



Press Release

Arigat-EU, the authentic deli meat from Europe

The project that introduces Italian deli meats PDO and PGI in Japan has completed its first year with great success

The project **Arigat-EU**, the authentic deli meat from Europe has successfully completed its first year of activity. The campaign, that combines three Consortia for the protection of PDO and PGI deli meats, **Mortadella Bologna PGI**, **Salamini Italiani alla Cacciatora PDO**, **Zampone and Cotechino Modena PGI**, co-funded by the European Union, aims to bring the **quality and the traditional character** of these Italian excellences into the **Japanese market**. **Furthermore, another objective of the project** is to enhance the delicatessen sector, increase the level of knowledge and **recognition of European quality labels** and improve consumer awareness in terms of authenticity, safety, traceability, and labelling. Also, through the project, it will be possible to **optimize the image of EU agricultural products** outside the EU and strengthen the recognition of the Union quality schemes for authentic, non-counterfeit products.

Arigat-EU debuted in Tokyo for the official presentation of the project, **with a gala dinner for journalists and food bloggers at the Shangri-La Hotel**. Andrea Ferrero, the executive Chef of the Shangri-La restaurant *Piacere*, expert in combining Italian and Japanese flavors, for the event created original and exquisite recipes with the four prestigious Italian PDO and PGI deli meats. Always in Tokyo at the restaurant Fratelli Paradiso, the history and quality of these extraordinary "Made in Italy" products were presented in a **workshop dedicated to 100 of Horeca's professionals**. The renowned Chef Stefano Fasto, conducted the **workshop with a live talk and show cooking**.

In **December, six Japanese journalists arrived in Italy to experience an incredible press trip**. The tour, in Emilia-Romagna, allowed them to enjoy the wonderful culinary traditions of the region, with a focus on the delectable products marked PDO and PGI. The journalists, among other activities, met the **Three-Michelin-Star Chef Massimo Bottura**, visited the largest food park in existence and attended a unique cooking class to learn the secrets of traditional dishes from Bologna.

In 2018 over **200 restaurants and more than 25 take-away eateries** brought these unmistakable flavors of Italy to Tokyo. In these restaurants the chefs developed recipes with the protected products and explored original creations combining the Italian gastronomic tradition and the art of Japanese cuisine. While the take-away eateries offer the cold cuts in the distinctive bento-boxes. By **2020** the project Arigat-EU will involve several other Japanese cities: **4 cities of Kanto (Yokohama, Maebashi, Saitama, Chiba), Kansai (Osaka and Kyoto) and Nagoya and Fukoka**.

To generate greater brand awareness and demonstrate the versatility of these fine Italian deli meats three influencers will collaborate with the project and create special dedicated recipes. **Salvatore Cuomo**, an Italian-born Japanese celebrity chef, restaurateur and media personality, known for his food-focused television shows and cookbooks, as well as for his restaurants across Asia. **Toshihiro Ueki**, one of the most important Japanese food Instagrammer and author of two cookbooks. **Giuseppe Errichiello**, one of the most famous pizza chefs in Tokyo. Napoli sta' ca", and celebrity.



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The director of the Consorzio of Mortadella Bologna PGI, Gianluigi Ligasacchi, states that “Italian food is one of the most popular and adopted across the world, with a very close link with the Japanese cuisine: simplicity and the respect for the product is key and the majority of Italian dishes only comprise a few ingredients. 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 consumers 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 recognize the difference between a PDO and PGI product in respects to a generic or counterfeit one”.**

The project also offers a variety of interesting opportunities to discover the products, such as a collection of video recipes available on the **new website, created specifically in English and Japanese, www.arigat.eu**. Pages dedicated to **Arigat-EU in Japanese** are also available on the **main social networks**:

Facebook @arigateuip

Instagram @arigateuip

Twitter @arigateuip

The Consortia invites everyone to join the Social Media campaign using the **#arigatEU** hashtag.

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