



The Asiago PDO Cheese Consortium strengthens its promotion activity at international level and participates to the “Week of Italian Cuisine in the world”

From the 18th to the 24th November different events will take place in the US and Australia, two of the main export markets for the Asiago Cheese.

Vicenza, 18th November 2019 – The Consortium for the Protection of Asiago Cheese continues and strengthens the activity of promotions abroad, namely during the week of Italian Cuisine, highlighting the value of the link between product and territory of origin, in two of the most important export markets: US and Australia.

Wednesday 20th November 2019 in **New York**, the Consortium for the Protection of Asiago Cheese chooses to make things clear and react to the recent tariffs issue which heavily penalize the export of Asiago PDO in the United States, the first export market for this PDO Cheese.

That's why the Consortium will be protagonist of **#ISTANDWITHMADEINITALY**, the event organized together with the main Consortium of Protection of Italian cheeses and promoted by I Love Italian Food in collaboration with AICNYC – Italian Chef Association in NYC.

An afternoon dedicated to more than 150 specialists of the Food Service, in order to convey the values of PDO and IGs products, and information on how to deal with the new scenario in the aftermath of US tariffs on Italian products. The Consortium for the Protection of Asiago Cheese will speak about the main characteristics of this exclusive and inimitable specialty as long as the ongoing activities to reinforce in US the importance of Asiago PDO origin and land of production, expression of the strong bond between this unique product and its territory.

From the 18th to 24th November, the **Consortium for the Protection of Asiago Cheese** will be present also in Australia, during different prestigious events promoted by the Embassy of Italy in Canberra and the main Italian cultural institution and consortiums.

Australia is in fact the fourth export market for Asiago Cheese and the second extra-European market after the US. A significant presence, the one of the Consortium, during the Week of Italian Cuisine in the world, as it happens right during the negotiation for the *Free Trade Agreement*. This agreement between Europe and Australia will, among others, tackle the issue of protection and recognition of European Geographical indications.

The rich program will see Asiago PDO protagonist during different events: from the show cooking by the starred chef Matteo Vigotti (18th November), to tastings during various meetings dedicated to food safety and traceability of raw materials (19th November). Again, Asiago Cheese could not miss the conference dedicated to the relation between food and design (21st November), during the official dinner with the most important institution of the Federation (20th November) and finally during the promotional event open to the diplomatic, economic and politic world (22nd of November).

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