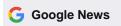


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Press Release Distribution Report

October 8, 2025

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Distribution Report

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

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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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