



The Consortium for the Protection of Balsamic Vinegar of Modena will attend the SOBEWFF in Miami, from February 21st to 25th, 2018

BALSAMIC VINEGAR OF MODENA IN MIAMI FOR THE SOUTH BEACH WINE & FOOD FESTIVAL

The information campaign "Balsamic Vinegar of Modena, the Original" will reach for the first time the sunny Florida

Balsamic Vinegar of Modena is ready to open up to the Miami food & wine scene this February. The **Consorzio Tutela Aceto Balsamico di Modena** (Consortium for the Protection of Balsamic Vinegar of Modena) is participating in the **Food Network & Cooking Channel South Beach Wine & Food Festival (SOBEWFF)** which will return to Florida, from **February 21st to February 25th**, 2018, for an extended weekend of extraordinary events.

Now in its 17th year, the festival showcases the most renowned food, wine and spirits producers, chefs and personalities in the sector which come together to the founding motto **EAT. DRINK. EDUCATE.** With **more than 65.000 guests and 85 events** throughout the five-day weekend which will take place at various locations across South Beach, the festival benefits FIU's Chaplin School of Hospitality & Tourism Management and the Southern Wine & Spirits Beverage Management Center. Each year, more than 1,200 students and volunteers gain invaluable real-world experience with the Festival – which serves as an interactive educational platform for the future leaders of the hospitality industry.

Federico Desimoni, General Manager of the Consorzio said: *"For the first time we will be part of this festival in Florida that gathers the most prestigious names in the culinary world and features unique events, highlighting world-class food & wine. We believe it will be a great success for our promotional campaign which aims to make a real contribution in increasing awareness about the product denomination"*.

Already known in Roman times, and deeply rooted in Modena's culture and history, Aceto Balsamico di Modena IGP (**Balsamic Vinegar of Modena**) today is one of the global ambassadors of Italian enogastronomic excellence: the 90% of total production is exported all over the world to no less than 120 countries.

With the "**Balsamic Vinegar of Modena, the Original**" project, co-financed by the European Union, the Consorzio wants to raise informed purchasing awareness among American consumers. In the US market the level of recognition of European Geographical Indication productions, such as Balsamic Vinegar of Modena, is insufficient and brand awareness is highly generic.



The participation of the Consorzio in SOBEWFF will start on Thursday, **February 22nd**, from 7PM to 10PM, taking part to the **Barilla's Italian Bites on the Beach**, sponsored by HCP Media and the Miami Herald Media Company and hosted by Giada De Laurentiis, where more than 30 of the nation's greatest chefs will serve up dishes originating from various regions of Italy. **Balsamic Vinegar of Modena will be reinterpreted by local chefs of South Florida's scene, at North Venue, Beachside at Delano, in Miami Beach.**

On **Friday, February 23rd**, the Consorzio will attend the **Wine Spectator Trade Day**, presented by Beverage Media Group and hosted by Southern Glazer's Wine & Spirits.

The Consorzio will be one of the protagonists of the **signature event of the festival, "The Goya Foods Grand Tasting Village"**, on **Saturday, February 24th and Sunday February 25th**. The event, taking place on the sand, in the heart of Miami Beach, will feature Mastercard Grand Tasting Tents & KitchenAid@Culinary Demonstrations. It will host more than 50 restaurateurs, sampling extraordinary food and stylish wines, from around the world.

"Balsamic Vinegar of Modena, the Original" aims to promote the added value of the product, in terms of authenticity, safety, traceability, and labelling. The goal is to teach how to identify the original Balsamic Vinegar of Modena, by recognising the PGI logo (Protected Geographic Indication). The campaign is targeted to the United States, the largest worldwide market for Balsamic Vinegar of Modena.

The campaign also features a web portal **www.originalbalsamicvinegar.eu** and pages dedicated to the main social network:

Facebook @originalbalsamicvinegar

Instagram @originalbalsamicvinegar

Twitter @theoriginalbv

For further information:

Blancdenoir srl

Piazza Matteotti 25

25015 Desenzano del Garda (BS) - Italy

press@blancdenoir.it

+39 030 7741535