



Press Release

Asiago PDO mission in Japan

The Consortium for the Protection of Asiago PDO Cheese meets, from 10th to 13th March, buyers, influencers and visitors at Foodex Japan fair and invites, on March 14th, journalists and food bloggers to get to know the unique history and traditions behind this PDO Cheese.

Vicenza, February 2020 – Asiago PDO Cheese kicks off a new season of promotion in Japan, with appointments aimed at promoting the value of natural and balanced diet as well as the nutritional properties of Asiago DOP.

From 10th to 13th March The Consortium for the Protection of Asiago PDO Cheese will be present at Foodex Japan to meet buyers, influencers and visitors in Hall 3 Stand 17-34 within the Italian Pavilion, as part of the collective exposition promoted by Afidop (Association of Italian PDO and PGI Cheeses) together with the Consortia for the Protection of Gorgonzola Cheese, Mozzarella di Bufala Campana and Pecorino Toscano. During these days, a rich calendar of seminars and tastings is scheduled to make people understand the uniqueness of the Italian PDO cheeses.

The organoleptic characteristics and the nutritional properties of Asiago DOP are finding increasing appreciation in Japan: to confirm this the growth in sales, in the period November 2018 / November 2019, of 13% by volume. Moreover, the consumption of cheese in Japan its gradually increasing and settles, in 2018, around 2.60 kg per capita.

For this reason on March 14, in Tokyo, the Consortium for the Protection of Asiago Cheese organizes a meeting with forty among the most well-known and influential journalists and food bloggers to explain the environment of production of this cheese, its seasonings, the different uses in the kitchen and the possible combinations with the Japanese cuisine.

"This new mission in Japan - states the President of the Consortium, Fiorenzo Rigoni - aims to strengthen the presence of Asiago DOP in a strategic area of the world where, in the next three years, we will be present with a new project "Asia Enjoys European Quality Food", an articulated business plan co-financed by the EU. "

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