

Balsamic Vinegar Of Modena In Miami For The South Beach Wine & Food Festival

The Consortium for the Protection of Balsamic Vinegar of Modena will attend for the second year SOBEWFF in Miami, from February 21-24 , 2019



Miami, Jan 30, 2019 (Issuewire.com) - **Balsamic Vinegar of Modena** will again be present at the Miami food & wine scene this February. **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 19 to February 24, 2019**, for an extended weekend full of astonishing events.

The **Food Network & Cooking Channel South Beach Wine & Food Festival (SOBEWFF)** is a national, star-studded, five-day destination event showcasing the talents of the world's most renowned wine and spirits producers, chefs, and culinary personalities. **Its 18th annual edition will feature more than 100 events spanning Miami-Dade, Broward and Palm Beach counties.** Hosted by Southern Glazer's Wine & Spirits and Florida International University (FIU), the Festival benefits FIU's Chaplin School of Hospitality & Tourism Management and the Southern Wine & Spirits Beverage Management Center. Each year, more than 1,000 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. To date, the Festival has raised more than \$28 million for the School.

Federico Desimoni, Director of the Consorzio said: “We are enthusiastic to return to SOBEWFF and are curious in respects to last year to verify if our campaign is working in increasing the level of recognition of European Geographical Indication productions, such as the Balsamic Vinegar of Modena, in the US market”.

The participation of the Consorzio in SOBEWFF will kick off on Thursday, February 21 from 7PM to 10PM, at 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 PGI will be reinterpreted by local chefs of South Florida’s scene, at North Venue, Beachside at Delano, in Miami Beach. On Friday, February 22, the Consorzio will attend the Wine Spectator Trade Day, from 11 AM to 2 PM, presented by Beverage Media Group and hosted by Southern Glazer’s Wine & Spirits. Taking place at Goya Foods’ Grand Tasting Village, this event will offer the opportunity to learn about new trends and products in the beverage industry.

The Consorzio will be one of the protagonists of the **signature event of the festival**, “**The Goya Foods Grand Tasting Village**”, on **Saturday, February 23 and Sunday, February 24**, from 12 PM to 5 PM. The event will feature Mastercard Grand Tasting Tents & Publix Culinary Demonstrations sponsored by Sub-Zero Group Southeast that will continue to refresh and tantalize your taste buds with offerings from more than 50 restaurants and an array of wines and libations from Southern Glazer’s Wine & Spirits. Remove your sensibilities as you enter the new and improved world devoted exclusively to sampling bold cuisine, stylish wines, carefully creative spirits and watching your favorite Food Network and Cooking Channel chefs, authors and culinary personalities dice it out on the Publix Culinary Demo stages.

“Balsamic Vinegar of Modena, the Original” aims to promote the added value of the product, in terms of authenticity, safety, traceability, and labeling. The goal is to teach how to identify the original Balsamic Vinegar of Modena, by recognizing the PGI logo (Protected Geographic Indication). The campaign is oriented to the United States, which represents the largest worldwide market.

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:](#)

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