



## Press Release

### **ASIAGO DOP at SIAL BRAZIL 2014**

*The Consorzio throws down the gauntlet to the South American market*

Vicenza, 18 June 2014 – A huge, fast-growing market with restrictions yet plenty of opportunities for Italy and its PDO products and where 10% of the inhabitants are of Italian descent. Consorzio Tutela Formaggio Asiago is launching its new international campaign in Brazil between 24 and 27 June where, together with a close-knit group of members, it will be at its first SIAL BRAZIL, the most important food trade show on the South American continent.

Over the last few years Brazil has seen an increase in the buying power of local consumers and continual growth in food consumption. The Associação Brasileira das Indústrias da Alimentação (Brazilian Food Industry Association) – ABIA – estimates that the per capita consumption of food products will increase by 46% (nominal growth in national currency) over the next five years. This is all due to a domestic market with consumers who opt for branded products with high value commanding a premium price, in particular those marked Made in Italy, which are considered quality, refined products symbolising the “Italian lifestyle”. This plays in Consorzio Tutela Formaggio Asiago’s favour and it intends exploiting the gastronomic influence of the strong Italian community which already purchases high quality Italian products, especially in the south-east region starting from San Paolo, venue of SIAL BRAZIL; more than 50% of this city’s inhabitants are of Italian origin and there are more than 500 import firms and large stores.

“We have decided on the South American market, which is now opening up to international exchange in the food sector, – said the Director of the Consortium, Flavio Innocenzi – because we think that the conditions are promising for a product such as Asiago DOP, which is the expression of a circumscribed area yet able to offer the fullest guarantee of quality for the consumer, given by the severe specifications required for its certification, as the Brazilian authorities also expressly request.”

This first trade fair participation is important in terms of introduction to the whole Mercosur, whereby the Consorzio continues its task of promoting and highlighting the unrivalled historic heritage and tradition of Asiago DOP cheese worldwide and especially in countries with a great potential for development such as this market consisting of 200 millions of inhabitants.

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