PROSCIUTTO DI CARPEGNA PDO CELEBRATED IN BRISBANE WITH AN EXCLUSIVE MEDIA DINNER AT OTTO

From hand-slicing to a dedicated menu, the evening showcased the authentic taste and culinary versatility of this European PDO cured ham



Brisbane PR dinner - slicing



Brisbane PR dinner - venue

CARPEGNA, ITALY, September 14, 2026 /EINPresswire.com/ -- Last Monday, Brisbane's food and media community gathered at OTTO Brisbane for an exclusive dinner dedicated to Prosciutto di Carpegna PDO. The event welcomed more than 100 guests, including journalists, food writers, content creators, influencers and opinion leaders, for an evening designed to introduce them to the history and distinctive flavour profile of Prosciutto di Carpegna PDO.

The dinner formed part of "The EU Gem Ham: Prosciutto di Carpegna PDO", the campaign co-funded by the European Union and promoted by the Consorzio Prosciutto di Carpegna PDO to raise awareness of European quality schemes and the distinctive characteristics of Prosciutto di Carpegna PDO.

During the dinner, Cristian Tassoni, representative of the Consorzio Prosciutto di Carpegna PDO for the Australian market, addressed guests and shared the story behind this European PDO specialty,

from its territory of origin in the Italian Marche region to the traditional production method that gives the product its distinctive identity.

The evening opened with chef Andrea Vignali, Australian Brand Ambassador of the EU Gem Ham campaign, hand-slicing Prosciutto di Carpegna PDO and serving it in its purest form. This traditional gesture allowed guests to appreciate the product's soft texture, delicate sweetness and aromatic notes directly from the freshly sliced ham.



Brisbane PR dinner - kitchen

Hosted in the elegant setting of OTTO Brisbane, the dinner then continued with a menu created to showcase the versatility of Prosciutto di Carpegna PDO, developed by Chef Andrea Vignali in collaboration with OTTO Brisbane. Vignali guided guests through the experience, presenting the dishes and sharing how Prosciutto di Carpegna PDO can move naturally from a simple tasting moment to more elaborate culinary interpretations. Served with house focaccia and Aceto Balsamico di Modena, paired with Provolone Valpadana PDO in gnocco fritto, or used to enrich Queensland asparagus, Parmigiano Reggiano fondue and Acquerello risotto, the product revealed its ability to bring balance, softness and aromatic depth to different preparations. The journey culminated in Saltimbocca alla Romana, where Prosciutto di Carpegna PDO found one of its most traditional expressions alongside veal and sage.

Through this menu, Prosciutto di Carpegna PDO was presented not only as a premium cured ham to be enjoyed on its own, but also as a versatile ingredient capable of enriching starters, first courses and main dishes. Its sweet yet slightly spicy flavour and its soft texture proved to be a valuable element in both traditional recipes and more contemporary interpretations.

"The Brisbane dinner was a valuable opportunity to share Prosciutto di Carpegna PDO with an audience who are attentive to quality, origin and authentic food experiences," says Marco Pulici, Vice President of the Consorzio Prosciutto di Carpegna PDO. "Australia is an important market for us, where premium European products with a clear identity and certified quality are increasingly appreciated. Seeing Prosciutto di Carpegna PDO interpreted in different dishes, after tasting it hand-sliced in its purest form, allowed guests to understand both its identity and its great versatility in the kitchen".

The evening generated enthusiastic feedback from guests, who appreciated the opportunity to discover a product with a strong story of origin and a remarkable ability to adapt to different culinary contexts, while encouraging conversation around European quality, craftsmanship and PDO certification.

Prosciutto di Carpegna PDO is produced exclusively in the municipality of Carpegna, in the Marche region, according to strict production rules and a slow curing process that enhances its delicate flavour, soft texture and aromatic fragrance. Its PDO certification guarantees origin, authenticity and compliance with a protected traditional production method.

The EU GEM HAM campaign is co-financed by the European Union and aims to increase awareness of premium EU food products that carry the Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) status—symbols of guaranteed quality, regional heritage, and artisanal craftsmanship.

This and much more information about Prosciutto di Carpegna PDO can be found on the official project website www.gemham.eu and on Instagram @consorzio_carpegna.

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