



CHEERS *and* CHEESE TO *EU*



Cheers & Cheese to the EU: when denominations do the storytelling

A glass of Prosecco DOC and a chunk of Grana Padano DOP: two iconic products that, together, become much more than just a pairing. 'Cheers & Cheese to EU' was born from the shared intuition of two Consortia with strong identities to communicate the value of certified quality, origin and sustainability to the European public through accessible yet rigorous language.

The project aims to strengthen a more conscious understanding of PDO and DOC designations, promoting the work of producers and their deep connection with their territories of origin. A journey made up of events, tastings, dinners and masterclasses that transforms promotion into a shared narrative, capable of combining gastronomic culture and information.



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Prosecco DOC: a contemporary drinking style

“Cheers & Cheese to EU” is fully in line with the overall strategy to promote the Prosecco DOC designation, which integrates territory, gastronomy, sustainability and the Italian lifestyle. Switzerland, a mature market sensitive to issues of traceability and certified quality, was the ideal context and stage for this approach.

The key point is to shift the focus from the individual product to the system that makes it possible. «The value of the designation is expressed when consumers understand what is behind a bottle: territory, production rules, supply chain and responsibility», emphasises the Consorzio Prosecco DOC, a member of Next Generation Pro.

In this context, pairing Prosecco DOC with Grana Padano PDO reinforces the message of the designation as a guarantee of authenticity and versatility: Prosecco DOC is not just an aperitif wine, but the star of a complete gastronomic experience. Events and tastings thus become tools for communicating identity, styles and occasions for consumption, showcasing Prosecco as a wine for the whole meal, capable of dialoguing with different cuisines and cultures.

Among the key messages that emerge are: the authenticity of precise regulations, certified quality throughout the supply chain, a culture of taste and a concrete commitment to environmental and social sustainability.

«Presenting Prosecco DOC as a wine for all meals means moving beyond the idea of occasional consumption and proposing a contemporary drinking style, capable of interacting with different cuisines and cultures».





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Grana Padano PDO: territorial identity and global vision

For Grana Padano PDO, the link between food and territory is central. Born from the agricultural vocation of the Po Valley, this cheese is the expression of a strictly controlled supply chain and knowledge rooted in history. The Consortium's communication combines tradition and modernity, from the narration of its origins to protection against Italian sounding.

«The strength of Grana Padano PDO lies in its regulations and in the daily work of a supply chain that preserves tradition, quality and territorial identity», points out Renato Zaghini, President of the Grana Padano Consortium.

From a nutritional point of view, Grana Padano PDO is a complete food, rich in calcium and proteins of high biological value, highly digestible and naturally lactose-free, suitable for all ages and different lifestyles. The different ages offer a range of sensory experiences: from the youngest, delicate and versatile, to the Riserva, intense and persistent, also ideal when paired with sparkling wines.

On international markets, the challenge remains that of providing consumers with accurate information, combating imitations and improper designations. Projects such as “Cheers & Cheese to EU” therefore become fundamental educational tools, supported by digital communication and legal protection of the PDO mark.

«Educating consumers about the meaning of PDO is essential, especially in international markets, where protecting origin becomes a cultural value as well as an economic one», Zaghini emphasises.

Sustainability is also a pillar for Grana Padano: environmental assessments, research and innovation projects aim to reduce the impact of the supply chain without distorting the product. For a PDO, innovation means improving processes, traceability and packaging while preserving tradition.



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A look to the future

"Cheers & Cheese to EU" tells the story of two products of excellence which, although different, share common values: origin, certified quality, sustainability and an international vision. The project demonstrates how protected designations are not just seals of approval, but living tools for communicating with consumers and building a culture of conscious, contemporary and authentic taste.





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About Cheers&Cheese:

Cheers&Cheese to EU is a three-year (March 2024 – February 2027) information and promotional project co-funded by the European Union in the frame of Reg. (EU) 1144/2014 and jointly promoted by Consorzio Tutela Grana Padano PDO and Next Generation Pro, an Association which reunites Prosecco DOC producers.

The aim of this project is to raise awareness on the PDO logo among European consumers and professionals, especially in the UK and Switzerland, as well as to improve the knowledge about Grana Padano PDO and Prosecco DOC in the two markets. These products are indeed quality certified products, authentic and maximum expression of their land of origin. In addition, both Grana Padano and Prosecco producers are actively involved in the global effort to make agri-food products more sustainable and environmentally friendly.

Website: www.cheersandcheese.eu

Social Medias:

Instagram:

@cheersandcheese.ch

@granapadanode @granapadanoaop

@proseccodoc_de @proseccodoc

Facebook:

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Prosecco DOC

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