



PRESS NOTE

Giusi Battaglia: the artichoke is the flavor of my childhood

Palermo, April 19, 2024 - To baptize the 42nd edition of the Cynara Festival is a godmother who knows Cerda very well: Giusi Battaglia, journalist, press officer, and host of “Giusina in cucina” on Food Network (but since January of last year also part of the cast of “It’s always Middy” on Raiuno). She actually spent her very happy childhood in the Sicilian town. *“I wish everyone could grow up in a small town, the village is my family – explains Giusi Battaglia – I don’t go there often, I went back to get some products last year and they awarded me a prize... this time I can’t wait to be among my people. Artichokes? I grew up on bread and artichokes: at home, we even cleaned 150 of them at a time. It was the basis of our diet. Because the ones from Cerda have a unique flavor, they are tender and melt in your mouth”*. Beloved ambassador of Sicilian cuisine (*“People stop me to say that I’m exactly as I appear on screen, the best compliment”*) and indeed the pioneer of regional recipes on TV with 8 editions and 150 episodes aired, Giusi Battaglia has just begun filming the new format “Giusina in cucina on the road” dedicated to telling the story of the Sicilian territory and a spin-off of the original program. *“There’s a multitude of typical dishes, it’s a duty to tell their stories. – explains the journalist further – Cooking makes people happy: and this happiness can also come through a book or TV”*. To this true Sicilian, the task is therefore to open the 2024 Cerda festival. *“And it’s not certain that I won’t get my hands dirty here too”*.

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