



Press Release

Arigat-EU, the authentic deli meat from Europe

Gala dinner in Tokyo to discover the delicious Italian delicatessens marked PDO and PGI

The Executive Chef Andrea Ferrero, of Piacere Restaurant – Shangri-La, Tokyo, will present an exclusive menu featuring these Italian specialty products

Tokyo, November 6th, 2018 - Original and exquisite recipes, prepared with four prestigious Italian PDO and PGI delicatessens (**Mortadella Bologna PGI, Salamini Italiani alla Cacciatora PDO, Zampone e Cotechino Modena PGI**), will be presented in a special menu at a gala dinner for journalists and food bloggers, on November 6th, at 7 pm, in a private room of the Shangri-La, Hotel in Tokyo. The Executive Chef Andrea Ferrero* of the Shangri-La restaurant *Piacere*, expert in combining Italian and Japanese food, will concoct these tasty recipes for the official presentation of project **Arigat-EU, the authentic deli meat from Europe**.

The new three-year project, **Arigat-EU**, started in September and co-funded by the European Union, combines three Consortia for the protection of PDO and PGI deli meats, Consorzio Mortadella Bologna (in the role of head institution), Consorzio Cacciatore Italiano and Consorzio Zampone and Cotechino Modena PGI. The campaign's chief objective is to enhance the value of PDO and PGI deli meats and promote these Italian delicatessen excellences in the Japanese market. **Starting January 2019, the three-year project will include approximately 600 restaurants in Japan, where the Italian products will be the guests of honor.**

"We are excited to have taken on such an arduous project," says **Director of Consorzio Mortadella Bologna, Gianluigi Ligasacchi**, "and our goal is to 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 together with optimizing the image of EU agricultural products and strengthening the recognition of the Union quality schemes for authentic, non-counterfeit products. The two cuisines have a lot in common, notably an emphasis on seasonality and simplicity so it will be amazing to see how our products will be re-interpreted both in their restaurants and in the creation of "Deli bento box".



本物の
ヨーロッパの
デリ肉



***Andrea Ferrero, Executive Chef**

Andrea Ferrero was born in Mondovì in the northwest Italian region of Piedmont. Chef Ferrero's cuisine reflects his desire to serve contemporary Italian cuisine focusing on the natural simplicity of his chosen ingredients offered by the season. The result is an elegant combination of flavors and textures delivered by the use of the highest quality of Japanese and Italian produce. Having tailored his technique under the tutelage of award-winning Michelin two-starred Chef Quique Dacosta, Chef Ferrero specializes in Mediterranean dishes, basing his creations on traditional recipes before adding his own creative twist.

Shangri-La Hotel – Tokyo
November 6, 2018 – 7 pm

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 country and beyond.

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.

More information about the project www.arigat.eu

Blancdenoir Comunicazione

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

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