Autumn in the States for Balsamic Vinegar of Modena

Dedicated events at Osteria Morini and at the Institute of Culinary Education

New York City, Nov 19, 2019 (Issuewire.com) - In New York for the biggest wine and food festival, for an exclusive blogger event and a demonstration day: Balsamic Vinegar of Modena PGI was present in three major events this fall in the States, thanks to the campaign “Balsamic Vinegar of Modena, the Original”.

It all began with NYCWFF, from the 10th to the 13th of October, the largest wine and food festival in
New York where the **Consortium for the Protection of Balsamic Vinegar of Modena** participated for the third time.

On October 29th the Consortium for the Protection of Balsamic Vinegar of Modena returned to New York City for an exclusive event with bloggers and journalists. The event was held at the renowned **Osteria Morini**, that brings the soulful cuisine and convivial spirit of Emilia-Romagna in northern Italy to Manhattan, owned by award-winning chef Michael White. The guests had the possibility to taste the versatility of Balsamic Vinegar of Modena, starting with a cocktail reception featuring Romagnola Negroni with a shrub made with the “Black Gold” of Modena. After, **Federico Desimoni**, Director of the Consortium for the Protection of Balsamic Vinegar of Modena, welcomed guests with a speech to present the campaign and introduce Chef Michael White, who led a production demo. Guests enjoyed and tasted the Chef’s creations **which highlighted Balsamic Vinegar of Modena, and were surprised by his explanation on how** to recognize the authentic Italian certified product. From the Arugula salad to the braised chicken thigh, passing through the winter squash ravioli, Balsamic Vinegar of Modena was the protagonists of the event. Two special desserts to end the feast: a Gelato Fior di Latte with Aged Balsamic Vinegar and Dark chocolate with Balsamic Vinegar of Modena.

The fall activities in the States also included a Demonstration Day at the **Institute of Culinary Education in New York** (ICE), #ICEFirstFriday on November 1st. At the Institute of Culinary Education, one of the largest and most diverse culinary schools in the world, **Federico Desimoni**, Director of the Consortium, taught the students about the distinct characteristics of Balsamic Vinegar of Modena and how to recognize the authentic and certified product.

The presentation was followed by **two cocktails with Balsamic Vinegar of Modena by the mixologist Thyago Nunes** and two dishes presented by **Devin Stinson**, who was most recently the executive chef of the critically acclaimed Schilling Restaurant in FiDi. He presented to the audience different ways to incorporate Balsamic Vinegar of Modena in various kinds of recipes.

Although not an official part of the campaign but to further build awareness on October 28th, Balsamic Vinegar of Modena flew to Los Angeles as a sponsor at the **Honorary Oscar for the Italian director Lina Wertmuller**, the first woman that in 1977 was nominated for a directing Oscar (“Seven Beauties”). It was a night full of stars for the Academy Honorary Award, from David Lynch to Quentin Tarantino, Leonardo Di Caprio, Wes Studi and Geena Davis: here **the Balsamic Vinegar of Modena had a well-placed service station with a sommelier in the restaurant to allow guests to indulge in the Black Gold**.

The campaign “**Balsamic Vinegar of Modena, the Original**”, developed for the United States and co-financed by the European Union aims to increase the consumer consciousness about the original PGI (Protected Geographic Indication) Aceto Balsamico di Modena and to promote it in terms of authenticity, safety and traceability.

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

- Facebook @originalbalsamicvinegar
- Instagram @originalbalsamicvinegar
- Twitter @theoriginalbv

The Consortium invites everyone to join the Social Media campaign. Feel free to tweet, retweet or share our messages and your own messages using **#balsamicvinegaofmodenar, #theoriginalBVM and #modena** hashtags.
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