

# Passione Veneta 1st Edition

23 / 25 febbraio '18

Viale L. Da Vinci, 52 - Foro Boario **Vicenza**

Cheese from our diaries to our kitchen.

What passione

- Food and entertainment - Food made with cheese from the Veneto DOP area. Stands open lunch and dinner
- Craft beer and Wine bar, stocked with 50 of the best wines from Veneto.
- Stands selling cheese, milk and butter.
- Regionale Cattle Show.
- Vetrina di Italia Alleva – Livestock Exposition: cattle, sheep, goats, horses and colts.
- Entertainment for children and adults including pony rides

## Free Admittance

## Opening times

Friday **23** February from 19:00 to 24:00

Saturday **24** February from 09:00 alle 24:00

Sunday **25** February from 08:30 alle 23:00

For the full schedule:

[www.passioneveneta.it](http://www.passioneveneta.it)

Follow us on Facebook

<https://www.facebook.com/passioneveneta>

# Passione Veneta

**Formaggi dai nostri allevamenti  
in cucina. Con passione.**



**23 - 24 - 25**

**febbraio '18**

**Foro Boario**

**Vicenza**

**Arav and the top four Veneto Cheese producers are proud to present quality  
cheese to**

**Foro Boario - Vicenza**

*From 23 to 25 February, 3 days dedicated to Veneto cheese DOP,  
along with fun and education.*

Cheese the star of Vicenza, 'Passione Veneta', from 23 to 25 February at Foro Boario, thanks to Arav and Aia, sponsors and promoters of the event, along with the four biggest Veneto cheese producers, Lattebusche, Latteria Soligo e Caseificio Ponte di Barbarano. The event, first of its kind, made possible by Regione del Veneto and Vicenza Town Council and with help from sponsors; Camera di Commercio di Vicenza, Campagna Amica di Vicenza, Qualità Verificata ed Unicarve, vede quali sponsor i Consorzi di tutela Grana Padano Dop, Casatella Trevigiana Dop, Piave Dop

and Asiago Dop. The organization of the event was handed over to Guru del gusto, who had the task of creating an event that embodies the passion Veneto dairy farmers have, and which gave the name to the event. The two key messages that Passione Veneta hope visitors will leave with are: the high quality of Veneto cheese and the importance and benefits of cheese in our daily diet. Three days of information, workshops and fun during which it will be possible to sample cheese from the best Veneto cheese makers. Campagna Amica will play an important role by offering practical advice and hands on workshops to those wishing to learn all about cheese. Visitors will also be able to meet the farmers and learn all about the quality process they have in place with Arav and the four biggest Veneto cheese companies. A process developed to answer the needs of consumers, who are always looking out for quality cheese and how to tell them apart. **Professor Ivo Bianchi will elaborate on the virtues of milk and cheese in our diet, and those taking part at the cheese tasting, will be able to take home information on its benefits.**

## Looking forward to seeing you

During 'Passione Veneta' a large hearted tensile structure will be dedicated to food and open for lunch and dinner. Guests will be able to savour culinary delights made from amazing Veneto cheese, as well as the ever popular hamburger and cheeseburger made with QV beef and cheese DOP, and choose drinks from a large collection of artisan crafted beers and a selection of 50 of the top Veneto wines.

Families and children will enjoy a day out getting to know more about cheese in workshops organized by Campagna Amica. Fun is also ensured by the rich variety of music and entertainment programmed for all the 3 days, which includes The Regional Cattle Show, of Frisona, Bruna, Pezzata Rossa e Rendena breeds on 24 and 25 February and 'Vetrina di Italia Alleva', where breeders will showcase their cattle, sheep, goats, horses and colts. Laughs are guaranteed on Friday 23 February with "Veramente... Falso!" when impersonators of Vasco Rossi, Antonello Venditti, Edoardo Bennato, Ligabue e Madonna will take the stage. Saturday evening is 90s night with dj Luciano Gaggia; and live music with Elena Tavella and the Movida band on Sunday 25.

Entrance is Free.

Passione Veneta opens with a Gala Dinner on Friday 23 February at 8pm, a dinner based on DOP Veneto products. Seats are limited (costo 35 euro) and to be booked in advance .

Info complete schedule [www.passioneveneta.it](http://www.passioneveneta.it)

# Passione Veneta 1° edizione

Promoted by

**ARAV** Associazione Regionale Allevatori Veneto

In collaboration with the following cheese cooperatives

**Caseificio Soc. Ponte di Barbarano – Lattebusche – Latteria Soligo – Latterie Vicentine**

Organized by

**Guru del Gusto srl** Segreteria [segreteria@gurudelgusto.it](mailto:segreteria@gurudelgusto.it)

**PASSIONE VENETA®** è un marchio registrato di proprietà di ARAV  
Associazione Regionale Allevatori Veneto

