



PRESSEINFORMATION

The pure joy of Italian cheese at Anuga 2017: AFIDOP offers a broad taste experience thanks to cheeses with PDO quality seal

Milan, 28/09/2017 – The Italian association **Associazione Formaggi Italiani DOP (AFIDOP)** is presenting different types of cheese with the quality seal **Protected Designation of Origin (DOP)** during the event **Anuga in Cologne (October 7th - 11th)**: world-renowned classics alongside hidden champions combined during highly entertaining cooking shows

Tradition and Quality "Made in Italy"

The majority of consumers trust products with quality seals. This fits perfectly with Italian cheeses with approved indication of origin, which have always been deeply rooted in Italian history and tradition. These products therefore answer in a highly adequate way to the needs of German consumers. AFIDOP will present at its booth in hall 10.1, G21H20, the broad product range and the incredible diversity of flavors, offering renowned classics and true insider tips. Seven chosen consortiums belonging to the association have been invited to represent the unique characteristics and flavors of their cheeses: Asiago DOP, Caciocavallo Silano DOP, Gorgonzola DOP, Grana Padano DOP, Mozzarella di Bufala Campana DOP, Parmigiano Reggiano DOP, Pecorino Romano DOP.

Cooking Shows: Typically Italian cuisine meets Haute Cuisine

Trade visitors are offered deep insights into all production steps and possible usage of the cheese varieties (PDO) during interactive cooking shows which AFIDOP will provide at its booth in cooperation with one of the best Maestro Pizzaiolo, Franco Pepe. The program consists of several pizza combinations, representing the varieties of origin and flavors of the 7 represented cheeses (PDO) - the perfect combination of typically Italian cuisine and haute cuisine. The cooking shows will take place in hall 10.1, G21H20, from October 7th- 10th from noon - 3pm.



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About Associazione Formaggi Italiani DOP (AFIDOP)

Associazione Formaggi Italiani DOP (AFIDOP) is an association gathers the consortia in charge of the protection of P.D.O. cheeses.

The consortiums protect the special characteristics closely related to the indication of origin as well as the correct product designation. They promote the cheeses' popularity and protect the quality of production by supervising and controlling it. Nearly all regions, traditions and kinds of cheeses are part of AFIDOP. Food retailers from Germany and Europe profit from these extensive offerings and the unique quality of the products. AFIDOP represents the principles of tradition, heritage and transparency.

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