



September 2009

## GRANA PADANO IS SUPPORTING SLOW FOOD UK

**Grana Padano, the best selling PDO\* cheese in the world, is proud to support non-profit association Slow Food UK.**

**Grana Padano** and **Slow Food** share many key values such as promoting premium quality food, which has a rich heritage and history.

Slow Food UK's primary aim is to raise awareness about good, genuine and fair food - food which tastes good, fully respects both the welfare of animals and the world, and supports small scale food producers. As an Italian product, **Grana Padano** has been part of the country's proud gastronomic tradition and culture for nearly a thousand years, with the first cheese being produced in the Po Valley, Northern Italy by Cistercian monks, who invented a way of transforming the surplus milk into a cheese which was slowly matured to reach its prime.

With more than 4 million wheels produced every year by around 160 producers and almost 52,000 workers, Grana Padano is a hugely important product for Italian agriculture. In addition, one million wheels of the cheese are exported worldwide every year making Grana Padano the best selling PDO\* cheese in the world.

Grana Padano is a versatile hard cheese, matured for between 9 and over 24 months and has a crumbly texture to which it owes its name ("grana" meaning "grainy"), with a sweet yet distinctive taste. "Padano" refers to the name of the valley where it is produced, the Po Valley.

The production, protection and promotion of Grana Padano cheese is overseen by the *Consorzio per la tutela del Formaggio Grana Padano* (**Consortium for the protection of Grana Padano cheese**) which brings together producers, curers and retailers and ensures that every wheel of cheese is made to traditional, exact standards so that it can be awarded its PDO status.

Similarly to the Slow Food Organization, the Consortium is a non-profit organisation, and the two companies have a long standing partnership in Italy, through the "Master of Food". In England, the Consortium will work together with Slow Food UK at the upcoming Autumn BBC Good Food shows\*\* in Birmingham, London and Glasgow. Grana Padano will have an area within the Slow Food Pavillion where guests will be able to sample and learn more about this traditional Italian cheese, and the Grana Padano and Slow Food relationship..

Founded in Italy in 1989, **Slow Food** raises awareness of the disappearance of local food traditions and supports small scale producers. Today, the movement counts over 100,000 members in 132 countries.

\*Protected Designation of Origin

\*\* BBC Good Food show Scotland, SECC Glasgow, 30th October - 1st November 2009

BBC Good Food show London, Olympia London, 13th - 15th November 2009

BBC Good Food show Birmingham, the NEC Birmingham, 25th - 29th November 2009