



# CHEERS *and* CHEESE TO EU



## SIP, SAVOUR, CELEBRATE: THE PERFECT ITALIAN SEND-OFF TO SUMMER

Summer may soon be coming to a close, but it's not over just yet. With the official end of summer not until 22<sup>nd</sup> September and the promise of warm evenings still on the horizon, there's still time to make the most of the season. And nothing captures its spirit quite like the crisp sparkle of Prosecco DOC paired with the rich, nutty flavour of Grana Padano PDO cheese – the perfect pairing for a celebratory gathering, aperitivo hour, or any relaxed social occasion.

Prosecco DOC remains the UK's favourite sparkling wine, with more than 131 million bottles enjoyed last year<sup>1</sup>. Light, fresh and sociable, its delicate bubbles and fruity notes are synonymous with summer and joy-filled gatherings.

Another of Italy's most loved exports is Grana Padano PDO. Matured for a minimum of nine months, it develops a savoury depth, a hint of sweetness, and a crystalline texture that make it wonderfully versatile. From young and delicate to mature and complex, each stage of ageing reveals a new expression of flavour, making it a timeless favourite for every table.

Together, they embody the generosity and warmth of Italian hospitality – the ideal ingredients for a memorable send-off to summer.

### Tips for the perfect end-of-summer gathering with family and friends

- **Chill for perfection** - Serve Prosecco DOC at 6 - 8°C for maximum freshness and fizz.
- **Plan ahead for the perfect flavour** – take your Grana Padano out of the fridge one hour before you serve it.
- **Balance flavours** - Pair Grana Padano PDO with late-summer fruits like figs, grapes or ripe pears. Add in honey drizzles, balsamic glaze or truffle oil for an indulgent twist.
- **Keep it social** – Opt for a grazing board so guests can nibble, sip and chat at their own pace.
- **Explore new pours** – There are more than 350 Prosecco DOC producers, and with styles ranging from Brut Nature to Demi Sec there is a wealth of bottles to choose from. Trying different Prosecco brands is a fun way to discover unique flavour profiles and find your favourite.
- **Experiment with ageing** – taste Grana Padano PDO at various maturities to enjoy its evolving character.
- **Create the atmosphere** – From fairy lights and lanterns to Italian-inspired playlists, setting the scene makes the moment as memorable as the food and drink.

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<sup>1</sup> <https://www.matthewclark.co.uk/latest-news-blogs/blog/time-to-pop-a-bottle-658pm-revealed-as-prosecco-o-clock-in-britain>



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- **Highlight the season's bounty** – Add bowls of ripe cherry tomatoes, fresh basil, or grilled peaches to your spread for vibrant colour and seasonal flavour.
- **Choose the right glassware** – Swap narrow flutes for tulip wine glasses to allow Prosecco's delicate aromas to shine.
- **Style it the Italian way** – Present your board with rustic abundance – generous chunks of cheese, overflowing bowls of olives, and plenty of fresh bread – so guests feel instantly welcome.

For more information about Prosecco DOC and Grana Padano PDO and for upcoming events visit <https://cheersandcheese.eu/>

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## NOTES TO EDITORS

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### *About Cheers&Cheese:*

Cheers&Cheese to EU is a three-year (March 2024 – February 2027) information and promotional project co-funded by the European Union in the frame of Reg. (EU) 1144/2014 and jointly promoted by Consorzio Tutela Grana Padano PDO and Next Generation Pro, an Association which reunites Prosecco DOC producers.

The aim of this project is to raise awareness on the PDO logo among European consumers and professionals, especially in the UK and Switzerland, as well as to improve the knowledge about Grana Padano PDO and Prosecco DOC in the two markets. These products are indeed quality certified products, authentic and maximum expression of their land of origin. In addition, both Grana Padano and Prosecco producers are actively involved in the global effort to make agri-food products more sustainable and environmentally friendly.

*Website:* [www.cheersandcheese.eu](http://www.cheersandcheese.eu)

### *Social Medias:*

#### **Instagram:**

@cheersandcheese.uk

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