



Press Release

Asiago PDO, a cheese and its territory

Vicenza, 10th October 2014 - Asiago PDO is the cheese that takes its name from its birthplace, the Asiago Plateau in the province of Vicenza. Although its origins are lost in the mists of time, it is only since 1979, when the Consortium for the Protection of Asiago Cheese was founded and it was granted PDO (Protected Designation of Origin) status, an exclusive requirement for quality European food products, that Asiago PDO cheese has started to become renowned and appreciated throughout the world.

Produced only in the Veneto and Trentino Alto Adige territories, in the provinces of Vicenza, Padua, Treviso and Trento, Asiago PDO is unique; it is the result of a combination of several non-replicable factors, linked to the territory in which it is produced, to processing techniques following the local age-old art of cheese-making and to its specific organoleptic qualities.

In fact, only in these places can we discover the authentic flavour of simple things, of the unique and intense experiences brought by contact with an age-old culture. Therefore, it is not by chance that the true flavour of the territory is expressed in its elected cheese, becoming Asiago PDO “Product of the Mountain”, when each step of its production, from milking of the cows to ripening, takes place in the mountains at an altitude of over 600 metres.

Today ASIAGO PDO is characterized by production guidelines that Consortium members strictly adhere to, by the use of guaranteed and certified raw materials and by complete and constant control, from production to marketing. The result is a unique, very versatile cheese, which can be enjoyed in different varieties: fresh and seasoned. Fresh Asiago, with its delicate, sweet, fresh, milky taste, is made with full cream milk and ready to be consumed after maturing for a short period. Seasoned Asiago, which is more distinctive and flavoursome, depending on the aging period (from 3 to 15 months), is made with skimmed milk.

With over 100 mountain grazing areas, the Asiago Plateau is, for extension and number of pastures, the most important mountain dairy system in the whole of the Alps, capable of providing work for thousands of people employed in cheese making and in related mountain catering and tourist industries. A place where the Consortium promotes and supports a specific commitment to protecting this unique heritage for future generations by making sustainable choices, which respect the environment and those who work there.

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