



Press Release

Aged Asiago PDO is “Super Gold” at the World Cheese Awards in London

**The speciality from Veneto and Trentino regions recognised as one of the best
cheeses in the world.**

Vicenza, 21st November 2017 – Aged Asiago PDO wins the "Super Gold" title, the prestigious accolade conferred by the World Cheese Awards, the largest competition in the world dedicated to cheeses, held in London.

After Luxury Cheese, the Italian event dedicated to high quality cheeses, in which an eight-year old round of Extra-Aged Asiago PDO was judged to be one of the 10 best cheeses in the world, the international prize by the World Cheese Awards, the largest cheese competition in the world with over three thousands specialities from thirty countries and six continents participating, confirms and crowns a time of great interest for Aged Asiago PDO.

This unique product comes in three different versions: Mezzano (semi-mature, 4-6 months), Vecchio (mature, 10-15 months) and Stravecchio (extra-mature, over 15 months). Aged Asiago PDO, the greatest excellence of cheese-making tradition, also known as Asiago d'Allevio, is literally ripened, with care and attention by the cheese-maker, until it reaches the right period of maturation indicated by the production specification, allowing the effect of time and of aging to contribute in adding marked aromas and flavours, expertly ripened to reach those levels of excellence acknowledged at Luxury Cheese and at the World Cheese Awards.

The 250 experts from all over the planet, selected from sellers, buyers, producers and food writers, who came to London's Tobacco Dock for the World Cheese Awards this year decided to grant the "Super Gold" award to extra-mature Aged Asiago PDO, made with raw milk and aged for 24 months. A result that once again shows the high quality of this speciality from the Veneto and Trentino regions of Italy, capable of representing the excellence of a territory and gaining worldwide attention through its unique properties.

Those very properties are today the starting point of a structured collaboration plan with gourmet stores, restaurants and high-end catering services, aimed at raising enthusiasts' awareness and appreciation of the unique properties of this distinctive, delicious and healthy product that, from January to October 2017, saw an increase of over 18% in the sales of cheese producers, compared to the same period of the previous year. At the same time, continuous promotional activities by the Consortium for the Protection in many European and non-European countries has rewarded the work and tenacity of all partners who, with passion and expertise, are committed to guaranteeing extremely high levels of quality, testifying to the value of the bond between Asiago PDO and its territory.

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