



## Asiago cheese an international success in 2011: exports grow over the first ten months

*Exports of the DOP cheese from Veneto and Trentino were up 6.5% in 2011, confirming the positive growth trend which began in 2010 when foreign sales reached an all-time high.*

*Promotion and marketing combined in the USA, focus on gourmets at “Madrid Fusión” in Spain, growth continues in Germany.*

Asiago, 25 January 2012

Asiago DOP cheese recently took part in the “Winter Fancy Food Show”, the event aimed at the industry’s buyers which was held in San Francisco from 15 to 17 January. Its coordinated approach involved the Consorzio di Tutela providing information and promoting the product while, on the commercial side, negotiations and contacts were dealt with directly by the exporters.

The members of the Consortium who attended the show gave it a definite “thumbs up”.

From January to October 2011, foreign sales of Asiago DOP cheese saw an increase of 6.5%, confirmation of the positive trend which began in 2010 when exports reached record-breaking highs, up 23% on the previous year.

The decision to position Asiago cheese in the quality food bracket on the international market is strategic, as it will help sustain production of this PDO speciality, whose production process is more costly than other general cheese making processes. With this in mind, activities aimed at maintaining demand in other important European countries continue, concentrating – at the moment – on Spain, Austria and Germany. In 2010 a promotional campaign was launched on the Iberian peninsula to position the product in the fine dining and gourmet food sectors and, as part of this campaign, the Consortium will be attending “Madrid Fusión”, the congress for chefs and gourmets held from 24 to 26 January 2012. This is the second year Asiago has taken part, thanks to its positive experience in 2011 when it created the “Department of Gastronomy” with Gorgonzola and Parmigiano-Reggiano, an initiative which was promoted and supported by an *ad hoc* communication campaign.

The promotional drive in Germany continues, with sales on the up. «Asiago is very popular in the Bundesrepublik due to its similarities in culture and dairy traditions. However Asiago cheese has the edge over local products: its “Italian taste” with its lively freshness», commented Flavio Innocenzi, director of the Consorzio di Tutela. «As regards exports, not only is Asiago lucky enough to be able to

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count on a series of crucial cultural and commercial driving forces, but its main advantage lies in its quality and the commitment of the members of the Consortium for their dairy product, which is increasingly more representative».

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