



PARMIGIANO REGGIANO MUSEUM HONOUR CLUB

FOOD MUSEUMS ARE THE FIRST ITALIAN CULTURAL INSTITUTION
TO ISSUE AAA TOKENS

PRESS RELEASE | Wednesday May 17th, 2023

The Food Museums of the Province of Parma inaugurate the first Honour Club dedicated to Parmigiano Reggiano lovers, accessible to individuals and businesses, issuing new generation Aaa Tokens.

Parma, Milan | May 17th, 2023 – The Food Museums of the Province of Parma are the first Italian cultural institution to issue Aaa Tokens to join the Honour Club. They do so on occasion of their 20th anniversary: on November 29th 2003, the first of the eight Food Museums of the Province of Parma dedicated to Parmigiano Reggiano was inaugurated in Soragna.

In twenty years of activity, the Food Museums have welcomed over 300,000 visitors and, among them, at least 60,000 primary school students, performing a non-trivial function in the formation and spread of a well-rounded food culture. Managing a museum network of this size requires significant resources: think of teaching, communication and above all the sites and equipment maintenance and the restoration of over 4,000 objects on display.

For this reason, on the twentieth birthday and adhering to the proposal to create a Museum Honour Club of supporters, the Food Museums have entrusted Innova et Bella, the issuance of a series of NFT - Non Fungible Tokens - uniquely related to the names of Museum supporters who share the values, mission, educational projects and contribute to their development.

The initiative, which aims to involve people and businesses, starts from Parmigiano Reggiano Museum, which celebrates the King of cheeses, and then expand to the other museums dedicated to Prosciutto di Parma, Salame di Felino, Pomodoro, Pasta, Vino, Culatello di Zibello, Fungo Porcino di Borgotaro.

Among the first Tokens subscribers, which will be part of the Honour Club, there are: Mario Marini, president of the Food Museums; Michele Guerra, mayor of Parma; Andrea Massari, president of the Province of Parma; Mauro Felicori, councillor for Culture of the Emilia Romagna Region; Paolo Andrei, dean of the University of Parma; Cristiano Casa, president of Visitemilia; Enzo Malanca, president of ALMA, The School of Italian Culinary Arts; Massimo Spigaroli, president of Fondazione Parma Unesco; Andrea Nizzi, president of Parma Quality Restaurant; Giovanni Ballarini, honorary president of the Italian Academy of Cuisine; Nicola Bertinelli, president of the Parmigiano Reggiano Consortium; Luca Cotti, Parma section president of the Parmigiano Reggiano Consortium; Michele Berini, Parma section director of the Parmigiano Reggiano Consortium.

All people and companies that support with their name and their contribution the mission and the institutional activities of the Museums will be mentioned in the Roll of Honour. For the Parmigiano Reggiano the Museum Honour Club will be reachable to the address parmigianoreggianomhc.mucibo.it/en.

Mario Marini, President of the Food Museums of the province of Parma, declared: *"Twenty years after its inauguration, the Parmigiano Reggiano Museum is the first museum to dedicate its Honour Club to all lovers of Parmigiano Reggiano wishing to promote its culture. Our desire, through the creation of the Honour Club, is to gather the support of gourmet fans, that love Parmigiano Reggiano and all the typical products of our territory, to help us in the development and promotion of the agro-food heritage and its enhancement for educational purposes. All the profits of this initiative will be allocated to the institutional activities of the Food Museums. The creation of an Honour Club and the issue of non-speculative Tokens represent for us a look towards the future and the new generations to be involved in the formation of a proper food culture."*

The Official Tokens released by Parmigiano Reggiano Museum to every member of its Honour Club are issued without any speculative intention. They are new generation Aaa Tokens, made unique and nominative by a personal authentication QR code, registered on an encrypted ledger that certifies the enrolment of each individual subscriber in the Honour Club of the Parmigiano Reggiano Museum.

Francesco Guido Bonetti, President of Innova et Bella, the professional services company responsible as Arranger for the issue of Parmigiano Reggiano Museum Honour Club Tokens, recalled: *"Our new Aaa Tokens platforms, allow today each Museum Direction to offer to the public, in Italy and abroad, new and more efficient forms of digital, mobile and social participation in their values and projects. Without reputational risks, issuing Aaa rating Tokens, without speculative purpose, Esg compliant. We are happy that the Food Museums celebrate the participation in the Museums Honour Clubs of their gastronomic excellence, through our platforms."*

To join the Honour Club and receive your Token you can connect to the issuing portal (parmigianoreggianomhc.mucibo.it/en). Subscribers will be able to store their personal Official Tokens on smartphones, tablets or computers and share them online on their websites and favorite social networks. The Food Museums will assign all profits coming from the subscription services to Parmigiano Reggiano Museum Honour Club to support their institutional activities and their projects related to food education.

REFERENCES

The Food Museums of the Province of Parma (www.museidelcibo.it/en) are a non-profit cultural Association, which manages the network of Food Museums dedicated to: Parmigiano Reggiano, Pasta, Pomodoro, Vino, Salame di Felino, Prosciutto di Parma, Culatello and Fungo Porcino di Borgotaro. The Association works in the field of food and nutrition education, protection and enhancement of agri-food traditions and promotion of the cultural, artistic and economic heritage of Parma's agri-food industry. The Parmigiano Reggiano Museum, inaugurated in 2003, is located inside the historic nineteenth-century Meli-Lupi Castle of Soragna, in the province of Parma, where objects for processing, images, video, old photographs and drawings are exhibited.

Innova et Bella (www.i-b.com) is a strategic and professional consulting company. Founded on June 21st, 1985, I&B counts among its customers companies, institutions, public and private organizations of all nationalities. In the fintech area I&B offers its customers a complete platform of services for the issuing, distribution and management of digital tokens, tt and ntt, ft and nft, on encrypted ledger and blockchain technologies.

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