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Prosecco DOC and Grana Padano launch a three-year E.U. campaign in Germany, Poland and Denmark

The initiative will use tastings, trade events and school training to promote protected-origin labels in three key export markets.

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The Prosecco DOC Consortium and the Grana Padano PDO Consortium have launched a joint European promotion campaign aimed at raising awareness of the European Union’s geographical indications system and expanding their presence in Germany, Poland and Denmark.

The initiative, called “Here’s to EU - Perfect Moment,” will run for three years, through April 2029. It is co-financed by the European Union under Regulation No. 1144/2014 and will be carried out jointly by the two consortia, which represent two of Italy’s best-known food and wine products.

The campaign is built around a series of events for both consumers and trade professionals. Organizers said the goal is to explain the authenticity, certified quality and territorial identity behind Prosecco DOC and Grana Padano PDO, while also promoting the EU quality labels that protect them.

The effort comes as both products continue to post strong numbers. Prosecco remains the main engine of Italian wine exports, with 667 million bottles sold and an estimated consumer value of more than €3.6 billion in 2025, according to figures released with the project. More than 82% of Prosecco production is exported. Grana Padano reported output of more than 6 million cheese wheels in 2025, up 7.43% from the previous year, with an estimated consumer value of €4.6 billion. Its export share stands at 60%.

A central part of the program will focus on training future hospitality workers. During 2026 and 2027, the two consortia plan to hold sessions at cooking schools and hotel institutes in Germany, Poland and Denmark. The training days will combine classroom instruction with practical activities, giving students information on how the two products are made, how to pair food and wine, and how European certifications such as PDO and DOC work.

The consortia said that educational work is meant to strengthen understanding not only of the two products themselves, but also of the wider EU system that links specific foods and wines to their place of origin and production rules. That system has become an important part of how European producers defend their brands in international markets and distinguish themselves from imitations.

Giancarlo Guidolin, president of the Prosecco DOC Consortium, said the renewed partnership with Grana Padano is a strategic step for the territory represented by the denomination. He said the “Perfect Moment” concept is intended to show consumers and professionals in the three target countries the value of certified Italian denominations, while also promoting the versatility of the products and the social habits associated with them.

Renato Zaghini, president of the Grana Padano Consortium, said working together allows two major Italian products to present a shared story centered on quality, authenticity and conviviality. The joint format also gives both sectors a broader platform in markets where interest in premium European food and wine has grown but where further brand education is still seen as necessary.

The campaign will also involve a number of wine companies linked to the Prosecco DOC system, which will promote their labels in the selected markets. Among those named in the project are Collis Heritage, Masottina, Serena Wines 1881, Val d’Oca, Villa Sandi, Viticoltori Ponte and Montelvini.

Germany, Poland and Denmark were chosen as priority markets because of their relevance for both wine and dairy imports and because the two consortia see room for further growth in consumer recognition. Organizers plan to address both retail and food service channels, with activities tailored to professionals as well as the public.

By pairing sparkling wine and hard cheese in the same campaign, the two consortia are also trying to promote an image of Italian food culture that goes beyond individual products. The format is designed to present a full consumption occasion rather than a single item, an approach increasingly used in international marketing as producers compete for space in restaurants, specialty stores and premium supermarket segments.

The project reflects a broader trend in European agri-food promotion, where consortia join forces to use EU funding to support export growth and explain the rules behind protected names. For Italian producers, that approach has become more important as international demand has increased and as competition from lookalike products remains a concern in several foreign markets.

For Prosecco DOC, the campaign offers another channel to reinforce its position at a time when the denomination already accounts for one of the largest volumes in global sparkling wine. For Grana Padano, it provides added visibility in markets where hard cheeses from Italy compete directly with both domestic and imported alternatives. In both cases, the message centers on certified origin, traceability and the link between product quality and production territory.

The first activities are expected to include meetings, tastings and educational events directed at hospitality students and professionals, followed by broader promotional initiatives for consumers as the program develops across the three countries.