

PECORINO TOSCANO DOP



PROSCIUTTO TOSCANO DOP

PECORINO TOSCANO AND PROSCIUTTO TOSCANO CONSORTIA LAUNCH THE 3-YEAR NATIONWIDE CAMPAIGN “CUT & SHARE.”

Cut & Share is a 3-year project, co-financed by the **European Community**, whose aim is increasing awareness in the **United States** and **Canada** about European premium products with Designation of Origin, in particular: **Pecorino Toscano DOP** and **Prosciutto Toscano DOP**.

The Cut & Share campaign consists of **events** such as seminars, workshops, tasting courses, and promotion in large-scale retailers in the main US and Canada cities. The target is made up of: consumers, buyers, distributors, chefs, sommeliers, headwaiters, food experts, media, influencers, and opinion leaders.

The first event Cut & Share takes part in is the **RC Show in Toronto – Enercare Centre, March 1-3, 2020** – the leading foodservice B2B trade show in Canada dedicated to the promotion of Italian food and beverage, with over 20,000 hospitality professionals, restaurateurs, distributors, and buyers.

Cut & Share **social activities** on **Facebook** and **Instagram** aim to improve the consumers' positive attitude towards high-quality European food informing about both the characteristics and the ways to consume and **enjoy** Pecorino Toscano DOP and Prosciutto Toscano DOP. **Authenticity, excellence, and delight** are the keywords.

The project is actually promoted by **Consorzio Pecorino Toscano DOP** and **Consorzio Prosciutto Toscano DOP**.

The **Consorzio Pecorino Toscano DOP** was founded on 27 February 1985. Today, the “family” of Pecorino Toscano DOP includes 900 sheep breeders, 20 dairies, two cheese maturing experts, and a packaging facility. For over 30 years now, the Protection Association guarantees that only the cheese that meets the product specification is called and sold as Pecorino Toscano DOP, handing down the production tradition and strengthening its identity, both nationally and internationally. In 1990, a group of Tuscan ham producers established the **Consorzio Prosciutto Toscano DOP**, whose mission is promoting and protecting the product on national and foreign markets while maintaining close ties with Tuscany. In 1996, Prosciutto Toscano obtained the Designation of Origin mark DOP. Today, 20 consortium members represent 98% of the certified production of Prosciutto Toscano DOP.

For further information on Cut & Share events, promotions, and products, visit www.cutandshare.it

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