



Press Release

Asiago PDO seeks to win over the world's most demanding palates The PDO from the Veneto and Trentino Alto Adige regions confirms its international vocation at OperaWine and Vinitaly 2014

Vicenza, April 2nd 2014 – ASIAGO PDO confirms its international vocation by attending both OperaWine and Vinitaly 2014, two international events dedicated to the world of wine being held in Verona from April 5th to 9th.

Germany, France, USA, but also Asia and Latin America. These are the markets in which ASIAGO PDO seeks to win over the most demanding palates through opportunities for meeting and exchange, in which food and wine pairing becomes an ideal ground for cultural development and an opening for growth in the trade and consumer market.

With this objective, the Consortium for the Protection of Asiago Cheese has chosen to be present at OperaWine and Vinitaly 2014 and to continue to promote the PDO cheese from the Veneto and Trentino Alto Adige regions, produced according to strict regulations, measuring itself against the most highly qualified international operators from the world of wine.

On April 5th, in the loggia of Palazzo della Gran Guardia in Verona, for the 3rd consecutive year ASIAGO PDO will be representing Italian dairy production at OperaWine, the exclusive meeting with 100 of the best wine producers in Italy, selected by the prestigious magazine *Wine Spectator*. Fresh and Seasoned Asiago in its three different varieties: Semi-mature (matured for 4-6 months), Mature (matured for 10-15 months) and Extra-mature (matured for over 15 months) will accompany the original walk around tasting, illustrating the various pairings with wine and the great versatility of the different varieties of ASIAGO PDO cheese, capable of offering intense flavours, sapidity and aromaticity, which in Seasoned Asiago pair well with structured red wines, while Fresh Asiago offers strong gustatory and olfactory sensations when paired with easy to drink white wines.

At Vinitaly, from April 6th to 9th, ASIAGO PDO will be present in seven different locations, three in reserved areas and four open to all visitors. ASIAGO PDO will be in the International Buyers' Lounge (Castelvecchio Gallery between Halls 2-3), an exclusive area dedicated to foreign visitors, in the blogger area (Centroservizi - Arena gallery between Halls 6-7) and in the VIP Lounge (Palaexpo). There is also a busy calendar of tasting events dedicated to visitors over the four days of the fair, which will be held at the stand of the Ministry of Agricultural, Food and Forestry Policies (Hall 7), at the stands of the Consortium for Colli Berici Wines and Vicenza (Hall 8 - formerly 7B - Stand G5) and the Consortium for Garda Oil PDO (SOL & AGRIFOOD, Area C - Stand 7), where Asiago PDO can be tasted paired with excellent products from the two territories: wine and oil. Moreover, on Monday April 7th, the journalist Alberto Marcomini will conduct a tasting of ASIAGO DOP paired with local wines at the stand of the producers from Irpinia (Hall A).

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