

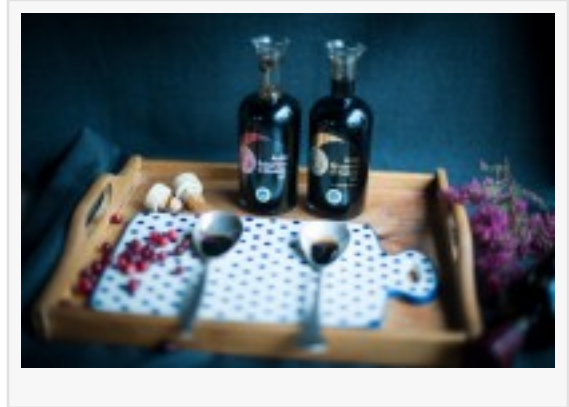
Balsamic Vinegar Of Modena Campaign In The US Market Shows Positive Results After First Year

The Protection Consortium just concluded the first year of EU Funded promotional campaign

DESENZANO, ITALY, December 28, 2017

/EINPresswire.com/ -- Authenticity, history and passion are the three words that sum up the Consortium for the Protection of Balsamic Vinegar of Modena's strategy for tackling the huge challenge of purchasing awareness in US consumers.

The [#originalbalsamicvinegar](#) campaign was launched in 2017 to develop positive dynamics towards the US market and to make a real contribution in increasing awareness about the difference between protected products over counterfeit and deceptive ones.



Federico Desimoni, Director of the Consorzio, strikes a balance of the first year of the project: "Feedback, is vital when you're conducting promotional activities," he says. "We analysed what elements of our promotional campaign worked and what didn't and we can feel satisfied. We chose different cities and styles of events to promote our message: the Fancy Food in NYC, the Food Bloggers Conference in Sacramento and the New York City Wine & Food Festival. Each one has given us suggestion to adapt our strategy and interesting feed-backs."

In the US market the level of recognition of European Geographical Indication productions, such as Balsamic Vinegar of Modena, is less than ideal and brand awareness is still highly generic. "The EU is facing the problem that counterfeiting is becoming more sophisticated but luckily authenticity is therefore becoming the new consumer sensibility, also in USA," explained Desimoni.

Authenticity is now the buying criteria by which consumers are choosing who are they going to buy from, and what they're going to buy. "Luckily we have a unique story, a story to be told and we'll do that with a video that we created and will launch on the Epoch Taste channel www.facebook.com/epochtaste. In collaboration with Epoch Taste, we also lunch a giveaway that can build links to our pages, increase traffic and information about Balsamic Vinegar of Modena."

"We'll strengthen some collaboration for the coming year, like the attendance at the New York City Wine and Food Festival and the collaborations with food bloggers that we'll host in Modena. But also, we'll start new partnership, like the one with the Culinary Institute of America (CIA) – ends the Director . We are convinced that students will be one of our main target for the future. New generations of consumers are growing up and if we want to create a different food culture and knowledge, we must integrate schools and universities in our activities."

The www.originalbalsamicvinegar.eu campaign started in April 2017 and it will end in 2020 with pages dedicated to the main social networks:

- Facebook @originalbalsamicvinegar
- Instagram @originalbalsamicvinegar
- Twitter @theoriginalbv

The Consorzio invite everyone to join the Social Media campaign. Feel free to tweet, retweet or share our messages and your own messages using #originalbalsamicvinegar hashtag.

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