



**CASE STUDY:**

**CAMPAIGN:** Discover the Origin

**CLIENT:** BIVB, IVDP, Parmigiano-Reggiano Consortium and Parma Ham Consortium

Campaign driven with an educational emphasis targeting members of the food and drink industry with purchasing power.

A series of masterclasses were held to educate the trade on Parma Ham, Parmigiano-Reggiano cheese, Burgundy wines, Port and Douro Valley wines. Those invited were chefs, sommeliers, deli owners, off license store manager and hospitality students.

**RESULTS:**

**Audience reach:** 3000+  
**Masterclass attendees:** 584

**CAMPAIGN HIGHLIGHTS:**

- Specialty Food Magazine and Off License News backing the campaign as media partners

