

Europe

OPEN AIR
TASTE MUSEUM



PRESS RELEASE

Anuga, Cologne 2019. The PDO of Piacenza at the World Food & Beverage Fair



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The 2019 edition of Anuga, the most important event in the world of Food & Beverage, opened today, Saturday 5 October, involving more than 7,400 exhibitors from more than 100 countries.

In this exceptional world-wide context, there is "Europe, open air taste museum", the European Project promoted by the Consorzio di Tutela Salumi DOP Piacentini aimed at enhancing PDO-branded products in the province of Piacenza.

With a stand of great impact (Hall 5.2 - Stand C056) entirely dedicated to the three magnificent PDO, the Coppa Piacentina PDO, the Pancetta Piacentina PDO and the Salame Piacentino PDO, the goal is to communicate the values of a quality production certified, able to express all the uniqueness and excellence of a timeless tradition.

"It is undoubtedly a source of great pride", says Antonio Grossetti, President of the Consorzio di Tutela Salumi DOP Piacentini, "to see our small consortium reality included in this so important and strongly active stage within a European Project that aims to increase the level of recognition of European quality brands to guarantee an informed consumption".

The thanks of the President are aimed primarily at the intense institutional activity carried out inside the stand by a team of Consortium representatives, who will introduce the three PDOs from Piacenza and present them to new international markets, enhancing the European brand, emblem and guarantor of undisputed quality.

But that is not all. "Europe, open air taste museum" will also officially present itself to the international food and wine press with an exclusive dinner, organized by Sp Studio, the Executing Agency of the Project.

Monday 7th October at the Radisson Blu Hotel in Cologne, a brand new menu, created by a prestigious chef, will pay tribute to the excellence of Piacenza delicatessen and "tell" to an audience of experts in the field that... Behind our PDO, there is always a great beauty!

Colonia, 5th october 2019

ANUGA 2019

"Europe, open air taste museum" a Project by
Consorzio di Tutela Salumi DOP Piacentini

HALL 5.2

STAND C 056