

Europe

OPEN AIR
TASTE MUSEUM



PRESS RELEASE

“EUROPE, OPEN AIR TASTE MUSEUM”

Press Dinner

Cologne, 7 October 2019



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“EUROPE, OPEN-AIR TASTE MUSEUM” Press Dinner Cologne, 7 October 2019.

“Europe, open air taste museum” makes its debut at the 2019 edition of Anuga, the world’s largest Food & Beverage event. This prestigious European project is promoted by the Consorzio di Tutela Salumi DOP Piacentini (Protection Consortium for PDO Cured Meat from Piacenza) and co-financed by the European Union. It aims to boost the delicatessen sector and promote Piacenza PDO cured meats in Italy, Germany and France.

A stand will be dedicated entirely to the three Italian PDO food excellences of the province of Piacenza, Pancetta Piacentina DOP, Coppa Piacentina DOP and Salame Piacentino DOP. These delicacies will also take centre-stage at an exclusive dinner on Monday 7 October for the most respected representatives of German food and wine press and food bloggers.

The aim is to support production values guaranteed by high European standards, an expression of the uniqueness of a region, of a timeless tradition and certified processing methods.

An outstanding Chef will draw inspiration from the three PDOs from Piacenza to create an innovative menu. This offering will emphasise the unique and inimitable characteristics of these true food masterpieces.

Pancetta Piacentina DOP, Coppa Piacentina DOP and Salame Piacentino DOP will be tasted alone, to capture their unmistakable flavours and aromas. However, they will also be included in more elaborate and sophisticated dishes, giving guests a unique tasting opportunity.

The event will be set in an exclusive location, located just a few minutes from the historic city center, the Radisson Blu Hotel Cologne, which lies on the banks of the Rhine River, directly opposite the famous Koelnmesse trade fair.

The superb setting, with its wonderful and welcoming spaces, will create a very striking atmosphere for a selected audience of experts in the field.

Europe, open air taste museum
a project by Consorzio di Tutela Salumi DOP Piacentini
ANUGA 2019 - Hall 5.2 - Stand C056

Piacenza, 1st October 2019



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