



**Asiago DOP exports on the up.
And in Spain, Italian cheeses delight the public.**
*The success enjoyed by the Italian Cheese Week will be followed up with other
haute cuisine events promoting quality and culture.*

Asiago, 16 June 2012

Asiago DOP exports for the first quarter of 2012 were on an upward trend. The cheese speciality from Veneto and Trentino showed an increase of +9.6% in the quantity exported, while the average price rose by +3.4% compared to the same period in 2011. Export performances like these, which see Asiago DOP in the “top team” of the best appreciated specialities, encourage the Consorzio di Tutela to continue determinedly making European and non-EU markets aware of Asiago cheese through targeted promotional events such as the recent one in Spain, where the Italian Cheese Week, or rather “Semana de los Quesos Italianos”, took place.

Asiago DOP was prominent together with Parmigiano-Reggiano, Pecorino Sardo and Mozzarella di Bufala Campana at a series of meetings, tastings and seminars held over seven days in carefully selected places of excellence in the heart of the Spanish capital, with the aim of promoting these four Italian cheeses with Protected Designation of Origin through *ad hoc* culinary offerings. The event is intended for a public of expert operators and forms part of a diversified programme for drawing attention to Italian productions and culinary culture. This successful “Quesos Italianos” week followed the participation, for the second year running, at the world culinary congress “Madrid Fusion”. This year Asiago DOP will also be present at “San Sebastian Gastronomika” in October, where world-renowned chefs and major exponents of Spanish modernist cuisine are expected to be present.

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For the Director of the Consorzio di Tutela, Flavio Innocenzi, “Haute cuisine is proving a channel that is particularly receptive to and highlights the quality and cultural value of the top Made in Italy DOP products. The passion of our producers is reaping its rewards and the results do credit to the name of the extraordinary plateau where Asiago DOP comes from. It’s not by chance that this cheese has by now made a favourable impression on connoisseurs of culinary delights in more than fifty countries across the globe”.

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