



THE CONSORTIUM OFFICIALLY LAUNCHES THE PARMIGIANO REGGIANO ACADEMY TO TRAIN DOP SPECIALISTS AROUND THE WORLD

The project has already involved more than 700 employees from over 20 major chains, both in Italy and abroad. From the United States to France, passing through Germany, Spain, Japan, Australia and the UAE: activities have touched 10 countries and 4 continents, with numbers set to double by the end of 2025

A place for product culture, experience and training dedicated to the excellence of Parmigiano Reggiano: in 2025, the Consortium officially launched the Parmigiano Reggiano Academy based in Reggio Emilia, a project designed to become the international reference point for knowledge of the PDO, capable of combining tradition, innovation and valorisation along the entire supply chain. It is not a simple training school, but an immersive experience for professionals and operators, with the possibility of developing ad hoc sessions depending on the sector and channel - from large-scale retail trade to restaurants, catering and independent retail - whose objective is to train those who work in the field, making them DOP specialists capable of accompanying the consumer in an increasingly more aware purchase.

To date, the project, led by Simone Ficarelli, appointed Academy Manager on the strength of his 30 years of experience in the Consortium, has involved more than 700 employees from over 20 major chains, both in Italy and abroad, such as Conad, Esselunga, Carrefour, Metro. From the United States to France, respectively the first and second foreign markets for PDO, passing through Germany, Spain, Japan, Australia and the United Arab Emirates: the Academy's activities have already touched 10 countries and 4 continents, with numbers destined to double by the end of 2025. The success of the initiative is also measured in terms of loyalty: many operators who have participated in on-site sessions have then chosen to continue the course directly in their home territory, confirming the effectiveness of the experiential model. Among the virtuous examples, the masterclass organised in Marseilles for the Grand Frais chain was attended by over 50 operators from all over France.

The Academy is a way to concretely reinforce the commercial and relational skills of operators in the sector: knowing how to correctly explain the origin, nutritional characteristics and cutting techniques of Parmigiano Reggiano means a better enhancement of the same. Visiting the cheese factory, where it is possible to witness the processing phases first-hand, and meeting the cheesemakers are the most effective methods for explaining the values and distinctiveness of Parmigiano Reggiano. Through sessions on optimal cutting techniques, participants learn how to enhance the grain structure of the cheese by reducing waste and improving the aesthetics of the product on display. Sensory analysis, learnt through guided tastings of different maturations, on the other hand, allows customers to be directed towards the most suitable maturation for their taste and needs.

The Parmigiano Reggiano Academy is structured in three different ways to offer maximum flexibility: at the area of origin of the PDO, with visits to dairies, frontal lessons, practical sessions and tastings,



to experience the product in its authentic places; at the customer's premises, with a training trip directly to the customer's headquarter or point of sale; remotely, through digital masterclasses with tasting kits and teaching materials. Each course covers a complete programme that includes the history and territory of origin, the production process, cutting and portioning techniques, preservation, recommended pairings, use in the kitchen and sensory analysis. A certificate of attendance is issued at the end.

"We are proud to have launched the Parmigiano Reggiano Academy project," said Nicola Bertinelli, President of the Consortium. "The strength of our PDO is proportional to the knowledge one has of it. Thanks to initiatives like this one, we can effectively dialogue not only with the world of large-scale distribution, which remains our first distribution channel, but also with staff members, restaurateurs, and point-of-sale operators, who are the true "ambassadors" of our product with today's consumers, who are evolved and in search of ever more precise information on the products they buy. This is why we believe that the Academy plays a fundamental role in publicising the distinctiveness of Parmigiano Reggiano: a unique product with biodiversity, maturations - from 12 to over 100 months - and "certified" products with extremely varied tastes and flavours, which it is important to communicate to consumers in the best possible way".

For further information:

accademia@parmigianoreggiano.it

www.parmigianoreggiano.com