



A Taste of Parma in NYC



Did you know that a person from Parma, Italy, is known as a parmigiano in Italian? That gives you an idea of how rich the food culture is in this Northern Italian town, famous around the world for its Parmigiano Reggiano DPO - Prosciutto di Parma DPO - pasta and much more.

Parma is the first Italian city to be declared a World Heritage Site for its gastronomy, by [UNESCO](#) [2] just a year ago on December 11, for its food delights that include shops, restaurants, and a network of food museums. Parma is also the headquarters of [barilla](#), the world's largest pasta company, and [Accademia Barilla](#) [3]. Which promotes Italy's rich gastronomic culture around the world.

Recently, the New York Times decided to dedicate an episode of its travel column "[36hours](#) [4]" to Parma, dubbing it the home of Parmesan, renowned hams and unique products, which contribute, along with the stately beauty of the ancient Duchy, to a memorable and unforgettable visit dedicated to pleasure.

The Guardian voted Parma the city with the best quality of life in Italy. When one tells people they live in Parma, the response is immediate: "Parma, che bella!" - so beautiful!



“The city is compact and easy to navigate by foot, and you can travel further afield by bike or on the reliable, cheap bus network. A tour of the historic center - starting with the Duomo, Baptistery, and painted ceiling at San Paolo Convent, then heading over the river via Palazzo della Pilotta to the [Palazzo Ducale](#) [5] - is fascinating and not too demanding. Whether it’s prosciutto, pasta or parmesan cheese, this city is defined by its food”.

For the occasion of the first Italian Cuisine Week Worldwide, the flavors of Parma are traveling to New York City, in a joint effort of the Mayor of the city of Parma, [Federico Pizzarotti](#) [6], the Parma Alimentare consortium and Barilla Restaurants. [Parma Alimentare](#) [7] is the promotional consortium which coordinates the initiative and has the mission of promoting the world famous Food Valley.

Together, they will host a special gastronomic event on November 17th to celebrate the city of Parma at Barilla Restaurant - Herald Square.

The evening will take food journalists, bloggers, travel operators and professionals of the food industry on a journey to discover the Parma Excellences.

Michelin-starred Chef [Massimo Spigaroli](#) [8], will top the event with a creative menu featuring products typical of Parma, including Parmigiano Reggiano DPO, Prosciutto di Parma DPO, Delicium Rizzoli Anchovy Fillets, Coppini Arte Olearia (Olive oil), Lambrusco wine and Barilla Pasta that will surprise the finest palates.

Moreover, during the entire two-day event on November 17th and 18th the three Barilla Restaurants in Manhattan will give away 4,000 thousand tasting samplers to provide the opportunity to its customers to discover the Delights of Parma

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Explore the Food Culture of the UNESCO City of Gastronomy
On November 17&18 for Lunch & Dinner with a Complimentary
Parmigiano Reggiano PDO, Prosciutto di Parma DOP & Delicium Anchovy's crostini Platters
Bryant Park 1065 6th Ave, New York, NY 10018
Herald Square |108 W 32nd St, New York, NY 10001
Radio City 290 6th Ave, New York, NY 10019

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Links

- [1] <http://www.iitaly.org/files/prosciuttojpg-0>
- [2] <http://en.unesco.org>
- [3] <http://www.barillarestaurants.com/our-restaurants>
- [4] http://www.nytimes.com/interactive/2016/07/21/travel/what-to-do-36-hours-parma-italy.html?_r=0
- [5] https://it.wikipedia.org/wiki/Palazzo_del_Giardino
- [6] https://commons.wikimedia.org/wiki/Category:Federico_Pizzarotti
- [7] <http://www.parmalimentare.net>
- [8] http://www.anticacortepallavicinarelais.com/?page_id=615