Traditional Moldovan specialties were presented and tasted at a second "Authentic Moldovan" event

The secrets of ”Plăcinta miresei de Olănești” and delicious stories of "Podgoria Wines" and “Zăbriceni Teas” were revealed at a second "Authentic Moldovan" event to promote traditional Moldovan products that are either protected by or have the potential to be protected by Geographical Indications (GI), Traditional Speciality Guaranteed (TSG) or Designations of Origin (DO).

The event was part of a national campaign launched by AGEPI with the support of the EU Project “Support to Enforcement of the Intellectual Property Rights” in the Republic of Moldova and the News portal AGORA and EA.md. The event gathered over 70 participants, interested in discovering and tasting authentic Moldovan products with the potential to be certified as a traditional specialty guaranteed.

The deputy leader of the EU Project, Kenny Wright, welcomed the guests at the second "Authenthic Moldovan" event and stated:

“Over the last twenty months, the Project has worked with AGEPI and other institutions to not only strengthen the legal system used to protect traditional products in the Republic of Moldova but has supported local producers develop traditional products that could be protected by GI, TSG or DO.”

The General Director of AGEPI, Lilia Bolocan, stressed that the Republic of Moldova is a state with rich culinary traditions and has great potential to develop products that can be protected by geographical indication or traditional specialty guaranteed.

"Throughout the world, traditional specialties and geographical indications, whose qualities, characteristics, reputation are due to their provenance, enjoy great popularity among consumers. They are attracted by the authenticity of the traditional product, guaranteed by the GI and TSG systems. At the same time, traditional products are true ambassadors of the culture and the heritage of a people", said Lilia Bolocan.

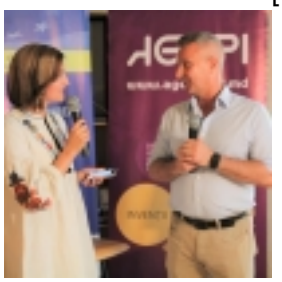
Anatol Fala, expert of the EU Project, referred to the results of a Project study on the potential of products, including beverages and dishes specific to certain geographical regions, which could be promoted under a geographical indication or traditional specialty guaranteed system. Out of the 67 products identified in the study, seven have already begun the process of registering as GI.

During the event, the participants tasted and listened to the story of ”Plăcinta mireseide Olanesti”, ”Podgoria Wines" with the GI "Valul lui Traian" and the Teas from "Zăbriceni". In addition, the guests participated in a quiz and the winners were rewarded by organizers.

The promotion campaign of traditional Moldovan products protected by GI, PDO, TSG, titled "Authentic Moldovan", is financed by the EU Project “Support to Enforcement of the Intellectual Property Rights” in the Republic of Moldova.

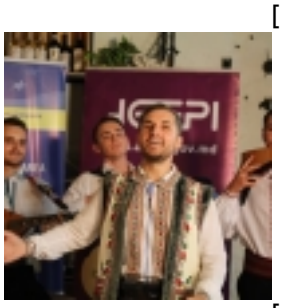

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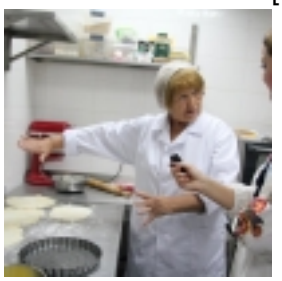

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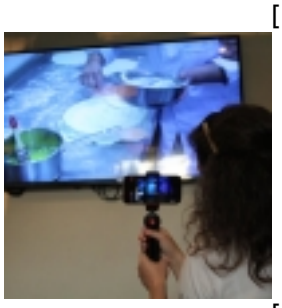

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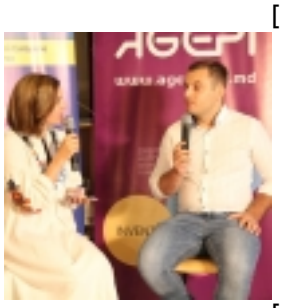

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