



Press Release

Arigat-EU, the authentic deli meat from Europe

Explore the prestigious Italian delicatessens with Chef Stefano Fastro

In Tokyo a live talk with show cooking dedicated to the products PGI and PDO

Tokyo, November 20, 2018 - The history and quality of three excellent Made in Italy products, **Mortadella Bologna PGI, Salamini Italiani alla Cacciatora PDO and Zampone e Cotechino Modena PGI**, will be revealed in Tokyo by the renowned Chef Stefano Fastro.

On Tuesday, November 20, at the **restaurant Fratelli Paradiso**, the Italian Chef will lead a workshop with a live talk and show cooking (in the morning from 11:00 a.m. to 12:30 p.m., and replicated in the afternoon from 3:00 to 4:30 p.m.), dedicated to 100 of Horeca's professionals, where it will be possible to **discover all about these Italian delicatessens marked PDO and PGI**.

Expert in northern Italian specialties and owner since 2004 of the famous and award-winning Italian restaurant in Tokyo "Da Stefano", Chef Fastro will conduct his audience through a presentation of the project **Arigat-EU** that promotes the Italian delicatessens in the Japanese market. After this presentation, the Chef will focus on the history and quality of the products and conclude with a show cooking of original recipes prepared with these deli meats.

The new three-year project **Arigat-EU, the authentic deli meat from Europe**, started in September and co-funded by the European Union, combines three consortia for the protection of PDO and PGI deli meats, the Consorzio Mortadella Bologna (in the role as head institution), the Consorzio Cacciatore Italiano and the Consorzio Zampone and Cotechino Modena PGI. **Starting on January 2019, the project will bring the Italian products in 600 restaurants in Japan.**

Chef Stefano Fastro

From when he was 24, the Italian Chef Stefano Fastro started his journey that will bring him to Japan. This exotic country full of wonders and honorable people, has been a planned part of his future for a long time. Since his arrival in Japan, he lived in the Kagurazaka neighborhood, so it was only natural for him to look for a restaurant location there. On February 16th, 2004, the restaurant **Da Stefano** opened its doors to the public for the very first time. The concept is simple: northern Italian specialties prepared in a healthy way and quality dishes made with passion in a warm Italian atmosphere, exactly as you would find in an Italian home.



本物の
ヨーロッパの
デリ肉

November 20, 2018

Morning workshop: 11:00 a.m. - 12:30 p.m.

Afternoon workshop: 3:00 p.m.- 4:30 p.m.

Fratelli Paradiso

4-12-10 Jingumae,
Omotesando Hills 3F,
Shibuya 150-0001, Tokyo
RSVP: arigateu@ilif.it

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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