese travelers, especially in the Tokyo metropolitan area, who are more likely to consume pork. In particular, the project will focus on exclusive weeks in selected restaurants where they can taste specially created recipes and learn insights into the nutritional properties of the food presented. This activity will be joined by the most original creation of 50 selected "Deli bento box" venues with the products of the countryside.

To give further visibility to the project, a **"visual display" campaign** has been planned in high-traffic areas (airports, stations, etc.), with large billboards, the publication of editorial articles in the "inflight magazine" Skyward of Japan Airlines and in highly profiled industry magazines, and online promotional campaigns and product placement with industry influencers.

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 world.

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.

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