

## About PDO:

PDO (or the acronym in Italian, DOP) is the European Community's Protected Designation of Origin certification system that guarantees the authenticity of certain high-quality foods:

A PDO logo guarantees high quality, authenticity and traceability by ensuring strict production specifications are followed, including:

- Clear boundaries of the geographical area of origin of both the products and the raw materials
- Production methods following the centuries-old recipes and techniques – methods that have proven over time to be safe, effective, and the most flavorful
- Clear labels indicating where and when the products were produced
- Quality and authenticity certification by accredited certifying bodies

The PDO system offers legally binding name protection to makers and helps consumers distinguish between these foods and their imitators. Grana Padano and Prosciutto di Parma are protected by Consortiums which control each step of the production and help to promote and protect them. They are appointed by the Ministry of Agriculture, Food Sovereignty and Forestry.

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The producers of Grana Padano PDO cheese and Prosciutto di Parma PDO are at the center of a joint promotional campaign that seeks to raise awareness about these unique foods among American and Canadian retailers, chefs and consumers, and to emphasize the importance of quality, authenticity and tradition.

Grana Padano cheese and Prosciutto di Parma are prime examples of PDO (Protected Designation of Origin) products – they are produced by real people, in specific geographical regions of Europe using centuries-old techniques, to handcraft incomparably delicious food that cannot be replicated, mass-produced or processed anywhere else.

Because of their popularity, imitations can be found around the world. However, these products bear none of the history, tradition or quality of the originals. With so many choices at point of purchase and while dining out, it's important that your customers know what they are buying, how and from what it is made so that they are making informed decisions.





## What your customers should know about Grana Padano cheese:

- Grana Padano cheese is made from partially skimmed raw cow's milk, exclusively from the production area.
- Look at the rind: when purchasing a wedge of Grana Padano, be sure to look for the logo markings on the rind (small lozenges with “GRANA” and “PADANO” written within them) – if they are not there, it's not Grana Padano.
- On pre-packaged wedges, be sure to look for the yellow Grana Padano and the PDO logos. If they are not there, it's not Grana Padano.
- Grana Padano has a grainy structure and a mellow, tasty flavor that's never overpowering. It can most commonly be found aged between 9 months to over 24 months.
- Grana Padano possesses unique nutritional features such as quality proteins, vitamins and mineral salts, especially calcium. It is lactose free due to the characteristics of the production method and the long aging process.



## More about Grana Padano:

With a history and heritage dating back to almost 1.000 years ago, Grana Padano has been an EU-certified Protected Designation of Origin product since 1996. Benedictine monks found a clever solution to preserve surplus milk by creating a hard cheese which could withstand the test of time. Due to its grainy texture, it soon became known as “Grana.”

In 1954, it was officially named “Grana Padano,” with “Padano” identifying the area of Production, the Pianura Padana (Po River Valley) in Northern Italy. This ensures that it is exclusively linked to its production area, produced following traditional methods and inseparable from the climate, culture and people who create it. It also ensures its ultimate quality, authenticity and traceability. A staple in many cuisines, it is the world's best-selling PDO cheese.





## What your customers should know about Prosciutto di Parma:

- Prosciutto di Parma is completely natural and contains no additives or hormones.
- Its all-natural aging process creates a wide variation in flavor profiles and textures, from mild and nutty to mature and full-flavored.
- Prosciutto di Parma is aged for a minimum of 14 months and in some cases is cured for over 24 months.
- To ensure authenticity when purchasing packages of pre-sliced Prosciutto di Parma, look for the iconic gold Parma Crown in the upper left corner against a black triangle along with the PDO logo. If there is no crown and PDO logo, it's not Prosciutto di Parma.

## More about Prosciutto di Parma

By law, Prosciutto di Parma can be cured only in the gently rolling countryside near Parma, Italy, in the foothills of the Apennines. At the curing facilities, or prosciuttifici, highly experienced “salt masters” apply just the right amount of sea salt to produce a ham with the desired savory-sweet profile. For months, humidity and temperature are monitored as the hams slowly develop their distinctive flavor. Traditionally, producers opened their windows to capture the aromatic breezes needed to air cure the hams. A curing period of at least 400 days ensures that customers will be rewarded with perfectly cured Prosciutto di Parma every time. Prosciutto di Parma qualifies as a 100% natural product: additives, such as nitrites, coloring or preservatives, cannot be used!

