Grana Padano DOP and Prosecco DOC: quality duo in Switzerland

Wine and cheese-making are worlds that are only apparently distant, and when they come together they are able to create surprising harmony. This insight gave rise to the **Cheers & Cheese to EU** project, dedicated to celebrating two designations of excellence, **Grana Padano PDO** and **Prosecco DOC**, by narrating their history, culture and value.

The project and its objectives

Grana Padano PDO speaks of rural landscapes, a thousand-year-old tradition and a slow pace of life, measured by the patience of the ageing process. **Prosecco DOC**, with its fresh and light bubbles, evokes conviviality and spontaneity. Together, these two products become a ritual to be shared, a sensory experience that engages sight, taste and smell through natural and harmonious dialogue.

The project was created with the aim of raising awareness and appreciation of these Italian icons by describing the quality, authenticity and the rigorous production methods that characterise them. Tastings, masterclasses and initiatives in restaurants thus become opportunities to discover what lies behind every flavour and every sip, inviting the public to embark on a cultural as well as gastronomic journey.

The approach was experiential: not mere technical information, but a sensory journey in which aromas, textures and flavours are interwoven, allowing Grana Padano PDO and Prosecco DOC to express themselves through tastings and suggestions.

A tour of Swiss cities: dinners and Restaurant Weeks

The project took shape in some of the best restaurants in **Switzerland**. In **Zurich**, the evening at **Luigia** restaurant, where **Arianna Pizzolato,** representative of Next Generation PRO for Prosecco, and **Ilenia Martinotti,** from the Grana Padano Consortium, together with **Marzio Taccetti** from **Gambero Rosso**, accompanied guests on a journey of discovery of the characteristics of the two products through a menu designed to showcase their flavours and potential.

Dishes such as courgette flan with 18-month Grana Padano DOP fondue accompanied by Prosecco DOC Extra Dry 2024 Anna Spinato, or fettuccine Alfredo with 24-month Grana Padano DOP Riserva paired with Prosecco DOC Biologico Brut 2024 Anna Spinato, guided guests on a journey that was as tasty as it was educational.

The journey continued in **Bern**, at **Da Carlo** restaurant, where a specially designed dinner offered combinations that enhanced the nuances of the two products, from the aroma of porcini mushrooms with 12-month Grana Padano PDO fondue and truffles, to the creaminess of pumpkin risotto with crispy sage, to the complexity of venison fillet with blackcurrant sauce, all paired to Prosecco DOC Brut 2024 Bottega Gold.

The project then continued with the **Restaurant Weeks**: two weeks entirely dedicated to special menus designed and developed to showcase the two products. It was a valuable opportunity for a wider audience, who was able to experience the richness of these pairings first-hand and discover how versatile and complementary Grana Padano PDO and Prosecco DOC can be.

In-depth masterclasses

In parallel with the dinners, masterclasses were held in Zurich and Meyrin, at **Luigia restaurant** and **Luigia Academy**, led by **Marzio Taccetti**, editorial coordinator of Gambero Rosso's Vini d'Italia guide. Journalists, influencers and enthusiasts were able to learn more about the production regulations, taste characteristics and possible uses of Grana Padano PDO and Prosecco DOC, enjoying an engaging and comprehensive educational experience.

Cheers & Cheese to EU thus becomes a journey of gastronomic and cultural discovery that places Switzerland at the centre of a story of excellence, offering a concrete insight into the supply chain and the endless possibilities for using two products that symbolise our food heritage.

To learn more:

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