



Bulletin 1/2021

**“FORMAGGI & SORRISI, CHEESE & FRIENDS FESTIVAL”,
THE DATES OF THE SECOND EDITION**

From 25th to 27th March 2022 in Cremona the most awaited dairy products event of the year

Cremona, 3rd June 2021- **SGP Grandi Eventi** is glad to announce the dates for the event which was specifically for making the most of Italian dairy products and all milk derivatives: **“Formaggi & Sorrisi, cheese & friends festival”**.

The second edition which will be held from 25th to 27th March, promoted by **Consorzio Tutela Grana Padano** and **Consorzio Tutela Provolone Valpadana**, patronised by **Regione Lombardia**, by the **Town of Cremona** and by the **Chamber of Commerce of Cremona** and organised by SGP Great Events, is back after the previous edition's success where several visitors and gourmet crowded Cremona's historical centre's streets and squares to the great satisfaction of the exhibitors for the business at the fair.

This will be an event not to be missed for enthusiasts and insiders for tasting, purchasing, and getting to know better one of the most appreciated and imitated Made in Italy products in the world. The calendar will be rich in events dedicated to audiences of all ages with animation and entertainment shows, show cooking, experiential workshops and challenges, cheese sculptures, alongside information and cultural events such as exhibitions, tourist itineraries, round tables, conventions, dairy art demonstrations and didactics for adults and children.

But these are not all the novelties, wide space will be given to tasting but not just cheese, products for special matches such as preserves, jam, mostarda, vinegar and honey and all the gourmet excellences that enhance the union with cheese to the palate.

The usual Cheese Oscar event cannot be left out, the prize will be awarded to a well-known person who managed to stand out in his/her field and contributed to promote the brand image of cheese both nationally and internationally or that is known to have a liking this product.

Formaggi & Sorrisi will really be an event for everybody, an opportunity for meeting, having fun and learning in the wonderful surroundings of the historical centre of Cremona situated in the core of Lombardia's cheese district which has always been capable of attracting a very wide public attracted both by the many cultural and local wine and gastronomy offers.

Web site: www.formaggiesorrisi.it
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