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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS

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"Sip and Savor: Pairing European Wines and Deli Meats"

A campaign co-funded by the European Union

THE PROJECT

The "Sip and Savor: Pairing European Wines and Deli Meats" project arose from the collaboration between the **Consorzio Tutela Roero**, lead partner of the initiative, and the **Istituto Valorizzazione Salumi Italiani** (IVSI). Co-funded by the European Union under Reg. (EU) 1144/2014, it was selected among the best initiatives to promote EU agri-food products in North American markets, particularly in the United States and Canada, with a three-year duration from 2025 to 2028.

TITLE AND CORE MESSAGE

"Sip and Savor" suggests a **complete experience**, in which each taste becomes a moment of discovery and appreciation. It invokes the pleasure of conscious and unhurried taste, perfect for conveying the authentic and diverse identity of the promoted products.

The campaign offers a narrative that combines **culture, tradition, and innovation**, engaging the public in a unique sensory journey through the distinctive and genuine flavors of Made in EU, presented in settings that promote conviviality and the pleasure of tasting and tailored to the target country.

The creative concept revolves around the idea of the **perfect pairing**: wine and charcuterie, tradition and innovation, Europe and North America. Through an elegant and contemporary aesthetic, the campaign aims to evoke moments of sophisticated and authentic conviviality, where the quality and refinement of the products blend with the pleasure of discovery and sharing.

VALUES

The "Sip and Savor" campaign promotes a set of core values that guide European agrifood production and define its excellence globally.

First, **food safety** is ensured by high European standards that guarantee strict controls throughout the supply chain, from production to distribution, providing consumers with maximum protection. Alongside safety, **sustainability** is an indispensable principle: the products involved come from supply chains that are committed to respecting the environment and the territories of origin, reducing the impact of processing and enhancing natural and human resources. These values are complemented by **quality**, understood as an expression of authentic expertise rooted in traditions and continually refined. Each product tells a story made up of territory, culture and skills handed down but always open to innovation. The campaign also aims to convey **authenticity and transparency**, offering consumers clear tools to recognize the origin, typicality and value of products.

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These principles form the core of "Sip and Savor" communication, helping to build trust and spread a conscious and responsible food culture.

GOALS

The project has a twofold objective: first, to increase the **awareness** and **appreciation** of European products in North American markets, and second, to strengthen their competitiveness by stimulating **demand** through targeted promotion and communication.

Two basic, closely related goals: the planned activities aim not only to increase demand for European wines and deli meats, but also to consolidate their positive image, highlighting their authenticity, origin and versatility of use.

The project is fully in line with the objectives set out in Regulation (EU) No. 1144/2014, including:

a) improve the degree of awareness of the merits of the EU's agricultural products and the high standards applicable to the EU's production methods;
b) increase consumption of certain EU products outside the EU;
c) reinforce awareness and recognition of the EU's quality schemes.

TARGETS AND STRATEGY

The "Sip and Savor" project has a three-year plan with integrated activities designed to engage three main target groups: trade professionals, journalists, influencers, and Generation X consumers.

Each group is reached through tailor-made initiatives, keeping the excellence of European products as a common thread. In particular, the campaign combines live initiatives carried out in the target countries and digital promotion, tailoring the message to the specific needs of each segment.

1. **For trade professionals** (importers, distributors, sommeliers, chefs), B2B actions include participation in trade fairs and industry events, organization of master classes and courses at specialized schools, and virtual meetings through webinars. Networking moments are also planned to facilitate direct contact between producers and professionals.
2. **For journalists and content creators**, the campaign includes a dedicated press office and targeted PR activities, including study trips to Italy and exclusive dinners with industry experts. These immersive experiences will stimulate the creation of authentic and engaging content, inspiring stories that promote the uniqueness of European products.
3. **For Generation X consumers**, the approach combines live food and wine events, such as tastings, restaurant weeks, and conferences, with a strong digital presence. Short, dynamic video content, disseminated through Instagram, Facebook, and YouTube, will be central to increasing visibility, stimulating curiosity, and strengthening the emotional connection with products.

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Activities are being developed in the United States, with a focus on strategic states such as Texas, California, and New York, and in Canada, with an emphasis on Quebec and Ontario.

In addition to targeted activities, the project includes cross-cutting actions to support the entire communication strategy: the creation of a coordinated visual identity, the development of a bilingual (English and French) website, the active management of social channels, and online advertising on professional and consumer platforms. These activities help to consolidate the project's presence in different target contexts, strengthening its recognizability and effectiveness.

The integrated approach and targeted communication plan ensure that the “Sip and Savor: Pairing European Wines and Deli Meats” campaign strengthens the reputation of European products and stimulates demand in North American markets, bringing the excellence of European flavors to everyday moments of conviviality.

THE PROTAGONISTS

THE CONSORZIO TUTELA ROERO

In the heart of **Piedmont**, between Langhe and Monferrato, on the left bank of the Tanaro River, lies Roero, an area with a strong identity, rich in biodiversity and viticultural history. It is here that the Consorzio Tutela Roero, leader of the “Sip and Savor” project, a young entity but rooted in a centuries-old tradition, was founded and operates, bringing together more than 250 members, including winemakers and producers. The Consortium's mission is the enhancement, promotion and protection of the Roero appellation, including the White type based on Arneis grapes and the Red type based on Nebbiolo grapes, two aspects of oenological excellence recognized as DOCG since 2004.

Founded in **2014**, the Consortium is an authoritative voice for the entire territory, now a **UNESCO World Heritage Site**. With an annual production of **more than 8.3 million bottles**, 60 percent of which are destined for export, Roero proves itself as an ambassador of quality, elegance and authenticity.

Its logo, a ladybug with three stylized wheels, encapsulates the essence of the area: the biodiversity of its hills, the harmonious alternation of vineyards, orchards, forests and vegetable gardens, and the historical richness of an area that has seen successive populations and civilizations since Etruscan times.

Roero's landscape, characterized by rolling **hills** and the famous **rocche** (unique geological formations which are essentially erosion gullies and canyons) has a thousand-year history. Its origins date back to an ancient seabed, and its soils, predominantly marl-sandstone, give the grapes unique characteristics of finesse and minerality. The absence of water resources and temperature fluctuations help create an ideal **microclimate** for viticulture, where quality also comes from hard work, adaptation and farming wisdom.

In addition to production protection, the Consortium is actively engaged in the **cultural and tourism promotion of the appellation and the territory where the wines originate**. An example of this are the numerous promotion projects undertaken, including the

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WineTours among the cru of Roero, immersive routes to discover the most suited vineyards, created in collaboration with the Ecomuseo delle Rocche. These itineraries, which can also be used through interactive apps, combine nature experiences, visits to historic villages and tastings in wineries, offering visitors an authentic and engaging way to experience the territory.

IVSI – ISTITUTO VALORIZZAZIONE SALUMI ITALIANI

Established in **1985** to respond to the growing consumer demand for information, the Istituto Valorizzazione Salumi Italiani (IVSI), a **partner in the "Sip and Savor" project**, is a **voluntary nonprofit consortium** that has been active for 40 years in promoting the entire Italian charcuterie sector. It brings together meat processing and preservation companies, trade associations, protection consortia and other collective bodies, and is now a point of reference for the cultural, nutritional and production dissemination of deli meats, **in Italy and abroad**.

The Institute carries out constant **institutional and informational communication activities**, promoting values related to tradition, quality and ties with the territory. Nationally, it operates on several fronts: media relations, consumer-facing campaigns, publishing initiatives, market research and technical-nutritional analysis. On an **international level**, its operation has been reinforced since the 1990s with promotional programs in numerous countries, including Germany, France, Belgium, Sweden, the United Kingdom, the United States, Canada, Brazil, Argentina, South Korea, Japan, Hong Kong and Taiwan, in collaboration with public and private organizations.

Among the most significant initiatives is **SalumiAmo®**, a format launched in 2005 that combines the conviviality of the Italian aperitif with an informed and aware tasting experience. An opportunity to tell the story of Italian salumi from an authentic and cultural perspective, promoting their history, processing techniques and nutritional properties.

In 2018, the Istituto Valorizzazione Salumi Italiani presented the **IVSI Manifesto**, a charter of values that brings together the principles shared by member companies: history and tradition, information and culture, quality and sustainability, links to the territory, Italian lifestyle, teamwork and future orientation. A document that reflects the industry's commitment to transparency, innovation and social responsibility, promoting Italian gastronomic heritage as a symbol of excellence, authenticity and lifestyle.

THE PRODUCTS

ROERO DOCG WINES

In the Roero region, which stands out through its unique viticultural vocation, the **Roero Arneis DOCG** appellation comes to life. This is one of the most significant manifestations of Piedmont oenology, a symbol of balance between nature, culture and innovation.

There are two main types of Roero DOCG appellation: **Roero Arneis DOCG**, an elegant white wine made from Arneis grapes, and **Roero Rosso DOCG**, an intense and structured reflection of the noble Nebbiolo grape. Two distinct souls that tell a common identity: that of a dynamic and authentic territory, deeply linked to its roots.

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A key feature of the appellation is the introduction, in 2017, of the **Additional Geographical Mentions (MgAs)**: 134 delimited viticultural areas that identify individual zones of particular merit. These are true crus, each with specific pedoclimatic characteristics, capable of offering unique and multifaceted interpretations of the two leading grape varieties.

Roero Arneis DOCG

Autochthonous par excellence, Arneis is a **white grape** varietal grown in the Roero area since the **15th century**. After a long period in decline, it was rediscovered in the 1970s thanks to the dedication and foresight of a few producers who believed in its potential.

Today, Roero Arneis DOCG is one of Piedmont's most popular white wines, a symbol of the area's ability to renew itself without losing its connection to its identity. From a sensory point of view, it has a **bright straw yellow** color, while on the nose it releases aromas of **white flowers, green apple, aromatic herbs** and light mineral notes. On the palate, it is **dry, fresh and elegant**, with a lively acidity that supports its structure and enhances its versatility.

It is a wine designed to casually accompany aperitifs as well as at the table, perfect with delicate appetizers, fish dishes, white meat and fresh cheeses.

The appellation also includes the **Spumante** version, ideal for accompanying finger food and light fried foods, and the **Riserva**, which requires a minimum aging of 16 months, rendering a more complex and structured version.

Roero Rosso DOCG

Made from the **Nebbiolo** varietal, Roero Rosso DOCG represents the elegance and depth of the great Piedmont reds, with a softer, more immediate style than those from the Langhe. It is a wine that comes from sandy soils of marine origin, capable of giving Nebbiolo aromatic finesse, balance and a surprising ability to evolve over time.

After a minimum aging period of **20 months** (which becomes **32 for the Riserva version**) the Roero Rosso DOCG has a **ruby red color** and a structured olfactory profile: **ripe red fruits, sweet spices, hints of underbrush** and balsamic notes blend harmoniously. On the palate it is **enveloping, structured, with silky tannins and a lively freshness** that ensures its longevity.

It is the ideal companion for rich and flavorful dishes such as red meats, mushroom dishes and mature cheeses, revealing all its class even after long years of aging in the bottle.

THE DELI MEATS

The art of charcuterie is a fundamental component of Italian gastronomic culture, an expression of knowledge rooted in **tradition** that, even today, is renewed with respect for quality, variety and local typicality. From the Alps to the Mediterranean, each region has developed pork processing and preservation techniques capable of generating unique products with an authentic taste and a strong identity.

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IVSI - Istituto Valorizzazione Salumi Italiani is the main body in charge of the promotion and enhancement of this heritage, which includes 44 PDO and PGI recognized deli meats. These certifications are a guarantee of quality and traceability, as well as recognition of the specificity and typicality that make these products appreciated far beyond national borders. Italian salumi can be raw or cooked. About 700 deli meats have been recorded throughout Italy, many of them typical of the culture of the regions where they are produced and known almost exclusively to communities in the same geographical areas. In general, the product families are:

Prosciutto Crudo
Prosciutto crudo is the king of Italian charcuterie. Its delicate curing makes it an aromatic and soft product, perfect to enjoy on its own or as an appetizer. Among the most famous variants are Prosciutto di Parma and Prosciutto di San Daniele, loved for their lightness and balanced flavor.

Salame
Salame is a deli meat that has many regional and local variations, ranging from mild to spicy. There are various qualities of it, sweeter and softer in central-northern Italy, spicier and more savory in the south. The grain, from fine to large, identifies the type of processing and the identity of the area in which it is produced. A deli meat found in dozens of variations, which stands out through its aromatic scent and firm texture.

Culatello
Culatello is one of the most prized deli meats, made from the back of the pork leg. Its slow curing makes for a soft and velvety product with a delicate and refined taste. Culatello di Zibello, recognized as PDO, is the most famous.

Speck
Speck, typical of the northeast, is a smoked deli meat that combines Central European and Mediterranean traditions. Its light smokiness and spicy flavor make it versatile, perfect with cheese dishes and salads. The one from South Tyrol has received PGI recognition.

Coppa
Coppa, a deli meat with a delicate flavor and soft texture, comes from the upper part of the pig's neck. It is cured with herbs and spices that vary from region to region. Among the best-known variants are coppa piacentina (PDO) and coppa di Parma (PGI), both symbols of centuries-old traditions.

Pancetta
Obtained from the belly of the pig, pancetta has a rich and delicate flavor and can be rolled or stretched. Perfect in sweet or smoked cooking, as an ingredient in traditional dishes or eaten plain as an appetizer. Pancetta Piacentina and Pancetta di Calabria have PDO recognition.

Lardo
Lard, obtained from the fatty part of the back of the pig, is characterized by a buttery texture and a delicate flavor. Its curing with herbs, garlic and salt makes it ideal as an accompaniment for homemade bread or paired with fresh white wines.

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Prosciutto Cotto
A product of Italian tradition, prosciutto cotto is made from the boneless leg of pork; it is cooked in special ovens that give it softness and a distinctive aroma. Its sweetness and velvety texture make it ideal for all ages and occasions, from wholesome snacks to gourmet sandwiches and recipes by great chefs.

Mortadella
An iconic product of Italian charcuterie, mortadella is a cooked deli meat that blends finely ground pork with cubes of throat fat, pepper and sometimes pistachios. Soft, fragrant and lightly spiced, it is loved both on its own and as an ingredient in creative dishes. That of Bologna has received the PGI mark and boasts one of the oldest production specifications in the history of the industry.

Cotechino
A typical sausage for the winter holidays, cotechino is made of pork, rind and natural flavorings. It must be cooked for a long time to become tender and flavorful, perfect with rustic side dishes such as mashed potatoes or lentils. A New Year's Eve classic, loaded with symbolism and flavor.

Together, all the products in the **"Sip and Savor: Pairing European Wines and Deli Meats"** campaign tell a story made of quality ingredients, craftsmanship and deep ties with the territory. A gastronomic heritage that opens up to dialogue with the international consumer, offering authentic sensory experiences and new pairing opportunities, also in a contemporary key, where the taste of Italian charcuterie meets the elegance of Roero wines in a perfect balance between tradition and contemporaneity.

More information on the project website and social channels:

Digital accounts
Website: www.sipsavor.eu
Instagram: @sipandsavor.canada
Facebook: @Sip and Savor - Canada
Youtube: @SipandSavoreu

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