



20.05.2025 – 14:30 Uhr

The photograph shows a trade show booth for 'Discover the European CheeStories with Cheeses from Spain'. The booth is set up with a large backdrop that features the title 'Discover the European CheeStories with Cheeses from Spain' in bold, stylized letters. Below the title, there is a group of six people (three men and three women) standing behind a table. The table is covered with a white cloth and displays several different types of cheeses, some on wooden stands and others on plates. The backdrop also includes logos for the European Union and the Spanish Ministry of Agriculture. To the right of the table, there is a QR code and the text 'Discover Now'. The overall theme of the booth is to promote high-quality agricultural products from Spain.

The promotion and information campaign "[Discover the European Cheestories with cheeses from Spain](#)", promoted by the [Interprofessional Dairy Organization \(InLac\)](#) with the support of the European Union, continues its course with new activities scheduled for 2025 in its third and final year of execution, including attendance at the prestigious NRA fair in Chicago, held between 17 and 20 May.

The **National Restaurant Association (NRA)** of Chicago is one of the most important fairs for the restaurant and food industry in the USA, which has brought together exhibitors, buyers, chefs and experts around the latest innovations in products, services and technologies for the gastronomic sector in a single forum.

The fair is a key platform to discover the latest market trends and exchange ideas with other professionals in the sector, being a crucial meeting point on development and innovation within the food industry, explained InLac, the organization that brings together the entire value chain of the dairy sector in Spain.

At this event, which attracted exhibitors and visitors from the US and abroad, InLac had its own stand in which it promoted a selection of ten European cheeses of Spanish origin, with the help of the master cheesemaker Erin T. Connolly. Specifically, references of PDO Arzúa-Ulloa, PDO Murcia al Vino, PDO Idiazabal, Queso Mezcla, PDO Manchego, Rulo de Cabra, PDO Mahón-Menorca, PDO Tetilla, PGI Valdeón and PDO Zamorano shone.

"We are very satisfied with the receptivity that our cheeses have had in this event, a forum where we have been able to publicize the variety, quality and versatility of European cheeses of Spanish origin and thus help their greater internationalization," said the managing director of InLac, **Nuria Maria Arribas**.

Participation in fairs has been one of the priorities of the "Cheestories" promotional campaign, allowing the European sector to be present in relevant forums such as the **Good Food Mercantile**, the Summer Fancy Food or the **Winter Fancy Food**, to publicize the cheeses and help their expansion in the US, their main market outside the EU.

The three-year European promotion campaign (March 2023-February 2026) integrates different dissemination actions in cities such as **New York, Las Vegas and Chicago**, and has set out to increase the level of knowledge about the benefits of European cheeses, especially their variety and diversity.

In 2024, global exports of European cheese of Spanish origin to all destinations increased both in volume (+6.95% to 125,206 tonnes) and in value (+4.57% to 839.42 million euros). Shipments to the USA have a significant weight, concentrating 14.45% in value and almost 8% in volume of the total, which makes it the third foreign market in the sector in value and the fourth in volume for this category.

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## Medieninhalte



European cheeses show their quality and versatility at the prestigious NRA fair in Chicago  
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