



## PRESS RELEASE

# Provolone Valpadana PDO brings Made in Europe excellence to Australia

- *The first stage of the third year of the [www.borntobeauthentic.eu](http://www.borntobeauthentic.eu) project will be at Fine Food Sydney, from 11 to 14 September on stand L46*
- *A Masterclass with chef Luca Ciano at the William Angliss Institute in Sydney and Melbourne*
- *Workshops with celebrity chef Ciano at some of Sydney's best restaurants*

4 September 2023 – The **Consorzio Tutela Provolone Valpadana** has scheduled a busy calendar of promotional and commercial events for the months of September and October in the main Australian cities.

Australia is today one of the main non-European markets for **Provolone Valpadana PDO**, with a value share growing by +48.1% in the first months of 2023. So, to tackle this important internationalization process, even for 2023 the *"Born to Be Authentic – Provolone Valpadana, a PDO cheese from Europe"* has introduced a series of initiatives and appointments, between Sydney and Melbourne, aimed at promoting the excellence of this PDO cheese.

We will start with the renowned **Fine Food Australia**, this year **organized in Sydney, from 11 to 14 September**, during which the Consortium, in its exhibition space, will welcome buyers, the press and insiders to make known the nutritional properties, the adaptability and the two mild and strong types of this PDO cheese, increasingly appreciated in cooking around the world. Every day on **STAND L46, starting at 10:30**, it will be possible to attend the **show cooking by the celebrity chef Luca Ciano**, a great connoisseur and interpreter of Provolone Valpadana PDO. With his masterful performances, Ciano will offer some gourmet recipes that will have both types of this renowned cheese, mild and strong, as the protagonist.

At the end of the trade fair, on 14 September, the Consortium will organize an exclusive **Press dinner at Otto Restaurant** to share the authentic taste of Provolone Valpadana PDO with journalists, food bloggers and opinion leaders.

The PDO cheese tour will continue on **18 and 19 September** at the William Angliss Institute in Sydney, where the famous Luca Ciano will accompany students in a masterclass dedicated to exploring and experimenting with the gastronomic versatility of Provolone Valpadana PDO. The second stage, however, will be held on 16 October at the Melbourne W.A.I.

Still in **October**, the appointments with the operators of the *"Born to Be Authentic - Provolone Valpadana, a PDO cheese from Europe"* project will conclude, which will once again see the intervention of Luca Ciano in a series of **workshops dedicated to the world of catering**.

The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the European Research Executive Agency (REA) do not accept any responsibility for any use that may be made of the information it contains.



CAMPAIGN FINANCED  
WITH AID FROM THE  
EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS WHICH PROMOTE HIGH  
QUALITY AGRICULTURAL PRODUCTS



**Born TO BE AUTHENTIC.**  
PROVOLONE *valpadana*  
A PDO CHEESE FROM EUROPE

All the activities are part of the promotional project "*Born to Be Authentic - Provolone Valpadana, a PDO cheese from Europe*", planned by the Protection Consortium and co-financed by the European Commission, to increase awareness and consumption of the cheese in Australia.

More information by the Protection Consortium can be found on the **official website of the project** [www.borntobeauthentic.eu](http://www.borntobeauthentic.eu), which can also be followed on Facebook: <https://www.facebook.com/BorntobeauthenticEU-109090364901590> and Instagram: <https://www.instagram.com/borntobeauthenticEU/>.

For information and contacts

**BLANCDENOIR COMMUNICATION AGENCY**

[stampa@blancdenoir.it](mailto:stampa@blancdenoir.it)

0039 030 774 1535

The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the European Research Executive Agency (REA) do not accept any responsibility for any use that may be made of the information it contains.



CAMPAIGN FINANCED  
WITH AID FROM THE  
EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS WHICH PROMOTE HIGH  
QUALITY AGRICULTURAL PRODUCTS

