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PRESS RELEASE

“ANUGA 2021”

In the prestigious exhibition setting of Cologne, Salumi Piacentini PDO are reconfirmed as products of undisputed excellence



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With only a few days to go until the close of the most important international Food & Beverage event, the results speak for themselves.

Salumi Piacentini PDO intrigued and fascinated the thousands of visitors who took part in the trade fair event that sets trends in the sector.

A more than positive outcome, therefore, **for the three Piacenza PDOs**, which from 9 to 13 October were the protagonists of appointments and tastings on the stands, confirming their undisputed excellence in food quality at European level.

Participation in the event was one of the activities envisaged by **'Europe, open air taste museum'**, the European project promoted by the **Consorzio Tutela Salumi DOP Piacentini and co-funded by the European Union** precisely to promote and valorise PDO Piacenza delicatessen products in the target countries of Italy, Germany and France.

Thanks to this project and the qualified and constant contribution of the Consortium's representatives present at the fair, the values of the certified production of Coppa Piacentina DOP, Pancetta Piacentina DOP and Salame Piacentino DOP were told to the international public, which appreciated and recognised their stature.

Appointments and guided tastings at the stands immersed visitors in a true experiential journey into the history, traditions and unmistakable taste of Salumi Piacentini PDO.

The unprecedented creations by **Daniele Reponi**, a lecturer at the Accademia del Panino Italiano, who has been collaborating with the Consortium for years on events and shows, fascinated and conquered even the most demanding palates, enhancing the unique characteristics of the three PDO products of Piacenza's charcuterie industry.

"It is always an honour for us to be part of the highest quality contexts" comments Consortium President Antonio Grossetti *"Our participation at Anuga this year was intended to send an*



important signal of restart and confidence in the resumption of activities in the presence of international promotion and enhancement. The operators' interest in our products confirms and corroborates the commitment of the Consortium and our producers in supporting, protecting and spreading the certified quality of the excellent food products of our territory”.

Piacenza, 14 October 2021



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