

Press Release

ASIAGO PDO AT GASTRONORD TARGET: SCANDINAVIAN MARKETS

The Consortium for the Protection of Asiago Cheese will be in Stockholm for the first time from April 26 to 29 at the major trade fair Gastronom and Vinordic (Stand A39 - 11)

Vicenza, 22nd April 2016 – **Asiago PDO will be present for the first time this year at GastroNord, the largest international trade fair in northern Europe**, together with some of the major Italian dairy Consortia: Gorgonzola PDO, Mozzarella di Bufala Campana PDO and Parmigiano Reggiano PDO.

From April 26 to 29, the Consortia will be in Stockholm (Sweden) with a dedicated stand (A39:11) to meet operators and buyers from the Scandinavian market. A market of particular interest, which increased imports of dairy products by 32.4% in volume and 24.6% in value from 2011 to 2015.

GastroNord, organized in conjunction with the event dedicated to wine, Vinordic, is the most important fair dedicated to food and wine that targets a trade public with over 23,000 visitors each edition and substantial interest from the press. As well as the presence of the Consortia, there will be a series of tastings by Karoline Nordefors, a well-known young chef who will propose combinations of Italian cheeses and emerging Swedish gastronomy, all supported by dedicated material in English and Swedish, which will include indications for use in cooking and useful advice for consumption.

In the words of the Director of the Consortium for the Protection of Asiago Cheese, Flavio Innocenzi: **“Gastronord is a major event for the food and haute cuisine sector of northern Europe and our presence, characterized by quality and typicality, is a new stage in the process to strengthen our position on international markets**, with a view to exceeding the excellent results achieved this year, with 1,690 tons sold outside Italy and exports reaching a historical high, with an increase of 6.5% in volume and 5% in value.”

During the fair, representatives of the Consortia will meet with operators and the press to enlighten them on the properties of the various cheeses, the production culture and the areas of origin, from the north to the south of Italy, of which the different cheeses are a genuine expression.

You can meet the Consortia at GastroNord at Stand A39-11 from 26 to 29 April 2016, Tuesday – Thursday 10 am to 6 pm, Friday 10 am to 4 pm.

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