



Viaggio Didattico Emilia Study Trip - Italy - Emilia

Data / Dates:

24/02/2025 - 28/02/2025

A.A / A.Y:

2024/2025

Tutor:

Bernardi Andrea, Venturino
Miriam

MONDAY, 24 FEBRUARY 2025

08:00
Departure from Bra Movicentro
11:00
Visit to La Tosa farm and wine museum
12:00
Lunch at La Tosa farm (<https://www.latosa.it/>)
15:00
Visit at HIFOOD (<https://www.hifood.it/>)
Meeting with Emanuele Pizzigalli, co-founder of HIFOOD and today Head of Innovation, and Cristiana Ballarini, Marketing Director Added Value Solutions. We will learn about the role of B2B in the evolution of the food supply chain and the evolution of a startup in an international context: HIFOOD case study in CSM (<https://www.csm.it/>). To conclude: tasting session.
19:00
Check-in at Hotel Europa in Reggio Emilia (<https://hoteleuropa.re.it/>)
20:30
Dinner at Jigger (<https://thejiggersociety.com/locali/jigger-reggio-emilia/>)
Return to the Hotel.
End of didactic activities.

TUESDAY, 25 FEBRUARY 2025

10:15
Departure from Hotel Europa
11:00
Visit Acetaia Giusti (<https://giusti.com/it>)
Visit to the ancient vinegar cellars, analysis of the Balsamic production process, Masterclass with tasting, and meeting with the CEO
13:00
Lunch at Roots (<https://www.rootsmodena.com/>).
youth-led social enterprise that shows the cultural and human value of the new chefs from Modena and is the base of the Association for the Integration of Women (<https://www.weareaiw.org/>)
16:00
Visit and workshop with "Il Cicciolo d'oro" (<https://www.ilcicciolodoro.com/>)
This is a moment to get to know the territory through an association that enhances local, historical, and current gastronomic culture. Together with them, we will prepare "ciccioli" and "tortelli".
Dinner with the "Il Cicciolo d'oro" association
Return to the hotel.
End of didactic activities.

WEDNESDAY, 26 FEBRUARY 2025

07:00

Departure from Hotel Europa

07:45

Meeting with Margherita Montanari of the Montanari&Gruzza company (<https://www.montanari-gruzza.it/>) to visit the Parmigiano Reggiano production dairy

10:00

Lecture on internal company management and marketing strategies. Cheese tasting.

13:00

Lunch at Agriturismo San Giuseppe (<https://www.agriturismosangiuseppe.com/>)

15:00

Visit to the Montanari&Gruzza factory

17:30

Visit to Acetaia San Giacomo (<https://acetaiasangiacomo.com/>), an organic farm and artisanal factory specialized in long-fermentation vinegar and Traditional Balsamic Vinegar of Reggio Emilia. Meet with Andrea Bezzecchi, owner of Acetaia San Giacomo and professional taster (sensory analysis) of Traditional Balsamic Vinegar. He has a PhD in agri-food science, technology, and biotechnology, with a thesis on acetic fermentation.

Informal dinner at the Acetaia.

Return to the hotel.

End of didactic activities.

THURSDAY, 27 FEBRUARY 2025

09:15

Departure from Hotel Europa

10:00

Visit at Barilla (<https://www.barilla.com/it-it>)

Company presentation and guided tour of the pasta factory

"Please read the Key Information leaflet provided to you in advance. It is recommended to wear comfortable clothing and low shoes with non-slip rubber soles (no slippers, sandals or open shoes); it is also recommended not to wear watches, piercings and jewellery (e.g. necklaces, earrings, rings, bracelets) as for security reasons these must be removed before entering the establishment (it will be possible to leave personal effects in lockers or in a guarded room)."

13:00

Lunch at Dispensa Emilia (<https://www.dispensaemilia.it/it/>)

14:30

Visit to Pregel company (<https://pregel.it/>)

Company presentation and marketing strategies taking a case study to be analyzed.

18:00

Return to the hotel.

FREE DINNER.

End of didactic activities.

FRIDAY, 28 FEBRUARY 2025

08:15

Check-out and departure from Hotel Europa

09:30

Visit at Levoni (<https://www.levoni.it/>)

Factory visit focusing on the Salami production line, a guided tasting followed by a moment of discussion, insights, and questions about the company.

15:30

Departure from Castelluccio

19:00

Return to Bra Movicentro.

End of study trip.