

Europe

OPEN AIR
TASTE MUSEUM



PRESS RELEASE

“COMMUNICATE EMOTIONS” EUROPE, OPEN AIR TASTE MUSEUM at Coppa d’Oro 2019



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“Communicate emotions” - Cycling and protected products always communicate strong emotions.

EUROPE, OPEN-AIR TASTE MUSEUM at Coppa d’Oro 2019

Within the framework of Coppa d’Oro, the event born to pay homage to the Coppa Piacentina, and now expected appointment for the City of Piacenza, is inserted this year “Europe, open air taste museum”, the three-year project promoted by Consorzio di Tutela di Salumi DOP Piacentini and co-financed by the European Union aimed at enhancing the delicatessen sector and promoting PDO-protected Piacenza cold cuts in Italy, Germany and France.

Tuesday, October 15th in the Monumental Hall of Palazzo Gotico will take place, at 4.30 pm, the conference entitled COMMUNICATE EMOTIONS.

The round table proposes a parallelism between a very special sport, cycling and protected products (PDO and PGI). The territory acts as an essential link for the two subjects. The roads covered by the one are the production perimeter for the other. Both are united by the intense ability to communicate deep feelings and strong emotions. Indispensable incentives for stories that become legend.

Coppa d’Oro proposes a twofold aim: on the one hand to make enjoy the Piacenza cured meats with protected designation of origin to a national audience, on the other to enhance the territory of Piacenza and its many excellences.

The Conference on Tuesday is one of the stages of the articulated and interesting journey that our PDO have undertaken thanks to the European Project.

Last in order of time, the participation in the ANUGA World Exhibition, which took place in Cologne from 5 to 9 October.

In this prestigious context, the Consorzio di Tutela Salumi DOP Piacentini presented the three excellences to an international audience of experts in the sector, arousing great interest and appreciation towards the PDO masterpieces of Piacenza.

There’s also strong interest shown by the international media.

During the Anuga fair, a special dinner dedicated to the international food and wine press was organized in a prestigious location, where the three PDOs were the protagonists of an original menu designed by the executive Chef of the Radisson Blu Hotel in Cologne, André Faupel.

Europe, open air taste museum

a project by Consorzio di Tutela Salumi DOP Piacentini

Piacenza, 11th October 2019



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