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## PRESS RELEASE

### “AL MÈNI 2020”

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From 25 to 27 September 2020, the "AL MÈNI" Circus Market of Flavors and Things Made with the Heart and Hands was held in the heart of Rimini, the event in which the Rimini dreamed by chef Massimo Bottura becomes reality.

Rides, circus tents, acrobats, caravans, with great chefs who become street cooks, ready to serve their creations.

Also this year the Consorzio di Tutela Salumi DOP Piacentini was present at this great event, with its three PDO cured meats, included in the European project "Europe, open air taste museum", aimed at the promotion and enhancement of Piacenza charcuterie products in PDO brand: Coppa Piacentina PDO, Pancetta Piacentina PDO and Salame Piacentino PDO.

The Coppa piacentina PDO, the main ingredient of two recipes made by two starred chefs, is the protagonist of this special 2020 edition.

Omar Casali of the Marè Restaurant in Cesenatico proposed "Cuttlefish cotechino with potatoes, ink peel chips, cuttlefish liver lentils and Coppa Piacentina PDO bruciatini" while Gianluca Gorini of the daGorini Restaurant "Passatelli with Reggiano Parmesan extra virgin olive oil emulsion with Coppa Piacentina PDO, aged lemon and mace".

Two unique dishes that have enhanced the unique and inimitable characteristics of His Majesty the Coppa Piacentina PDO, expression of a timeless tradition and of processing methods that make it a true food masterpiece.

*"Emilia-Romagna has an extraordinary quality of raw materials: we cooks just have to touch them with respect to make them express. From abroad everyone looks at us. And they see that we are a Region that knows how to wait 25 years before tasting a traditional balsamic vinegar. Are we crazy? No, we still know how to dream".*

It is with these words that Massimo Bottura, one of the leading exponents of Italian cuisine in the world and director of the event, honors a land of inestimable resources, where the quality of the products is a heritage of undisputed value.

Piacenza September 28, 2020



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