



## **Grana Padano returns to Dubai with master pizza chef, Franco Pepe**

*Italian cheese Grana Padano all set to return to Dubai for 'The Italian Cuisine World Summit' from 7<sup>th</sup> – 17<sup>th</sup> November with Chef Franco Pepe –awarded the world's best place pizza*

**Dubai, November 2016:** Grana Padano, the authentic Italian cheese, makes its way back to the Italian Cuisine World Summit in Dubai this year, showcasing its finest vintages. Moreover this time, Grana Padano ambassador, Chef Franco Pepe whose pizza has been voted the best in the world, will accompany the team.

American expert and *Where to Eat Pizza* compiler, Daniel Young dubbed Chef Pepe's restaurant, *Pepe in Grani* the 'best place to eat pizza in the world' out of 1,705 pizzerias. Located in the small town of Caiazzo, Campania in Italy, *Pepe in Grani* received the most nominations from the guide's 1,077 contributors and Chef Pepe has endorsed Grana Padano as the cheese of choice.

Chef Pepe's understanding, knowledge, and craftsmanship stem from his family of master bakers; thousands of times over, he has observed and learned from his grandfather and father.

Grana Padano is one of 49 cheeses produced in Italy that falls under the Protected Designation Origin (P.D.O.). The organisation promotes and protects cheeses originating from different geographic regions made in a typical and all nature process across Italy, under E.U. law.

President and Chairman of *Grana Padano P.D.O. Cheese Protection Consortium*, Nicola Baldrighi says, "Italian P.D.O. cheeses have a great history and are one-of-a-kind authentic Italian cheeses. It is an excellent opportunity for Grana Padano to be back in Dubai this year for this event, and to be able to showcase our proud heritage and quality products. We are also privileged to have Chef Franco Pepe, who is officially known to make the best pizza in the world, here with us as our ambassador".

Baldrighi continues, "We see the import of Italian dairy products, specifically cheeses, into the UAE growing each year which is a clear indication of the need and want for our quality products in the country. With the rapid and continued growth of the F&B industry and Italian restaurants, it provides a great opportunity for us."

The UAE and GCC are vitally important export markets for Italian food and beverage producers. The Italian Trade Commissioner to the UAE says that Italy is the UAE's third-largest European trade partner, and Italian food exports to the UAE reached an all-time high in 2015. Between 2005 and 2015, the total share of Italian food and drink imports to the UAE rose from 0.9% to 2.9%. More than 400 Italian restaurants operate across the UAE. \*\*

The 8<sup>th</sup> Annual Italian Cuisine World Summit takes place at Dubai World Trade Centre from 7<sup>th</sup> – 17<sup>th</sup> November. The Grana Padana stand and Chef Pepe will at the event from 7<sup>th</sup> – 9<sup>th</sup> November where visitors can taste the different Grana Padano cheese vintages and mingle with the world's best pizza maker.

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Sources:



\*Gulf News: 21 November 2015, 'Italian cheese – a famous touch on bread and pasta', <http://gulfnews.com/business/economy/italian-cheese-a-famous-touch-on-bread-and-pasta-1.1623723>

\*\*Hotelier Middle East, 27 October 2016, 'DWTC makes Italy its first country partner', <http://www.hoteliermiddleeast.com/28586-dwtc-makes-italy-its-first-country-partner/>

### **About Grana Padano**

In 1996, Grana Padano received the Protected Designation of Origin recognition by the European Union, the highest form of classification in Italian authenticity. Cistercian monks first created Grana Padano approximately 1,000 years ago, as a way for the dairy farmers of northern Italy's Po River Valley to preserve the excess milk produced from their herds. By the 15th century, Grana Padano was one of the most popular cheeses in Italy, and today with almost 1,600 million wheels exported became the PDO cheese most consumed worldwide. "Grana" comes from Latin for "grain" due to its granular texture and "Padano" indicates it is "of the Po River." A beautifully pale yellow cheese with a bright and nutty flavor, Grana Padano is made with partially-skimmed milk, and comes in three distinct ages: from 9 to 16 months, over 16 months and Riserva, starting from 20 months to 24 and over.

The Consortium for the Protection of Grana Padano cheese (CTFGP) is a non-profit organization that comprises 132 dairy producers and 156 affineurs. Its goal is to protect and promote Grana Padano cheese and its P.D.O. status both in Italy and abroad.