

## Samoborska salamijada

Samoborska salamijada je turističko - gastronomska priredba međunarodnog karaktera koja se već trideset godina održava u Samoboru, gradu bogate kulturne, zanatske i kulinar-ske tradicije.

Samoborsku salamijadu pokrenula je grupa entuzijasta različitih zanimanja i profesija, kojima je zajednička bila posvećenost istom hobiju - izradi domaćih salama.

Od prvih volonterskih i entuzijastičkih početaka, organizacija Samoborske salamijade rasla je i nadograđivala se novim elementima. Nezaobilazna je u tome uloga Bratovštine svetog Jurja i Turističke zajednice grada Samobora, a posebno treba naglasiti stalnu i izdašnu podršku Grada Samobora. Naravno, ključnu ulogu u pozicioniranju Salamijade kao nezaobilazne samoborske gastronomsko - turističke atrakcije odigrala je Udruga Zlatna šajba, koja je osnovana 2003. godine i čiji članovi čine okosnicu Organizacijskog odbora Samoborske salamijade. Samoborska salamijada ima natjecateljski karakter.

Vremenom su ustanovljeni strogi propisi i stan-

dardi prema kojima se ocjenjuju prijavljene salame, a najboljima se dodjeljuju Velike zlatne šajbe. Oni niže rangirani kao priznanje primaju zlatne, srebrne i brončane šajbe.

Natjecatelji su podijeljeni u četiri osnovne kategorije: *Domaći proizvođači - hobisti*, *Međunarodna konkurencija*, *Domaći uzgajivači svinja i Posebna kategorija*, u koju ulaze svi neobični i specifični suhomesnati proizvodi iz Hrvatske i obližnjih zemalja.

Članovi Udruge Zlatna šajba su, uz pomoć Zagrebačke županije i Grada Samobora, pokrenuli i završili projekt brendiranja Samoborske salame kao robne marke Zagrebačke županije, što je obilježeno njenim predstavljanjem javnosti u ožujku 2005. godine u Hotelu The Regent Esplanade Zagreb.

## Samobor Salami Festival

Samoborska salamijada (Samobor Salami Festival) is an international tourist and gastronomic event with a 30-year tradition taking place in Samobor, a town with a rich cultural, craft, and culinary tradition.

The Samobor Salami Festival was established by a group of enthusiasts of different occupations and professions, but with one thing in common – a dedication to the same hobby – homemade salami.

From the first voluntary and enthusiastic beginnings, the organization of the Samobor Salami Festival has developed and has been upgraded with new elements. While the Fraternity of St. George and the Samobor Tourist Board played a decisive role, the constant and lavish support from the Town of Samobor must be specially emphasized. Of course, the key role in the positioning of the Samobor Salami Festival as an important gastronomic and tourist attraction of Samobor was played by the association Zlatna šajba (Golden grinder plate), founded in 2003, whose members constitute the core of the organizing committee of the Samobor Salami Festival.

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The Samobor Salami Festival has a contestant quality. Strict rules and standards for the evaluation of the registered salami samples have been established, and the best ones are awarded the Velika zlatna šajba (Big golden grinder plate). Those that are ranked lower receive the Golden, Silver or Bronze grinder plate (zlatna, srebrna or brončana šajba) as a reward.

The contestants are divided into four basic categories: Domestic producers - hobbyists, International competitors, Domestic pig farmers and a Special category including all unusual and specific products from Croatia and the region.

The members of the Golden grinder plate Association (Udruga Zlatna šajba) initiated and carried out the project of establishing the Samobor salami as a Zagreb County brand which was presented to the public in March 2005 in The Regent Esplanade Hotel in Zagreb.