January 31st, the project «Uncommon Flavors of Europe» of the Consortia for the Protection of Asiago Cheese, Speck Alto Adige and Pecorino Romano invited to Brussels as European success story.

The three Consortia for the Protection will illustrate the promotional programme in the USA and Canada aimed at providing information on high quality agricultural production in one of the most important and eagerly awaited Info Days of the European Commission.

Vicenza, 25th January 2018 – “Uncommon Flavors of Europe”, the three-year promotional project in the USA and Canada promoted by the Consortia for the Protection of Asiago Cheese, Speck Alto Adige and Pecorino Romano and co-financed by the EU, within “Enjoy, it's from Europe”, is a European success story. The three consortia have been invited to Brussels on the 31st of January 2018 by the European Commission, to present the initiatives and initial results of the journey to provide information and promote high quality European agricultural production at one of the most important and eagerly awaited appointments for presentation of the 2018 calls for proposals concerning similar actions targeting the internal market and non-European markets.

In the words of Fiorenzo Rigoni, Andreas Moser and Salvatore Palitta, respective presidents of the Consortia for the Protection of Asiago Cheese, Speck Alto Adige and Pecorino Romano: “In a year in which EU aid to Italy for agri-food promotion has been significantly reduced and many projects will not be financed, this new European recognition makes us proud and renews our commitment to work towards helping these markets, so important for our country, to understand the value and meaning of the European history and agricultural tradition that our products bear witness to”.

The “Uncommon Flavors of Europe” programme by Asiago PDO, Speck Alto Adige PGI and Pecorino Romano PDO was set up to strengthen recognition by the consumer of the distinguishing features of the original product, as opposed to products known as "common" or generic. Inimitable proposals that today are meeting with increasing interest in the USA and Canada, thanks to growing curiosity by consumers and the restaurant trade and awareness of the origin of products, their quality and their use in combination with local culinary traditions.

Acknowledged as one of the ten Italian projects approved by the European Commission selected out of the 199 submitted within the framework of a total allocation of over 30 million Euros, 23.6 million of which co-financed by the Union in the three year period.
2017-2019, on 23rd and 25th of October 2017 “Uncommon Flavors of Europe” was presented to over 100 journalists, chefs and importers at StarChefs – the International Chefs Congress held in the Brooklyn Expo Center, New York and at the hotel management school Institut de tourisme et d’hôtellerie du Québec (ITHQ) in Montreal, arousing great interest.

Over the next months, there was intense information and promotional activity of the three ambassadors of European quality, dialoguing directly with consumers via the web, social media, the press and television. In particular, in this first phase over **350 promotional days** were held for 2017 alone, out of a total of 1,750 planned for the three year period 2017-2019, in points of sale of major US and Canadian supermarket chains, activities that offered the chance to come into direct contact with 2.4 million consumers in the United States and over one million in Canada.

In 2018, the actions of the plan will also be expanded and intensified to include activities directed at trade, such as the LEARN & EARN competition, dedicated to the large retail sector, which offers prizes of trips to Italy and an information road show for operators in different US states. All with the aim of strengthening the market of European agricultural products, of which the protagonists of the project “Uncommon Flavors of Europe”, Asiago Cheese, Speck Alto Adige and Pecorino Romano, are representatives of excellence.

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