



*Origin*

# Cheesestories

WITH CHEESES FROM SPAIN



*Blue Cheeses*



*Cheeses of the islands*



*Sheep Cheeses*



*Unique Cheeses*



*Blended Cheeses*



*Goat Cheeses*



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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.





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# 1. *The* Campaign

DISCOVER THE EUROPEAN  
CHEESTORIES WITH  
CHEESE FROM SPAIN

2023 , 2024 and 2025

Imagine a story with more than 150 protagonists. A story with about 30 quality figures between Denominations of Origin and Protected Geographical Indications. A story that takes place in a cold and humid cave in the northern Spain, on a wonderful island bathed by the Mediterranean Sea, or in the immensity of a mythical land protected by castles and knights-errant.

Imagine a story in which the landscape becomes another protagonist. Where nature and a unique biodiversity coexist harmoniously. An inspiring, creative, exciting story...

This is the story of Cheeses from Spain... and the story of this campaign.

A campaign that has what great stories have: the best protagonists and many incredible stories to tell to catch the attention, the heart and, of course, the palate of our target audience in the United States.

A campaign that is a story of stories... and always has something new, interesting and compelling to tell to all its audiences: importers, distributors, journalists, chefs, influencers, foodies...

A campaign used to catch the attention of the American public, raise their awareness of our cheeses and increase our presence in the market.

**DISCOVER THE EUROPEAN CHEESTORIES WITH  
CHEESE FROM SPAIN**





# Discover the EUROPEAN CheeStories

WITH CHEESES FROM SPAIN

## Origin

## Inspiration

## Culture

## Gourmet taste

## Nature

## Quality

# Discover the EUROPEAN Origin CheeStories

WITH CHEESES FROM SPAIN

## Blue Cheeses

## Cheeses of the islands

## Sheep Cheeses

## Unique Cheeses

## Blended Cheeses

## Goat Cheeses

# Discover the EUROPEAN Quality CheeStories

WITH CHEESES FROM SPAIN

Quality is the most important factor in the production of cheese. It is the result of a long and complex process, from the selection of the best milk to the ripening of the cheese. The European Commission has established a system of Protected Designations of Origin (PDO) to ensure the quality and authenticity of these products.

READY TO PLAY!

# Discover the EUROPEAN Nature CheeStories

WITH CHEESES FROM SPAIN

Nature is the source of inspiration for many of our cheeses. The unique landscapes and climates of Spain provide the perfect conditions for the production of these products. The European Commission has established a system of Protected Designations of Origin (PDO) to ensure the quality and authenticity of these products.

READY TO PLAY!

# Discover the EUROPEAN Culture CheeStories

WITH CHEESES FROM SPAIN

Culture is an important part of the cheese-making process. The traditional methods and techniques passed down through generations are what give these products their unique character. The European Commission has established a system of Protected Designations of Origin (PDO) to ensure the quality and authenticity of these products.

READY TO PLAY!

# Discover the EUROPEAN Inspiration CheeStories

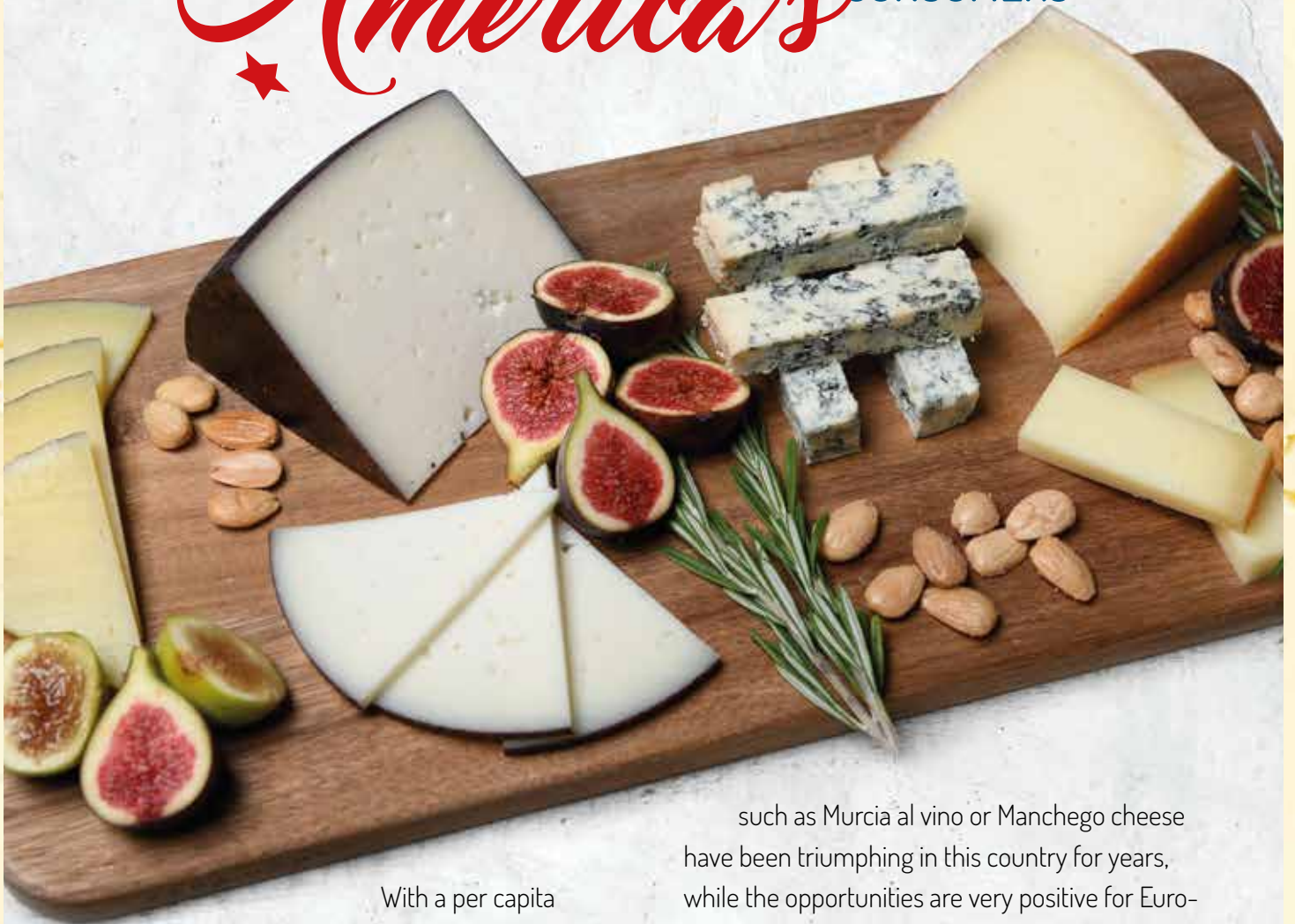
WITH CHEESES FROM SPAIN

Inspiration is the driving force behind many of our cheeses. The unique landscapes and climates of Spain provide the perfect conditions for the production of these products. The European Commission has established a system of Protected Designations of Origin (PDO) to ensure the quality and authenticity of these products.

READY TO PLAY!



# WINNING OVER *North* *America's* MOST DEMANDING CONSUMERS



With a per capita consumption of approximately 17 kg per person/year, Americans are developing a taste for specialty cheese varieties, with differentiated EU quality seals (PDO/PGI) and Western European origin, and demand in the gourmet cheese category is expected to continue to grow. This is the main way of positioning and of differentiation for European cheese in the U.S. Similarly, the degree of acceptance of cuisines such as Mediterranean cuisine has stimulated sales of European cheeses, as this food is used to a much greater extent in the preparation of dishes.

The USA is the main buyer of Spanish cheeses outside the European Union and one of the most promising for the future. Some types of cheeses

such as Murcia al vino or Manchego cheese have been triumphing in this country for years, while the opportunities are very positive for European and, especially, Spanish references. It is difficult to find a territory in the Peninsula and Islands where a spectacular cheese is not produced, with cow's milk, sheep's milk, goat's milk or their blends as an exceptional protagonist.

With the aim of boosting internationalization, the Interprofessional Dairy Organization (InLac), which brings together all the links from production to marketing, from farmers to manufacturers, has promoted with the support of the EU an ambitious promotion and outreach campaign, "Discover the European CheeStories with cheeses from Spain", in a span of three years and a total budget of 2.26 million euros.

# The Objectives

OF THIS *Campaign* ARE AS FOLLOWS:



To increase by 10% the level of knowledge about the goodness of cheeses from Spain, which have high quality standards and comply with European Union production methods, enhancing their characteristics in terms of: **quality, flavor, traceability and food safety.**

To increase awareness of the variety and diversity of cheeses with Spanish origin by 10% using key messages that transmit to the professional public and the consumer the benefits of consuming Spanish cheeses.



Both objectives will be carried out through a strategic action plan to improve the visibility of Spanish cheeses outside the European Union, thus penetrating the gourmet segment of American native cheeses.



# DISTRIBUTION AND FOODSERVICE, PRIORITY CHANNELS



CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS THAT PROMOTE  
A HEALTHY LIFESTYLE.



**InLac** and **UE** have set out to make their cheeses known and offered to all U.S. distribution and **Restaurant** channels, not forgetting end consumers in the coming years.

## GEOGRAPHIC STRATEGY



Focus on major international East Coast cities such as **New York, Washington DC, and Miami.**



Focus on major international East Coast

# DISTRIBUTION AND FOODSERVICE, PRIORITY CHANNELS



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## GEOGRAPHIC STRATEGY



Focus on major international West Coast cities such as **San Francisco, Las Vegas and Los Angeles.**



Focus on major international West Coast



# DISTRIBUTION AND FOODSERVICE, PRIORITY CHANNELS



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## GEOGRAPHIC STRATEGY



Reinforcement of the main points and general consumer focus **New York, Chicago and San Francisco.**

**San Francisco**

**New York**

**Chicago**



# A nod to the *Hispanic* POPULATION

There are currently about **59 million Hispanics in the United States**, 18% of the total population. U.S. Hispanics spend **\$95 billion a year on food**. In addition, almost half (49%) make their purchases in specialty stores and ethnic markets, which favors the consumption of gourmet cheeses, where Spain is positioned.

This leads us to focus on the large Hispanic population centers in the U.S., such as the large cities on the East and West coasts, and especially the states with the largest Latino populations, which are **California, with 15.6 million; Texas, with 11.4 million; Florida, with 6.7 million; New York, with 3.9 million; and Illinois, with 3.3 million.**

 **59** million  
**HISPANICS**  
in the United States

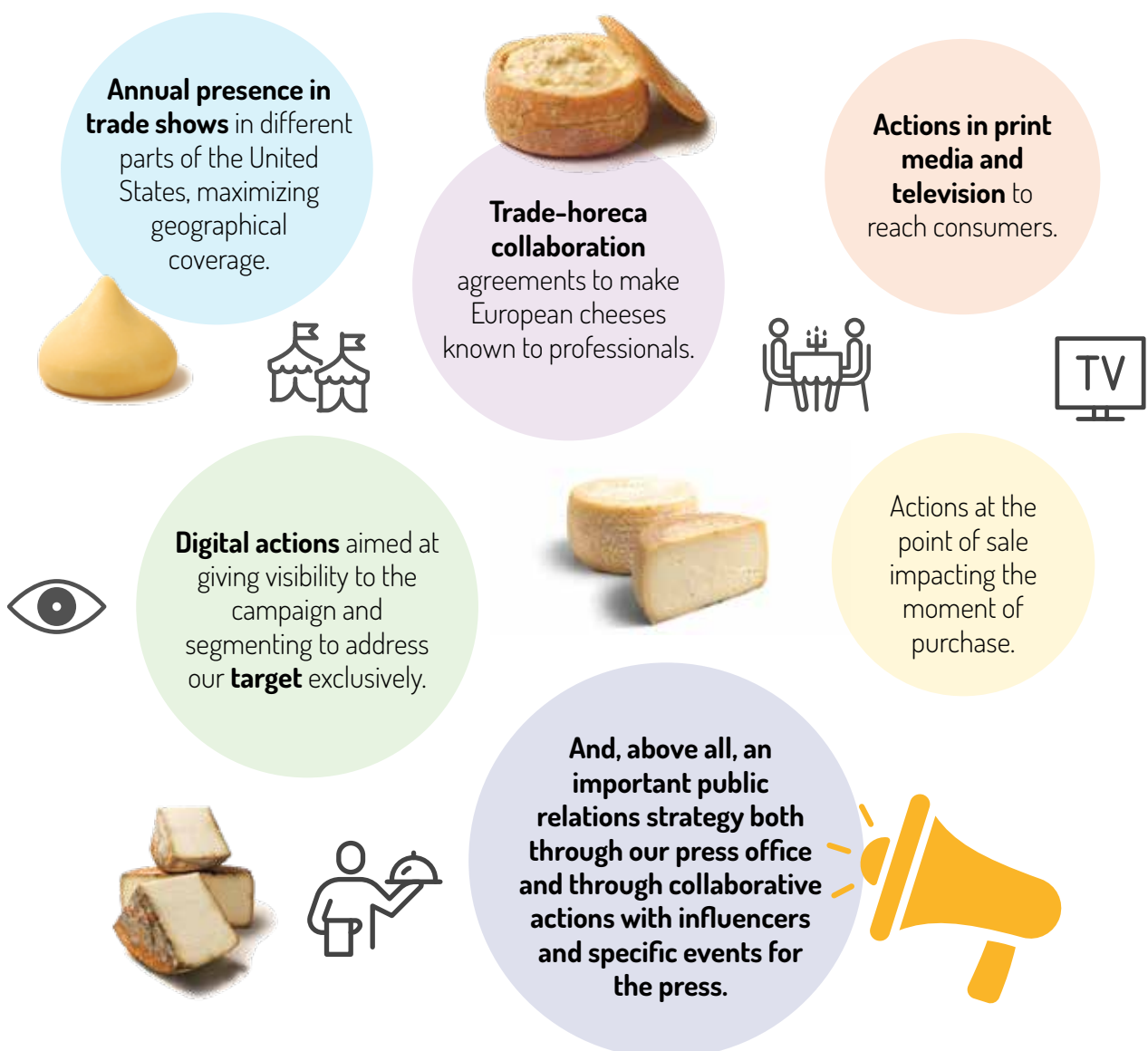
U.S. Hispanics spend  
**\$95**  
billion a year on  
**FOOD** 





# PACKAGE OF PROMOTIONAL AND OUTREACH ACTIVITIES

With the aim of increasing awareness of European cheeses in the United States (currently the largest cheese producer in the world) in a staggered manner, a campaign of in person, conventional and digital activities has been programmed based on the different work packages that will allow us to access our different targets in a close way. **With these activities we want to be where the consumer is through an evolving strategy of actions that start with communication to professionals (B2B) in a first phase to later access consumers (B2C).** With a communication strategy based on maximizing the coverage of our campaign through:



In addition, in order to keep exporters informed and **promote awareness of European and Spanish cheeses in the United States**, the promoters of the campaign have developed a **microsite in English**, which will communicate all the activities that will be developed, also including a platform for distributor and exporters to provide them with the necessary tools **(commercial kits, newsletters...)** to accelerate the internationalization of their product.

## 2. Our Cheeses



SPAIN,  
A COUNTRY  
OF CHEESES



**Spain is one of the countries in the world with the greatest cheese-making tradition.** Among the reasons that explain this richness are the orography and diversity of climates (or microclimates), factors that have conditioned the settlement and development of many livestock breeds of three species, **cattle, goats and sheep.** High-quality raw material is an indispensable

condition for guaranteeing a production such as the Spanish one, which is increasingly present in the most demanding markets.... In addition, the Spanish cheese industry combines traditional methods with the most advanced technologies and, in all cases, complies **with the strictest food safety, traceability and quality standards.**





# A Gastronomic JOURNEY WITH *The Smith's*



Do we really know our rich cheese heritage? Spain is a clear example of the European model. And what better way to get to know it than through a **docurreality**.

As part of the campaign promoted by **InLac** with the support of the **EU**, a creative and innovative docurreality has been filmed, **starring two American influencers (Mr. and Mrs. Smith)** who travel with their caravan through the main Spanish cheese producing areas to discover the enormous potential of these jewels of our gastronomy.

**Eric and Jess** –or as everyone knows them in Europe, the Smith's– moved **7 years ago from Kansas to Logroño**. And in Spain, they have decided to live a unique adventure.... "We have discovered first hand some of the best European cheeses. Are we a little crazy, probably...? **But come with us on our journey because good things are coming!**"





# The Smith's



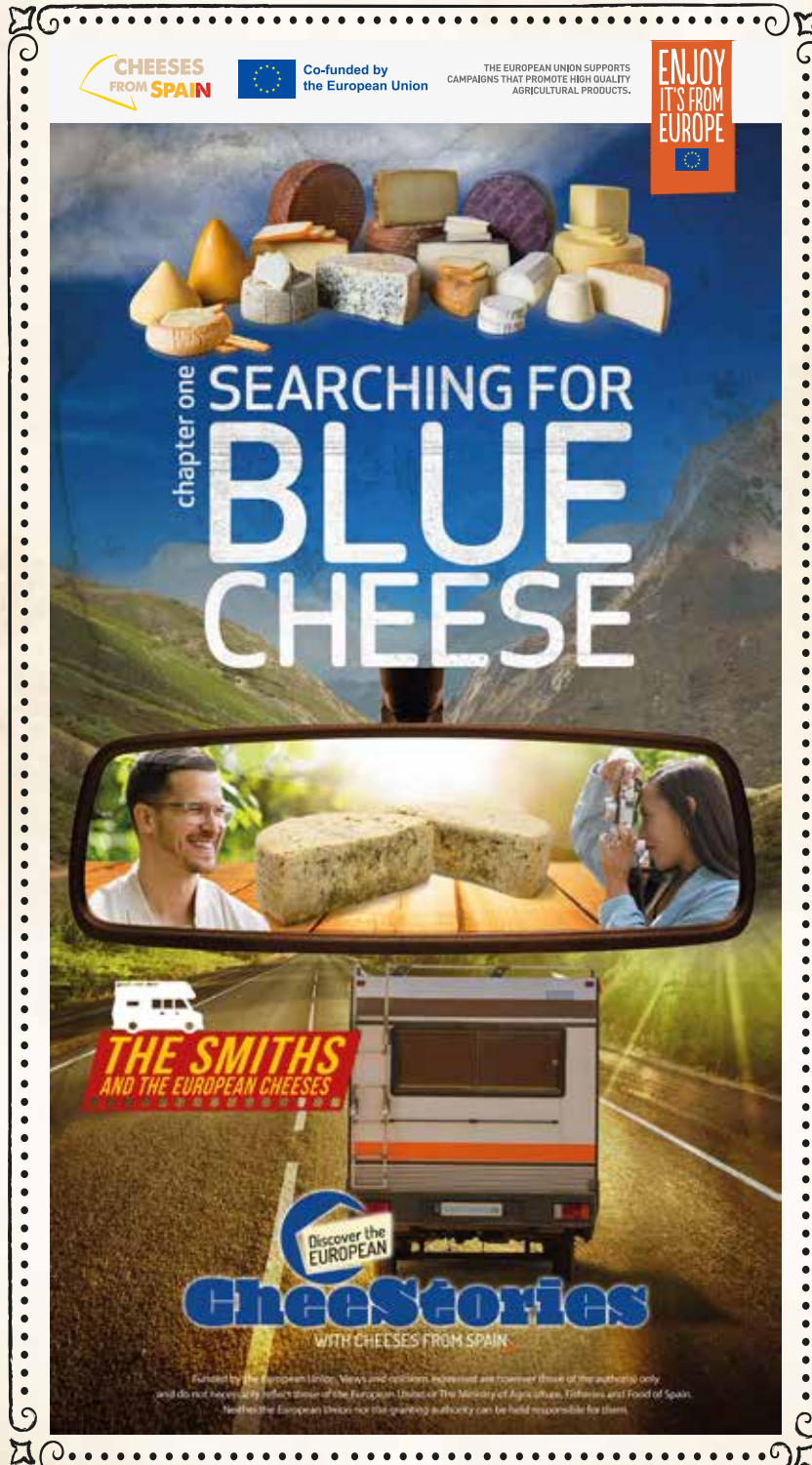


# THE SMITHS IN SEARCH OF BLUE CHEESE

The first destination has a color: blue. In the south of Europe, in the Picos de Europa, some of the most famous blue cheeses in the world are produced... such as **DOP Gamoneu**, **Valdeón blue IGP** or the mythical **DOP Cabrales cheese**. So straight to the mountains to discover all the secrets of one of the most delicious and intense cheeses in Europe. And do you know where one of those secrets is hidden? **In the caves where they mature and in the mountain pastures of the area.**



Cabrales



**CHEESES FROM SPAIN** Co-funded by the European Union THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS. ENJOY IT'S FROM EUROPE

chapter one **SEARCHING FOR BLUE CHEESE**

**THE SMITHS AND THE EUROPEAN CHEESES**

Discover the EUROPEAN **CheeStories** WITH CHEESES FROM SPAIN

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Gamoneu



Valdeón

SEE CHAPTER 1

# CASTILLA Y LEÓN: CHEESE PARADISE

The next stop along the route of the best cheeses takes us to **Castilla y León, to the area of Zamora...** There, many incredible cheeses await us to discover, made from a mixture of cow's, sheep's and goat's milk...

**CHEESES FROM SPAIN**

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**ENJOY IT'S FROM EUROPE**

**THE SMITHS AND THE EUROPEAN CHEESES**

chapter two

**HURRAH FOR THE MIX!**

Discover the EUROPEAN **CheeStories** WITH CHEESES FROM SPAIN



Iberian Blended

SEE CHAPTER 2



# THE CHEESES OF DON QUIXOTE

Let's go to our next destination... **Castilla La Mancha**... land of legends, knights, windmills, **Don Quixote de la Mancha** and the award-winning filmmaker, **Pedro Almodovar** and, of course, the land that gives its name to one of the most emblematic sheep's milk cheeses in **Europe, Manchego DOP cheese**, which is the most consumed **Spanish cheese in the USA**.

The poster is framed with a decorative border. At the top left, it features the 'CHEESES FROM SPAIN' logo and the European Union flag with the text 'Co-funded by the European Union'. To the right, it says 'THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.' and 'ENJOY IT'S FROM EUROPE' with the EU flag. The main title 'CheeStories' is in large blue letters, with 'WITH CHEESES FROM SPAIN' underneath. A 'Discover the EUROPEAN' logo is also present. The central image shows a sunset over a landscape with a windmill and a white van. Two hands are raised, forming a heart shape around the sun. A red banner reads 'THE SMITHS AND THE EUROPEAN CHEESES chapter three'. Below the main title, the text reads 'In a village of La Mancha, the cheese of which I have desire to call to mind'. At the bottom, there is a collection of various cheeses.

SEE CHAPTER 3

# UNIQUE CHEESES

Like two knights-errant and with great enthusiasm to continue our cheese route, we left **La Mancha** behind and headed towards our new destination, to find the **Unique Cheeses**.

And the fact is that in **Europe** many cheeses are produced with this name.

Cheeses such as **Tetilla cheese, Torta del Casar, Afuega el Pitu...** or a **unique cheese** produced in **Murcia** with a unique ingredient: wine!... **Murcia cheese with wine** is the second most exported **Spanish cheese** to the **United States**. You will understand why...



Murcia al vino



Tetilla

CHEESES FROM SPAIN

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ENJOY IT'S FROM EUROPE

A UNIQUE STAGE TO DISCOVER A **UNIQUE CHEESE** chapter four

THE SMITHS AND THE EUROPEAN CHEESES

Discover the EUROPEAN **Cheese Stories** WITH CHEESES FROM SPAIN



Afuega'l Pitu



Torta del Casar

SEE CHAPTER 4



# RULO DE CABRA" (GOAT LOG)

Throughout our road trip through in Southern Europe we have tasted incredible cheeses .... But we still had to try cheeses made only with goat's milk. ... and in Europe there are so many and so good.... **The Camerano, payoya goat cheese...** or the goat cheese log, used in every kitchen in the world.... **So our next goal was clear: to learn all the secrets of goat cheese.**



Camerano

Discover the EUROPEAN  
**CheeStories**  
WITH CHEESES FROM SPAIN

**THE SMITHS**  
AND THE EUROPEAN CHEESES

**A GOAT CHEESE**  
THAT TAKES YOUR  
**BREATH AWAY**  
chapter five

CHEESES FROM SPAIN  
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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.  
ENJOY IT'S FROM EUROPE



Goat Roller



Payoyo

SEE CHAPTER 5

# CHEESES OF THE ISLANDS

After so many miles, **Eric and Jess'** road trip came to an end. **"On this adventure we not only got to taste some of the most delicious cheeses in Europe, but we also met great professionals,** a modern and innovative industry and incredibly beautiful places. And since this trip deserved a memorable end.... We decided to say goodbye to our cheese stories by enjoying a cheese board of cheeses from the islands.

**Majorero, smoked cheese from the Canary Islands, Mahón from Menorca... delicious!",** they explain.



Mahón-Menorca



Majorero



Canary Island smoked cheese

SEE CHAPTER 4



# 3. *The* Dairy sector

## KEY FIGURES FOR THE SPANISH DAIRY SECTOR



Total milk production in Spain in 2022 reached almost **8.26 million tons**.



In the context of the EU, Spain is today the sixth largest producer of cow's milk after **Germany, France, the Netherlands, Italy, and Ireland**. Second in sheep's milk, only surpassed by **Greece**, and the second in goat's milk, after **France**.



The dairy industry plays an important role in the food system due to the wide range of foods it produces both for direct consumption and for incorporation as ingredients in the manufacture of other foods. It generates around **9,200 million euros per year, which represents 8.68% of the activity of the Spanish food and beverage industry**, and employs some **27,600 people, 7.34% of the employment in the food industry**.



Cooperatives in the dairy sector collect and market a volume of more than **35% of cow's milk** produced in Spain, **45% of goat's milk** and more than **55% of sheep's milk**.



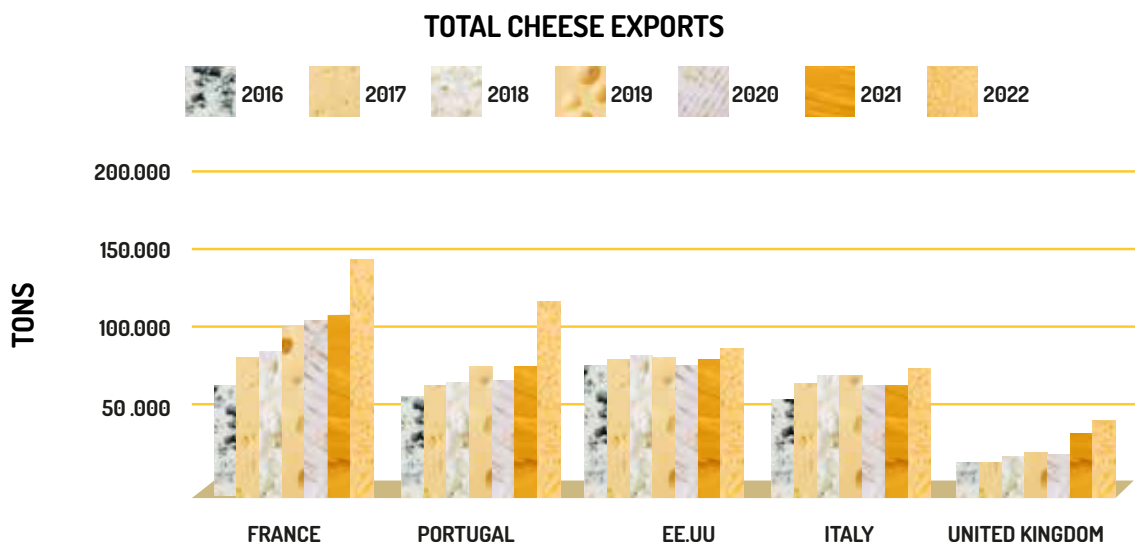
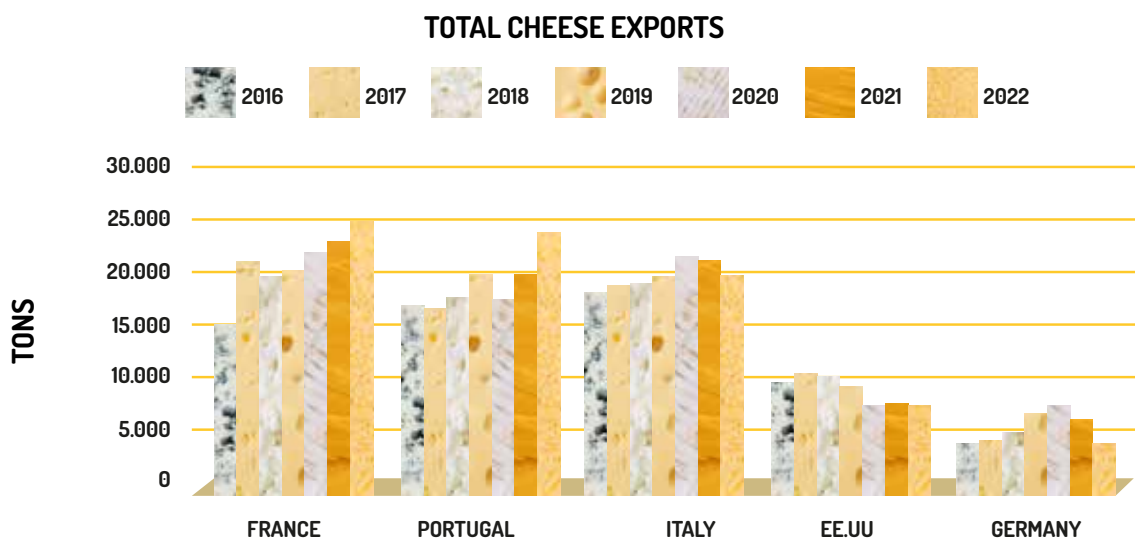
The Spanish dairy sector shows a clear trajectory of growing internationalization, since in recent years there has been a continuous increase in milk and dairy sector exports.



## USA: PASSION FOR EUROPEAN GOURMET FOODS

The USA is a country that loves top-quality foods made in the EU. In recent years, per capita cheese consumption in the USA has been around \$194. In the United States, around **5.7 million tons of cheese are consumed per year**, which represents an intake of around 17.5 kg per person.

Spanish exports to this country have an important weight. **In 2022, some 8,600 tons of cheese worth 90 million euros** were exported, with the U.S. being the sector's third largest foreign market in value and fourth in volume in this category.



**Spain has managed to position itself in the U.S. as the third largest foreign market in the cheese sector** by volume thanks to the growth experienced in recent years, approaching the Netherlands, which holds third place.

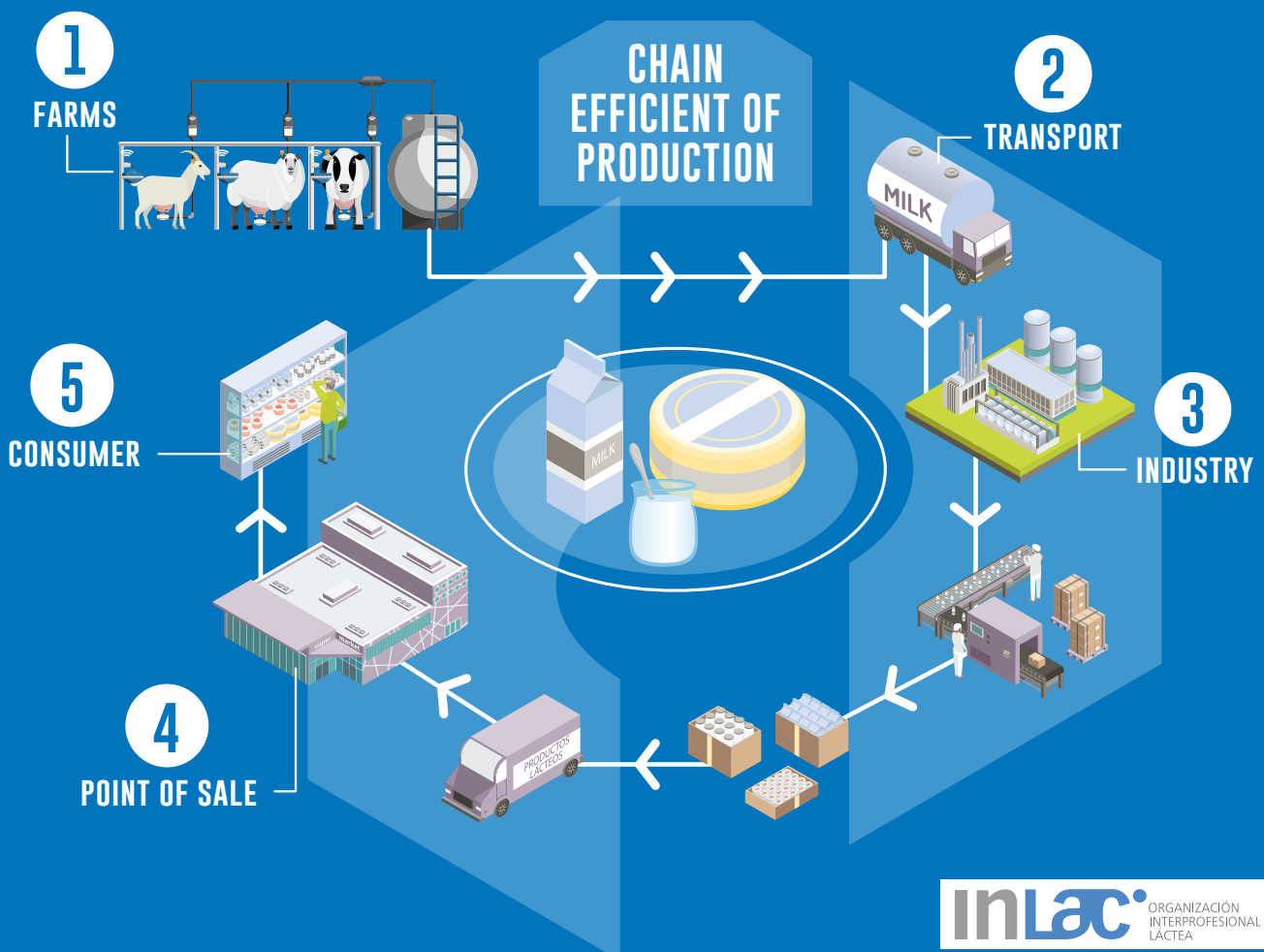
Among the most appreciated Spanish cheeses in the U.S., we can find cow, sheep, goat and blended cheeses, as well as cheeses with quality seals such as **Manchego, Murcia al vino or Mahón-Menorca**.



# EUROPEAN PRODUCTION MODEL

## Commitments to the new CAP, "Green Pact" and "From Farm to Table".

If there is one thing that characterizes the European and Spanish cheese sector, **is that production is environmentally friendly**. Production methods comply with the strictest legislation in the world in terms of respect for the environment, traceability, food safety and animal care and handling. **North American consumers should be aware of our production and processing methods and their differential aspects with respect to references imported from third countries.**



## KEY FIGURES FOR THE SPANISH DAIRY SECTOR



### A sector that works in line with the new CAP, "Green Pact" and "Farm to Fork".

The European dairy and cheese sector is committed to the objectives set out in the new CAP, the Green Pact and the Farm to Fork Strategy. An essential part of the new CAP and the European Green Pact is precisely environmental and climate protection. The European dairy sector in general, and the cheese sector in particular, are working to ensure sustainable and safe food production in both production and processing, wholesale and retail trade, catering and food services.



### A sector that fights climate change.

When American consumers buy a cheese with European origin, they are supporting a sector that plays a fundamental role in the protection of biodiversity throughout the EU, managing the territory, preventing erosion, conserving plant habitats and birdlife and preventing forest fires.



### A sector that fights against rural depopulation.

Cheese production is a fundamental axis in the fight against depopulation, since it generates an important activity both in the producers of milk used as raw material, as well as in the transformation part (cheese dairies) and in distribution, while generating a large number of jobs in auxiliary industries, suppliers and services. Not to mention the added value it brings to the different links in the food chain, both to producers and to marketers and distributors.



### A sector that respects animal welfare.

Concern for animal welfare is one of the aspects that define the sector, both out of its own conviction and in response to social awareness of animal rights, which is reflected in the quality of the food they produce, including cheeses, so that the sector has been achieving and implementing very demanding certifications.

## DIFFERENTIATED QUALITY: EUROPEAN QUALITY MARKS

Spain is characterized by its great diversity in the production of cheeses. At present, there are some **30 differentiated quality figures and more than 150 varieties** make up our cheese map. As a differentiating element with the rest of the countries, it is worth mentioning that this richness is based on the milk produced **by sheep, goats and cows**. The cheese masters use a combination of these milks to produce cheeses using different techniques and degrees of maturation.





# 4. Benefits of Dairy products



## DAIRY PRODUCTS AND CHEESES IN THE MEDITERRANEAN DIET

Dairy products are very important in our diet in the context of a varied diet and always accompanied by the practice of exercise. They constitute a very complete food group, since they provide a high content of nutrients in relation to the caloric content. They provide proteins of high biological value, carbohydrates (lactose), fat, vitamins such as B12, vitamin A and D among others, and minerals, especially calcium and phosphorus.

The main dietary guidelines established by national and international organizations recommend taking between two and four servings of dairy products per day, depending on the age and circumstances of each group. Specifically, 3 to 4 servings per day would be recommended for women during pregnancy and lactation, adolescence, athletes and the elderly. In fact, more than half of the population consumes less than two servings of dairy products per day.



A serving of milk would be equivalent to **200-250 milliliters (a cup or glass)**, while a serving of yogurt would be **250 grams (2 yogurts)**. The portion of semi-cured or cured cheese would be around 30 grams and that of **fresh cheese, about 60 grams**. With these guidelines, an average of three servings a day would be easily attainable.

Dairy products are foods of daily consumption and fundamental in the Atlantic and Mediterranean or other diets, **as they provide proteins of high biological value, for the strengthening and maintenance of muscle mass**. It also provides calcium, which is key to maintain a good bone structure, to be active and in sports practice for example. **They also provide various vitamins and minerals and essential fatty acids.**

# About INLAC

The Interprofessional Dairy Organization (InLac), a non-profit organization, was constituted on June 20, 1997 with the adhesion of Fenil, Cooperativas Agro-alimentarias de España, Asaja, COAG and UPA, so that it integrates all the links in the value chain (manufacturers, cooperatives and livestock farmers).

InLac's mission is to represent the common interests of the cow, sheep and goat dairy chain, designing, agreeing and implementing binding measures aimed at its structuring and stability in the sector. Likewise, InLac is constituted as the stable forum for discussion among all the agents of the dairy chain, always respecting the own spheres of action of the member organizations that compose it.



**inLac** ORGANIZACIÓN  
INTERPROFESIONAL  
LÁCTEA





# CheeseStories

WITH CHEESES FROM SPAIN

Thank  
you



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CAMPAIGNS THAT PROMOTE HIGH QUALITY  
AGRICULTURAL PRODUCTS.

ENJOY  
IT'S FROM  
EUROPE



For all these reasons, dairy products are foods of high nutritional value with a unique nutritional matrix and density, which, together with their accessible price, **makes them a pillar for healthy eating, especially for the most vulnerable population groups.**

### **Scientific evidence: why drink 3 dairy products a day?**

The scientific evidence for saying "yes" to dairy is ample. In May 2019, a supplement was published in "**Advances in Nutrition**", the third most important Nutrition journal in the world, from information coordinated by **Ángel Gil (PhD in Biology, Professor of Biochemistry and Molecular Biology at the University of Granada, and President of FINUT) and Rosa María Ortega (PhD in Pharmacy and Professor of Nutrition at the Complutense University of Madrid)**, which reviews in depth through systematic reviews and meta-analyses the value of dairy products in human nutrition in different physiological **situations and in the prevention of chronic diseases.**

