



Press Release

At Opera Wine, Asiago Dop and the top 100 Italian wines promote the food and wine specialities of Belpaese.

Vicenza, 3 April 2013 - The meeting between the Asiago DOP and the 100 best wines of Italy will be an unmissable event and will be held on Saturday 6 April 2013 in the portico of the Palazzo della Gran Guardia of Verona, prestigious setting for the second edition of Opera Wine and exclusive meeting point for the excellencies of Italian wine producers screened by the Wine Spectator magazine and a selection of the gastronomic specialities most representative of Belpaese.

The only cheese to represent the Italian dairy production, Asiago DOP will contribute to, along with the 100 Great Producers selected by Wine Spectator, a discovery of the rich and diverse production of this identifying product, expression of a region and of an ancient culture that is preserved, according to strict and thorough methods, on the pastures of the Asiago Plateau and in the modern dairy processing and transformation companies that are members of the Consortium.

Fresh and Matured Asiago will therefore be presented alongside the producers and wines of the 20 regions of Italy in the original walk around tasting dedicated to the discovery of traditions and identities of the various wine cellars. An opportunity to become familiar with and to appreciate the sweetness of the Fresh Asiago, the personality of the Matured Asiago and to discover their diverse and surprising options of pairings with wine.

"We are here upon this international stage with the awareness and the experience gained over the last year of intense promotion abroad. - commented the director Flavio Innocenzi - France, Germany, Spain and the United States are today the markets in which our product is being increasingly appreciated, also thanks to prestigious partnerships, such as the one with l'Union des Grands Crus de Bordeaux that in Germany saw at the Prowine fair pairing of the Asiago DOP with the best French wine productions. An interest that, in the USA alone, for example, in 2012, led to an increase in the percentages of sales of the Asiago DOP by 57.1% compared to the previous year".

At Opera Wine, the Asiago Cheese Protection Consortium thus aims to attract qualified experts from the world of wine, ideal companion of the many tastings of the Asiago DOP and, at the same time, to continue in its activities of promotion of the product, important standard-bearer of the Italian system abroad.

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