

Castel FOR MAGGIO

l'alta qualità in mostra

**Rocca Isolani
Minerbio (Bologna) - Italy**

**Prima edizione
30 maggio - 2 giugno 2008**

In collaborazione con



Con il Patrocinio di



Regione Calabria



Regione Abruzzo

Organizzazione



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Cheese: charm and seduction

Some, in the cheese world stubbornly continue to follow millenary traditions: families attached to their roots, who attempt to avoid standardisation at all costs. People who, in their alpine pastures and mountain farms, in small and medium-sized dairies, uphold that passion that over the decades has created Italy's unique and prestigious heritage. People, men committed to the interests of their end consumers and to fully satisfying their desires. People who have made 'quality' their hallmark, unlike those whose blind pursuit of success and profit urges them to take short cuts, to the detriment of the product's identity and substance.

They and their treasures – precious cheeses, produced in small quantities, faithful to their production regulations? - will be the main attractions at the first edition of '**Castel Formaggio – High quality on the table**', the Exhibition that will bring Italy's finest cheeses to Minerbio. An opportunity to present and offer samples of their high quality products as well as a meeting point for Italian and foreign cheese makers to develop market strategies to improve their visibility with other sector players and with the general public. An exhibition that gives scope to youngsters, small dairies and all those who love animals and produce cheese with all the passion and attention that this product deserves and demands.

The Fortress

A fairy tale castle for cheeses fit for a king Minerbio's Isolani Fortress, one of Emilia-Romagna's architectural treasures, has been chosen as the venue for the first edition of Castel Formaggio, which will take part in May 2008. Originally erected in the 1300s then rebuilt the following century as a fortified castle, the Fortress or *Rocca*, was given to the Isolani dynasty by the Milanese Visconti family in the early 15th century.

The complex, which is surrounded by extensive parklands, lies just outside Bologna and boasts frescoes by Amico Aspertini and an elegant dovecot designed by il Vignola in 1536. An ideal setting for showcasing fine, rare products.

Castel Formaggio

High quality on show

30th May – 2nd June 2008

Rocca Isolani - Minerbio (Bologna)

Opening hours

Friday 30th May from 2 - 7.30 pm - from 8 – 11 pm private 'Food & music' evening

Saturday 31st May from 10 am – 10 pm

Sunday 1st June from 10 am - 7.30 pm - from 8 – 11 pm private 'Food & music' evening

Monday 2nd June from 10 am - 6.30 pm

Organisation

Organisation secretariat: AD service

Communication Manager: Fabio Raffaelli

Location

Minerbio, a municipality just outside Bologna with a population of about 8000, is located in the Bolognese lowlands, a primarily agricultural area, rich in historical, artistic and cultural treasures, unique landscapes and culinary traditions that have the taste of rural life. Together with five other municipalities, it belongs to the 'Terre di Pianura' project founded to promote the area's typical features. It is also well connected to the neighbouring provinces of Modena, Ferrara and Ravenna. The venue's vicinity to the A13 motorway allows rapid connections with north-eastern Italy, Veneto and Friuli Venezia Giulia.

Visitor target and user basin

The event is intended to address diverse targets, from the restricted circle of gourmets and culinary connoisseurs to the great consumer public and gourmet and environmental tourism enthusiasts.

The primary user basin, constituted by the population of the provinces of Bologna, Modena, Ferrara and Ravenna, totals about 2,500,000 inhabitants. The broader basin of potential users closest to the event comes to a total of 25,000,000 inhabitants, and takes in the regions of Emilia-Romagna, Tuscany, Marche, Veneto and Lombardy.

Exhibition structure

An Exhibitors' village composed of a number of tensile structures that will host the various stands will be set up within the stunning setting of the Isolani Fortress. A reserved area will be set aside for the finest cultural and environmental products of the host area, with the aim of further promoting the connection between event and the territory. Courses open to the public will be staged inside the Fortress. Further space will be dedicated to guided tastings and gourmet events in the neighbouring stables and Vignola's dovecot. The various exhibitions scheduled will take place in dedicated areas.

Cheesebar

One of the event's main features will be the Cheesebar tasting area where visitors will have the opportunity to taste cheeses made by producers who, despite not being able to participate with a dedicated stand, are eager to take part in Castel Formaggio and have opted for a presentation formula combining tasting and product information. In the Cheesebar, the cheeses of the various producers will be presented in succession and each product offered to visitors to taste will be accompanied by a presentation providing details on its origin, the type of production technique employed, the producer's characteristics and useful purchase information.

Fine accompaniments area

Cheese is a finished, definite product in its own right, perfectly able to stand its ground and delight the palate when served alone. Consequently, savouring cheese in its purest form is always, and especially in the case of fine, high quality products, an experience that does not require any special accompaniments. However, it is also true that there are a multitude of both traditional and unusual accompaniments between cheeses and wines and special chutneys or honeys that constitute new taste experiences and are a curious, intriguing and truly pleasurable delight to the palate.

Castel Formaggio has therefore reserved a space for wines, honeys and chutneys. A separate exhibition area has been set aside to maintain the rigour and seriousness of the event, to prevent it from becoming a village fête where everything is mixed in together. This joint presence will favour the tasting of accompaniments.

Communication

To give greater visibility to the event, Castel Formaggio will exploit all the tools available for an efficient diffusion of information about the event.

The Organisation has therefore devised a communication plan, coordinated by one of the food and wine sector's most highly acclaimed professional organisations, using all media, from daily newspapers to television and radio, Internet and conventional printed advertising. Advertising space has already been reserved in national and regional newspapers.

The printed media include:

6000 100x140 billboard posters distributed throughout the provinces of the extended reference area

200.000 two-leaf leaflets distributed throughout the local area

150.000 postcards/recipes with invite

150.000 two-leaf pre-programme leaflet – distributed in the branches of the sponsor bank in north-eastern Italy

3000 flyers

Sideshows

A number of sideshows have been programmed, aimed at promoting the various aspects of 'cheese culture'.

Conventions planned:

'Communicating' cheese – advertising and communication in the dairy sector

'The Cheese Charter' – an element of distinction in the catering trade

'Cheese and market prospects. PDO, globalisation and new regulations' – exchange between producers, administrators and buyers

'Cheese class' – presentation of a fun educational project devised by Castel Formaggio for the promotion of cheese culture amongst primary school children

'PDO and production regulations: equality, false standardisation or richness in diversity?'

'Livestock management: history, tradition and promotion' – in cooperation with Gal Molise

Introductory/proficiency courses in association with ONAF – the Italian Cheese tasters' Organisation:

- Introductory tasting course for producers – reserved for exhibiting companies and their staff

- Cheese in catering – from the single portion to the cheese trolley – course reserved for Emilia-Romagna's restaurateurs

- 'The Room of Flavours and Fragrances' workshop – guided thematic tastings for the public organised by ONAF's Master Tasters

Competitions

- 'Communicating cheese' – a competition reserved for students attending Art Schools, Arts High Schools and Academies of Fine Arts, focusing on the creation of an advertising campaign for cheese

- 'From milk to cheese' – competition open to primary and middle school children for projects on cheese production.

- 'Milk and cheese: tradition and seduction – photographic competition open to all Italian Photographers' Clubs.

Exhibitions scheduled:

- 'The milk culture' – teaching pathway

- 'Milking, curdling, seasoning' – cheese making demonstration workshop

- 'Down on the farm' – the world of teaching farms