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Press Release

**Comté Cheese and Côtes du Rhône Wines Partner  
to Launch First-Ever Joint U.S. Marketing Campaign**

New York, NY -- The Comté and Côtes du Rhône PDO's have partnered to launch a 3-year marketing campaign with support from the European Union. This campaign, named Iconic Terroirs of Europe: Comté and Côtes du Rhône, will include advertising, social media, events and public relations.

The campaign will start in earnest in June. More details to follow soon.

The objectives of this campaign are:

- to generate greater awareness for European Protected Designations of Origin (PDO) among American thought leaders and the general public;
- to encourage decision makers and consumers to discover Côtes du Rhône wines and Comté cheese
- to increase visibility for Comté cheese and Côtes du Rhône wines in the U.S. market and encourage easy food and wine pairing possibilities

Comté and Côtes du Rhône share many values aside from both being French PDO's. Together they create a new dynamic based on shared values, mindsets and experiences:

- both PDO's express specific terroirs, respectively the Massif du Jura and the valley of the Rhône, in all their diversity;
- both PDO's practice sustainable agriculture, care for their environment and biodiversity, limit outside inputs, preserve resources and function with great transparency vis-à-vis the consumer.
- both PDO's rely on the skills of master craftsmen to achieve excellence from soil to table. Every step of the way, patience, dedication, passion, know how, traditions and modernity permeate their gestures to create a legacy for the future.
- both PDO's combine into simple and delicious food and wine pairings.

Now, all these values combine into flavorful experiences that can be shared by food and wine lovers!

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"Iconic Terroirs of Europe: Comté and Côtes du Rhône" is a 3-year marketing campaign developed by the Comté and Côtes du Rhône PDO's with support from the European Union. Comté and Côtes du Rhône are two of the most important PDO's in Europe.

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