



## Asiago Cheese PDO to be the Star at Italian Pizza Night in Las Vegas

LAS VEGAS, NV (March 14, 2013) – <u>Asiago Cheese PDO</u> is one of the authentic Italian products selected by Neapolitan *Maestro Pizzaiolo* <u>Enzo Coccia</u> and Italian food writer and critic Vincenzo D'Antonio for a special night in Las Vegas dedicated to the authentic Italian pizza. On March 20, at 8:00 PM, renowned Italian pizza maker *Maestro* Coccia will introduce four pizzas to 130 VIP guests and journalists at the <u>Bacchanal Buffet</u> at <u>Caesars Palace</u>.

One of the four pizzas to be prepared is the Altopiano Pizza, with the following ingredients: Asiago Cheese PDO, Speck Alto Adige PGI, a cured and lightly smoked ham from the Italian Alps, and *Pomodorino del Piennolo del Vesuvio* PDO, a cherry tomato from the Naples area. Both fresh and seasoned Asiago Cheese PDO will be used on the pizza. Fresh Asiago will melt on the pizza while it's cooking in the wood oven, while seasoned Asiago will be grated on top of it thereafter.

The pizza night with *Maestro* Coccia at Caesars Palace will take place while the pizza industry will be gathered in Las Vegas from March 19-21 for the <u>International Pizza Expo</u>, the largest and longest-running trade show in the world serving the sector. Before the event *Maestro* Coccia will train Caesars Palace kitchen staff in the art of making real Neapolitan pizza.

Named for the high plain of Asiago in Italy's Southern Alps, Asiago PDO owes its distinctive taste, texture and aroma to its ingredients, traditional handling, and length of time it ripens. Fresh Asiago is made from whole cow's milk and aged for 20 to 40 days to acquire a soft texture and mild, sometimes slightly sweet flavor, while seasoned Asiago is made from skim milk and ripened over a period of three to over 15 months to gain a sharper, savory taste.

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