

# Europe

OPEN AIR  
TASTE MUSEUM



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## PRESS RELEASE

Presentation of the Project  
“Europe, open air taste museum”.

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## Press Conference

### “Europe, open air taste museum”.

On Thursday 18 April 2019, on the Terrace of the Grande Albergo Roma in Piacenza, the Consorzio di Tutela Salumi DOP Piacentini, in the person of its President Antonio Grossetti and the Director Roberto Belli, illustrates the European Project “EUROPE, OPEN AIR TASTE MUSEUM”.

Presented in the Call for Proposals 2018 “Call for proposals for simple programs - Promotion of agricultural products”, in accordance with Regulation (EU) no. 1144/2014 and financed by the European Commission, the Project has the objective of enhancing certified European quality productions in the delicatessen sector, increasing the level of recognition of European PDO quality brands and favoring their consumption.

“Europe, open air taste museum”, launched in February 2019 and with a total duration of thirty-six months, aims to communicate the role of the European Union as guardian of food-related values and aims to use effective means of communicating with consumers, to contribute to consolidate their perception of being citizens and at the same time privileged users of a widespread museum of values and traditions enclosed in food such as Europe, of which the PDO mark is its emblem and seal.

The execution of part of the three-year program is entrusted to the communication agency SP Studio s.r.l. of Piacenza, contractor of the tender issued by the Consortium for the awarding of a part of the information campaign and promotion of the Project.

Patrizia Argenti, owner of Sp Studio S.r.l., will illustrate the activities of competence of the Agency, which will be carried out in accordance with the aims, methods and results expected from the community policy.

Host of the conference will be Alex Revelli Sorini, gastrosopher and university professor of the history of Gastronomy at the San Raffaele University in Rome. Author of the philology of Italian gastronomy and essays on food and taste, journalist and popularizer, he will explain how “*the PDO of Piacenza are the cured meats of Happiness*”.

Daniele De Leo, lecturer and agronomist specialized in the disclosure and animation of food and typical products, will act as host and moderator during the conference.

At the end of the presentation, all the guests will be able to enjoy creative sandwiches by Daniele Reponi, a professor at the Italian Sandwich Academy. Daniele Reponi “*both butcher and host*” will interpret and exalt the three PDO of Piacenza.

Piacenza, 18 April 2019