

CONSORZIO
**PARMIGIANO
REGGIANO**

Cheese class 101

**PARMESAN =
FROM PARMA!**

- AUTHENTIC PARMESAN IS ONLY MADE IN ITALY
- PARMIGIANO REGGIANO[®] IS THE ONLY PARMESAN
- OVER 900 YEARS OF TRADITION
- 100% LACTOSE FREE
- A QUICK AND EASILY DIGESTIBLE PROTEIN SNACK
- NO ADDITIVES (LIKE WOOD PULP) EVER!

HOW TO READ YOUR WHEEL

Parmigiano Reggiano®, “The King of Cheeses” is a hard grating cheese with a granular texture made with raw cow’s milk that hails from the area around the Italian provinces of Parma, Reggio Emilia, Modena, parts of Mantua and Bologna, dating back nine centuries. In 1996 Parmigiano Reggiano became one of the first cheeses to be officially protected by the Protected Designation of Origin (PDO). In Europe the words Parmigiano Reggiano and Parmesan are legally synonymous; however, in the United States there is no such protection. With a cheese that is washed in much history and prestige it is no surprise that in the United States, there are a lot of imposters. The PDO status of Parmigiano Reggiano does not just protect the cheese’s traditions, it aids cheese mongers to spot the genuine product.

Ingredients: Parmigiano Reggiano only has 3 ingredients: Raw Cow’s milk, Natural Calf Rennet and Salt.

Area of Origin: Although hard grating cheeses using the name “parmesan” are produced from Wisconsin to South America, true Parmesan is only crafted in the Italian provinces of Parma, Reggio Emilia, Modena and some areas of Mantua and Bologna, always bearing the name Parmigiano Reggiano.

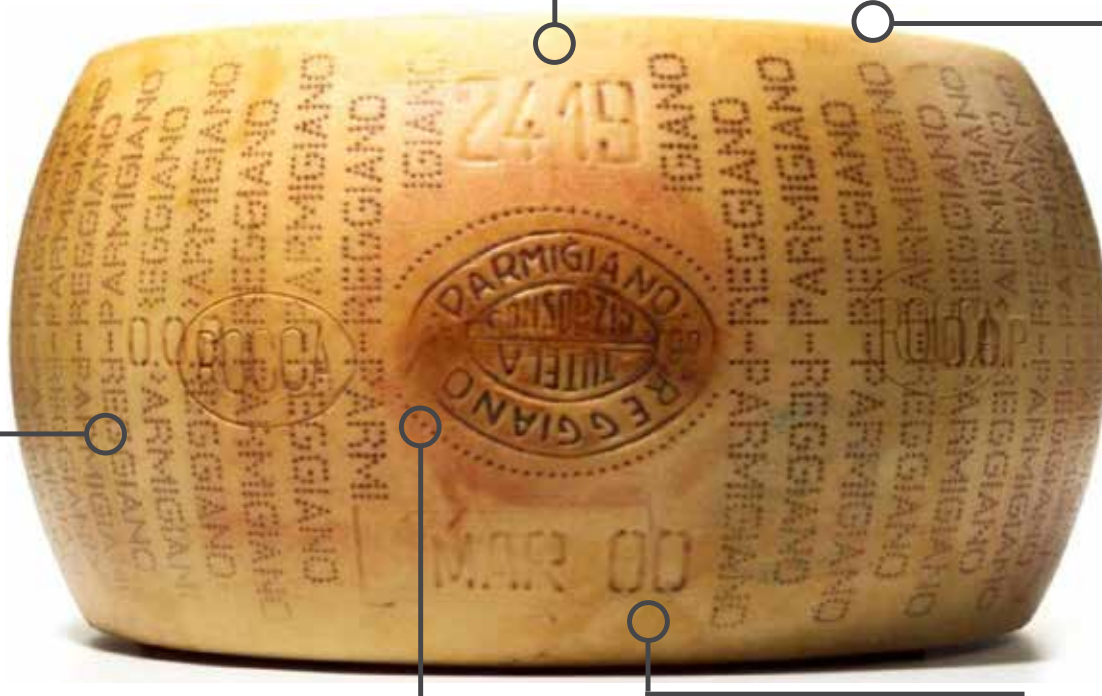
Ages: minimum: 12 months; 24 months most common, 36 months or more.

Appearance: To protect against imposters, all wheels of Parmesan have key markings.

Cheese mongers should look for:

Unique dairy code: in a few seconds you can find what dairy this wheel comes from on parmigianoreggiano.com

Casein tag: a unique tracking code for every wheel, that allows traceability all the way back to the name of the cows that helped making this cheese.



Parmigiano Reggiano® pin dot certification markings

Parmigiano Reggiano® oval certification fire-branded mark

Month and year of aging. The months are in Italian but a quick Google search for “months in italian” will help when in doubt.



CRACKING A WHEEL



The traditions of Parmigiano Reggiano® do not stop with the production and aging of the wheels of cheese. They extend to your cheese counter and the way you open and handle the large wheels of Parmesan. The hard outer rind and the crumbly texture of the cheese, make opening a wheel of parmesan with traditional chef's tool dangerous and can compromise the texture and quality of the cheese. With traditional tools, opening or cracking a wheel of Parmesan can be done with ease. Visit [youtube.com/user/onlyparmesan](https://www.youtube.com/user/onlyparmesan) to watch how it's done in the video "the art of cutting by hand".



The traditional tools you'll need are:

- 1 flat spatula
- 2 Almond knives
- 1 pointed spatula knife and
- 1 Rind Cutter

If you're missing one or all of the tools, feel free to reach out to info@parmesan.com



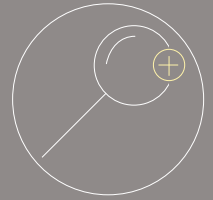
Before you start cracking a wheel of Parmigiano Reggiano, remember the following tips:

1. Room Temperature: For ease of cutting allow the wheel to rest at room temperature for a minimum of 24 hours.
2. Clean Rind: If any mold has developed on the outside of the wheel scrape the mold off with a knife and clean with a 50/50 mixture of water and vinegar. Leaving mold on the rind can lead to off flavors and mold development in the cheese.
3. Turning the wheel: to lift and rotate a wheel of Parmigiano Reggiano, push it slightly off the counter. Reach underneath the part of the wheel that sticks out with the palm of your hand, lift it up, turn it around and then put it back down. Remember to use your leg muscles!

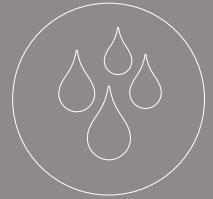


WRAPPING & STORING

When a wheel of Parmigiano Reggiano® arrives at your store, remove it from the shipping container and examine the condition of the rind. Scrape off eventual mold using an almond knife and then wipe down using a cloth and a 50/50 solution of water and white vinegar to get rid of any grease or dust.



Wheels should be stored in a cool, dry environment or in the fridge. Uncut wheels can also be displayed at room temperature; however, if several wheels are stacked on top of each other allow air to circulate by separating with wooden slates. When stored at room temperature they may become oily; you can simply wipe them down with a dry cloth. The oil is actually butterfat leeching from the cheese. Because of this tendency, sell wheels stored at room temperature first. During storage clean and flip wheels every 10 days. Ensure proper rotation of product and use older wheels first.



Out of refrigeration displays are great attention getters, but it is important that they are monitored every day. Retailers often set them and forget them which can lead to problems of molding. Here are some guiding rotation principles:



- Whole wheels out one month
- Halves with a good tight plastic wrap seal out for a week
- Quarters and eighths also tightly plastic wrapped out for 4 days
- Wedges out for a day. It is better to cut and replace them than to let them sit out to get oily, translucent and alas sometimes moldy.
- Grated, shaved, cubed and rinds should all be kept refrigerated. They mold easily because Parmigiano Reggiano has 2/3 less sodium than a domestic hard grating cheese and it has no additives or preservatives.

SELLING TIPS

Great source of nutrition, pediatricians often suggest Parmigiano Reggiano as one of baby's first foods.

Rich in the **best quality protein.** A 1 ounce portion supplies 20% of your daily protein needs.

Parmigiano Reggiano is **100% lactose free,** making it safe for those who are lactose intolerant.

Thanks to the long aging, proteins are broken down by enzymes making it **easily digestable.**

Parmigiano Reggiano has **only 3 ingredients** but an incredible amount of love from those who make it, following traditions of 900 years ago where simplicity and respect of the environment ruled their lifestyle: Raw Cow's milk, Natural Calf Rennet and Sea Salt are all there is in Parmigiano Reggiano. Wood pulp? No thanks, we'd rather continue with our way of making Parmigiano Reggiano, following the highest quality standards to bring everyone the King of Cheese.

From **wedge to rind**, Parmigiano Reggiano is so much more than a grating cheese! Use it raw on a cheese plate, melt it, cube it, shave it, use the rind to flavor sauces (like a vegetarian "ham hock"). Find a full collection of uses and recipes at parmesan.com/recipes

