



# Balsamico del Duca news



Aceto Balsamico del Duca

N. 6 NOVEMBER 2011

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## Christmas gift pack del Duca: the excellence on festivities table

Christmas is coming and Aceto Balsamico del Duca is happy to introduce you its high class and original gift box. First of all the Organic Jams 'del Duca', now available in the new 140 g packaging, proposed together with 'short supply chain' Balsamic Vinegar of Modena 'Only Modena'.

Then the classical coupling extra-virgin Olive oil with Cervia salt and the ageless box with the smart cruet made in Deruta. Also the following suggestions are perfects for a festivity gift: the elegant "Virginia" in its original red velvet box, the typical "Tragno" in terracotta or "Anfora Cara" now available in the Christmas packaging and "Vecchia Era" perfect for the most magnificent banquet.

The Traditional Balsamic Vinegar of Modena, aged 12 or 25 years, is one of the most requested present for those people who do not want to renounce to the tradition and to the Modena black gold.



From the most classic packets to the new and original products 'del Duca', so many ideas for doing present to family members and friends during the festivities, or just to add a touch of elegance, unique taste and tradition to your table. For a Christmas *'al vertice del sapore'*!

Please have a look to our catalogue: [www.acetobalsamicodelduca.it](http://www.acetobalsamicodelduca.it)

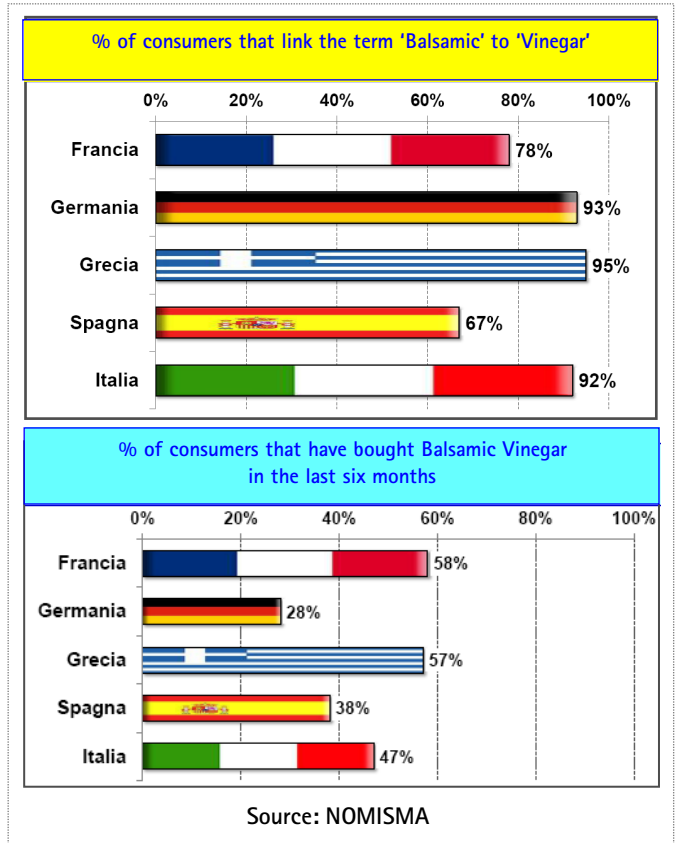
## 'BALSAMIC: NOT GENERIC AT ALL!'

On Friday 21<sup>st</sup> October 2011 the 'Balsamic: Not generic at all!' convention was held by professor Giuseppe Alonzo head of the Ministry of Agriculture and Forestry Policy Department, organised by Balsamic Vinegar of Modena Consortium and by the Protection of Traditional Balsamic of Modena and Reggio Emilia PDO Consortium with the sponsorship of the Ministry of Agriculture and Forestry Policy and the Chamber of Commerce of Modena.

Some contrasting data's emerged during the meeting, which was chaired by the journalist Mr Lorenzo Frassoldati, took part Mr Luca Valdetara in charge of the PDO/PGI department of CSQA Certifications, Mr Denis Pantini in charge of Nomisma, Mr Giorgio Bocedi expert lawyer of Industrial Right and Mr Fausto Capelli, lawyer and professor of Community Law at European University of Parma. Two years after the Disciplinary Measures were stated, the market is still expanding but at the same time a big trade of counterfeit and imitative products exploit the 'Balsamic' word causing a damage for 30 millions of Euro (which is 10% sales). It is a worrying issue which is worsening not only in extra-EU countries but also in Europe especially from July 2009 when the PGI was recorded.

A research done by Nomisma about 'Consumption behaviour, perception and knowledge of the Balsamic Vinegar origin in Italy and in 4 important European markets' makes clear that the main cause of the imitations spread is probably the lack of attention while reading the labels; this happens in many countries, except Italy, as expressed by Mr Denis Pantini to a very attentive public.

The research highlights that in every country there is a strong perception that the Balsamic Vinegar origin is Italian (in Germany reach 93%) and the 'Balsamic' term is strictly bond for the international costumers to the imagine of the 3 vinegars. It states also that there is a big consumption of Balsamic Vinegar in the countries examined which are not concerned by the price. The Convention confirmed the necessity that the Consortiums work for the same objective together with the Institutions in order to fight counterfeits and protect the Balsamic Vinegar of Modena PGI and the Traditional PDO which are the expression of our millenarian tradition. Professor Giuseppe Alonzo, at the end of the convention, has expressed the appointment of the Ministry to fight the abuses of the denomination "balsamic" in the national and international centres, reinstating the term can't be generic and his effort to protect it in the community centre.



### 'DROP. THE ESSENCE'

Sunday 2nd October 2011 the exhibition of the sculpture 'Drop. The Essence' made by Nadia Ugolini and Alessandro Zomparelli was open to public, they won the announcement of competition to create a monument dedicated to Traditional Balsamic Vinegar of Modena. The work of art has been placed in the roundabout between SP16 and SP 623 at the gates of Spilamberto.



The project was achieved thanks to the collaboration between the municipality of Spilamberto, the association of the Traditional Balsamic Vinegar of Modena and the ABTM Museum of Spilamberto.

At this event took part the mayor Mr. Francesco Lamandini, the Grand Master of the ABTM association Mr Luca Gozzoli, the President of the province of Modena Mr Emilio Sabbatini, the viability counsellor of the province of Modena Mr Egidio Pagani and many other artist.

Nadia Ugolini and Alessandro Zomparelli were at their first experience in this peculiar artistic field and their work of art has conquered the jury. They managed to reach a perfect synthesis between the ideational and constituent aspects with a project that accurately identified the suggestive and evocative Traditional Balsamic Vinegar.

The sculpture skilfully balances shape harmony and its semantic value. The artists explained that "the shape is perfect, smooth, sinuous and soft but the drop has a body too, just like the Balsamic Vinegar which includes in itself its own world of nature and work. It is like a jewel case that keep the secret of spirit and time".

## Events

### ANUGA 2011

Anuga 2011. From 8<sup>th</sup> to 12<sup>th</sup> October 2011, Aceto Balsamico del Duca took part in **Anuga**, the International food exhibition in Colonia (D). In this edition which was very successful, Italy was the partner country. We were glad to meet you at our stand where we shared our newest products and offer to taste our better vinegars.

Aceto Balsamico del Duca has been besides among the protagonists of the Italian Lounge, the space devoted to the presentation and tasting of the Italian typical products, together to other excellences of the 'made in Italy.'

The next meeting in Germany will be on February 15<sup>th</sup>/18<sup>th</sup>, during **Biofach 2012**, International Exhibition of Organic products, where the Company will promote its BIO range.



### Aceto Balsamico del Duca at "Grand Tour - Italian taste in Europe"



Last 3<sup>rd</sup> November it was presented at the Foreign Press Offices in Rome "Gran Tour - Italian taste in Europe". This project was carried out by Autogrill, Unioncamere and Assocamerestero with the objective to make European consumers know the real Italian product.

This meeting whose aim was to increase the value of "Good Food" against the "Italian-sounding" products (the sales for this food piracy are 52 billions) is recognized by the organism in charge of the 150 years of Italian Unity celebrations and his sponsored by the EU.

Until 11<sup>th</sup> December the Autogrill shops of six different countries - France, Belgium, Nederland, Germany, Swiss and Austria - will offer menus with typical Italian products from Piemonte, Emilia Romagna and Campania which have been chosen to represent the Italian food. These products can be bought in the shops where some information packages can be taken as well.

Grand Tour will be present in more than 600 Autogrill shops and in more than 180 locations such as motorways, airports, rail stations and shopping malls. Probably more than 14.000.000 European travellers will be involved.

Balsamic Vinegar of Modena PGI after a brilliant tasting session was chosen from the chefs for "the Gran Tour Menu" therefore it will be used in their recipes. Once again Del Duca products are the protagonist of the made in Italy in the world.

## Next events

### MARATHON OF REGGIO EMILIA

Also this year Aceto del Duca will be sponsor of the Marathon of Reggio Emilia, the important sporting demonstration that will be held on Sunday, 11<sup>th</sup> December 2011 from 9,00 in the splendid frame of the city of the Tricolor flag.

### CONCERT OF SAINT STEPHEN

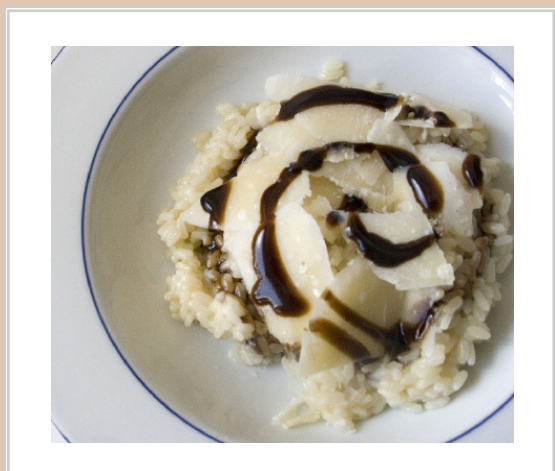
On December 26<sup>th</sup>, at Cathedral of Modena, it will take place the 16° concert of Saint Stephen. Aceto del Duca participates with enthusiasm to the initiative as principal sponsor.

### PROMOTION

During the month of December Aceto del Duca will intensify its campaign of promotion on important media: new daily spot on Radio 24 and on the principal local broadcasting stations, presence on magazines of food sector like 'La Cucina Italiana', Food and Bell'Italia, besides the sponsorship of the known broadcast program 'IL GASTRO-NAUTA' (radio 24), conducted by Davide Paolini.

## Recipe of the month

### 'RISOTTO ALL'EMILIANA'



#### INGREDIENTS FOR SIX PEOPLE:

- ½ kg Carnaroli rice
- 20/25 g of butter
- Shallot
- Dry white wine
- Vegetable broth
- Parmigiano Reggiano cheese
- Balsamic Vinegar of Modena 'Vecchia Era'
- Extra-virgin olive oil
- Salt and peppers

#### DIRECTIONS:

Place the finely cut shallot in a pan with a touch of oil and fry it slightly. Then add a little bit of broth.

Add rice and let it brown in the oil, keep stirring constantly and pouring broth until the liquid is absorbed. When it gets a golden colour pour as much wine as you like in the pan.

Keep the heat low. When rice is almost cooked add the grated Parmigiano Reggiano which will make the rice creamy. When rice is ready add butter and pepper and stir for a few minutes.

Serve it decorating with some flakes of Parmigiano Reggiano cheese and a circle of Balsamic Vinegar of Modena PGI 'Vecchia Era' without stirring.

## Product of the month

VECCHIA ERA

new  
case



Aceto Balsamico del Duca is delighted to present the new packaging for the product "VECCHIA ERA" (code 450). The case has been enriched by gold hot stamp, that already adds a further touch of elegance to the fine 250 mls bottle, the right suggestion for your homage for every special occasion.

Balsamic Vinegar of Modena "Vecchia Era" is a high quality product: its perfume remembers the oak where it ages for over three years and the cooked must that enriches its recipe. The long aging period gives a particular sweetness to the product, it accents the full body taste and attenuates the acidity.

It is excellent used raw to refine first dishes, plates of meat as roast beef and paillard or for dressing tasty appetizers.

#### 10 - 17 - 24 DECEMBER SHOP OPEN

In the month of December extraordinary openings of the shop, with so many ideas gift for every demand.

Opening time from 9.00 to 18.00.

The shop is also open in the work days with following time: 8.30/12.30 - 14.00/18.00.

Free tastings.

#### BALSAMICO DEL DUCA NEWS

Redazione: Marketing Aceto Balsamico del Duca

Fotografie: archivio Aceto Balsamico del Duca

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