

# Catalog of Cheeses



September 22 – 28, 2008

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## About us

### **APULIA HILLS: ARTISANAL FOOD & WINE FROM NORTHERN APULIA DISCOVER THE FINEST ORGANIC FOOD & WINE FROM SUB-APPENNINO DAUNO IN THE HEEL OF ITALY**

New York City

September 22-28, 2008

P.O.R. (Regional Operative Project) of Apulia launches “Apulia Hills”, a series of events to showcase the superior quality of extra-virgin olive oils, sweets, grains, and wines from the Sub-Appennino Dauno area in the hills of northern Apulia, Italy.

Sub-Appennino Dauno products are truly exceptional thanks to the quality of the land, climate and local tradition that cannot be reproduced elsewhere in the world. Today, the long agricultural tradition continues, remaining the most important manufacturing sector for the region. Everything is still produced with love and passion by local artisans who share the mission to preserve tradition and high quality standards.

From September 22nd to 28th, 2008 a delegation of representatives and producers from Apulia will come to the United States to meet guests and buyers and build connections Stateside. “Apulia Hills” will offer the opportunity to taste and learn more about the best of Sub-Appennino Dauno products.

Olive oil and wine have always been the most important products for the Apulia region. From a 2007 survey, Apulia produces 29% of Italian oil positioning itself second among other Italian regions for olive oil production.

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Of the native crops of olive oil, notable to mention are Coratina and Ogliarola, boasting D.O.P. recognition (Designation of Protected Origin) to the Dauno region's extra virgin olive oil.

Apulia is the first Italian wine region with 18% of the national total. The most distinctive wine varietal, unique to this northern hillside region, is the D.O.C. Uva di Troia, creating the internationally recognized D.O.C. wine for which this area is renowned. Tradition has it that this grape owes its name to the epic city of Troy from where it was imported, thanks to the Greeks that landed in Puglia over two thousand years ago.

Many of the grain producers breed animals as well as cultivate the land. In many cases, livestock is an additional source of income from farming and is, in particular, the base of the production chain for typical local products. Favorite products include several varieties of fresh cheese such as caciocavallo, scamorza, mozzarella, and ricotta, still handmade using organic local milk.

Durum wheat has long been a specialty of the region, and now organic production is taking over in the area: 2,825 hectares of the cultivated area in Apulia is used for organic farming. Local durum wheat, combined with oil, is used for the production of specific kinds of breads and the famous taralli (flavored and delicious bread rings, a masterpiece in the Apulia culinary tradition).

We hope to welcome you in our land and to captivate your senses with our artisanal flavors.

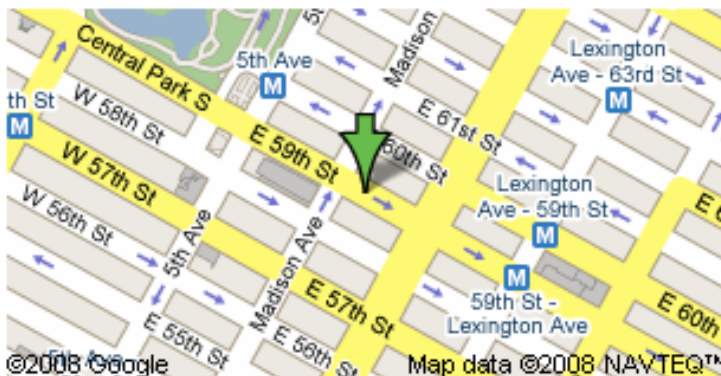
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## Program

### **Tuesday, September 23rd** **10 am - 5 pm**

Meetings Business2Business  
MEET LOCAL PRODUCERS AND TASTE APULIA'S SPECIALTIES

Banca Monte dei Paschi Space  
55 East 59th Street - 9th Fl. (bet. Madison And Park Avenue)  
New York, NY, 10022



### **Thursday, September 25th** **10 am - 2 pm**

Meetings Business2Business  
MEET LOCAL PRODUCERS AND TASTE APULIA'S SPECIALITIES

The International Culinary Center  
462 Broadway (Bet. Broome and Grand St.)  
New York, NY, 10013 - 2618

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## Friday, September 26th

"Apulia Hills" GALA DINNER

**Producers will also be available for private meetings  
Please contact us to make an appointment**

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## About cheeses

The Dauno Subappennine dairy sector, domain of the deep-rooted pastoral tradition, is one of the most established manufacturing segments and is able to express fully the area's characteristics and peculiarities, thanks to the typicalness of its products, like specialty cheeses that are different on account of the seasoning phase and the environmental conditions.

The Dauni Mountains have a high manufacturing capacity: there are a lot of small and medium sized companies in the area that are involved in dairy transformation and that are able to work 4.7 million kg of milk from which more than 800,000 kg of products (cheeses and dairy) are obtained a year.

Of the cheeses produced, half are soft cheeses, like for example the mozzarella or the trecce, while the other half are semi-hard cheeses, like caciocavallo: it is thought that, on average, around 170,000 kg of what can be consider typical cheeses of the Dauno Subappennine are produced a year.





There is also a healthy production of sheep and goat's cheese in the area. The annual average production is about a million kg of goat's milk and 3 million kg of sheep's milk.

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## Il Corvino Bianco S.N.C.

<http://www.equalsara.it/CorvinoBianco>

The dairy sector of the Subappennine Dauno, a land with a strong pastoral tradition, is one of the most established manufacturing sections of the area and fully expresses its characteristics and peculiarities.

Reference	Description	
<b>Fior Di Latte</b>	Form of mozzarella made of cow's milk	
<b>Scamorza</b>	Kneaded curd cheese, made of cow's milk. It is shaped artigianally by into a round shape and then tied with a string around the mass.	
<b>Caciocavallo</b>	Kneaded curd cheese very popular in the South of Italy. Its name derives from the fact that the curd is left to dry by placing it 'a cavallo', i.e. straddling, upon a horizontal stick or branch	
<b>Ricotta</b>	Fresh cheese, grainy and creamy white in appearance, slightly sweet in taste, and low in fat. In this form, it is somewhat similar in texture to some cottage cheese variants, though considerably lighter.	

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For more information, please contact:

**Apulia Hills**

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