



## Press Release

### **Asiago PDO lands in Tokyo to win over Japan at Foodex**

*Following the EU-Japan agreement, the Consortia for the Protection of Asiago Cheese, Gorgonzola, Mozzarella di Bufala Campana and Pecorino Toscano join forces with Afidop in the collective exhibition of protected origin cheeses.*

Vicenza, 26th February 2019 – Italian PDO cheeses join forces at **Foodex in Tokyo**, the first large event since the EU-Japan EPA (Economic Partnership Agreement) entered into force on the 1st of February of this year. The Consortia for the Protection of **Asiago PDO, Gorgonzola PDO, Mozzarella di Bufala Campana PDO and Pecorino Toscano PDO** will fly to the Japanese capital from **5th to 8th March** to participate in the most important food and beverage fair in Japan, an event that attracts trade from the whole of the Asia Pacific Region, with **over 70,000 professional visitors and 3,400 exhibitors** recorded in the last edition.

Foodex will be a first testbed, at least in relation to international reception, following the EU-Japan agreement, which recognises and protects over 200 European agricultural products with specific geographical origin. These also include the four PDO cheeses, which decided to join forces in order to present Italian excellences in a country in which, in the first eleven months of 2018, cheese imports grew by 7.1% in number and 14.4% in value.

“In these last seven years,” says **Fiorenzo Rigoni, President of the Consortium for the Protection of Asiago Cheese**, “following strong action to protect its intellectual property, legal defence and promotional activities undertaken by the Consortium, the sales of Asiago PDO in Japan have increased considerably, reaching, in the period from October 2017 to October 2018 alone, a 45.4% increase in volume and 20% increase in value. Japanese consumers appear to appreciate and seek out the Italian value and lifestyle expressed by Asiago PDO. The Consortium’s presence at Foodexpo, the first trade show since the speciality from the Veneto and Trentino regions gained recognition and full protection as Geographical indication, will be based on this.”

The Consortia will be together in the **Italian Pavilion managed by the ITA Agency**, in the **collective exhibition promoted by Afidop (Association of Italian PDO and PGI cheeses)**, in Hall 3 Stand 66. A full calendar of seminars and tastings will be organised during the event to reveal the unique properties of these four great Italian cheeses. An **‘Open Kitchen’** will also be set up in the ITA Service Centre, with themed cooking shows to introduce the Italian products.

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