



Press Release

The Asiago PDO Cheese App is launched

Useful recipes, georeference events and tools for smartphones and tablets

Vicenza, 30th July 2014 - the new ASIAGO PDO App is launched; this is a compass dedicated to all those who want to learn to recognize the different product types, share recipes with the community of enthusiasts, take part in the online competition Asiago CheeSfida and make use of innovative georeference tools to purchase and taste this wonderful cheese throughout Italy.

Dedicated to all enthusiasts and professionals in the sector who wish to remain in contact with the world of Asiago PDO, after downloading the new App on your smartphone or tablet, it can be used to learn how to distinguish between the different types of fresh and seasoned Asiago PDO, to have constant access to a wide variety of recipes to use for any occasion, to consult the updated diary of all the events at which to meet other enthusiasts, great chefs and to take part in the online competition Asiago CheeSfida, dedicated this year to Asiago PDO paired with Pasta, true symbols of Italian cuisine.

For the first time, using an advanced geolocalizing search function, with Asiago App it is possible to meet the key players of the ASIAGO NETWORK project, a select group of restaurants, bars, sandwich shops and pizzerias, as well as delicatessens and large scale organized distribution stores throughout Italy, in which Asiago PDO can be bought or tasted. Just enter the area of interest to find the nearest Network points. After selecting, the system will display the contact information, type of Asiago PDO available and images to share with your friends.

Dedicated to foodies and to those who appreciate healthy, high quality food, the new Asiago PDO Cheese App continues the young modern social choice of the Consortium for the Protection, which this year has already won a prize for the best new media campaign at the 2014 Formaggi & Consumi Awards, and is close to the many enthusiasts of this cheese and those professionals in the restaurant sector who experiment with its great versatility in the kitchen every day.

The Asiago PDO Cheese App can be downloaded free from App Store and Play Store, and is available for operating systems iOS 7.0 and later versions of the iPhone and for Smartphones with Android 4.0 and later operating systems.

App Asiago DOP on Play Store <https://play.google.com/store/apps/details?id=com.asiago.app.asiagodop>

App Asiago DOP on App Store <https://itunes.apple.com/it/app/formaggio-asiago-dop/id874329787?mt=8>

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