



3 PECORINI

Discover the world of 3 Pecorini: From extraordinary sheep come extraordinary cheeses

At a time when Italian food ranks first for preference in the United States,
(re) discover 3 Pecorini, Italy's world-renowned authentic cheeses



No ordinary sheep. No ordinary cheeses.

Choose to bring unique cheeses to your table. Choose 3 Pecorini. They are produced with 100% sheep's milk from sheep that are raised freely in very specific regions of Italy, following ancient traditions that shepherds continue to adhere to still today. 3 Pecorini includes Pecorino Sardo, Pecorino Romano and Fiore Sardo, cheeses with a Protected Designation of Origin label that certifies the highest quality guaranteed by their territory of origin. The production of Sardinian PDO cheese is the result of an unspoiled land, a long-standing dairy culture, and the work of a wise team of men. And of sheep.

The term "PECORINI" in Italian means cheese made from sheep's milk.



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New York, NY, March 14th 2018 – Cheese lovers, rejoice! The region of Sardinia, in partnership with the Consortiums for the protection of **Pecorino Romano**, **Pecorino Sardo** and **Fiore Sardo**, is proud to announce the launch of 3 Pecorini, its first-ever US marketing and trade campaign. Featuring Italy's oldest and most beloved sheep's milk cheeses, 3 Pecorini kicked-off earlier this year at the San Francisco Winter Fancy Food Show, the country's largest specialty food conference.

The 3 Pecorini campaign marks the first large-scale collaboration between the three Consortiums to promote the 3 Sardinian Pecorino DOPs US-wide. The 3-year campaign aims to reveal these cheeses' true origin as well as promote and increase their awareness in the United States.

The campaign's timing seems particularly right as Italian food products rank first for preference in the United States today. American foodies also display a favorable attitude towards purchasing Italian organic and sustainable products¹.

3 Pecorini: No ordinary sheep, no ordinary cheeses

The 3 Pecorini campaign features **Pecorino Romano**, **Pecorino Sardo** and **Fiore Sardo**, some of Italy's oldest cheeses made with 100% fresh sheep's milk. These authentic cheeses are ideally positioned to delight American consumers:

➤ **Their quality is certified:** Produced almost exclusively in Sardinia, **Pecorino Romano**, **Pecorino Sardo** and **Fiore**

Sardo have been protected by the European PDO status since **1998**, certifying their highest quality and guaranteeing their territory of origin.

- **Their recipe is 2,000 years old:** True to tradition, the production process of these Pecorino cheeses is the same as it was 2,000 years ago. Sardinian cheesemakers proudly carry on the traditional production process and respect the legacy of this ancestral peasant knowledge.
- **They come from truly unique sheep:** Behind each singular Pecorino cheese is a unique Sardinian sheep with ancient origins. Just as their predecessors did hundreds of years ago, the sheep still roam the island's wild pastures. This respectful way of farming gives its milk a high qualitative value and an undisputable fresh taste.

¹ Sopexa Foodie Study 2015, USDA





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- **Their taste is second-to-none:** Pecorino comes in an incredible variety of shapes, sizes... and flavors. Whether you prefer the **aromatic taste of Pecorino Romano**, the **delicate flavor of Pecorino Sardo Dolce (Mild)**, the **sharp taste of Pecorino Sardo Mature (Mature)** or the **intense and spicy aromas of Fiore Sardo**, there is a Pecorino for everyone's taste.
- **They are easy to cook with:** Pecorino cheeses can be enjoyed on their own or paired with vegetables, pasta, rice or any American specialties. From sandwich to salads, spaghetti to your favorite mac and cheese, any dish will go from ordinary to *Buonissimo* with Pecorino.

In an effort to engage US consumers and trade, *3 Pecorini* will consist of nationwide key activities through web, social media, press, trade shows and in-store food demonstrations organized throughout the next three years.

About 3 Pecorini

The *3 Pecorini* US campaign aims to promote 100% Italian sheep milk cheeses that have been produced for centuries. The *3 Pecorini* includes Pecorino Romano, Pecorino Sardo and Fiore Sardo, cheeses with a Protected Designation of Origin (PDO) label that certifies their highest quality and guarantee their territory of origin. The campaign, which aims to protect, promote and enhance Pecorino cheese abroad, is funded and supported by the region of Sardinia and three Consortiums: Consortium for the protection of Pecorino Romano PDO, Consortium for the protection of Pecorino Sardo PDO, Consortium for the protection of Fiore Sardo PDO.

For more information, please visit:

<https://www.instagram.com/3pecorinicheese/>

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