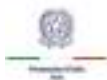




# Mediterranean Diet

*born in Campania!*

OSLO, 19-21 Novembre 2024



# *Welcome to the table with the Campanian cuisine!*



It is a pleasure to celebrate the Week of Italian Cuisine in the World, the yearly week for the promotion of Italian excellence in the culinary and agri-food sectors promoted by the entire Italian diplomatic network, again this year.

Since the main theme for this 9th edition is "**Mediterranean Diet and Cuisine of the Origins: Health and Tradition**", we have chosen to celebrate it with a focus on the territories of Sannio and Cilento in the Campania Region, the cradle of the Mediterranean Diet which was inscribed in 2013 on the UNESCO Intangible Cultural Heritage.

The Campanian cuisine is synonymous with the Mediterranean diet, a balanced lifestyle model that combines a healthy diet and the traditions of the territory. The Mediterranean Diet is in fact much more than a simple healthy nutritional table. It is an immersive cultural experience that includes a series of skills, knowledge, rituals, symbols and traditions concerning the cultivation, harvesting, fishing, breeding, conservation, cooking and above all the sharing and consumption of food.

The celebrations in Oslo will take place over three days and the program includes various events of different nature – culinary, institutional and commercial events - organized in collaboration with the Italian Trade Agency, the Italian Cultural Institute of Oslo, the Campania Region, the Cilento National Park and the the Slow Food Valle Telesina association.

The culinary and institutional events are dedicated to enhancing the culinary traditions of the Campania Region and the beauty of its territory. In particular they aim to enhance the uniqueness, authenticity, diversity and versatility of the products of the Sannio and Cilento areas through dinners, tastings, cooking shows, stories of passion for the products. The commercial meetings have the aim of promoting and improving the positioning of the high-quality Campanian products on the Norwegian market.

Once again, our regional cuisine - so different in the various areas of the "Bel Paese" - is a distinctive trait of our culture and it is not possible to separate the food from the territory from which it originates. This brochure passionately shows the Campanian food and wine traditions, which I am sure you will fall in love with.

**Stefano Nicoletti**

*Ambassador of Italy to Norway and Iceland*

*Campania:  
a hub of  
agri-food  
excellence  
and home to  
the  
Mediterranean  
Diet*



The promotional event “Week of the Italian cuisine” in Oslo, focused on Campania region, is a unique opportunity to showcase the rich agri-food heritage of our territory, along with its vibrant traditions and lifestyle, all deeply intertwined with the values of the Mediterranean Diet, recognized as an intangible UNESCO heritage.

Campania is celebrated not only for its stunning landscapes but also for the diversity and quality of its agri-food products, including Mozzarella di Bufala Campana, San Marzano tomatoes, and Piennolo tomatoes. Our region is a true treasure trove of flavors, shaped by centuries-old traditions and a commitment to sustainable production. It is in Campania, particularly in Cilento, that the remarkable benefits of the Mediterranean Diet were first explored seventy years ago.

The event in Oslo not only aims to promote our culinary excellence but also lays the groundwork for future collaborations with the Italian Embassy in Norway. I believe that the Norwegian market holds exciting opportunities for our businesses and that this event will foster greater interest in our products, strengthening the connections between our two countries.

**Nicola Caputo**  
*Councillor for Agriculture  
Campania Region*





# program

## Campania agrifood for the Week of the Italian Cuisine in the World in Oslo

*Enjoy an unforgettable celebration of Campania's culinary heritage, where you'll have the opportunity to explore the region's renowned agri-food excellence!*

*November*

19

**Michelin Star Chef Marianna Vitale - Pastry Chef Roberto Maturo**

Gala Dinner at the Residence of the Italian Ambassador in Oslo, located at Inkognitogata 5. This exclusive evening will host around 25 distinguished institutional guests, offering a perfect setting to appreciate the rich flavours and traditions of Campania.

**Chef Gena Iodice** (*Slow Food Cooks Alliance*),

**Pastry Chef Roberto Maturo, Giovanni Cimitile Maestro PizzaChef**

Promotional Event dedicated to showcasing the finest products from the Campania Region. Tailored for approximately 70 Norwegian professionals in the food and wine sectors, this event will feature an engaging conference, a live cooking show, and a delightful dinner.

*November*

20

*November*

21

Cultural Promotion at the Italian Cultural Institute (IIC) in Oslo, designed to immerse attendees in the true essence of Campania. This event will include curated tastings of exquisite finger foods and typical regional products for around 60 guests, and the opening of a photographic exhibition with stunning glimpses of the Cilento area, Vallo di Diano and the Alburni National Park.

B2B Meetings connecting Campanian producers with importers, distributors, and gourmet Italian product shop owners in the Oslo area.

These meetings are designed to promote and facilitate the successful introduction of Campanian products to the Norwegian market. Additionally, Campanian wineries will engage with representatives from Vinmonopolet, opening doors for collaboration and discovery.

19-  
21

*November*





# products

## From traditions to taste: exploring the flavors of Campania

*Campania boasts  
15 DOP and  
15 IGP food  
productions,  
19 DOP wines  
and 10 IGP wines,  
as well as  
601 recognized  
traditional  
products*

From the plains close to Garigliano and Sarno rivers to the Cilento hills, from the terraces of Sorrento and Amalfi coast to the crops on the slopes of Vesuvius, from the green lands of Sannio to the pastures of Irpinia... all the rural areas of Campania offer unique gastronomic products well known worldwide.

Discover the unparalleled quality and authenticity that define Campania's culinary landscape and experience the extraordinary products that make this region a true gastronomic paradise!

As for the agri-food sector, Campania is the leading region of Southern Italy, with over eight thousand active companies, thousands of employees, and an export turnover that has been constantly growing over recent years.

Campania is also the cradle of the Mediterranean Diet, UNESCO Intangible Cultural Heritage, which was discovered and studied in the sixties of the twentieth century in the town of Pioppi, near Salerno. **The UNESCO recognition of the Mediterranean Diet is a testament to the quality of healthy living, rooted in Italian tradition, and especially in the region of Campania.** Still today those dietary habits and the agricultural products "made in Campania" are synonymous of high quality and healthy lifestyle.

The territory - made up mostly of 'artisan', enterprises, that are intimately linked to the local traditions - offers an extraordinary number of typical and high-quality products, boasting the "Denomination of Protected Origin" and "Indication of Protected Origin" trademarks.



# DOP

## Protected Denomination of Origin

### *products of Campania Region*



Caciocavallo Silano  
*Silano Caciocavallo Cheese*

Cipollotto Nocerino *Nocerino Onion*

Colatura di alici di Cetara  
*Cetara Anchovy Drippings*

Fico bianco del Cilento  
*White Fig of Cilento*

Mozzarella di Bufala Campana  
*Buffalo Mozzarella from Campania*



Olio extravergine di oliva Cilento  
*Cilento Extra Virgin Olive Oil*

Olio extravergine di oliva Colline Salernitane  
*Colline Salernitane Extra Virgin Olive Oil*

Olio extravergine di oliva Irpinia, Colline dell'Ufita  
*Irpinia - Colline dell'Ufita Extra Virgin Olive Oil*

Olio extravergine di oliva Penisola Sorrentina  
*Sorrento Peninsula Extra Virgin Olive Oil*

Olio extravergine di oliva Terre Aurunche  
*Terre Aurunche Extra Virgin Olive Oil*

Oliva di Gaeta *Gaeta Olive*



Pomodoro del Piennolo del Vesuvio  
*Piennolo Tomato of Mount Vesuvius*

Pomodoro S. Marzano dell'Agro Sarnese-nocerino  
*San Marzano Tomato from the Sarnese-Nocerino Area*

Provolone del Monaco  
*Monaco Provolone Cheese*

Ricotta di Bufala Campana  
*Buffalo Ricotta from Campania*



# IGP

## Protected Geographical Indication

### *products of Campania Region*

Carciofo di Paestum  
*Artichoke of Paestum*

Castagna di Montella  
*Chestnut of Montella*

Castagna di Roccamonfina  
*Chestnut of Roccamonfina*

Cavolfiore della Piana del Sele  
*Cauliflower from the Sele Plain*

Ciliegia di Bracigliano  
*Cherry of Bracigliano*

Limone Costa d'Amalfi  
*Amalfi Coast Lemon*

Limone di Sorrento *Sorrento Lemon*

Marrone / Castagna di Serino  
*Chestnut of Serino*

Marrone di Roccadaspide  
*Chestnut of Roccadaspide*

Melannurca Campana  
*Annurca Apple from Campania*

Nocciola di Giffoni *Hazelnut of Giffoni*

Olio Campania  
*Extra Virgin Olive Oil from Campania*

Pasta di Gragnano *Gragnano Pasta*

Rucola della Piana del Sele  
*Rocket from the Sele Plain*

Vitellone Bianco dell'Appennino Centrale  
*White Veal from the Central Apennines*



**Regione Campania**  
[www.agricoltura.regione.campania.it](http://www.agricoltura.regione.campania.it)

## *Participating* **Campania agrifood companies**

Casa Iuorio società Agricola Ss  
Uliveti Castel San Martino srl  
Fratelli D'Acunzi  
Oro Campania

Consorzio Tutela Mozzarella  
di Bufala Campana

Sapori Vesuviani di Pasquale  
Imperato

Pastificio Del Sole Costantino  
La Guardiense Sca

Associazione Cipolla di Vatolla  
Azienda Agricola Elena  
Catalano di Alessandro Russo