

## Balsamic Vinegar Of Modena Establishes A Partnership With The Institute Of Culinary Education

The Protection Consortium will provide three students with a scholarship and the opportunity to travel to Modena, Italy to discover this unique culinary destination and the birthplace of Balsamic Vinegar.



New York, Feb 27, 2019 ([Issuewire.com](http://Issuewire.com)) - The Protected Geographical Indication Balsamic Vinegar of Modena has the privilege of partnering with the Institute of Culinary Education (ICE), one of the largest and most diverse culinary schools in the world with more than 14,000 successful alumni, many of whom are **leaders in the culinary and hospitality industries**, with various initiatives in order to continue to educate the next generation of chefs on the importance and beauty of using products that are guaranteed by the **European trademark protection**.

In order to grasp all the astonishing and diverse properties of Balsamic Vinegar of Modena, the chefs of the Institute will **incorporate the black gold into research and recipe development**. “We’re excited to explore the possibilities of flavor balance while creating beautiful, inspiring content showcasing inventive dishes and applications with the ingredient,” said Brian Aronowitz, Institute of Culinary Education chief marketing officer. These **innovative recipes** that are being created can be found on all the school’s media channels and website.

Furthermore, the Consortium will sponsor a **special contest** that will prize three exceptional students

with different awards. The first-place winner will receive a **scholarship of \$5.000 and a three-day trip to Modena, Italy**. The second-place winner will receive a **scholarship of \$3.000 and a three-day trip to Modena, Italy** while the third-place winner will be awarded a three-day trip to Modena, Italy.

Training and education are central activities of this distinguished Institute and **Balsamic Vinegar of Modena** is pleased to share its vision and therefore on March 1, the Consortium will travel to New York to personally present to the students of ICE New York the distinct characteristics of Balsamic Vinegar of Modena, its versatility in the kitchen and also to teach them how to **recognize the authentic and certified product**.

The campaign promotes the added value of the product in terms of authenticity, safety, traceability, and labeling guaranteed by the European trademark protection and aims/endeavors to enhance the competitiveness of Balsamic Vinegar in the United States. It has been financed by the European Union and also features a web portal [www.originalbalsamicvinegar.eu](http://www.originalbalsamicvinegar.eu) and dedicated pages on the main social networks.

#### Further information

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