

**Question for written answer E-002224/2023/rev.1
to the Commission**
Rule 138
Angelo Ciocca (ID)

Subject: Fake Asiago cheese

The international, Luxembourg-based company Citterio Holding SA is parent to both the Italian company Giuseppe Citterio S.r.l. and the American company Euro Foods Inc. In 2018, the Asiago Cheese Protection Association took it to court in Milan accusing it of passing off foreign-made food as Italian produce. According to some press reports, one of these counterfeit products was Asiago cheese (PDO), which was and is still being imitated and sold in the United States under the brand name Citterio. Through a licence agreement with the Italian company Giuseppe Citterio Srl, Euro Foods Inc. uses this brand name for its products. Asiago was not the only falsified food, however. Fontina (PDO) and Soppressata (PDO), marketed on the American market as 'Sopressata', are also concerned.

Given that such practices are liable to mislead consumers and are in serious breach of EU provisions on geographical indications and the relevant case-law of the Court of Justice of the European Union, can the Commission say what action it could take to prevent 'Made in Italy' products from being counterfeited?

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