***Events in the United States and Canada in May***

**TRADITIONAL BALSAMIC VINEGAR OF MODENA TEAMS UP WITH
THE ARENA DI VERONA IN THE USA AND CANADA**

***The prestigious black gold of Modena supports the Arena di Verona Foundation in their summer concert season, to be held in North America from June 8th to September 7th***

*Modena -* Traditional Balsamic Vinegar of Modena, one of the most iconic, DOP Made in Italy delicacies in the world, will support the Arena di Verona Opera Festival in their 2024 concert series in the United States and Canada. The first event will unfold in Los Angeles on Thursday, May 9th at the Italian Institute of Culture. It will follow on the Canadian stage with a Toronto presentation in a joint event with ITA Airways on May 13th. Finally, a meeting at the Italian Embassy in Washington D.C. will take place on May 15th.

Like the evocative temple of opera, **Traditional Balsamic Vinegar of Modena DOP** is the protagonist of Made in Italy excellence on the global scene, with an export share of about 70% in the USA, France, Germany and Japan; it is among the most representative brands of Italian agri-foods.

It is a very positive period for this product that in recent years has seen further growth certified by the numbers: currently the Consortium of Protection represents over 200 vinegar plants and a production of about 14,500 liters, equivalent to 145 thousand bottles of 100ml for a turnover of about 5 million euros. All of this product illustrates Traditional Balsamic Vinegar of Modena’s excellence, including its unique and distinctive bottle, designed in 1986 by the famous automotive designer Giorgetto Giugiaro. It bears the DOP mark of the European Community to guarantee maximum quality, and it helps the consumer to identify authenticity against imitations on the market.

*"Participating in this series of events* - explains the **President of the “Consorzio Tutela Aceto Balsamic di Modena” Enrico Corsini** - *is a real reason of pride for all of us, and of considerable interest to promote the Black Gold of Modena outside the national borders. Traditional Balsamic Vinegar of Modena speaks to a target audience particularly sensitive to classical music. I would argue the product has muisc in its DNA; after all, Modena is inextricably linked to opera, as it is the homeland of famous composers and performers likeLuciano Pavarotti, Mirella Freni and Nicolai Ghiaurov and Raina Kabaivanska who made Modena their home. Given this connection, we hope that the audience of the Arena around the world including the US can find the motivation to visit our city with its own opera houses, as well as to discover Traditional Balsamic Vinegar by coming to visit us. We hope to host you and introduce you to thethe history and production method of this unique, PDO product".*

The “Consorzio Tutela Aceto Balsamico Tradizionale di Modena DOP” as Official Supplier will accompany the Fondazione Arena di Verona in all the events scheduled for the 2024/2025 Opera season.

**Ufficio Stampa Consorzio Tutela Aceto Balsamico Tradizionale di Modena**

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