



## PRESS RELEASE

### **Asiago PDO cheese celebrates the unique bond between product and territory on TV**

*From 27th November to 31st December, the inseparable bond between Asiago PDO and the Veneto territory will play the leading role in the communication campaign by the Consortium for the Protection of Asiago Cheese.*

Vicenza, 21st November 2016 – from the 27th of November to the 24th of December, the Consortium for the Protection of Asiago Cheese will celebrate the unique bond between the famous cheese and its territory of origin with a new TV communication campaign, to be broadcast on RAI TV networks and, until 31st December, also in 502 cinemas.

A journey into the heart of the Plateau of the Seven Municipalities, narrated through its extraordinary uniqueness, created from a long-standing tradition, from the altitude of the landscapes to the depths of the woods, to the power of expression of artisans, herdsman and cheesemakers, to the end result of this bond: Asiago PDO cheese, the “flavour of our soul”, the claim of the campaign. This is the theme of the new spot by the Consortium for the Protection of Asiago Cheese, to be broadcast on RAI TV channels until the 24th of December.

In the words of the President of the Consortium for the Protection, Fiorenzo Rigoni: “Asiago PDO is a unique cheese, deriving from a combination of non-replicable natural and human factors belonging to the production area recognized by the PDO. Our commitment to bear witness to the identity of a land whose symbol is Asiago PDO comes from these elements and their value, a heritage protected by the EU.”

According to the regional councillor for agriculture, Giuseppe Pan: “Promoting and raising awareness of excellence, supporting innovation and competitiveness of Veneto businesses, facilitating the entry of young people into the primary sector and favouring environmental compatibility between agriculture and ecosystems. These are the challenges that the Veneto region will have to face in the next few years. Moreover, one of the priority objectives is safeguarding the consumer and protecting agricultural production through the fight against counterfeiting, by raising awareness and appreciation of products with Protected Designation of Origin certification.”

Protecting and enhancing the value of the *genius loci* are the objectives pursued by the Consortium for the Protection, with a wide-reaching marketing campaign within the territory, also aimed at actively involving local and regional institutions, and with a series of actions to promote, both in Italy and abroad, awareness of the bond between product and territory. A plan that saw Asiago PDO bear witness to the value of biodiversity at Expo and sign the Milan Charter. At the same time, this bond with its territory of origin allows the distinctive and inimitable value of the PDO to be documented

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abroad; this aspect represents a critical success factor for promotion and for international protective measures.

The Consortium will now continue its work with a new TV campaign, sharing the genuine values of Asiago PDO cheese and expressing them in a young and dynamic way, with a journey among the inhabitants of the Plateau, endorsers of the authenticity that gives this cheese its distinctive strength. Scheduled for the run up to the Christmas holidays, the campaign makes use of new resources to increase product awareness, seeking to spread the meaning of the values underlying the production of Asiago PDO and the choice of a natural and healthy diet.

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