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# Balsamico del Duca

## NEWSletter

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## Protection, enhancement, promotion: the watchword of the Duke's Balsamic

The recently finished Summer Fancy Food presented a perfect occasion for highlighting again the “**Extraordinary Italian Taste**”, promoted this year by ITA, the Italian Trade Agency. Aceto Balsamico del Duca, taking part to the Italian collective participation, contributed to the project for the protection, enhancement, and promotion of the Italian taste in the US, among which the Balsamic Vinegar stands out for its constant presence. A great success, that attracted

many visitors to “del Duca” booth; they all had the opportunity to take part to guided tasting experiences of Traditional Balsamic Vinegar of Modena PDO, and Balsamic Vinegar of Modena PGI. Thanks to the typicality and the authenticity of its products, Aceto Balsamico del Duca promoted the real “Italianness” in the US, renewing its commitment to the fight against counterfeiting.



### Mariangela Grosoli: the new President of Consorzio di Tutela Aceto Balsamico di Modena IGP.

The main objective of the mandate will be “the progression with a steady hand of the **activities of protection, enhancement, and promotion of the product**”. These are Mariangela Grosoli’s words at the moment of her unanimous designation as President of the Consorzio di Tutela Aceto Balsamico di Modena IGP. Respect the traditions, always keeping a watchful eye to the new requests from the markets: the precious black gold, protected by the European and international regulations, will not stop fighting against its imitators. The approach expressed by Mariangela Grosoli in following the common aim of the Consortium is the same she adopted in the company: a firm protection of the product, which is the result of the lands of Modena, and the entrepreneurs who carry on this activity with know-how, **tradition, and innovation**.





**Against counterfeiting.**

A more and more effective fight undertaken by the Consorzio Tutela Aceto Balsamico di Modena, which, on the occasion of the American fair, presented the new website [www.originalbalsamicvinegar.eu](http://www.originalbalsamicvinegar.eu), dedicated to the project “**Balsamic Vinegar of Modena, The Original: protected geographical indication from Europe**”. The Consortium aims at promoting and adding value to its product, focusing on specific targets, such as young chefs, food bloggers, and medium/high-level food service operators. The project will have a duration of three years and it will be focused mainly on the states of California, New York, and Florida, which are char-

acterized by high consumption of specialty foods. Today, the Balsamic Vinegar of Modena PGI has an annual production larger than 94 million liters, over 92% of which is exported worldwide. The turnover of the Balsamic Vinegar places it among the top ten PGI food specialties in Italy.

Modena, the point of reference of the Emilia Food Valley, boasts one of the internationally most appreciated product, which has never stopped taking up its duties as ambassador of the city worldwide, bringing the true and authentic Italian taste beyond the national and European borders.



*Events*



**Running event on the occasion of the Celebration of the Dedication of the Modena Cathedral - July, 12<sup>th</sup>**

In 1099, some people from Modena started the construction of the new cathedral, an artwork made by the architect

Lanfranco and the sculptor Wiligelmo. On July, 12<sup>th</sup>, pope Lucio III celebrated the ‘dedication’ ritual and consecrated the cathedral. More than eight centuries later, Aceto Balsamico del Duca promoted the running event which celebrates the artwork, a Unesco world heritage, a symbol of the city of Modena.

**147a SAN GIOVANNI’S FAIR - Spilamberto**

The fair, which puts the Traditional Balsamic Vinegar of Modena at the first place, took place between June, 22<sup>nd</sup>, and 25<sup>th</sup>. During the celebrations, the most awaited “**51<sup>th</sup> St. Giovanni’s Palio**” award, a competition between producers of Traditional Balsamic Vinegar produced within the families of the ancient Estense territories, took place. The “Consorteria” of the Traditional Balsamic Vinegar, the main actor in the valorization of this precious product, undertook once again the difficult task of judging and tasting thousand of samples, choosing the absolute excellence.

Aceto Balsamico del Duca was an official sponsor of the Fair.



## Chicken salad with Duke's Organic Balsamic Vinegar



### Ingredients

- Chicken
- Mango
- Avocado
- Red peppers
- Parsley
- Duke's Organic Balsamic Vinegar of Modena

### Preparation

Toss in a frying pan some chicken bites, until golden and crispy. Slice a mango and an avocado and put them on a plate. Add some slices of red pepper. Put the cooked chicken on the plate and add some parsley as a decoration. As a final touch, generously pour the Duke's Organic Balsamic Vinegar of Modena. Enjoy!

## Duke's Organic Balsamic Vinegar of Modena



This Balsamic Vinegar, produced with certified organic grapes, is the right product for those who prefer eating natural food and taking an active interest in their own health, and in the environment. It does not contain any added colorings and preservatives. Its taste is sweet and sour with an intense note of wood where it is matured. It is full-bodied in taste, with a strong aroma of cooked must. It is ideal for grilled or fresh vegetables, as well as for omelets and grilled meat.

# Happy holidays!

