

# TASTE TIME TRADITION TOGETHER

PARMIGIANO-REGGIANO CHEESE  
PARMA HAM  
BURGUNDY WINE  
DOURO VALLEY WINE  
PORT



Discover the Origin

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# Discover the Origin



## ***The partners:***

Bureau Interprofessionnel des Vins de Bourgogne  
(Wine, France)

Instituto dos Vinhos do Douro e Porto  
(Wine, Portugal)

Consorzio del Prosciutto di Parma  
(Ham, Italy)

Consorzio del formaggio Parmigiano Reggiano  
(Cheese, Italy)

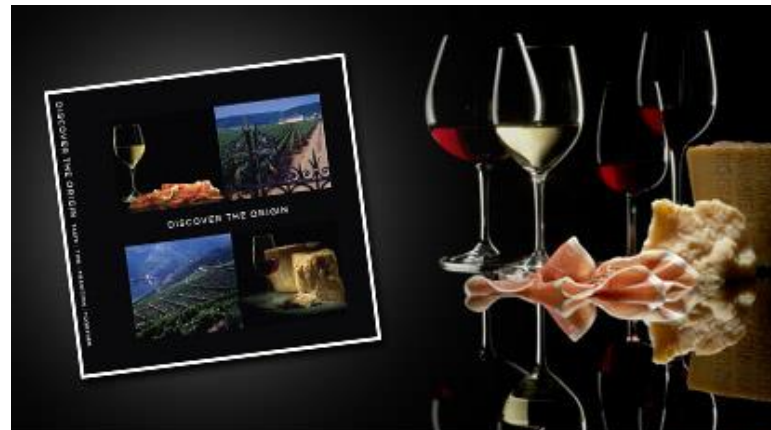
# LONG TERM EXPERIENCE

*Where:*

**UK and Ireland (considered as key markets by all the partners)**

*When:*

**DTO1 from 2008 to 2010 - DTO2 from 2011 to 2014**



CAMPAGNE FINANÇÉE PARTIELLEMENT PAR LE FOND EUROPÉEN D'AIDE AU DÉVELOPPEMENT RÉGIONAL (FEDER) - FRANCE 2014-2020

# The reasons of this partnership:

- Everyone was looking for a **prestigious partner**, representing a top product in its sector
- The aim was to **share the common values**, and to have a **mutual interest** in a specific market
- The priority was given to the **reputation of the products**, and the decision have been «unpopular» (there are so many french cheeses, and so many Italian wines...)
- The message to convey was focusing on the **top quality products form EU**, and not from a specific country.



# The reasons of this partnership:

- The Consortiums of Parmigiano, of Parma ham and the Instituto dos Vinhos do Douro e Porto **already carried on a similar EU project in Japan (Jukusei Euroe)**, so they already had the chance to work together and had a very positive experience.
- For Bureau Interprofessionnel des Vins de Bourgogne it was the **first participation** to a EU co-financed project (they were looking to finding prestigious and experienced partners)
- All the 4 representative bodies had an adequate budget to invest in the project
- **The education of the consumers and trade** is a key point for all the partners



# Contents of the program

- Consumer events
- Trade training seminars
  - Media partnership
  - Training seminars: wine retailers, HoReCa, delicatessen, importers, distributors
- Trade fairs
- Broadcast presence
- Press trips
- Product hampers, advertorials, web tv, social media

# FINANCIAL PLAN

	Y1		Y2		Y3		Total
	€	%	€	%	€	%	
<b>EU</b>	<b>703 522 €</b>	<b>50%</b>	<b>705 672 €</b>	<b>50%</b>	<b>705 670 €</b>	<b>50%</b>	<b>2 114 866 €</b>
<b>Member States</b>	<b>281 409 €</b>	<b>20%</b>	<b>282 269 €</b>	<b>20%</b>	<b>282 269 €</b>	<b>20%</b>	<b>845 947 €</b>
v Italy	144 926 €	10,3%	145 368 €	10,3%	145 368 €	10,3%	435 662 €
v France	71 759 €	5,1%	71 979 €	5,1%	71 979 €	5,1%	215 717 €
v Portugal	64 724 €	4,6%	64 922 €	4,6%	64 922 €	4,6%	194 568 €
<b>Proposing organization</b>	<b>422 114 €</b>	<b>30%</b>	<b>423 402 €</b>	<b>30%</b>	<b>423 404 €</b>	<b>30%</b>	<b>1 268 916 €</b>
“Prosciutto di Parma” DOP	108 342 €	7,7%	108 674 €	7,7%	108 674 €	7,7%	325 688 €
v Parmigiano Reggiano	108 342 €	7,7%	108 674 €	7,7%	108 674 €	7,7%	325 688 €
BIVB	108 342 €	7,7%	108 674 €	7,7%	108 674 €	7,7%	325 688 €
IVDP	97 088 €	6.9%	97 382 €	6.9%	97 382 €	6.9%	291 852 €
<b>Total</b>	<b>1 407 045 €</b>	<b>100%</b>	<b>1 411 345 €</b>	<b>100%</b>	<b>1 411 345 €</b>	<b>100%</b>	<b>4 229 735 €</b>

# Evaluations

## *Success points*

- Participation of consumers and target people
- Awareness of EU quality schemes
- Better knowledge of the products involved in the perspective of EU, land of quality products

## *Critical issues*

- Administrative management of multi-state programme
- Overlap and confusion between EU and national rules