

RESOUNDING SUCCESS FOR THE KING'S CENTENARY

Award for the "Recipe of the Centenary: a dish fit for a King" to chef Franco Rubino

Sossano, July 2007 – Sea bass, **King's** ham and pork stuffing: These are the key ingredients of "*Mediterraneo con prosciutto*", the "**Recipe of the Centenary: a dish fit for a King**", awarded during the celebrations for 100 years of King's ham within the "**Prosciuttando® : il Re della Salumeria, il Prosciutto, incontra l'arte culinaria**" competition held on Saturday 7th and Sunday 8th July, in Sossano (near Vicenza) . The **Calabrian chef, Franco Rubino**, defeated competitors from all over Italy, in front of 5,000 visitors who over the weekend honoured the **Prosciutto del Cestello**.

Between a visit to the factory and a happy hour in the Berici hills, lovers of good food witnessed the cooking competition that for the very first time took on a **truly national flavour with representatives from all over Italy**. More than **15 chefs**, all members of the **F.I.C. (Italian Chefs Association)** battled head to head until the very last, creating innovative dishes based on **King's** ham.

Whilst the overall competition covering many stages was won by Fabrizio Bicego, the award for the "**Recipe of the Centenary: a dish for a King**", supposed to be based on an interpretation of a traditional Italian dish ideal for celebrations, went to **Franco Rubino**. After a period abroad, the Calabrian chef has for the last 5 years delighted with his creations the guests of the prestigious Savoy Beach Paestum Hotel in Carpaccio (near Salerno). The winning recipe was a perfect interpretation of the new trends in modern cooking, a recipe that skilfully combines ingredients from the land and the sea.

The **King's** centenary celebrations attracted many visitors to the **Sossano factory which for the very first time threw open its doors to the public**. The event was a resounding success with **more than 1,000 visitors** who experienced first hand the secrets of ham making and the creation of genuine Italian ham, that in Sossano is still "hands on" during certain production phases. It is this way that **King's** continues on as a flag-bearer for the value and the traditions of Italian gastronomy.

THE WINNING RECIPE

“Recipe of the Centenary: a dish fit for a King” Mediterraneo con prosciutto

Ingredients:

1 sea-bass
2 slices of ham
20 gr. of pork stuffing

Fillet the sea-bass and remove the skin.
Join the two fillets and cut off the tails.
Stuff the fillets with ham and pork stuffing.
Form a little roll.
Steam for 15 minutes.
When it is cooked, slice into rounds of 5 mm.

Ingredients:

200 gr. Smoked salmon
1 angler fish fillet
5 sage leaves
2 slices of ham

Cut the salmon into squares.
Place the sage, ham and the fish fillet onto a flat surface.
Roll up with cling film.
Steam for 15 minutes.
When cooked, cut into slices.

To serve: arrange 2 rounds of sea-bass together with 3 slices of salmon in a semi-circle on a serving plate. Finish as desired with pumpkin balls, asparagus, capers, cherry tomatoes, onions and saffron boiled potatoes.