

Europe

OPEN AIR
TASTE MUSEUM



PRESS RELEASE

“EUROPE, OPEN AIR TASTE MUSEUM” at Anuga 2019



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“EUROPE, OPEN AIR TASTE MUSEUM” at Anuga 2019

7,405 exhibitors, around 165,000 visitors: ANUGA, the world’s largest food & beverage trade fair is almost upon us.

From 5 to 9 October, the event, which for years has been confirmed as the most important meeting point of the reference sector, will also present the trends and everything that is important for the international trade public according to a calendar full of events.

“EUROPE, OPEN AIR TASTE MUSEUM”, the prestigious European project promoted by the Consorzio di Tutela Salumi DOP Piacentini and co-financed by the European Union is part of this world-class context.

The aim of the project is the enhancement of the delicatessen sector and the promotion of PDO protected Piacenza cold cuts in Italy, Germany and France.

Pancetta Piacentina PDO, Coppa Piacentina PDO and Salame Piacentino PDO are the undisputed protagonists of an action aimed at strengthening consumers’ awareness and recognition of European Union quality regimes (pursuant to EU Reg. No. 1144/2014).

The 3 PDO Piacentine are the custodians of values in which civilizations are reflected, just like museums. In this museum of taste in the open air the “values” to be protected are a territory, a tradition, a method of production, guaranteed by the high European standards and usable precisely “open air”.

Anuga 2019 will be the setting in which to discover these excellent PDO products.

The Great lady the Pancetta Piacentina PDO, delicate and distinctly sweet, of unparalleled meltiness. A prized product with unique scents, the result of the work of skilled hands, expression of ancient art and renewed tradition. This product with soft and persuasive shapes, rolled and tied by hand, is characterized by the harmonious alternation of circular layers of bright red and pinkish white which make it a feast for the eyes and a delight for the palate. Sweet and refined, the Pancetta Piacentina PDO is an exceptional base of traditional local recipes and with its characteristic flavor is able to make each dish special.

Her Majesty, the Coppa Piacentina PDO. It is characterized by its noble and refined taste, the result of ancient wisdom and of an artisan tradition. True expression of Piacentine culinary excellence, this product is born from the patient work of the producers who still follow step by step the ancient traditions of the butchers, handed down from generation to generation.

The Coppa Piacentina PDO, with a delicately spiced aroma and unmistakable scent, is presented in all its sublime craftsmanship.

The Salame Piacentino PDO, the Prince of Italian cured meats.

A unique product, with unmistakable aromas and an authentic flavor that tells the ancient history of a territory where man's hand has always made the difference. Each slice contains all the features of this masterpiece of Italian delicatessen. Bright red color and pinkish white fat lardons are distributed with balance making the slice compact when cut. A delicious fragrance, an appetizing taste with delicately sweet notes. The compact consistency and the unique aroma given by the skilful aging, make the Salame Piacentino PDO a gastronomic excellence of our territory, an enveloping and irresistible tasting experience, taste and flavor of a timeless tradition.

The Consorzio di Tutela Salumi DOP Piacentini is the only one in Europe to simultaneously promote 3 PDOs of cured meats.

To date, Piacenza is the only province in Europe to have obtained the recognition of 3 PDOs in the delicatessen sector.

This testifies the role and importance of this activity in the Piacenza economy, the result of an ancient tradition.

"In addition to being tasted our cured meats must also be told".

Anuga will be an opportunity to make and experience "Food Culture", an experience in taste and history of a timeless tradition that offers unique emotions and gives life to real food masterpieces.

Europe, open air taste museum

a project by Consorzio di Tutela Salumi DOP Piacentini

Hall 5.2 - Stand C056

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