



Press Release

Arigat-EU, the authentic deli meat from Europe

Highlights of the Arigat-EU debut dinner in Tokyo

The Italians in Tokyo

Tokyo, November 12 - The “Arigat-EU, the authentic deli meat from Europe” had its debut evening in Tokyo to introduce a new three-year project which sees the combined consortiums of Mortadella Bologna PGI, Salamini Italiani alla Cacciatora DPO and Zampone and Cotechino Modena PGI. This successful event was co-funded by the European Union for the protection of PDO and PGI deli meats and aimed at the Japanese market.

The exquisite products were showcased in original and delicious recipes, created by Executive Chef Andrea Ferrero of Piacere restaurant at the Shangri-La Tokyo. The guests embarked on a gastronomical journey that led them to discover new dishes and delighted their palate.

The appetizer consisted of a tantalizing mortadella (Mortadella Bologna PGI), raw artichoke and Parmesan salad and accompanied by the famous gnocco fritto. The guests were then served the unique flavor of potatoes and salamini ravioli (Salamini Italiani alla Cacciatora PDO) with braised radicchio sauce and soft Raschera fondue. They were then projected into a typical Italian household dinner when they sank their teeth into a cotechino (Cotechino Modena PGI) in a puff pastry crust with seasonal mushrooms, potato puree and sweet and sour pears. The dinner ended on the sweet notes of a homemade hazelnut tiramisù with crunchy chocolate.

The director of the Consorzio of Mortadella Bologna PGI, Luigi Ligasacchi, states that Italian food is one of the most popular and adopted cuisines across the world. “Simplicity and the respect for the product is key and the majority of Italian dishes only comprise of a few ingredients. This is something that links as very much with the Japanese cuisine and therefore we felt that this was the right moment to introduce these special daily delicatessens to the Japanese market. I was thrilled to see such genuine interest in these products and also the curiosity of the guests to learn more about their nutritional value and how they can be transformed into exquisite dishes. I am happy that we have begun this adventure and we look forward to sharing the secrets and history of these products with the Japanese people and why it’s important to realize the difference between a PDO and PGI product in respects to a generic or counterfeit one,” he added.

This voyage has just set sail so stay tuned for more news and events.



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ヨーロッパの
デリ肉



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

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