

PRESS RELEASE

Rosso Vesuviano, is born a pig bred in the National Park with ancient techniques

Raising a pig in the wild of the Vesuvius National Park according to the ancient Vesuvius tradition. This is the idea of the butcher Antonio Di Sieno who will present the first results of two years of experiment at the Italian Cuisine World Summit scheduled from 19th to 24th November in Dubai. «The most innovative thing of the moment is the return to the past – tells Antonio Di Sieno - growing the animals outdoors and butchering them according to ancient customs. Today 95% of pork comes from intensive farms, my desire is to bring to the table a product that comes from an animal that has lived in well-being». Di Sieno will present the sausage, the salami, the lard, the head cup, the hams, all poor dishes that the butcher 3.0 is bringing to the fore.

Rosso Vesuviano is born in the stable and stays there for up to 60 days, then it is bred and grown outdoors, where the quality of life is better and they are able to express natural behaviors that are fundamental for them, like rooting, rolling in the mud or land and go in search of food, made almost exclusively of the products that grow on our Vesuvius. "We rediscovered the ancient tradition of peasant families where the pig was raised in compliance with precise rules handed down from father to son. Our Rosso Vesuviano is bred for 14/16 months until it comes to weigh about 150/170 kilograms».

SHORT BIOGRAPHY. Antonio Di Sieno, fourth generation of butchers, is a young professional specializing in the trade and processing of fine meats from the world. He is the owner of "Trippicella", a company founded in 1940, which distributes premium cuts in the most important Italian cities. Defined butcher 3.0 for its ability to combine tradition and innovation. Among his latest projects "Meat innovation" for the recovery of waste meat and "Tondo Napoletano" the first fried sandwich with hamburgers.

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