

Looks can be deceiving....



At first glance they look alike—but they're worlds apart. Genuine Parmigiano-Reggiano is handcrafted only in Parma and Reggio Emilia, northern Italian cities nestled in the country's gastronomic heartland. Using methods that reach back more than 700 years, Italian artisans craft the legendary cheese, age it for at least one year, then carefully pack and ship it to a fine food retailer near you.

Unlike its over-salted counterfeit, authentic Parmigiano-Reggiano is intensely fragrant, flaky and complexly flavored. Enjoy it grated in your favorite recipes, tossed over salads, soups and pastas or sliced and savored out of hand.

You don't have to be a foodie to find it at your local deli, specialty store or supermarket. Just look for the label that says Parmigiano-Reggiano.

Like a world of good things... Made in Italy.

This message brought to you by the Italian Trade Commission. Visit our website, www.italianmade.com, for recipes that use genuine Parmigiano-Reggiano and learn more about authentic foods and wines **Made in Italy**.