

CONTINI'S BUTCHER INTERVIEW IN VIA GIUSEPPINA. WORK LINKED TO THE DENMARK PROJECT.

Interview to Alice and Andrea

How long have you had this shop?

Alice: since 1959

Who did open this shop?

Alice: my father Franco, because also his father was a butcher.

If you had the possibility, would you change your job?

Alice: no, because since I was a child, I have kept in contact with this habitat.

Andrea: maybe. I got married with Alice and this is why I have become a butcher too. I like this job although I have continued to work as a sommelier, which is useful for my shop in the enologic range.

Is it hard to keep wealthy during the crisis and which action did you take?

Andrea: we suffered the crisis, but it was an opportunity to improve our work. Our butcher's shop is one of the first ten in Italy that cooks the selling products. We also realised a particular type of mustard and pickled vegetables which are bought by other shops. In the future we want to export these particular products

Could you show us one of your most popular products?

Andrea: We love to create compositions with meat to attract the attention of the customers.

One of these is the "rose of Cremona", dish designed for women, because the rose has always been a flower that characterizes femininity.

Which kind of meat is the most required by the customers?

Alice: chicken of course, because it is the lightest and cheapest meat. In summer, instead, we sell a lot of bovine and pig meat, because it is used for barbecues.

How do you choose your meat?

We choose carefully our meat because we have a direct relationship with the farmer. Our meat is of "Blonde d'Aquitaine" race, raised in Ceresara, in Milan.

Talk us about your Expo experience

Alice: we participated to Expo with Japan in Yogo department. Actually, we didn't work in the pavillion but we prepared the food here and we sent it to Milan. Anyway, we tried to mix the japanese cuisine based on fish and our typical food. We were told that everyone enjoyed our dishes so we are satisfied of our work for Expo.