



CAMPAGNA FINANZIATA
CON IL CONTRIBUTO
DELL'UNIONE EUROPEA
E DELLO STATO ITALIANO



Press Release

6 December 2016

Let's Enjoy Salumi!



Promotion Campaign at Retail Stores (3 December – 25 December) All Over Japan

SalumiAmo (chairman: Francesco Pizzagalli, headquarter: Milan, Italy) is an association with a purpose to promote DOP (Denominazione di Origine Protetta, Protected Designation of Origin) and IGP (Indicazione Geografica Protetta, Protected Geographical Indication) certified salumi and the excellent lifestyle of Italy through a variety of activities. As part of the promotion, 2nd in-store promotion campaign will be held at 25 retail stores (3 December – 25 December) locations all over Japan.

During the campaign period, DOP/IGP certified salumi will be available at the retail stores for tasting, and a brochure including recipes using salumi ingredients will be provided free of charge. Promotion POPs and campaign posters will be placed at the venues to increase visibility.

What is SalumiAmo?

Salumi is a general term referring to processed meat especially processed pork. EU certifies the Italian Salumi as a historical legacy of tradition and quality, with DOP and IGP. Among 160 products certified with DOP and IGP, 41 products (21 products with DOP, 20 with IGP) was of Italian origin.

SalumiAmo is a coined word of Salumi and Amore (love) together to express the passion and love towards the processed meat culture. Through the spirit of SalumiAmo, this much loved food culture could be shared and spread to the world. This processed meat custom is not merely a custom but also a shared passion that unifies the Italians together which reflects the culture of Italy.



イタリア大使館 — 貿易促進部



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- Campaign retail stores.

3 December (Sat) – 25 December (Sun) 2016

Any 5 or more days during the period

Shop	Period(Dec.)	Address	TEL
SALUMERIA 69	8-12	Samir Seijo 3-9-11, Irima-cho, Chofu,Tokyo	03-6411-9496
MEIDI-YA Hiroo Shop	21-25	Hiroo Praza 1F, 5-6-6 hiroo Shibuya-ku,Tokyo	03-3444-6211
NICE TO MEAT YOU Shibuya Hikarie ShinQs Shop	16-20	Shibuya Hikarie B2F, 2-21-1 Shibuya Shibuya-ku, Tokyo	03-6434-1836
Selezione Angelina	16-20	TOKYU Foodshow B1F, FUTAKOTAMAGAWA RISE SHOPPING CENTER, 2-21-1 Tamagawa Setagaya-ku, Tokyo	03-6805-7355
Charcuterie Kodama matsuya Ginza Shop	16-20	Matsuya Ginza B1F,3-6-1 Ginza Chuo-ku,Tokyo	03-3567-6350
Prates Italian Deli Ecute Akabane Shop	16-20	Ecute Akabane 1F, 1-1-1 Akabane Kita-ku,Tokyo	03-3902-8280
Prates Italian Deli Dila Asagaya Shop	16-20	Dila Asagaya 1F,3-36-1 Asagayaminami Suginami-ku,Tokyo	03-5356-6061
Casa di Arrecchia	14-18	Kikuya Bldg. B1F, 2-6-7 Sannomiyacho Kobe Chuo-ku, Hyogo	078-326-4322
Sendai Mitsukoshi	14-18	4-8-15,Ichibancho Aoba-ku Sendai,Miyagi	022-221-5345
Eataly Nihonbashi Mitsukoshi Shop	3,4,10,11,17	MITSUKOSHI Nihonbashi Honten Shin-kan, 1-3-10 Muromachi Nihonbashi Chuo-ku, Tokyo	03-3527-9660
Eataly Yokohama PRTA Shop	3,4,10,11,17	Yokohama PRTA Shop B1F, 2-16 Takashima Nishi-ku Yokohama,Kanagawa	045-620-6448
Izutsuya 256	21-25	2-5-6,Tokamachi Yamagata,Yamagata	023-642-0256
World Meat Bar Shinjuku Isetan Shop	21-25	Shinjuku Isetan B1F,3-14-1 Shinjuku Shinjuku-ku,Tokyo	03-3352-1111
National Azabu	11、18、23-25	4-5-2 Minamiazabu Minato-ku,Tokyo	03-3442-3181
Aso Natural J Farm Fukuoka Tenjin Iwataya Shop	21-25	2-5-35 Tenjin Chuo-ku Fukuoka,Fukuoka	092-721-3551
Aso Natural J Farm Oita Tokiwa Shop	21-25	Tokiwa Dep B1 Ham corner,2-1-4 Funaimachi Oita,Oita	097-534-3533
KINOKUNIYA International Aoyama Shop	3,4,10,11,17	AO Bldg. B1F, 3-11-7 Kitaaooyama, Minato-ku, Tokyo	03-3409-1231
KINOKUNIYA International Todoroki Shop	10,11,23,24,25	7-18-1 Todoroki Setagaya-ku,Tokyo	03-3704-7515
HANKYU OASIS Suitakatayama Shop	20-24	Suita Greenprace,2-4-1 Katayamacho Suita,Osaka	0120-948-635





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HANKYU OASIS Minoosenba Shop	20-24	3-2-26 Senbahigashi Minoo, Osaka	0120-948-586
A & G by Asahigrant MITSUKOSHI Ginza Shop	21-25	MITSUKOSHI Ginza Honkan B3F, 4-6-16 Ginza Chuo-ku, Tokyo	03-3535-9288
DECORARE	3-7	Choanji Bldg. 1F, 1-9 Suidocho Kumamoto Chuo-ku, Kumamoto	096-355-8152
Caffé Gino Denenchofu Shop	10-25	TokyuSquare Garden SiteC 1F CafféGino TakeAway ,3-25-18 Denenchofu Ota-ku, Tokyo	03-5483-7722
Caffé Gino RYUBO Shop	5-25	Department store RYUBO 1F, 1-1-1 Kumoji Naha, Okinawa	098-943-1000
LATTI-CINO	3,4,10,11,17	Hankyu Umeda Hoten B2F,8-7 Kakudacho Kita-ku Osaka, Osaka	06-6313-1429

*Start date varies for different locations

Inquiries for promotion
Italian Trade Agency (Food & Beverage Division)
Tel: 03-3475-1401 FAX: 03-3475-1440 Mail: food.tokyo@ice.it

Inquiries to release
MediaFlex
Tel: 03-3407-5731 FAX: 03-3407-4991 Mail: info@media-flex.co.jp



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