



COMUNICATO STAMPA

**DISCOVERING FIORDIPRIMI®: GREAT SUCCESS FOR THE FOOD PAIRINGS
PRESENTED AT RICCIONE COCKTAIL SPRING**

A new event for Surgital to spread the culture of quality bar meals, made even more enjoyable when offered in food pairings with a specially-prepared drink.

Lavezzola (RA), July 2023 - Three days dedicated to the art of mixology, but also to discovering how to best use our **Fiordiprimi®**, a range of **deep-frozen single-portion ready meals** for the Bar channel. From the 17th to the 19th June, the Surgital brand that includes traditional Italian first and second courses took part, **along with A.I.B.E.S. - Associazione Italiana Barmen e Sostenitori, the Italian Association of Barmen and Supporters** in **Riccione Cocktail Spring 2023**, an event dedicated to high-quality cocktails, where the best bartenders in the city and the best-known mixologists in the country presented their creations, true works of art in a glass, and spread the culture of this sector. This is a goal that lines up with the philosophy of **Fiordiprimi®**, which have for some time been promoting **food pairing as an added value for bars**, who can find the **key to making their menus distinctive by pairing excellent dishes with excellent cocktails**.

To demonstrate the **combined use of meals and drinks**, the **chefs from De Gusto, the company's Pasta Academy**, went up on the stage in Viale Ceccarini. Our experts explained the practicality of using **Fiordiprimi®**, which, when served with the right presentation and paired with a cocktail, can become the perfect allies for a satisfying lunch, or, if portioned correctly, a source of inspiration for unusual appetisers. Indeed, professionals who choose **Fiordiprimi®** can count on Surgital's advice when it comes to the use of these products with a contemporary twist. Created as single-portion meals, over time **Fiordiprimi** have demonstrated their versatility of use, and the open-air stage at *Riccione Cocktail Spring* was the ideal context for presenting them in a new, modern way as co-protagonists in intriguing food pairings.

During the lively three days of the event, Surgital experts offered advice and practical demonstrations of how ready meals can be interpreted in thousands of different ways, allowing them to become a valuable ally in the kitchen for many types of establishments. While serving them directly in the tray they are packaged and heated up in is always highly convenient in terms of speed and resources to be dedicated to preparation, a little creativity offers the opportunity to multiply the possibilities for their use, which also creates higher margins.

This is how ready meals can take on a new identity, which Surgital would like to share first of all with sector operators, but also **with customers**: in this sense, Riccione was an important event, because the public was directly involved, stimulating them to get to know the product at home after buying it from the newly revamped company e-shop, **www.frizer.it**. This is a convenient online outlet where you can find many Surgital lines - short and long pasta, filled pasta, oven-baked pasta, sauces and much more - to enjoy products that are usually designated for professional use at home.





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The first edition of **RICCIONE COCKTAIL SPRING** was a success, with participating bars, partners and people all enthusiastic about taking part in this great collective celebration. Without a doubt, it marked the beginning of the summer season, but it was also one of the many ways in which Romagna has demonstrated its great ability to take action and reopen with joy, enthusiasm and a smile after the difficult period that recently hit us.

Surgital, which has its roots in Romagna and represents the region to the world, is proud of having participated and contributed to the success of this event.

