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PRESS RELEASE

"In Germany, the three Piacenza PDOs win over the press and food bloggers"

Great success for the Salumi Piacentini PDO Press Dinner at the InCantina restaurant in Frankfurt



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A success far exceeding expectations was recorded on **Wednesday 18 May at the dinner entirely dedicated to the German press and food bloggers, which took place in Frankfurt's InCantina restaurant.**

The Salumi Piacentini PDO conquered the guests, taking them on a journey through the aromas and flavours of a timeless tradition.

The meeting, which is part of the actions envisaged by the project for the promotion and valorisation of European certified quality products '**Europe, open air taste museum**', promoted by the Consorzio Tutela Salumi DOP Piacentini and co-financed by the European Union, was a new and important opportunity to share and raise awareness of the values underlying PDO-labelled products, aimed at the German media.

As many as 41 representatives of the press and food bloggers attended the dinner, who were guided through a tasting that highlighted the special characteristics of **Coppa Piacentina PDO, Pancetta Piacentina PDO** and **Salame Piacentino PDO**, true ambassadors of the gastronomic excellence of the city of Piacenza.

It started with a pure tasting session, which highlighted the specificities of each of the three masterpieces with a denomination of origin, and ended with the creation of recipe dishes, confirming their great versatility of use in the kitchen.

History, processing and production methods, preservation and consumption of the products were the topics discussed during the evening, offering guests a complete overview of Piacenza's PDO productions.

The event, which took place with the organisational and management support of the **Italian Chamber of Commerce for Germany - ITKAM**, was the occasion to inaugurate the start of another important international promotional activity planned by Europe, open air taste museum, also in Germany, from 18 to 25 May.

It is the Restaurant Week that brings PDO products from Piacenza to 30 restaurants in the cities of Berlin, Hamburg, Frankfurt am Main, Cologne and Munich.

Salumi Piacentini DOP On Tour – this is the name of the initiative now in its second edition – involves restaurateurs and consumers in a voyage of discovery of Piacenza's PDO delicatessen products, with a view to the international promotion of the territory's excellence.



"Raising awareness of the importance of European certified quality schemes, through our cured meats, which are the synthesis of commitment, passion, tradition, strict production specifications and an inseparable link with the territory, is part of the objectives of the European project that we launched three years ago," explains **Consortium director Roberto Belli**, "craftsmanship and undisputed quality are the founding elements that guide all the actions to promote and protect our products. **As a Consortium and as individuals, we have a duty to make food culture**, to spread the values underlying certified quality products that represent an inestimable universal heritage, not only gastronomic, but also historical, social and cultural'.

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