

**INTERREG MeDInno - EUROPEAN TERRITORIAL COOPERATION PROGRAMME INTERREG  
V/A GREECE-ITALY 2014-2020**

**PRESS RELEASE**

**AN ITINERANT SHOW COOKING IN PUGLIA WITH THE PROJECT MEDINNO**

**26 May 2021**

The first itinerant cooking show will be held on Tuesday 1st June 2021, organized by UPI Puglia (Regional Union of the Apulian Provinces) with gastronomic operators and representatives, as part of the project MeDInno *"Joint development of innovative processes and products based on local dairy and meat tradition pertaining to ruminant farming and relevant agri-food sectors"*, funded by the European Territorial Cooperation Programme Interreg V/A Greece-Italy 2014-2020.

An extraordinary opportunity to promote local environmental and gastronomic excellence and to rediscover the territory, with its traditions linked to the culture of food and its peculiarities.

A live performance that will take place at 11:00, at Masseria Roto Galeta, in the town of Nardò, where some chef will guide their guests on a sensory culinary journey, through the creation of three recipes, using the products of the "Disciplinary on the development of new products deriving from milk and meat" realized by the project.

The show cooking will allow participants to watch the preparation of the dishes live and to learn the recipes presented, the culinary tricks and all the curiosities about the products, to discover the knowledge and tastes of the territory.

Also, it will be possible to know and interact with the local producers who will take part in it, real pillars of the local economy, who will "tell" the true soul of the gastronomic products presented, and all the phases from their production to their transformation.

Finally, the event will be an opportunity to explore some topics such as food sustainability, the importance of biodiversity and respect for the seasonality of products, fundamental aspects for a better food future.

UPI Puglia is a partner of the The MeDInno project, which aims to examine the key parameters of ruminant production and marketing and to facilitate the development of an extrovert and innovative meat and cheese sector, through knowledge transfer, standardisation and certification of existing local products, new product development and cluster creation.

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*Interreg V-A Greece-Italy Programme is an European Territorial Cooperation Programme that aims to help public institutions and local stakeholders to develop cross-border projects and pilot actions and to create new policy, products and services, with the final goal to improve the citizens' quality of life. Strategically, the programme will enhance innovation in a number of fields such as blue growth, tourism and culture, agro food and cultural and creative industries. Interreg V-A Greece-Italy Programme aims to get maximum return from EUR 123 million financed per 85% by European Regional Development Fund (ERDF) and per 15% by the 2 member states through a national co-financing.*