



## Press Release

### In the US and Canada the authenticity of Asiago PDO is a winner

Vicenza, 10 June 2019 – Asiago PDO sets a trend overseas and more and more consumers and operators want to find out about its territory of origin and history directly in the places of production. This is corroborated by the success of the activities in over 300 sales outlets belonging to the top names in the US and Canada and by the participation of over one thousand people in the innovative digital teaching program “Learn and Earn” dedicated to studying the distinguishing features of the product of protected origin with the presence, over the course of these weeks, of a great many operators who came to find out about the different production situations of the Asiago Plateau.

Training and direct experience are two decisive elements for the diffusion of a high quality product such as Asiago PDO and the recent promotional activity by the Consortium for the Protection of Asiago Cheese in over 300 sales outlets belonging to the top names in the US and Canada was targeted at these very aspects; this activity was accompanied online by the innovative digital training program “Learn and Earn”, which offers trade operators a series of training sessions dedicated to Asiago PDO, within the European project “Uncommon Flavors of Europe”, implemented together with the Consortia for the Protection of Speck Alto Adige and Pecorino Romano. The “Learn & Earn” tool, which was welcomed with great interest and used for the first time in a European project, is a digital platform designed to convey information on the uniqueness of the protected designation of origin product through direct involvement that gives people the opportunity to learn through play and is made even more appealing by the opportunity to win trips to Italy to discover more about the authentic heritage of the original production and the traditional techniques of Asiago PDO in all its varieties and nuances, from fresh to aged.

In overseas markets, the growing interest for food with an authentic history and age-old tradition, accompanied by constant promotional activity by the Consortium for the Protection of Asiago cheese form an element of substantial growth in countries such as the US and Canada. Over the past few years the Consortium has been very active both with regard to protection and to promotional activities, notwithstanding the difficulties that the less than favorable context of the US market has imposed for the whole Italian agri-food area, while exports to Canada of Asiago PDO continue to increase by 12.3% from 2016 to 2017 and by 33.6% from 2017 to 2018.

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