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## PRESS RELEASE

### “THE PDO CURED MEATS OF PIACENZA AT AL MENI”

The inauguration of the two days of Emiliano - Romagna gastronomy.

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## “THE PDO CURED MEATS OF PIACENZA AT AL MENI”

The inauguration of the two days of Emiliano - Romagna gastronomy.

An extraordinary showcase of Emiliano Romagna gastronomy that allows us to travel with taste and mind in the gourmet fields of the chefs.

This is Al Meni, the circus market of flavors and things made with hands and heart.

The event created by Massimo Bottura, the most famous Italian chef in the world, is held in Rimini in Piazzale Fellini from June 22nd to 23rd, and aims to enhance and preserve that enormous cultural heritage linked to the food that is still made with The Hands (Al Meni).

The president of the Emilia-Romagna Region Stefano Bonaccini and the mayor of Rimini Andrea Gnassi were present at the kermesse which began with the inauguration under the enormous tent of the “circus 8 and a half” where the chefs’ show cooking were promptly taken:

Davide di Fabio - Simone Tondo

Tim Butler - Kim Mikkola - Evelyn Kim

Raffaele Liuzzi - Bledar Kola

Matteo Salbaroli - Tom Anglesea

Luca Marchini - Colombe St Pierre

Marco Cavallucci - Marie - Victorine Manoa

In this open-air food university, the presence of PDO cured meats of Piacenza stands out.

For this occasion, the Consorzio di Tutela Salumi DOP Piacentini has set up a tasting space where visitors and foreigners have been able to know and appreciate our three excellences.

To them, the staff of the Consortium, has provided explanations on the distinctive characteristics of the Piacenza PDO cured meats. Piacenza is characterized by being the only territory in all Europe to be able to boast three PDOs in the delicatessen sector.

The special recipe book has been particularly appreciated. It contains many recipes realized with the “Magnificent three PDO cured meats”.

Even many people from Piacenza on holiday in Rimini, with great satisfaction and pride, exclaimed: “la nossa cupa a lè imbattibile” after visiting the stand.

Mrs Carla, a DOC citizen of Piacenza, has been living in S. Arcangelo di Romagna for some years and is visibly satisfied for having found in Al Meni her “home” cure meats and she said “Piacenza cured meats are the best ever” to a Rimini visitor who intended to defend the cured meats of his territory.