



Press Release

The 357th Celebration of Bologna's Culinary Pink Delight

#mortadelladay – 24 October 2018

Wednesday, 24 October 2018 the city of Bologna celebrates 357 years of its most-known deli meat, the Mortadella, with widespread events and the first edition of #mortadelladay.

It was 24 October 1661 when the visionary Cardinal Farnese issued the edict which regulated the production of Mortadella. This was the first provision of its kind to protect a gastronomic specialty that resembles what we call today the trademark of Protected Geographical Indication (PGI).

Mortadella Day will be an opportunity to portray the product not only as a great protagonist of the Italian table but to showcase it from a historical and cultural point of view. The two main areas of this celebration will be held at the landmarks of Bologna: the historical, Piazza Maggiore, and a much more recent one, Fico Eataly World.

The first event will commence at 11 am, in the square of the Basilica of San Petronio in Piazza Maggiore, with the unveiling ceremony of a statue honoring the Mortadella Bologna and signed by the local sculptor Nicola Zamboni.

The festivities will then gravitate to FICO Eataly World, at the Fabbrica di Mortadella Bologna PGI, where "The Mortadella Bologna Show" will be hosted by a series of fascinating tastings by one of Italy's most beloved chefs, Marcello Ferrarini.

Also, not to be missed is the charity auction of the works of the street artist Mr. Wany in the Arena Space, presented by the highly acclaimed art critic Professor Vittorio Sgarbi. The proceeds will be donated to the evacuated individuals of the Morandi Bridge in Genoa.

Last but not least, the culmination of the celebration will be an aperitif featuring the "Mortadella Sour" invented by the famous barman Alex Fantini, the drink was created using a homemade Mortadella Bologna PGI liqueur obtained by spherification and a touch of vodka; garnished with a pistachio cream.

No matter where you are in the world don't forget to celebrate #mortadelladay on 24 October.



本物の
ヨーロッパの
デリ肉



欧州連合の助けを借りて資金提供されたキャンペーン



For further info on all the events please visit <http://www.mortadellabologna.com/>

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