

# UNCOMMON FLAVORS OF EUROPE

## DELICIOUSLY ITALIAN

Asiago PDO | Speck Alto Adige PGI | Pecorino Romano PDO



### European Origin, Tradition, Flavor and Quality – Truly Uncommon

The environment and the agricultural know-how are at the core of the European Quality System. Unique European air, soil, local plants and animals produce uncommonly delicious raw ingredients. Historic production practices and recipes, handed down from generation to generation, ensure extraordinary flavor and appeal. Truly uncommon European originals always stand out from inferior imitations and sound-alikes.

### Stellar Examples of Uncommon Foods – Deliciously Italian

Asiago PDO, Pecorino Romano PDO, and Speck Alto Adige PGI—two indispensable cheeses and a unique, lightly smoked, air-cured ham—represent all the quality that Europe offers. Behind the production of these uncommon foods are core values supporting environmental protection, sustainable agriculture, local farmers and producers, and safe, traceable food production.

### Authentic Flavor and Tradition – Uncommonly European

Choose PDO and PGI foods like Asiago, Pecorino Romano, and Speck Alto Adige to enjoy the uncommon difference these European originals make in the dishes you prepare.



**PDO**

*Protected Designation of Origin*

PDO foods have the strongest possible links to original historical practices, because their ingredients must come from and their production must occur within the natural environment in which the product developed. There, generations of producers have handed down traditional production know-how and codified it into rigorous production standards followed by all producers. Sustainable agriculture and vigilant product safety and traceability assure extraordinarily high quality.



**PGI**

*Protected Geographical Indication*

PGI foods are made with traditional production methods in their historic places of origin. While raw ingredients can be sourced outside the production area but within the EU, all ingredients are scrupulously monitored for quality. All producers follow the same rigorous production standards. Concern for the environment and animal welfare are primary concerns, along with product safety testing and traceability in every step of production, assuring quality.

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