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Press Release Distribution Report

October 8, 2025

Company Name

La Bottega dei Sapori

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Celleno

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Distribution Report

In Italy a New Sandwich Is Born to Tell the Story of Celleno

Date Submitted: 2025-10-08

Recorded Full Page Placements*

1

Potential Audience Reach

30M

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Your Submitted Press Release

Celleno, Italy, 9th Oct 2025 – Recognized by **The Telegraph** as one of the most beautiful medieval villages “lost in time,” **Celleno** rises in the heart of **Italy’s Tuscia**, framed by olive groves and volcanic hills just **ninety minutes from Rome**, and now lends its soul to a new culinary creation: the **Panino del Borgo**.

Conceived by **Giulio Gargiullo** (marketing expert and local ambassador) and crafted by **Maria Rita Michetti**, owner of the historic **La Bottega dei Sapori**, the **Panino del Borgo** brings together **Tuscan finocchiona salami**, **local caciotta cheese**, **crushed olives**, and **wild mint**, rounded out by the delicate sweetness of **chestnut or fig jam** made by the **Trappist Nuns of Vitorchiano**. The result is a balanced dialogue between savory and sweet, expressing the **Mediterranean** clarity and authenticity of **Tuscia’s cuisine**.


Each component tells the territory’s tale: **finocchiona** nods to **Tuscan** influences; **caciotta** reflects **Viterbo’s** dairy heritage; **crushed olives** recall rural family tables; **wild mint** carries the scent of the countryside; and the **Trappist jams** add an artisanal, contemplative note—completing a journey through the heart of **central Italy**.

“With great pride, we developed this sandwich from an idea by **Giulio Gargiullo**, an expert in marketing and local culture,” says **Maria Rita Michetti**. “We wanted to unite the flavors of our land, enhanced by small but meaningful crossovers. The **Panino del Borgo** is a tribute to our territory and community, and the enthusiastic feedback shows it resonates.”

The **Panino del Borgo** is available at **La Bottega dei Sapori**, in **Piazza della Repubblica 4**, in **Celleno’s** modern district. A meeting point between tradition and innovation, it invites travelers to discover—and taste—the enduring spirit of this uniquely **Italian** village.

About La Bottega dei Sapori

Managed by **Maria Rita Michetti** near the medieval heart of **Celleno (Viterbo)**, **La Bottega dei Sapori** is a historic grocery and gastronomic hub devoted to authentic local products and the culinary traditions of **Tuscia**. The shop curates specialties from **Lazio** and **central Italy**, supporting small producers and promoting the area’s food heritage. With the **Panino del Borgo**, it becomes a gastronomic atelier where **finocchiona**, **caciotta**, **crushed olives**, **wild mint**, and the **Trappist jams of Vitorchiano** meld into a singular experience that tells the story of **Celleno—Italy’s “ghost village”** and its rich cultural identity.

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