



Press Release

The Consortium for the protection of Asiago Cheese invests in the German market

After a 73% increase in exports to Germany in the first half of 2013, widespread distribution is now being targeted, thanks to specific agreements with the main distribution names

Vicenza, September 30th, 2013 – Asiago PDO continues to grow on the German market and launches a new season of investments in promotion. After a 73% increase in the growth of sales in the first half of 2013, compared to the same period of the previous year, Germany is ready to overtake the United States and become the second destination country for Asiago cheese exports. In fact, as from Saturday October 5th, the Protected Designation of Origin cheese, produced in the Veneto and Trentino Alto Adige regions of Italy, will become the key player of intense promotional activity targeted at traders and consumers alike, which will kick off with the Consortium's participation in Anuga, the international food fair held in Cologne, and will then continue with actions in over 200 stores belonging to large-scale retail chains, with a total of over one thousand days of promotion.

The project, which started a year ago, is now reaching full swing, thanks to an intense visibility campaign in Germany. According to data from ISTAT (National Institute for Statistics) processed by ISMEA, this country, with its population of 80 million, represents the second target market for Italian dairy produce, with a growth of 7% in the first half of 2013 and imports totalling over 20 thousand tons.

“Germany, a country that has always been receptive to the high quality of Italian products and a loyal consumer of Asiago PDO cheese from the Veneto and Trentino Alto Adige regions, is showing a growth that exceeds our expectations, also due to the presence of a large community of Italian origin, that is both mentally and physically close to the places in which Asiago Pdo is produced”, say Flavio Innocenzi, director of the Consortium. “This success is based on Asiago's decidedly superior quality, compared to the average of local and imported cheeses.”

Following Anuga, the campaign will move to over 200 stores belonging to major German large-scale retail chains, where the Consortium will promote awareness of the product in two versions: Fresh and Seasoned, with activities, tasting and promotional materials directed at *Delikatessen* enthusiasts. The director of the Consortium goes on to state that “This is the most effective action that has ever been taken: we estimate that over 10 million consumers will be contacted in this widespread operation. A unique opportunity to promote the product and help to establish Asiago Pdo in this country, offering, as Consortium, our contribution to the distribution of high quality products Made in Italy.”

Press Contacts:
Roberta Zarpellon
TRAGUARDI

Consorzio Tutela Formaggio Asiago

sede legale: Piazzale della Stazione 1 - 36012 Asiago (VI)
sede amministrativa: Corso Fogazzaro, 18 - 36100 Vicenza (VI)
Registro Imprese di Vicenza n. 00703580241 - C.F./P.I. 00703580241 - REA 148240
Tel: 0444 321758 - Fax: 0444 326212
info@formaggioasiago.it - www.formaggioasiago.it - PEC tutelasiago@legalmail.it



P.le Cadorna 40 -36061 Bassano del Grappa VI
0424523073 3394187543 zarpellon@traguardiweb.it

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