



CHEERS
and
CHEESE
TO
EU



Understanding PDO & DOC: What These European Labels Mean for Cheers & Cheese to EU

[London, September 2026] – With consumers seeking greater confidence in origin, craftsmanship, and quality, European protected food and drink labels have become an important guide on menus and supermarket shelves. In this new educational feature tied to the Cheers & Cheese campaign, readers will learn what PDO and DOC mean in practice—using two celebrated favourites: Prosecco DOC and Grana Padano PDO.

While label systems can feel complex, the message is simple: these designations help protect product identity and provide consumers with clarity about where a product comes from and the standards it must meet.

What PDO and DOC mean—explained

PDO (Protected Designation of Origin) is a European system that links a product closely to its origin. For Grana Padano PDO, it means the cheese is made according to defined specifications and from a protected production area, helping preserve the traditional character of the product.

DOC (Denominazione di Origine Controllata)—particularly in the context of Prosecco DOC—signals that the wine meets defined production requirements and is associated with a recognized geographic origin and style.

Together, these protections exist to safeguard consistency and heritage, so consumers can better understand what they're choosing—whether for a special aperitivo, a cheese board, or an everyday table.

How to spot the meaning behind the label

The Cheers & Cheese campaign brings clarity to what PDO and DOC signify—helping consumers understand the importance of origin and standards, and what they can reasonably expect in terms of:

- Provenance and origin (where it's from, not just where it's sold)
- Quality assurance (products made within specified rules)
- Taste experience (why origin and process matter to style)

Prosecco DOC + Grana Padano PDO: a pairing with provenance

The campaign also highlights why these two labels make sense together. With their strong heritage and protected production frameworks, Prosecco DOC and Grana Padano PDO offer a pairing that feels both celebratory and grounded in European food culture.

The Cheese and Cheers to EU campaign will be rolling out across the UK throughout Autumn, giving consumers more ways to discover and appreciate the meaning behind iconic European labels.

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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

Social Medias:

Instagram:

[@cheersandcheese.uk](https://www.instagram.com/cheersandcheese.uk)

[@proseccodoc_uk](https://www.instagram.com/proseccodoc_uk)

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