



The Pesto Championship is a brand of the Genoa Chamber of Commerce to promote the territory

# The Finals of the 10th Pesto Genovese al Mortaio World Championships

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## PRESS RELEASE

The World Championship was launched in 2007 and is now in its 10th edition. In 17 years, it has succeeded in establishing itself worldwide through events and communication, it has **drawn the perimeter of "what is or is not Genoese Pesto"** (the official recipe of the Championship has become the global reference model), it has contributed to greater **consumer awareness** and thus to the affirmation of Ligurian PDOs, and finally it has caused a "trigger effect" by managing to give voice and image to the entire Ligurian territory and its excellences. Pesto is an increasingly fashionable and widespread sauce.

In pasta sauces it has already taken the lead in international communication for a few years now (estimated at +7% compared to other tomato-based sauces), and the market has become richer, but also flooded with "non-pestoes", low quality and "informational noise" that threatens to overshadow its Ligurian origins (in the last three months it was mentioned 45% in North America, 27% in Europe - of which Italy 16% - and 28% in the rest of the world).

So on March 23rd, 2024 the Championship will be the celebration it has always been but also a reconfirmation of its cultural and economic identity stronghold to which the Chamber of Commerce is aiming and an opportunity to look to the future (PGI, Sustainability, Marketing).

With the Tenth Finals we are definitely leaving behind the dark period of the pandemic and "digital" championships. In this edition we have been carried along by the good winds of the Ocean Race that the Championship followed in 7 of its legs following the City of Genoa.

With them the total number of preliminary rounds (which allow winners to participate by right in the finals in Genoa) will reach the number of 25, from Genoa to Alicante, from Mignanego to Milan to Niamey in Niger, from Cape Town in South Africa to Cornigliano and Padua, to Recco and Rapallo, from Bolzaneto to London, New York and Miami to name a few.

The program is the well-established standard: 100 people will compete in the morning and 10 in the afternoon for the Super Final that will crown the current World Champion (registration will open at the beginning of 2024), 30 as always are the judges, journalists, experts and opinion leaders of the field.

Side activities are confirmed with the Children's Championship, the Ligurian PDO exhibition in the Salone del Minor Consiglio, the Restaurateurs' Week that will give caterers the opportunity to propose recipes

with the use of pesto in addition to the dressing of pasta (a phenomenon that is spreading all over the world), the meeting in the Region's "transparency room" in Piazza De Ferrari on PGI, sustainability and international marketing, and all the other large and small initiatives (visit to the botanical garden, "last minute" Pesto mortar classes, an exhibition of "different" pestoes, the exhibition of antique mortars, the customary postmarking, and the guided tour of the historic center and artisan workshops). Also, the

"Pesto Party" organized by Genova Gourmet will close in style and deliciousness the grand finals next March 23rd.



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*"Ten editions is an important milestone, for an initiative created by the intuition of a group of friends and grown over time, until it became a brand of the Genoa Chamber of Commerce and a flag for the many initiatives to boost the Genoese territory promoted by institutions, especially abroad. 2023 marked more than any other year the internationalization of the Championship, now it is up to us to keep the attention high outside the borders without losing sight of our first objective, which is to make the public understand the value of the origin of the ingredients the quality of the product and the mortar preparation. In other words, the unbreakable bond between pesto, Genoa and Liguria"* (**Luigi Attanasio**, President, Genoa Chamber of Commerce)

*"The 10th edition is a goal we have pursued with determination since the first event in 2007. The formula was absolutely innovative for that time, using Pesto as an element of international communication to enhance the value of our territory, and an encouragement to reclaim our traditions in order to compete in international markets from the perspective of "think local, act global." Pesto is today to all intents and purposes a valid ambassador of Genoa, and the Championship with its style, its dynamics that involve together the neighborhoods of Genoa and major international capitals, its focus always on the future, and its ability to generate enthusiasm and cheerfulness, has been able to win over people and media large and small from all over the world, to the benefit of our image and our agri-food and tourism economy "* (**Roberto Panizza**, President of Palatificini Cultural Association and Director of the event)

*"Pesto is one of the taste treasures of our territory, a symbol of a culinary tradition that we must not stop promoting. Also through projects, such as the Pesto Genovese al Mortaio World Championship, which tell how, starting from simple raw materials, we have managed to be recognised all over the world. As Regione Liguria, we are happy to financially support the development of this event and other activities that we are going to include in the annual plan of promotional initiatives for 2024"* (**Alessio Piana**, Councillor for Economic Development Liguria Region)

*"The Pesto World Championship has now reached its Tenth edition, which, in soccer terms, is the star edition: a prestigious goal, therefore. Pesto is a product that has by now become an identifier of Italy and, of course, of Liguria: we have had confirmation of this abroad with the success of the many Championship preliminary rounds and with the enormous mortar that sailed on the Thames a few weeks ago through London. We believe so much in the #Pesto Masterpiece of Liguria campaign that we are working to have the mega mortar float in Milan on the Navigli and in Paris on the Seine"* (**Augusto Sartori**, Councillor for Tourism, Liguria Region).

*"With 2024, the World Pesto Championship will finally return to be held entirely on the premises and this is a good sign, both for the recovery to full normal living conditions after the pandemic period, and for the possibility of savouring pesto, the great leading player of the event and richness of our territory, with all our senses," commented Genoa City Council's Councillor for Commerce Paola Bordilli. "The Tenth Edition is the outcome of what has been seeded over the years, with the collaboration of the Chamber of Commerce and with the involvement of the city system, and which has given life to an initiative that brings strong visibility to Genoa, even outside the national borders, but which also gives a strong visibility to a supply chain that starts from the territory, from local productions, up to the tables of our restaurateurs."* (**Paola Bordilli**, Councillor for Commerce, Genoa City Council)

In attachment

Program of the Tenth Edition of the Championship on March 23rd, 2024  
Qualifying preliminary rounds for participation in the finals Preview of the official gadget of the Tenth edition

For more information Anna  
Galleano 335 7780567  
Sergio Di Paolo 348 7802800

**Associazione Culturale dei Palatificini**  
**Campionato Mondiale del Pesto Genovese al Mortaio**

Passo Ponte Carrega 62 Q/R 16141 Genova, Italy

Tel. + 39 329 5506002

inf@palatificini.it | inf@cameradi.commerciogenova.it