



## Press Release

### **Asiago Pdo at the DECANTER Fine Wine Encounter in London celebrates its best performance ever on British soil**

*From 16th to 17th November the PDO cheese from the Veneto and Trentino Alto Adige regions celebrates an increase of + 82.87% in the British market by attending this prestigious event*

Vicenza, 15th November 2013 – The Consortium for the Protection of Asiago Cheese is celebrating its best performance ever in ASIAGO PDO cheese exports to the United Kingdom by participating in the DECANTER Fine Wine Encounter, the most prestigious wine tasting event in Britain, with over 600 wines by the best producers in the world, to be held at the Landmark Hotel in London on 16th and 17th of November. An increase of +82.87% in the first seven months of 2013, compared to data for the same period of 2011.

At the Italian Fine Wine Encounter, organised by the prestigious British publication, Decanter Magazine, the Consortium for the Protection of Asiago Cheese will be together with the Consortium for the Protection of Conegliano Valdobbiadene Prosecco Superiore DOCG, the standard bearer of Italian taste. A recognition that confirms the excellent performance of Asiago PDO on British soil, with the seasoned version being especially popular and widely found both in gourmet catering and in the large food chains.

In the first seven months from January to July 2013 sales of Asiago PDO increased by 82.87% compared to the same months of 2011, thanks to the hard work of the Consortium and of the partners that targeted the major multiples market, entering into a collaboration with top chains, such as Tesco, Sainsbury's and Waitrose. At the same time, sales were driven by the cosmopolitan city of London; with a population of over eight million and around 20 million visitors per year, it shows its appreciation for international cuisine and that it is seeking gourmet taste experiences, which can be found in high quality Italian produce and with the diversified offer of Fresh and Seasoned Asiago.

Participation in the DECANTER Fine Wine Encounter confirms the popularity and credibility of the ASIAGO PDO brand in the British market, and becomes a showcase and new starting point for a promotional campaign targeting a numerous and expert public of international opinion leaders seeking taste and the assurance of quality offered by the Italian PDO tradition.

Press contacts  
Roberta Zarpellon  
TRAGUARDI  
P.le Cadorna 40  
36061 Bassano del Grappa VI  
0424523073 3394187543  
[zarpellon@traguardiweb.it](mailto:zarpellon@traguardiweb.it)

---

#### **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@formaggiopdo.it](mailto:info@formaggiopdo.it) [www.formaggiopdo.it](http://www.formaggiopdo.it) [PDO.tutela@formaggiopdo.it](mailto:PDO.tutela@formaggiopdo.it)

