



*Ministero dello Sviluppo Economico*



Emilia-  
Romagna and  
Lombardia

# True Italian Taste **EDUCATIONAL TOUR**

**Discovering typical Italian foods**  
**October 9 - 14, 2017**

**True  
Italian Taste**  
Educational tour  
to Emilia-Romagna  
and Lombardia

# THE PRODUCTS

## Parmigiano Reggiano PDO

Its unique and inimitable flavour is the result of a nine-century long history which was born in the fertile countryside between the Apennines and the Po river, in farms and creameries in which the passion for doing things with accuracy has been preserved, in maturing stocks in which what man knows best how to do to offer you an unmistakable part of nature is slowly maturing. The Parmigiano Reggiano is an extraordinary cheese, surprising in aroma and flavour, typical in its structure: The experts of the Protection Consortium examine each cheese, one by one - and only later - after the last check by the body of inspection, is the hot iron marking applied on the cheeses which fulfill the requirements of the Protected Designation of Origin (PDO). Only in this way can a product unique and inimitable in its flavours, aromas and craftsmanship be born, which furthermore boasts an annual export of 49,400 tons.



## Prosciutto di Parma PDO

Parma prosciutto is the typical product of the areas which stretches between the Emilia road and the river bed of the Enza river. It is famous worldwide for its undeniable nutritional characteristics, which differ from similar products for the "Ducal Crown firebrand", that is the hot iron marking impressed on the hams. The flavour of the Parma ham is sweet and delicious, and it is a low-calorie dish, but with a flavour which is very intense and which goes well with numerous wines, preferably white or sparkling Prosecco wine. Which are its secrets? The care for details and maturing stages; the passion for an antique occupation formed by antique traditions and handed down generation to generation; the balance of aromas and flavours from a rich and fertile soil; and the quality and accuracy regarding the choice of raw materials. These are the elements that make the Parma ham one of the most representative products of the Made in Italy brand and one of the most appreciated and renowned in the world.

## Culatello di Zibello PDO

The Culatello di Zibello is a specialty, a heritage of that particular land extended along the Po river and enveloped in the fog: a determining factor, irreplaceable, for the maturing of Culatello, passed on for generations. The culatello has been honoured with the prestigious European acknowledgment Protected Designation of Origin - PDO, so that today's consumers can recognize and appreciate its exquisite taste, unique in the world. It is surely one of the most typical products well-known and celebrated; each year few more than 60,000 Culatelli di Zibello are proud holders of the PDO and, from today, also of the certification from the producers following the Protection Consortium of the Culatello di Zibello: another guarantee of uniqueness and typicalness. The maturing period stretches from a minimum of 10 months to an average of 14 months: thanks to much care in its production, even the writer Gabriele D'Annunzio celebrated its flavour already in the 19th century.



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and Lombardia

# THE PRODUCTS



## Balsamic Vinegar of Modena PGI

Its taste has all the flavour of history, because it follows the tradition which goes back to the antique Romans, the cooking grape must technique: the so-called "sapum" was used both as medicine and in cooking, as sweetener and seasoning. But only in 1747, in the registry of the cellar of the Este dukes, appeared for the first time the adjective balsamico, referring to what is still the current recipe. And in 2009, after a long process, the European Commission inserted the denomination Balsamic Vinegar of Modena in the registries of Protected Geographical Indication. Why is it so good? The Balsamic Vinegar of Modena differs from vinegar for its balanced composition of its components. As a matter of fact, it presents physical, chemical and organoleptic characteristics correlated to each other in a unique way; it has furthermore a greater amount of extractive substances and volatile organic compounds. This explains why the selection of the grapes, which transmit to the Balsamic Vinegar of Modena its unmistakable aromatic bouquet, has to be thorough.

## Provolone Valpadana PDO

The Provolone Valpadana PDO is a traditional cheese, a result of geographical characteristics, of agricultural productions and of the history of the people who have worked and lived there. It was born in the Padana Valley around the second half the 19th century from the successful union between the dairy culture of "spun paste" from the South of Italy, and the dairy vocation of the territory. The denomination "Provolone" appeared in the Italian vocabulary for the first time in 1871: referring to, in this way, a Provolone cheese of big dimensions. It is a truly original cheese, distinguishable from the other spun pastes diffused around South Italy for being of great dimensions, possible to let mature for a long period, without drying out excessively and therefore without becoming a cheese for grating. Furthermore it should be mentioned that there are two typologies of Provolone Valpadana: there is the mild one, "Dolce" (which stands out for its use of calf rennet and for a maturing period which does not exceed 2-3 months) and the sharp one, "Piccante" (which is characterized by the use of kid and/or calf rennet and for a maturing period which spans from a minimum of three months to over a year).



The term **PDO** Protected Designation of Origin refers to "the name of a region, a specific place or, in exceptional cases, a country, used to designate an agricultural product or foodstuff originating in that region, specific place or country, whose qualities or characteristics are essentially or exclusively due to a particular geographical environment, including natural and human factors, and whose production, processing and preparation are carried out in the defined geographical area".



The acronym **PGI** (or "Indicazione Geografica Protetta", meaning "Protected Geographical Indication") is a quality assurance label awarded to products from specific areas of Europe. It offers a guarantee of a product, originating from a specific region or country, which has a specific quality, reputation or other characteristic property attributable to its geographical origin.

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Italian Taste**  
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# THE PRODUCTS



## Quartirolo PDO

The history of the Lombard Quartirolo starts early in the mornings, when the neighboring agricultural companies send their fresh milk, guaranteeing in this was the constancy of the raw materials, ideal for proceeding to a high-quality production. After careful inspections, the milk is pasteurized and then curdled, following a production process which permits it to be put in the cheese moulds, in which it will rest for up to 24 hours. In this way the Quartirolo Lombardo is born: during this period of time the cheese moulds will be repeatedly turned - at least 4-5 times - and, at the second last turn, if the dairyman qualifies, the marking of origin will be affixed. Only then, therefore, can our cheese become Quartirolo Lombardo PDO. The Quartirolo Lombardo, fresh or matured, when it is ready to be put on the market, is covered in a personalized covering which bears, of course, the mark of the Protected Designation of Origin. And in this way, on the table of the gourmet consumer, ends the story of this cheese which, keeping a centuries-old tradition alive, reminds everyone of the importance of the values connected to the soil and its fruits.

## Taleggio PDO

Taleggio is a cheese of truly antique origins, possibly previous to the 9th century. There are documents which go back to 1200 that refers to commerce and trade regarding Taleggio, together with other cheeses. Today the area of production and maturing of Taleggio is Lombardy (in the provinces of Bergamo, Brescia, Como, Cremona, Lecco, Lodi, Milano, Pavia), besides from the provinces of Novara and Treviso. It is recognizable at first sight: each cheese weighs from 1,7 to 2,2 kilos, and is a parallelepiped quadrangular. The crust is thin, the consistency soft and the color is naturally rosy, with the presence of characteristic mould. The past is uniform and compact, softer under the crust and at the end of maturing, more friable at the centre, with a coloration which varies from white to pale yellow, with small holes. The flavour is mild, slightly sour, lightly aromatic, and sometimes with an aftertaste of truffle; the smell is unique and characteristic. Taleggio is particularly versatile as an ingredient in cooking because it melts very easily, can be used in fillings and is particularly suitable for cooking au gratin, in pasta preparations, rice and soups, pancakes, omelettes, salads and also on some pizzas.



## Gorgonzola PDO

Gorgonzola is a very antique cheese, some states that gorgonzola was made for the first time, in the place with the same name just outside Milan, in the year of 879. Today its growing successes establish a record in export with over 100 thousand quintals annually. Gorgonzola is a cheese made of raw paste with a white-yellow pale coloring, its green veining come from the process in which mould is formed: it is therefore creamy and soft with a particular and characteristic flavour, the mild kind is slightly sharp, and the sharp kind has a more distinct and strong taste, and whose paste results more consistent and friable. The maturing lasts at least 50 days per the mild kind and more than 80 for the sharp kind. By law and for tradition, the Gorgonzola production in Lombardy can take place only in the provinces of Bergamo, Brescia, Como, Cremona, Lecco, Lodi, Milano, Monza, Pavia and Varese, to give it its denomination Protected Designation of Origin (PDO). Gorgonzola is always more a source of inspiration for chefs and gourmets: the recipes in which its flavour gives that little extra are by now countless.

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Italian Taste**  
Educational tour  
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and Lombardia

# THE PRODUCTS



## Lambrusco di Modena CDO

Let's say it right away: Lambrusco is the most sold wine in Italy! Lambrusco di Modena, with a beautiful brilliant ruby colour and a pleasant sparkliness, it a typical and extremely well-known product of the Emilian land, where it is traditionally a part of the "good food".

One can find all the quality of history in its sips: as a matter of fact, the vine growing of Modena is the most antique of all Emilia Romagna. Lambrusco is a wine which matches perfectly with the products of the Emilian cuisine, sometimes characterized by products which are rich in fats and aromas. It matches well also with sound foods such as pork meat, sausages and lamb; it is great to enjoy together with typical cheeses demo the area, for example Parmigiano-Reggiano and Grana Padano. It is also used for preparing dishes, especially the typically Emilian ones, such as the "zampone", stuffed pig's trotter, and "cotechino", pork sausage, or first dishes as Lambrusco risotto and Lambrusco pasta.



## Lambrusco Mantovano PGI

Lambrusco Rosso Frizzante and Lambrusco Rosato Frizzante come from the Viadanese-Sabbionetano territories, between the Oglio river and the Po river, and the ones of the Oltrepò di Mantova, in Lombardy, both are varieties of Lambrusco Mantovano PGI. The first one - Rosso Frizzante -, "sparkling red", is characterized by a ruby red color more or less intense with evanescent foam; it has a pleasant fruity scent and sometimes offers violet and currant sensations; it has a delicious and dry taste, or delicious and sweet with a strong fruity touch. Lambrusco Mantovano DOP Rosato Frizzante, "sparkling rosé", on the other hand has a pinkish colour and a more or less evanescent foam; it has a pleasant scent with fruity hints; the taste is more or less dry. The grapes destined for wine-making has to assure a minimum natural alcohol content of 10°.



## Marzemino

The wine produced with Marzemino grapes has an intense ruby red colour, with mauvish tones. The bouquet is characterized by hints of violet, red berries, plum and fruity scents od violet. Hints if species, mint and balsamic hints complete the well-stricter and complex bouquet. To the palate, Marzemino is soft, round and harmonious. The perfect combination for the Marzemino wine is the one of polenta and mushrooms, but it proves to be excellent also for roasts, based beef, spit-roasted chicken, but also for fish dishes.



The acronym **CDO** ("Controlled Denomination of Origin" or Denominazione di Origine Controllata) is a quality assurance label for Italian wines. This designation was introduced by the Italian Government to recognize the quality of wines that meets all the mandatory regulations and are strictly tested by a specific committee.



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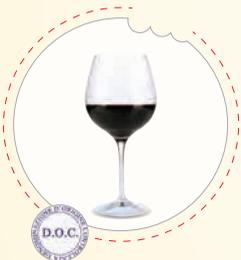
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## Franciacorta CGDO

Franciacorta is the first and at the moment the only Italian brut wine produced exclusively with the so-called "classical method", which is refermentation in a bottle and to have received since 1995 the CGDO certification, the highest acknowledgment for wine regarding quality and typicalness. Its name comes from the geographical region of Franciacorta where its vineyards grow and its producers are located. The etiqette only bear the name "Franciacorta": one single term defines the territory, the production method and the wine. In Europe only 3 refermentations in a bottle have obtained the privilege of such a denomination; Cava, Champagne and Franciacorta.

Franciacorta with its different flavour typologies is very versatile for combinations and is suitable for meals since it combines with all types of menus. Each typology differs from the other for its different dosage of liqueur added after the disgorging.



## Gutturnio

Gutturnio is a sparkling wine of which there are two types: one still and one reserve, which has to wait more than two years to be sold. This wine comes from the assemblage of two types of grape with splendidly complementary characteristics: the Barbera variety gives body and character, while the Bonarda variety offers elegance and softness. For the difference in their maturing periods and in devices necessary in the wine-making, the grapes are handled separately and only later united. The name of the wine testifies truly antique origins: as a matter of fact, the gutturnium was the silver cup in which the Romans poured the wine during festivities, passing it from one guest to the other. The bubbles of Gutturnio are well combined with pleasant cold cuts and traditional first dishes. The still version of Gutturnio is to be combined with roasts and boiled meats, braized meats and grilled meats. and since it is "a red wine for all occasions" there are also this who enjoy it with desserts.



The **CGDO** acronym stands for "**C**ontrolled and **G**uaranteed **D**esignation of **O**origin" and indicates a quality category similar to yet even more stringent than the CDO Controlled Designation Of Origin. Only the finest products can be named CGDO, subject to evaluation, analysis and tasting by a government-licensed committee.



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# PROGRAM

## October, Monday 9<sup>th</sup> 2017

Arrival of foreign delegates at Milan Airport (Malpensa/Linate) and transfer by private bus to Parma  
Check in and accommodation at the **“StarHotel Du Parc”**

18.30 **Welcome meeting**

Dinner at StarHotel Du Parc

## October, Tuesday 10<sup>th</sup> 2017

07:45 Private bus transfer from hotel to **“Consorzio Produttori Latte”**

08:00 Visit to the factory and workshop about Italian Geographical Indication Consortia  
and Parmigiano Reggiano PDO cheese  
Guided tasting

11:00 Private bus transfer from Parma to Modena

12:00 Visit at **“MEF-Museo Enzo Ferrari”**

13:00 Lunch at Museum **“Restaurant GialloModena”**

14:00 Private bus transfer from Modena to **“Aceto Balsamico Del Duca Di Grosoli A.” factory**

14:30 Guided visit to the vinegar cellar and tasting of Traditional Balsamic Vinegar of Modena PDO

17:00 Private bus transfer from Modena to Parma

18:00 Arrival in Hotel

19:30 Walk around the Parma city center  
Dinner at **“Angiol d’Or Restaurant”**

23:00 Walk back to the hotel and overnight

### **FERRARI: a visit to the Ferrari Museum - [www.musei.ferrari.com](http://www.musei.ferrari.com)**

Welcome to the museum dedicated to Enzo Ferrari: it is a truly emotional spectacle! In its futuristic pavilion of more the 2500 square meters, besides from admiring the cars on exhibition, one can take part of an amazing spectacle which tells, through a film projected with 19 video projectors, the history of the foundation of a brand this important. From February 2017 the museum hosts “Driving with the stars” an important exhibition of one of the most representative Ferrari models of each time period.



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Italian Taste**  
Educational tour  
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**October, Wednesday 11<sup>th</sup> 2017**

Check out the delegates

08:30 Private bus transfer from hotel to **“ALMA” - The International School of Italian Cuisine**

09:00 Welcome coffee and school visit

10:00 **Workshop about Prosciutto di Parma PDO and tasting**

10:30 **Cooking training course with Chef Andrea Ruisi**

13:00 Lunch at ALMA Restaurant

14:30 Private bus transfer to “Antica Corte Pallavicina”

15:30 **Guided visit at production site and ancient aging cellars of Zibello Culatello and tasting**

17:30 Private bus transfer to Cremona

18:30 Arrival at the **“Dellearti Design Hotel”**

Check in and accommodation at the Hotel

20:00 Dinner at **“Enoteca Cremona”**

22:00 Walk back to the hotel and overnight

## **PARMA: Creative City of Gastronomy**

The ancient duke capital of Parma and Piacenza (1545-1859) has been recognized by UNESCO as “Creative City of Gastronomy”: Parma offers truly many attractions and with its numerous typical products, it truly represents the possibility for a travel of taste. The many creameries present on all of the provincial territory are places to discover, and where the most famous cheese in the world was born, but also the cured pork meat factories open their gates to show the curious ones delicious things such as Parma ham. The city is the capital of the so-called “Food Valley” of Italy, with its history, its gastronomy, its products and its companies, it offers also the possibility to discover centuries of tradition in the production of foods of very high quality which deserve more than one visit. Furthermore, since 2002, it is the site of the European Food Safety Authority Food (EFSA).

## **“ALMA” The International School of Italian Cuisine - [www.alma.scuolacucina.it](http://www.alma.scuolacucina.it)**

Inside the splendid Palazzo Ducale of Colorno (Parma) there is ALMA, which is not just a cooking school, but the most influential centre of education of the Italian Cuisine on an international level.

In its classrooms chefs, pastry-cooks, sommeliers, hall managers and restaurant managers are born, from every country, which will be part of the kitchen groups of the future, truly influential professionals. Its courses of high education pass on the most evolved techniques and knowledge from tradition, practical experience and culture of food, the knowledge of raw materials and of the Italian food and wine.

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Italian Taste**  
Educational tour  
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and Lombardia

# PROGRAM

## October, Thursday 12<sup>th</sup> 2017

- 08:30 Private bus transfer from hotel to **“Gennaro Auricchio S.p.A.”**  
09:00 Visit to the factory  
**Workshop about Provolone Valpadana PDO, Quartirolo PDO, Taleggio PDO and Gorgonzola PDO**  
12:00 **Lunch with local products and tasting of traditional Cremonese Mostarda**  
13:30 Private bus transfer back to the hotel and free afternoon  
20:00 Dinner at **“Locanda Torriani Restaurant”**  
22:00 Walk back to the hotel and overnight

## October, Friday 13<sup>th</sup> 2017

- 09:00 Private bus transfer from hotel to **“Sperlari S.p.A.”**  
09:30 **Visit to the factory and workshop about Cremonese Torrone**  
11:30 Private bus transfer from Sperlari S.p.A. to **“Violin Museum”**  
12:00 **Musical performance at “Giovanni Arvedi Auditorium”**  
12:30 Lunch at the Museum **“Chiave di Bacco Restaurant”**  
14:00 **Guided visit of the Violin Museum**  
15:30 **Guided tour of Cremona and visit to Liuteria Cremonese Stefano Conia**  
17:00 Visit at **“Mostarda Exhibition”**  
Check in and accommodation at the Hotel  
18:00 Walk back to the hotel  
20:30 Dinner at **“Hosteria del 700 Restaurant”**  
23:00 Walk back to the hotel and overnight

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Italian Taste**  
Educational tour  
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and Lombardia

# PROGRAM

## **VIOLIN MAKERS OF CREMONA**

You will be taken aback: the traditional Cremonese violin making is an antique construction art of bow instruments such as violins, violas, cellos, basses. The bow instruments can be realized through different methods, but the one developed in Cremona is considered the greatest in the world. So much so that the Intergovernmental Committee of UNESCO for the Safeguarding Intangible Cultural Heritage, on 5 December 2012, registered "Traditional know-how of violin in Cremona" in the Representative list of Intangible Cultural Heritage of Humanity. The violin-making art was born in the city of Cremona in the 16th century and has carried on the most important of all: Antonio Stradivari in the 18th century, until today, with its violin makers which has continued cultivating it. Today there are 141 specialized workshops around the world, of which 71 can be found here.

## **Mostarda di Cremona PGI**

The Mustard of Cremona is among the most antique and famous in Italy, cited for the first time in a recipe from 1604; it is traditionally prepared with fruit, of one kind or of different kinds. In the classical version the fruit is cooked separately, each kind by itself, with syrup made by water and sugar. It mustn't overcook but should remain rather firm and intact; when it has been cooked it is drained and all the different cooking syrups are mixed in one container, more sugar is added, the mustard will be melted in little water and the left to boil until all water has evaporated: the syrup is poured on the fruit put in a glass container until covering it completely; it is then put in a cool and dark place for conservation. It was traditionally produced in families between the end of Summer and Autumn with seasonal fruit from the area: usually one used cherries, pears, quinces, mandarines, figs, apricots, peaches. Since ancient times the Mustard has been combined with meats, in particular with poultry and game with a bittersweet flavour typical of the Renaissance era (even if there are citations regarding mustards from previous times).

## **Cotechino di Cremona**

This is a sausage made of lean pork meat with a short maturing period which is eaten only cooked. The recipe is antique and elaborated, it is made from lean pork meat, cheek lard, bacon rind, parts of the head, salt, sugar, Barbera wine, pepper, spices, natural aromas selected by the producer. The meats are minced into medium grains, then seasoned with salt, sugar, wine and some natural aromas in red wine, after which it will all be put in sausage skins. The maturing period is short, with a maximum of 15-20 days. Its flavour is unmistakable, particularly sweet, with a pleasant soft consistency and elasticity. How should one enjoy it? The serving temperature should be high, to avoid solidification of the fatty parts, of which it is very rich. To be tasted to enjoy fully.



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Italian Taste**  
Educational tour  
to Emilia-Romagna  
and Lombardia

# PROGRAM

## **Torrone di Cremona**

There are different hypotheses regarding the origin of the product; the best documented is the one which goes back to the Arabic world, from where the production spread to Italy and to other areas of the Mediterranean. We don't know for certain when it first appeared in the city of Cremona; what is certain, on the other hand, since it has been testified by numerous documents, is that already in the 16th century it was one of the typical products of the city. Torrone is a simple product, regarding its aspect and its unmistakable flavour, which requires raw materials of first quality and a thorough elaboration process. What is distinctive for the torrone is the usage of almonds. The Torrone of Cremona exists in different shapes (for the most parts sticks), in different dimensions and has the characteristic of being particularly friable. It has a white or ivory white colour with distinctive presences of chopped almonds or whole almonds on its inside. It has an aromatic scent which derives from the presence of honey, vanilla and essences which generally contributes to creating that uniqueness of flavour, aroma and exterior aspect, truly one of a kind and pleasant to the palate.

## **Cremona**

In the heart of the Padana plains, in a territory characterized by a magical encounter, unique in the world, of truly rich waters and soils, lies Cremona, proud of its own history, art and culture - including obviously the culinary one too. From archeological findings from the Mesolithic era to the art of the great violinmakers - all part of the UNESCO World Heritage - to the excellent gastronomic art expressed through products of great taste, such as the mustard and the torrone, Cremona appears in impressive medieval aesthetics, well represented by the architecture of the Cathedral, the Baptistery and the tall bell tower Torrazzo, besides from the fascinating alleys that weave through the city right by the river banks of the Po river.

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**October, Saturday 14<sup>th</sup> 2017**

09:00 Check out the delegates

09:30 Private bus transfer from Cremona to Milano (Malpensa Airport)



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Special thanks to:

