



Press Release

Asiago PDO speaks to contemporary French cuisine at Omnivore

With Fromages d'Italie, the project by the Consortia for the Protection of Asiago cheese, Gorgonzola cheese, Buffalo Mozzarella cheese from Campania, Parmigiano Reggiano cheese and, for the first time, Sardinian Pecorino cheese to promote their respective PDO cheeses on the French market.

Vicenza, 13th March 2014 – The Consortium for the Protection of Asiago Cheese returns to France, the second largest export market in Europe after Germany for this PDO cheese from the Veneto and Trentino Alto Adige regions, to promote and strengthen its relationship with French haute cuisine at the French festival of contemporary food, Omnivore, to be held in Paris from 16th to 18th March 2014.

This event kicks off the new edition of *Fromages d'Italie*, the project promoted in France by Asiago PDO in conjunction with the Consortia for the Protection of Gorgonzola cheese, Buffalo Mozzarella cheese from Campania, Parmigiano Reggiano cheese and, for the first time, Sardinian Pecorino cheese. This new team has joined forces in a common promotion, training and communication programme aimed at increasing the visibility of Italy's leading cheeses on the other side of the Alps, laying the foundations for a rich network of professional contact with haute cuisine.

According to the director of the Consortium, Flavio Innocenzi, "The versatility and quality of ASIAGO PDO is greatly appreciated in France. It is not by chance that renowned and emerging chefs, many of whom will be attending Omnivore, are familiar with and have been using it for some time. Starting from here, we intend to continue to strengthen these relationships taking a step forward in our partnership with French haute cuisine, which has always been a benchmark for innovation and enhancing the value of Italian products in France."

Omnivore is considered the "jeune cuisine" festival, not because it is dedicated to promising young talents of haute cuisine, but because it affirms that cuisine has entered a new generational, sensorial and social era. A philosophy shared fully by *Fromages d'Italie*, **the only Italian presence at the festival**, by organizing a series of events with chefs, sommeliers, Italian and French experts, who will interpret the 5 PDO cheeses, presenting them in a personalized and innovative way to the public at the Paris festival. Representatives of the neobistrot movement (such as *RetròBottega* and *Il Goto*), high quality and trendy groceries (such as *RAP* and *Le Verre Volè*), the extraordinary combinations of *Idea Vino* and *32 Via dei Birrai*, and the "stellar" testimonial of the chef Pino Cuttaia from *La Madia*, are the ambassadors chosen this year by *Fromages d'Italie* for Omnivore to bear witness to the great ability of our PDO cheeses to create valuable cultural exchanges.

Forthcoming *Fromage d'Italie* activities planned for 2014 include the "Semaines gourmandes" in Paris and Lyon and a cultural event in the Jardin des Halles 300m from the Eiffel Tower in Lyon.

Consorzio Tutela Formaggio Asiago
sede amministrativa: Corso Fogazzaro, 18 - 36100 Vicenza (VI)
Registro Imprese di Vicenza n. 00703580241 - C.F./P.I. 00703580241 - REA 148240
Tel: +39 0444 321758 - Fax: +39 0444 326212
info@formaggioasiago.it - www.formaggioasiago.it - PEC tutelasiago@legalmail.it



FROMAGES D'ITALIE PROGRAMME AT OMNIVORE

SUNDAY 16TH MARCH

12.00 - Pietro Russano (RetròBottega): The philosophy of "home made"

13.30 - Rita Pinna (IdeaVino): Italian wine and cheese combinations

MONDAY 17TH MARCH

12.00 - Simone Boscolo (Il Goto): Italian cheeses on the Orient Express

13.30 - Pino Cuttaia (La Madia): Fromages d'Italie in the "stellar" version

15.00 - Alessandra Pierini (RAP Epicerie Italienne): The cultural approach in the grocery

TUESDAY 18TH MARCH

12.00 - Valentina Bertini (32 Via dei Birrai): Craft beers and cheeses: an Italian marriage

13.30 - Thomas Vincent (Epicerie Le Verre Volè): Cheeses in signature sandwiches

PRACTICAL INFO **FROMAGES D'ITALIE - STAND 22 (3rd floor)** **OMNIVORE**

16, 17 and 18 March 2014

from 9.30 to 19.00

Entry: 40.00 €

Maison de la Mutualité - 24 rue Saint Victor - 75005 Paris

www.omnivore.com

Press contact

Roberta Zarpellon

TRAGUARDI

P.le Cadorna 40

36061 Bassano del Grappa VI

0424523073 3394187543

zarpellon@traguardiweb.it

Consorzio Tutela Formaggio Asiago

sede legale: Piazzale della Stazione 1 - 36012 Asiago (VI)

sede amministrativa: Corso Fogazzaro, 18 - 36100 Vicenza (VI)

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