



CHEERS
and
CHEESE
TO
EU



Cheers & Cheese Launches UK Trade Program for Prosecco DOC & Grana Padano PDO Partners

[London, September 2026] – Autumn is the perfect time to slow down, share good food, and keep things delightfully easy. With that in mind, Cheers & Cheese to EU is encouraging consumers to get creative with two beloved staples: Prosecco DOC and Grana Padano PDO.

The campaign celebrates how well these products work together in everyday moments—whether you're planning a cosy gathering, cooking a quick meal after work, or putting together something a little more special for guests. With Prosecco DOC offering a bright, celebratory lift, and Grana Padano PDO bringing savoury richness and a uniquely comforting bite, the pairing is a go-to for flavour, texture and effortless Italian-inspired enjoyment.

Three ways to enjoy Prosecco DOC + Grana Padano PDO this autumn

To make it simple to try, Cheers & Cheese to EU is sharing three recipe inspiration concepts—each designed around a different occasion and cooking style.

1. Seasonal recipe idea (for autumn gatherings): Roasted squash, sage & Grana Padano PDO crostini with a Prosecco DOC spritz drizzle

Warm up the table with something autumnal and sharing-friendly. Start with roasted squash (or pumpkin) tossed with garlic and sage, then serve on crispy crostini. Finish with generous shavings of Grana Padano PDO and a simple drizzle made by stirring a splash of Prosecco DOC with a touch of olive oil and seasoning for a lightly sparkling, flavour-boosting touch.

Pair it like a pro: Offer glasses of Prosecco DOC alongside the platter for guests to sip while they graze.

2. Quick weeknight idea (low effort, big flavour): Savoury Prosecco DOC & Grana Padano PDO spaghetti with quick peppery greens

For nights when you want maximum flavour with minimal fuss, this one keeps it straightforward while still feeling special. Cook spaghetti and toss with a quick sauce using a splash of Prosecco DOC to lift the richness, then melt in Grana Padano PDO for a creamy, savoury coating (no complicated steps—just stir and let it come together). Add in black pepper and finish with quick leafy greens (spinach or rocket) for a fresh, peppery balance.

Make it yours: Add chilli flakes or a squeeze of lemon if you like extra brightness.

3. Show-stopper (for entertaining): Prosecco DOC aperitivo board with Grana Padano PDO, warm bites & honeyed accents

Hosting doesn't have to mean hours in the kitchen. Build a beautiful aperitivo board centred on Grana Padano PDO—shaved, cubed or folded into warm bites—paired with complementary flavours that feel “party-ready.” Include Grana Padano PDO as the star, add tomatoes or roasted peppers, offer warm bread or focaccia, and finish with optional sweet-savvy touches like honey or fig jam.



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Serve it confidently: Present a chilled bottle of Prosecco DOC and encourage guests to pour and pair as they mingle—simple, social and stunning.

Everything in these recipe ideas is designed to be easy to source and accessible. Prosecco DOC and Grana Padano PDO are available in most major retailers, so consumers can try the ideas straight away.

For samples, imagery, or more information, please contact abungard@hopscotch.one.

-ENDS-

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

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Instagram:

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