



Cheestories

WITH CHEESES FROM SPAIN

READY TO PLAY?

InLac promotes a historic tasting of European cheeses in New York and launches a revolutionary online platform to multiply exports to the US until 2025

LITTLE SPAIN has hosted a tasting of emblematic and unique cheeses such as PDO Cabrales, PGI Castilla y León (Iberian type cheese), PDO Manchego Cheese, PDO Idiazábal, PDO Zamorano, Rulo de Cabra, PDO Camerano, PDO Murcia al Vino, PDO Torta del Casar, PDO Mahón-Menorca, PDO Tetilla or PDO Arzúa-Ulloa

The "[Discover the European Cheestories with cheeses from Spain](#)" campaign, co-financed by InLac and the European Union, develops a powerful mix of activities such as attendance at fairs, exhibitions, tastings and point-of-sale actions. For its part, the new B2B online platform will connect companies with large American importers and distributors to boost business figures

New York. Jun 2024. **Little Spain**, one of the most emblematic gastronomic markets in New York, has hosted one of the most emblematic European cheese tastings held to date in the USA, by the hand of [the Interprofessional Dairy Organization \(InLac\)](#) - which brings together all the operators in the sector in Spain, from farmers to cooperatives through manufacturers - within the framework of the promotional campaign co-financed by the EU called "[Discover the European Cheestories with cheeses from Spain](#)".

In 2023, Spain exported more than **8,700 tonnes of cheeses** worth more than **105 million euros** to the US, making it one of the main markets outside the EU. According to the latest data from **InLac**, these cheese exports from Spain to the United States continue to have a significant weight and in 2023 they accounted for 13.01% in value and 7.41% in volume of total cheese exports, positioning itself as the third foreign market in the sector in value and the fourth in volume in this category. But its growth potential is still, for experts, "enormous".

According to InLac's managing director, **Nuria María Arribas**, the US is the third most populous country behind China and India. Within ten years, this colossus will have almost 350 million inhabitants, who will demand increasing quantities of food, such as European and Spanish cheeses. And it is estimated that cheese consumption per capita will increase by more than 4.3% until 2027.

To take advantage of these huge business opportunities, a revolutionary new online platform has also been presented in Little Spain, in parallel to the cheese tasting, which will connect European and Spanish companies - and their different PDOs and PGIs - with large importers and distributors, which anticipates a strong increase in exports, since it will make exchanging information and closing orders much easier, faster and more accessible.

The platform, presented by the Director of Strategic Planning of Tactics Europe, **Oscar Mozún**, includes a practical guide on the rules and legislation applicable to this market that importers must comply with, from the registration of establishments with the **Food and Drug Administration (FDA)** to the labelling of these dairy foods, including the regulations on additives and allergenic substances that affect them.



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



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Likewise, "a [specialized networking network](#) will connect importers and exporters, facilitating the exchange of our high-quality, unique and differential cheeses," **Mozún** explained during the presentation of the Platform in New York. In addition to all this, there is the latest and most up-to-date information on new products, events, trade fairs and other activities relevant to American buyers and even notices about new market trends.

An extensive collection of downloadable materials has also been designed, within this B2B Platform, to help distributors promote Spanish cheeses in the US market. "We believe that exports will benefit from a strong push thanks to this Platform, which adds to the promotional actions of the campaign," **Mozún predicted**.

"Historic" tasting in a market with high potential

Meanwhile, the tasting at Little Spain (MAR Restaurant), in which the media and North American influencers participated, was led by **Erin T Connolly** (American Cheese Society), who highlighted the great offer and versatility of this type of dairy food that comes from Europe and Spain. Unique European cheeses shone in the tasting: **PDO Cabrales, PGI Castilla y León (Iberian type cheese), PDO Manchego Cheese, PDO Idiazábal, PDO Zamorano, Rulo de Cabra, PDO Camerano, PDO Murcia al Vino, PDO Torta del Casar, PDO Mahón-Menorca, PDO Tetilla or PDO Arzúa-Ulloa.**

Per capita consumption of cheeses in the US stands at 17 kg per person/year, but Americans are developing a taste for specialty cheese varieties with EU Differentiated Quality Seals (PDO/PGI) and originating in Western Europe, and demand in the gourmet cheese category is expected to continue to grow. The acceptance of ethnic cuisines and the rise of the Hispanic community has also stimulated sales of European cheeses, according to **Arribas**.

For the European dairy sector, it is vitally important that American consumers know the commitment of our production and processing methods and their differential aspects with respect to competitors from third countries. "When we talk about European and Spanish cheeses, we are talking about environmental awareness, traceability, food safety or animal welfare that provide an excellent raw material for the production of the best cheeses," InLac recalls.

All of these are differential values that provide competitive advantages that we must be able to take advantage of in this immense market. "We have 150 varieties of cheeses in Spain and some of the most reputable figures of differentiated quality, including designations of origin and geographical indications, an unparalleled gastronomic treasure," concludes **Arribas**.

The three-year promotional campaign includes dissemination actions in **New York, Phoenix, Florida, Las Vegas, Miami and Chicago**, and has set out to increase the level of knowledge about the benefits of our cheeses, marked by the high production standards in force in the European Union, enhancing their characteristics in terms of quality, taste, traceability, food safety and animal welfare. At the same time, the educational actions designed aim to increase knowledge about the variety and diversity of cheeses of European and Spanish origin. The promotion campaign of **InLac and the EU** is promoting knowledge of European cheeses in a phased manner, emphasizing communication to professionals, both importers and the HORECA sector, with the aim of multiplying sales in the coming years.



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