

UNCOMMON FLAVORS OF EUROPE

DELICIOUSLY ITALIAN

Asiago PDO | Speck Alto Adige PGI | Pecorino Romano PDO



Asiago PDO, Speck Alto Adige PGI and Pecorino Romano PDO are the latest stars to take center stage in the EU's constellation of high quality, certified foods in this three-year campaign that will increase awareness of the European Quality system (PDO & PGI) in the United States and Canada by showcasing what makes these three Italian foods truly uncommon.

The Uncommon Flavors of Europe campaign will focus on the delicious and inimitable flavor, traditional production, unmatched quality and unique places of origin of Asiago PDO, Speck Alto Adige PGI and Pecorino Romano PDO. The individual consortia for each of the partner products set strict guidelines that each and every single producer must follow meticulously in order to maintain the EU quality seals they worked so hard to achieve.

Asiago PDO, Speck Alto Adige PGI and Pecorino Romano PDO, are the ideal ambassadors to illustrate what makes the Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) quality symbols a guarantee of excellence. Unique European air, soil, local plants and animals produce uncommonly delicious raw ingredients. Historic production practices and recipes, handed down from generation to generation, ensure extraordinary flavor and appeal. Truly uncommon European originals always stand out from inferior imitations and sound-alikes.

The campaign will market the partner products across web, television, radio, print advertising, digital campaigns, social media, supermarket demos, trade trips to Italy and through a "learn & earn" page on the campaign's official website: <http://www.uncommoneurope.eu/>.

The Uncommon Flavors of Europe "Learn & Earn" page will give industry professionals and consumers the opportunity to go online and learn more about the three partner products EU quality system and complete a quiz in order to earn entries in a drawing for a trip to visit the production zones of each product.

Asiago PDO

For 1000 years Asiago PDO has been made from milk from cows that graze on lush fields in the provinces of Trento and Vicenza and parts of the provinces of Padua and Treviso. There are two versions of Asiago PDO: "Stagionato" (Aged) or "Fresco" (Fresh). Fresh Asiago tastes of creamy milk and melts easily on your tongue while aged Asiago varies from sweet and yeasty, to nutty and even notes of salted caramel, all depending on the age ranging from 4 months up to 15 months or more.

Speck Alto Adige IGP

Speck Alto Adige PGI, made exclusively in the Alto Adige region of Italy, is a unique ham that melds the air-curing traditions of the Mediterranean with the smoke-curing traditions of the Alps. The process begins with the careful selection of high-quality, lean pork legs. The deboned meat is massaged with spices, garlic, bay leaf, juniper, pepper, rosemary, and sea salt. Each producer's specific rub is a treasured family secret.

Pecorino Romano PDO

Pecorino Romano PDO dates back 2000 years and proudly continues the rich, long history of ancient Roman sheep's milk cheeses in Italy. The sheep still graze on wild pastures filled with native flora on the island of Sardinia, the Lazio region and the province of Grosseto. Only there can Pecorino Romano PDO be made from fresh whole sheep's milk from October to July.

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