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PRESS RELEASE

“2020 COPPA D’ORO CONFERENCE”

Press conference of presentation of the new edition
of the Coppa d’Oro Event



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The Press Conference for the presentation of the "Premio Coppa d'Oro 2020" was held on Friday 18 September at 12.00, an event whose main objective is to make the Piacentini Salumi with Protected Designation of Origin appreciated by a national audience and at the same time enhancing the Piacenza area with its excellences, not just food.

The conference opened with the greetings of the Mayor and President of the Piacenza Province Patrizia Barbieri, who gave the floor to Roberto Belli, director of the Consorzio di Tutela Salumi PDO Piacentini, who introduced the conference to be held on 26 September on the occasion of manifestation.

"Italian Pride, a Sentiment to be Guarded", this is the theme of the conference which is part of the actions envisaged in the "Europe, open air taste museum" project, the three-year European project promoted by the Consorzio di Tutela Salumi DOP Piacentini and co-financed by European Union aimed at the enhancement and promotion of the three Piacentini cured meats with protected designation of origin.

"The theme of the conference has a strong impact, because the message we want to spread is strong and important: great challenges are never won alone. Union and sharing are the real strength that pushes us to overcome every difficulty and to grow. Everyday" this is the way in which Roberto Belli shared the content of the conference 2020 Coppa d'Oro.

The Conference will see the presence of important speakers, sportsmen and representatives of the restaurant world in various capacities, who will share their experiences and the great achievements, the result of constant commitment, dedication, passion and intelligence.

Among the distinguished guests who will take part in the conference, Luigino Bart, Star of merit for work - head of Ferrari Classiche, will talk about the experience of Enzo Ferrari, a great figure in the crown of our country, a symbol of Italian pride in the world.

The whole event and the conference specifically, will be an important opportunity to share the moment of complexity that our country, but not only, is going through, focusing on the feeling of national pride so strongly felt that unites us and allows us to overcome every difficulty, hinging on our strong roots, traditions and values of our country, which make it unique and inimitable.

The director of the Consorzio di Tutela Salumi PDO Piacentini spoke about the "Premio Coppa d'Oro", which this year will be awarded to the city of Piacenza, severely affected by the pandemic.

The award will be collected by the Mayor and the president of the Province of Piacenza, Patrizia Barbieri.

Women sports champions will also receive the prize: Valentina Vezzali, Vanessa Ferrari and also two athletes from Piacenza.

The Premio Coppa d'Oro, elegant female statues, was created by the artist Marisa Montesissa. Due to the need for entry quotas, linked to the Covid-19 emergency, registration for the event is required by accessing the link

<https://www.openairtastemuseum.eu/invito-coppa-doro-2020>

Piacenza September 18, 2020



[openairtastemuseum.eu](https://www.openairtastemuseum.eu)



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