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## PRESS RELEASE

### “Market Check Paris”

The mission to introduce producers to the French market kicks off  
on 23 and 24 June

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## “Market Check Paris”

The mission to introduce producers to the French market kicks off on 23 and 24 June

Everything is ready for the new activity aimed at increasing the competitiveness of the three Piacenza PDO Salumi on the European markets and which is one of the most important actions envisaged by the European Project **“Europe, open air taste museum”**.

This is the **Market Check mission in Paris, scheduled for 23 and 24 June 2022**, which involves the **producers associated with the Consorzio Tutela Salumi DOP Piacentini** and aims to provide the necessary tools to effectively **approach the market in France** - one of the three target countries of the project - and enable them to operate there by undertaking actions aimed at enhancing the value of PDO Piacenza charcuterie products.

**The activity, organised thanks to the valuable collaboration of Fiere di Parma and ICE - ITA Italian Trade & Investment Agency**, is intended to be a new concrete opportunity for the promotion, diffusion and consequent increase in the consumption of European certified quality products, with reference to Coppa Piacentina PDO, Pancetta Piacentina PDO and Salame Piacentino PDO, optimising their image both inside and outside the European Union.

To better structure the mission, the producers were involved in an **informative meeting** on the general economic context in France and the post-pandemic consumption data from INSEE 2021, with a specific focus on cured meats, expertly led by **Dr. Deborah Clarin, Trade Analyst for the agri-food sector at ICE Paris**, who will accompany the members during the two days.

A route that will cross the main distribution channels of the French market, which is



particularly attentive to products that express a deep connection with the territory, such as designations of origin.

*"France is one of the target countries of the European project that the Consortium has launched in 2019," explains **director Roberto Belli**, "introducing our PDOs to the French market, raising awareness among operators and consumers of the values, traditions and production methods in line with high European standards is one of the objectives that have guided all the actions planned by **Europe, open air taste museum**. The Market Check must act as a flywheel for the development of a new market that gives due credit to products that are among the excellences of our country, recognised and protected at European level".*

Piacenza, 22 June 2022



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



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