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PRESS RELEASE

“The Piacentino – Piacentina brand for the protection of PDO Piacenza cured meats”

Salumi Piacentini PDO protected from imitations also on the US market



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After Canada, also from the United States Department of Commerce “Patent and Trademark Office” comes an important recognition for the protection of Piacenza PDO cured meats on the US market.

We are talking about the registration of the consortium brand “Piacentino - Piacentina”, another fundamental element for the protection of “made in Italy” product and its enhancement also on foreign markets.

Antonio Grossetti, President of the Piacenza PDO cured meats Consortium, explains the importance of this result *“This recognition attests and rewards the constant commitment of the Consortium in protecting its denominations. The protection of the Protected Designation of Origin is valid on the EU territory, but in foreign markets, such as the US and Canadian ones, other logic and reference regulations prevail”*.

In these countries, in fact, the principle of “first to use” applies to trademarks: the ownership of the trademark is acquired by the person who first used it.

“As it’s already happened for other Italian products” continues President Grossetti *“the risk is that cured meats that have nothing to do with our three Piacentine PDO, will be placed on the market with evocative names of our brands, leading as a direct consequence the impossibility of marketing our certified products with their denominations Coppa Piacentina, Salame Piacentino, Pancetta Piacentina”*.

The phenomenon known as “Italian Sounding” and which consists in the use of words, images, color combinations, geographical references, brands evocative of Italy to promote and market products - especially but not exclusively agri-food - which are not actually Made in Italy and therefore being misleading to consumers, today is worth something like one hundred and ten billion euros.

Dr. Borghero from Studio Rosso Borghero IP Consultancy, a well-known expert in the sector, oversaw the entire procedure for the registration of the “Piacentino - Piacentina” trademark and in this regard he declared: *“From today the Consortium has an important competitive tool to favor the export of products in a strategic market such as the United States of America. The benefits of the result achieved will be appreciated, on the one hand, with regard to promotion, since through the brand it will be certified to US consumers that the marked cured meats are the expression of a historical production tradition linked to the local culture which is guaranteed by strict compliance with production regulations and, on the other hand, in relation to protection, since today there is a title that will make it possible to prevent or repress abuses or illegal uses of PDOs which are prejudicial to the supply chain”*.

Piacenza May 25, 2020

