



Press Release

ASIAGO NETWORK established

The leading project for restaurateurs, retailers and food bloggers who love Asiago PDO cheese is underway

Vicenza, 8th October 2013 – ASIAGO NETWORK has been established, the new leading project for anyone from the world of catering (restaurants, cafes, sandwich bars, pizza parlours), commercial businesses (delicatessens, department stores), or food bloggers who promote and appreciate Asiago PDO cheese.

Asiago Network is the innovative project created by the Consortium for the protection of Asiago Cheese to give consumers all over the world the opportunity to meet, either personally or online through a special APP available soon, the real ambassadors of this PDO cheese from the Veneto and Trentino Alto Adige regions - restaurateurs, shopkeepers, and food bloggers who know and use Asiago PDO, people who are best placed to describe its characteristics and show it off to its full advantage.

Asiago Network is a shared project to appreciate Asiago PDO which has been established online, with a special section on the Consortium's site, www.formaggioasiago.it, where it is already possible to submit an application. To participate restaurateurs must demonstrate that they offer Asiago PDO on their menus, and shopkeepers and food bloggers that they use Asiago cheese in their recipes. Once selected the Asiago Network participants will have their own highly visible personal page, and will be able to take part in a series of activities, including training courses, events, reserved get-togethers, and special knowledge sessions with people from the world of Asiago PDO and Italian cuisine.

"Our ambition is to create an international network of Friends of Asiago PDO", stated Flavio Innocenzi, manager of the Consortium. "This is a great movement of ideas, proposals and opportunities that unites everyone who appreciates the product and what it represents - a large Made in Italy flag throughout the world" he continued.

Participation in Asiago Network is free, there is no expiry date, and it is open to restaurateurs, shopkeepers, and food bloggers from any country. To apply just complete the project form on the website <http://www.asiagocheese.it/it/asiago-network/amici-asiago-dop/> or write to network@formaggioasiago.it for further information.

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