



## EU PDO Cheeses make Americans fall in love European Cheese Quality debuts to promote PDO excellence products

*Promoted by Granlatte cooperative and co-financed by the European Union, the project highlights the quality, authenticity, safety, and sustainability of European cheese certified by the PDO label.*

**New York**, 16 July 2025 – Launched at the Summer Fancy Food Show 2025 in New York, the **EU Dairy: Integrated Supply Chain & High-Quality USA (European Cheese Quality)** project officially begins. Promoted by **Granlatte**, the largest milk producers' cooperative in Italy, that controls Granarolo S.p.A., the most important Italian dairy company, and co-financed by the **European Union (EU)**, the project aims to raise awareness among U.S. consumers—who are increasingly attentive to product origin and taste—of **PDO-certified EU cheeses**, other aged European cheeses including **Quattrocento**, **goat cheese**, **sheep cheese**, **mixed cow/sheep cheese**, and also **UHT mascarpone**, and **cheese snacks**.

The launch featured an exclusive four-hands showcooking event with chefs **Giovanni Siracusa** and **Silvia Barban**, who demonstrated the versatility, quality, and flavor of PDO-certified European cheeses and Mascarpone UHT through four original and contemporary recipes.

### European Cheese Quality: let's discover European tradition and excellence in cheeses

Running from 2025 to 2027 under EU Regulation No. 1144/2014 - Call AGRIP-SIMPLE-2024-TC-AMERICAS, the **European Cheese Quality** will focus on the **United States**. The project is implemented by **Granlatte**, the proposing client, in synergy with the brands involved: **Granarolo**, **Podda**, **Mario Costa**, **Pinzani** and **Amalattea**, and it includes a broad calendar of activities to promote high-quality European dairy products, in particular aged cheeses and cheese snacks.

It features ten cheese specialties that represent the best of European tradition, with a strong emphasis on dairy excellence: from **Parmigiano Reggiano PDO** to **Grana Padano PDO**, from **Gorgonzola PDO** to the great **Pecorino** cheeses – **Romano PDO**, **Sardo PDO** and **Toscano PDO** – as well as **Caciocavallo Silano PDO**, **Quattrocento**, **Mascarpone UHT**



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and **Cheese Snacks**. Authentic ambassadors of taste, symbols of controlled supply chains and territories that tell their story through flavor, these products have always been undisputed protagonists in kitchens worldwide, transforming every dish into an extraordinary culinary experience of authenticity and pleasure.

The European Cheese Quality is not just a promotional project – it's a cultural journey through taste, tradition, and sustainability. From environmental respect to animal welfare and local identity, it's a European story ready to be told, celebrated, and savored on American tables.

### Americans, all in love with European cheese!

Americans love cheese, that's it: USDA data<sup>1</sup> (*Dairy: World Markets and Trade Report*) confirms this trend, showing a high per capita cheese consumption of approximately **41 pounds** in 2024 – positioning the U.S. as the world's second largest cheese consumer.

But what kinds of cheese do they prefer? Definitely, European ones. According to the Food & Beverage Market Entry Handbook: The United States 2024<sup>2</sup>, many consumers of imported cheeses show a preference for both hard and soft cheeses, which have a long history and tradition and are considered a gourmet delicacy around the world. Among European Excellences, **Parmigiano Reggiano**<sup>3</sup> and **Grana Padano**<sup>4</sup>, whose exports to the U.S. has grown by **+13.4%** and **+10.5%** respectively in 2024, rank first among American consumers' preferences. Also, Pecorino Romano is performing well, with the latter particularly appreciated in authentic Italian cuisine.

### Look for the PDO label. A guarantee of quality, health, and sustainability

The **Protected Designation of Origin**, better known by its acronym **PDO**, is a European quality label that identifies a product originating from a specific place, whose characteristics and qualities depend essentially or exclusively on a particular geographical environment and the natural and human factors associated with it, and that is entirely produced within that specific area.

<sup>1</sup> USDA: *Dairy: World Markets and Trade Report*, see [Cheese Reporter November 2024](#)

<sup>2</sup> [Food & Beverage Market Entry Handbook: The United States 2024](#)

<sup>3</sup> [Parmigiano Reggiano Consorzio: Export growth in the USA in 2024](#)

<sup>4</sup> [Grana Padano Consorzio – Export growth data in 2024](#)



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Its goal is to **protect the quality standards** of agri-food products, **safeguard traditional production** methods, and **provide consumers with clear information** about the features that give added value to these products. This rich set of consumer information is guaranteed by adherence to detailed production specifications and is “overseen” by the related official Protection Consortia.

To obtain **PDO recognition**, products must guarantee consumers:

- a superior level of quality and nutritional value (**Quality**)
- thorough and certified control over raw materials and every stage of the production process (**Safety & Traceability**)
- greater sustainability for producers, communities, and consumers (**Sustainability**).

All of this while preserving the traditional craftsmanship and rich history that make these products unique and captivating.

#### About EUROPEAN CHEESE QUALITY

EU Dairy: Integrated Supply Chain & High-Quality USA (The European Cheese Quality) is a three-year European information and promotion project (2025-2027), co-financed by the European Union under EU Regulation No. 1144/2014 – Call AGRIP-SIMPLE-2024-TC-AMERICAS and Granlatte, an Italian agricultural cooperative, bringing together around 500 dairy farmers across 11 Italian regions. Granlatte supplies around 900 million liters of milk per year to the Granarolo Group, ensuring full control over the production chain with a strong focus on sustainability and animal welfare. The initiative aims to enhance the visibility and recognition of high-quality European Protected Designation of Origin (PDO) cheeses and snacks among U.S. consumers, highlighting their distinctive origin, flavor, and sustainable production.

#### About The Granlatte-Granarolo Group

The Granlatte-Granarolo Group represents the most important Italian milk supply chain directly participated by 475 producers associated in cooperative form, with 15 production plants in Italy and 8 abroad: 2 in France, 3 in Brazil, 1 in New Zealand, 1 in Germany and 1 in the United States. It has an organisation for the collection of raw materials at the farms with around 100 tankers, 500 distribution vehicles, which move 900 thousand tonnes/year and serve around 50 thousand points of sale every day at which 20 million Italian families buy Granarolo products.

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