



**Association “Monferrato Cult”**  
presents the first  
**MeatOut Day in Monferrato, Italy**

From 19<sup>th</sup> to 20<sup>th</sup> **March 2011** the **MeatOut Day** will be celebrated for the first time in Monferrato, on the territory stretching from the town of Ovada to Alessandria, through Acqui Terme and Casale Monferrato, a beautiful choice for an unforgettable week-end in a special environment.

Since 1985 the “MeatOut Day” in USA promotes the vegetarian and vegan choice, an alternative and complementary option to the meat diet. An extended vegan and vegetarian banquet: it's easy and good eating without animal products.

The impact on the public opinion increased year after year and became an actual food education campaign: the MeatOut Monday, one meat-free day a week for six months. This is a positive choice, a different way of conceiving meals, a commitment to take care of health and environment, a way to fight the global nutrition emergency and to save and promote local food tradition.

**Monferrato Cult** organizes this event in **Monferrato** in order to make a meaningful step toward a different and conscious way of thinking and enjoying food, a new concept of eating, putting taste, health and ethics at the same level.

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