



PRESS RELEASE

Australians are rediscovering the pleasure of home cooking. New simple and delicious recipes from Provolone Valpadana PDO

Coming to the www.borntobeauthentic.eu portal, 10 mild and strong proposals, to try at home, made exclusively by the Consorzio Tutela Provolone Valpadana

7 February 2022 – The **time that Australians spend cooking and browsing cooking sites** increased in 2021. Research by the *Interactive Advertising Bureau (IAB) Australia* and *Nielsen* shows that they spend around 16% more time than pre-pandemic on food and cooking sites and are rediscovering a love for home cooked meals. A **trend that seems to last and will also mark 2022**. Here then, from Provolone Valpadana PDO, which has recently activated a project dedicated to Australia, **ten simple and delicious recipes to meet all tastes**.

For the **summer**, the Protection Consortium offers different interpretations of Provolone Valpadana PDO, a versatile cheese in its mild and strong variations, paired with ingredients and vegetables that are typical to this season.

Very easy, very quick (ready in 5 minutes!) are the first two appetizing proposals of the €chef, tasty and rich in sensory nuances: **Panada with beet tops and grated Strong Provolone Valpadana PDO**, and a **summer salad with Strong Provolone Valpadana PDO, red tuna and watermelon**. Both based on Provolone Valpadana Strong, with a more intense and spicy taste, they are truly within everyone's reach. And they'll be even better following the chef's advice! For the salad, marinate the tuna thirty minutes beforehand with lemon juice, to lightly cook its meat. For the Panada, on the other hand, the trick lies in the vegetable broth: pepper and carrot peel, onions, dried tomatoes ... indulge yourself!

The preparation of the **tomato gazpacho, cubes of Strong Provolone Valpadana PDO and hard-boiled eggs** (10 min) and the **"pallotte" Provolone Valpadana PDO mild and egg "sautéed with tomato** (20 min.) are just a little longer, the latter based on Provolone Valpadana mild PDO, perfect for harmoniously blending the flavours of these delicious patties.

The first courses range from **Macaroni with creamed yolk and friggitelli with Strong Provolone Valpadana PDO flakes**, tasty pasta with sunny colours and lively flavours to

The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the European Research Executive Agency (REA) do not accept any responsibility for any use that may be made of the information it contains.



CAMPAIGN FINANCED
WITH AID FROM THE
EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS WHICH PROMOTE HIGH
QUALITY AGRICULTURAL PRODUCTS



Born TO BE AUTHENTIC.
PROVOLONE valpadana
A PDO CHEESE FROM EUROPE

a great classic of Italian cuisine: **Tortelli**, proposed here **with ricotta and lemon with red pepper cream and grated Strong Provolone Valpadana PDO**. The chef suggests, if the tortelli don't turn out right, prepare half-moons: they are delicious this way too!

Excellent as **cold summer main courses** are the **shrimp salad, baby lettuce, tomato cream, Strong Provolone Valpadana PDO and toasted cashews** and the **tomato bruschetta, mussel salad and Strong Provolone Valpadana PDO flakes**, testifying how the combination of cheese with prawns or seafood is spot on and balanced.

And, lastly, two really delicious and irresistible recipes, the **aubergine Caponata with Strong Provolone Valpadana PDO and sliced almonds**, with a somewhat laborious preparation but guaranteed success and the **fried Provolone Valpadana PDO Mild sandwich with tomato and lemon salad**, in the vegetarian version or embellished with a slice of cooked ham to give even more flavour!

Ten dishes especially created for the summer season, capable of bringing out, at each course, the extraordinary organoleptic characteristics of Provolone Valpadana in its two types, **always strictly choosing the Authentic PDO product**.

All the recipes, with the full preparation and the chef's advice, can be found on the project's official website "**Born to Be Authentic - Provolone Valpadana, a PDO cheese from Europe**" www.borntobeauthentic.eu: **have fun trying them and share your dishes on social networks**

- Facebook: <https://www.facebook.com/Borntobeauthenticceu-109090364901590>
- Instagram: <https://www.instagram.com/borntobeauthenticceu/>

For information and contacts

BLANCDENOIR COMMUNICATION AGENCY

francesca@blanctdenoir.it

0039 030 774 1535

The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the European Research Executive Agency (REA) do not accept any responsibility for any use that may be made of the information it contains.



CAMPAIGN FINANCED
WITH AID FROM THE
EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS WHICH PROMOTE HIGH
QUALITY AGRICULTURAL PRODUCTS

