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PRESS RELEASE

“PRESENTATION OF SALUMI DOP PIACENTINI ON TOUR”

The three PDO cured meats of Piacenza enter Germany



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Among the most important activities for the promotion and enhancement of PDO-branded cured meats products of Piacenza envisaged by the "Europe, open air taste museum" project is the "Salumi Piacentini DOP On Tour" initiative.

It is an action that involves the catering sector of four German cities, Frankfurt, Berlin, Munich and Cologne, with the aim of making known Coppa Piacentina PDO, Salame Piacentino PDO and Pancetta Piacentina PDO, inserting and integrating them into the culinary German panorama.

Germany is one of the three target countries, together with France and Italy, identified by the European project promoted by the Consorzio di Tutela Salumi DOP Piacentini and co-financed by the European Union, with the aim of enhancing certified European quality productions, increasing their level of recognition and favoring its consumption.

For an entire week, the three PDO products from Piacenza will be offered for tasting in the restaurants participating the initiative, highlighting their unique characteristics, through consumption "in purity", as well as their versatility of use in more elaborate recipes.

"Salumi Piacentini DOP On Tour presents itself as a great opportunity to share and spread the value of products protected through the European certification system", this is how the President of the Consorzio di Tutela Salumi DOP Piacentini, Antonio Grossetti, explains the importance of the initiative in order to raise awareness of the conscious consumption of high quality products, meeting the highest food safety standards in the world "the prompt adherence to the initiative by restaurateurs in Germany is an important message in support of the commitment made over the years by the Consortium and by the producers who every day dedicate care and maximum attention to the processing and production of our food excellence".

In the organization of Salumi Piacentini DOP On Tour, the contribution provided by the Italian Chamber of Commerce for Germany - ITKAM - was fundamental. Thanks to the experience gained over the years in promotional and development projects at European level, it has collaborated with the Consortium and the Agency Executing Body of the "Europe, open air taste museum" project to outline and structure the initiative.

The action, initially set for November 4th, is expected for the first days of December and will be officially announced through all the web and social communication channels active by the project together with all the details and useful information to follow the initiative.

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