



[Logo: Asiago—PDO Cheese—Protected Designation of Origin]



Press release

Asiago PDO to conquer France

The Consortium for the Protection of Asiago Cheese confirms and strengthens its presence in France (+25% sales in the first six months of 2012) by participating in Sial and a new project to promote Italian made products.

Vicenza, 16th October 2012 – The Consortium for the Protection of Asiago Cheese continues and strengthens its promotion abroad. In the first six months of 2012, with a strong overall growth of 8.2% in exports, the fourth Italian cow's milk Cheese PDO opens a new season of shares on the French market, becoming, thanks to the actions of the Consortium, the first European Market for Asiago PDO, with an increase in sales of 25% during the first six months of 2012 compared to data from 2011. New projects will officially take off this coming 21st October, by attending Sial, a prestigious French food exhibition, and will continue in 2013 with activities geared toward high and top level cuisine, with a view to forging partnerships and distributing Italian made products in the most important international culinary summits.

From the 21st to the 25th October, Asiago PDO will be at Sial, the prestigious Paris food exhibition, in the AFIDOP stand, Associazione Formaggi Italiani DOP [Italian PDO Cheese Association], together with the most important cheese makers of Italy. The Consortium for the Protection of Asiago Cheese now has a well-established presence in this international showcase, having always enjoyed great interest and attention from visitors, national and international decision-makers in the world of distribution, the culinary market, and imported foodstuffs.

This year, the commitment of the Consortium for the Protection of Asiago Cheese in France has been enriched by the important addition of Italian made products. The project will begin in January 2013, and for the first time will promote the coordinated presence in France of the Consortiums who, together, represent over two thirds of the Italian PDO cheeses: Asiago, Gorgonzola, Campania Buffalo Mozzarella, and Parmigiano Reggiano. Their joint enrichment activities will be dedicated to transalpine high and top level cuisine, beginning with the participation of *ParidesChefs* (Paris, 22-24 January 2013), followed by presentations to the most important French chefs and a skilled advertising campaign. "The French market," says Flavio Innocenzi, director of the Consortium, "has traditionally been interested in quality products, and we at the Consortium for the Protection of Asiago Cheese believe it is crucial to promoting Italian culture and its excellence by presenting ourselves as a team, together with other Consortiums." A decision with a precedent of positive success: the recent +34% sales achieved by Asiago PDO in Spain, the tangible outcome of the joint action in Spain last year of the Consortium together with Campania Buffalo Mozzarella, Parmigiano Reggiano, and Sardinian Pecorino.

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