



PROSCIUTTO DI PARMA MUSEUM HONOUR CLUB

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

PRESS RELEASE | Thursday November 16th, 2023

The Food Museums of the Province of Parma continue with the inauguration of a new Honour Club dedicated to the Prosciutto di Parma Museum. The second issuance of next-generation Aaa Tokens, accessible to individuals and businesses, is dedicated to lovers of Prosciutto di Parma.

Parma, Milan | November 16th, 2023 – The Food Museums of the province of Parma announce the opening to the public of the Prosciutto di Parma Museum Honour Club dedicated to the second out of the eight Food Museums in the province of Parma. Following the public opening of the [Parmigiano Reggiano Museum Honour Club](#), the Food Museums continue their initiative aimed at promoting the digital, mobile, and social participation of supporters who share their values, mission, educational projects, and intend to contribute directly to their development.

Innova et Bella has been entrusted by the Association of Food Museums to issue a series of NFT – Non Fungible Tokens – uniquely related to the names of supporters of the Prosciutto di Parma Museum who are enrolled in a public Roll of Honor. The Prosciutto di Parma Museum Honour Club can be reached at the following address: prosciuttodiparmamhc.mucibo.it/en.

Mario Marini, President of the Food Museums of the province of Parma, stated: *"The Prosciutto di Parma Museum is the second museum in the Food Museums network to develop its own Honour Club dedicated to all lovers of Prosciutto di Parma. The Honour Club is a valuable resource to support us and help us spread the extraordinary heritage of values and knowledge that the Museum collects, protects, and shares with all passionate gourmet fans of Prosciutto di Parma. Also for this initiative, all the profits collected will be allocated to the institutional activities of the Food Museums."*

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

Francesco Guido Bonetti, President of Innova et Bella, the professional services company responsible as Arranger for the issue of Tokens related to membership in the Prosciutto di Parma Museum Honour Club, said: *"Thanks to the new features released on our Aaa Tokens platforms, the Food Museums can directly offer businesses new revolutionary web-3 participative sponsorship solutions. Each Partner can provide its privileged targets with personal, digital, mobile, and social participation in their sponsorship, doubling its value and effectiveness."*

To join the Honour Club and receive your Token you can connect to the issuing portal prosciuttodiparmamhc.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, Prosciutto di Parma, Salame di Felino, Pomodoro, Pasta, Vino, Culatello di Zibello e Fungo Porcino di Borgotaro. The Association works in the field of food and nutrition education, protection and enhancement of agrifood traditions and promotion of the cultural, artistic and economic heritage of Parma's agri-food industry. The Prosciutto di Parma Museum, inaugurated in 2005, has its seat in the vast rural structure of the former Foro Boario in Langhirano, in the province of Parma, where an exhibition is organized into 8 sections.

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 ledgers and blockchain technologies.

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