

# Europe

OPEN AIR  
TASTE MUSEUM



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## PRESS RELEASE

### ANUGA 2019: the three PDOs of Piacenza take over the international audience

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## ANUGA 2019: the three PDOs of Piacenza take over the international audience

Great success at ANUGA for **“Europe, open air taste museum”**, the European Project promoted by the Consorzio di Tutela Salumi DOP Piacentini and co-financed by the European Union aimed at enhancing the delicatessen sector through the promotion of PDO-protected cured meats.

As part of the largest Food & Beverage event in the world, the Project made its official debut, presenting itself to an audience of experts in the sector who were able to grasp and appreciate the important objectives.

“Europe, open air taste museum” wants to communicate the role of the European Union as guardian of food-related values and PDO-branded products are fully part of Europe’s cultural heritage.

Pancetta Piacentina PDO, Coppa Piacentina PDO and Salame Piacentino PDO have definitely left their mark.

The three PDO of Piacenza were able to conquer the international food and wine press, to which an exclusive dinner was held, on Monday 7 October, in the prestigious setting of the Radisson Blu Hotel in Cologne.

A brand-new menu, created for the occasion by executive chef André Faupel, has cleverly highlighted the three PDO branded food masterpieces.

From the tasting in purity, which allowed guests to grasp their unmistakable flavor and fragrance, they moved on to more elaborate dishes, which demonstrated the versatility of using these unique products.

Undisputed protagonists of the evening, the three denominations of Piacenza have been able to tell their story and tell about the values that distinguish them and that deserve to be kept: a territory, a timeless tradition, a production method guaranteed by the high European standards.

The three food excellences have won over the guests, who have shown great interest in a highly significant project that has proven to be able to carve out a space of absolute importance in the vast European panorama, in the awareness and with the will to share an inestimable gastronomic heritage.

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

Colonia, 9<sup>th</sup> October 2019



[openairtastemuseum.eu](http://openairtastemuseum.eu)



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