Application for approval of a minor amendment in accordance with the second subparagraph of Article 53(2) of Regulation (EU) No 1151/2012

The European Commission has approved this minor amendment in accordance with the third subparagraph of Article 6(2) of Commission Delegated Regulation (EU) No 664/2014 of 18 December 2013.

APPLICATION FOR APPROVAL OF A MINOR AMENDMENT

Application for approval of a minor amendment in accordance with the second subparagraph of Article 53(2) of Regulation (EU) No 1151/2012

'GRANA PADANO'

EU No: PDO-IT-0011-AM05 – 19.01.2022

PDO(X) PGI() TSG()

1. APPLICANT GROUP AND LEGITIMATE INTEREST

Consorzio Tutela Grana Padano, via XXIV Giugno, 8 – 25015 Desenzano del Garda (Brescia) - tel. +39 030 919811; fax+ 39 030 9010487;

The Consorzio Tutela Grana Padano ['Grana Padano' Protection Association] represents producers of 'Grana Padano' and is entitled to submit an amendment application pursuant to Article 13(1) of Decree No 12511 of the Ministry of Agricultural, Food and Forestry Policy of 14 October 2013.

2. MEMBER STATE OR THIRD COUNTRY

Italy

3.	HEADING IN THE	PRODUCT	SPECIFICATION	AFFECTED	\mathbf{BY}	THE	
	AMENDMENT(S)						
	Description of produ	ot.					

☐ Description of product
☐ Proof of origin
☐ Method of production
□ Link
☑ Labelling
☐ Other [to be specified]

4. TYPE OF AMENDMENT(S)

☐ Amendment to product specification of registered PDO or PGI to be qualified as
minor in accordance with the third subparagraph of Article 53(2) of Regulation (EU)
No 1151/2012, that requires no amendment to the published single document.

Amendment to product specification of registered PDO or PGI to be qualified as minor in accordance with the third subparagraph of Article 53(2) of Regulation (EU) No 1151/2012, that requires an amendment to the published single document.

☐ Amendment to product specification of registered PDO or PGI to be qualified a	S
minor in accordance with the third subparagraph of Article 53(2) of Regulation (EU	()
No 1151/2012, for which a single document (or equivalent) has not been published.	

☐ Amendment to product specification of registered TSG to be qualified as minor in accordance with the fourth subparagraph of Article 53(2) of Regulation (EU) No 1151/2012.

5. **AMENDMENT(S)**

Labelling

The amendment requested only concerns the appearance of 'Grana Padano' packaging and therefore only concerns Article 8 of the product specification, all other articles of which remain unchanged.

More specifically, the amendments requested are part of a general review of the presentation of packaged 'Grana Padano', the objectives of which are as follows:

- 1) to increase the brand awareness of the 'Grana Padano' brand;
- 2) to differentiate 'Grana Padano' PDO from similar cheeses;
- 3) to provide more information, transparency and clarity to consumers of 'Grana Padano'.

There will be no changes to any aspect relating to the production of the cheese or the marks appearing on the 'Grana Padano' cheeses themselves.

A central part of this review of the packaging of 'Grana Padano' PDO is the redesign of the 'Grana Padano' logo, which has remained almost unchanged since 1954 and is characterised by a dated, print-style and generic font.

The redesign has modernised the logo and made it better suited to contemporary means of communication, while retaining the essential elements of identifiability, recognisability and distinctiveness that the 'Grana Padano' logo has acquired over the years as a result of significant investments in its promotion and the sheer excellence of this cheese.

The amendments are set out below.

• In the first paragraph of Article 8 of the product specification and the first paragraph of point 3.6 of the single document,

the text that currently reads:

'The official mark attesting to the product having met the requirements justifying the use of the 'Grana Padano' protected designation of origin, and which must therefore appear both on the whole wheel and on all the packaging of 'Grana Padano' PDO cheese in portions and grated, consists of a rhombus shape'

has been amended to read:

'The official mark attesting to the product having met the requirements justifying the use of the 'Grana Padano' protected designation of origin, and which must therefore appear on the whole wheel of 'Grana Padano' PDO cheese, consists of a rhombus shape'

• In point B of Article 8 of the product specification,

the text that currently reads:

'B) ON THE PACKAGING

Cheese packaged by authorised packagers must bear the 'Grana Padano' logo on the packaging.

When displayed on the packaging, the official mark attesting to the product having met the requirements justifying the use of the 'Grana Padano' protected designation of origin, as described at the beginning of this Article, is shown on a background shape coloured in Pantone 109 C that is the same shape as but slightly larger than the black component of the logo.

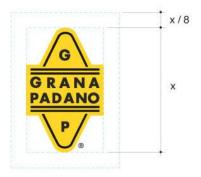
The parameters for reproducing the logo on the packaging are as follows:

Key:

Tratto per nero	black component
Tratto per giallo	yellow component
Marchio completo	complete mark



Font: FUTURA BOLD



Minimum size allowed:



Packaging that contains 'Grana Padano' PDO cheese meeting the characteristics of the specific type TRENTINGRANA as described above, i.e. from wheels marked using the specific stencilling bands for that type, must be characterised by the following image on the packaging and in the corresponding advertising material:



The parameters for reproducing this logo on the packaging are as follows:



In order to make reference to the cheese in question in television advertising, printed advertising and promotion materials and accounting records relating to the cheese, the words 'Trentingrana è un prodotto DOP' [Trentingrana is a PDO product] and/or 'Trentingrana è un formaggio DOP' [Trentingrana is a PDO cheese] may be used instead of simply the name 'Trentingrana', provided that the 'Grana Padano' logo as defined above is also featured.

Provided this condition is met, exclusively on the front panels of the refrigerated display shelves and on counters, the sales labelling for the product concerned may use the shortened form 'Trentingrana DOP' [Trentingrana PDO].

For the packaged products, once compliance with the quality requirements has been verified through the quality inspection, the following additional categories are applicable: 'Grana Padano' OLTRE 16 MESI [over 16 months] and 'Grana Padano' RISERVA [reserve].

On the packaging containing cheese of the category 'Grana Padano' OLTRE 16 MESI, the 'Grana Padano' logo as described above also bears the words 'OLTRE 16

MESI' on a single line and written in black characters on a yellow background of Pantone 109 C, with the words 'OLTRE' and 'MESI' in upper-case letters placed between two parallel lines, one above and one below.

The parameters for reproducing this logo on the packaging are as follows:

Key:

Tratto per nero	black component
Tratto per giallo	yellow component
Marchio completo	complete mark



On the packaging containing cheese of the category 'Grana Padano' RISERVA, the RISERVA logo that is branded onto those cheeses is reproduced in addition to the 'Grana Padano' logo as described above.

The logo in question is composed of the following: a circle, split transversely in the centre by a large band delimited by parallel upper and lower lines; the word 'RISERVA' in upper-case letters is written in the centre of this band. The word 'OLTRE' in upper-case letters and the number '20' are written in the upper half, and the word 'MESI' in upper-case letters is written in the lower half [meaning 'over 20 months'].

The design is shown in yellow – Pantone 109 C – on a black background in the same shape as the yellow component of the design but slightly bigger.

The parameters for reproducing this logo on the packaging are as follows:



Notwithstanding the fact that for the categories expressly mentioned in the product specification ('Oltre 16 Mesi' and 'RISERVA - Oltre 20 Mesi'), the logos referred to above for those categories must be complied with, the packaging may also refer to, on a voluntary basis, ageing periods other than those specific to the two categories concerned.

However, this must be done in such a way that does not lead to the mistaken belief that this is another product category provided for and approved by the product specification.

Therefore, in the interests of clarity and to avoid misunderstandings between official categories and voluntary additional information designed to provide more precise and accurate information to consumers, ageing of 16 months and 20 months may only be indicated by means of the two specific logos mentioned above, while other indications of ageing (e.g. 'Stagionatura 12 mesi', 'Stagionatura 14 mesi', 'Stagionatura 18 mesi' [12-month, 14-month and 18-month ageing, respectively] or similar) may only be indicated with fonts, colours, dimensions and location on the packaging different from those specific to 'Grana Padano' PDO.'

has been amended to read:

'B) ON THE PACKAGING

Cheese packaged by authorised packagers must bear the 'Grana Padano' logo on the packaging.

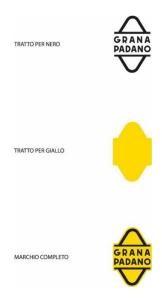
When printed on the packaging, the features of the official mark attesting to the product having met the requirements justifying the use of the 'Grana Padano' protected designation of origin, as described at the beginning of this Article, are slightly different, in that the letters 'G' and 'P' are missing from the upper and lower corners of the rhombus. This is shown on a background colour of Pantone 109 C, in the same shape as the black component of the design but slightly bigger.

The parameters for reproducing the logo on the packaging are as follows:



Key:

Tratto per nero	black component
Tratto per giallo	yellow component
Marchio completo	complete mark



Font: Padano

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Minimum size allowed:



Packaging that contains 'Grana Padano' PDO cheese meeting the characteristics of the specific type TRENTINGRANA as described above, i.e. from wheels marked using the specific stencilling bands for that type, will be characterised by the following image on the packaging and corresponding advertising material:



For the packaged products, once compliance with the quality requirements has been verified through the second quality inspection, the following additional categories are applicable: 'Grana Padano' RISERVA Oltre 20 Mesi and 'Grana Padano' RISERVA Oltre 24 Mesi [over 24 months].

The specification of the actual ageing is also allowed on the packaging of 'Grana Padano' from 12 months onwards.

This specification remains optional, however. If it is to be added, the ageing must be indicated uniformly on all packages, using the appropriate numbering, in yellow on black, adding the words 'Oltre X mesi' ('over X months').

More specifically, the parameters for indicating the ageing are set out below:



On the packaging containing cheese of the category 'Grana Padano' RISERVA Oltre 20 Mesi, the logo that is branded onto those cheeses is reproduced in addition to the 'Grana Padano' logo as described above.

The logo in question is composed of the following: a circle, split transversely by a large band delimited by parallel upper and lower lines; the word 'RISERVA' in upper-case letters is written in the centre of this band. The word 'OLTRE' in upper-

case letters is written in the upper half, and the number '20' and the word 'MESI' in upper-case letters are written in the lower half.

The design is gold on a black background in the same shape as the gold component of the design but slightly bigger.

The parameters for reproducing this logo on the packaging are as follows:



Key:	
С	Cyan
M	Magenta
Y	Yellow
Key	Key colour (black)
(Si veda a sotto)	(See below)
Dociziono	Settings

The specification of the actual ageing from 24 months onwards is also allowed on the packaging of 'Grana Padano' cheese that has previously been branded with the 'RISERVA - Oltre 20 Mesi' logo.

This specification remains optional, however. If it is to be added, the ageing must be indicated uniformly on all the packages, using the appropriate logo, similar to that described above for the 'RISERVA - Oltre 20 Mesi', but written in black on a gold background.

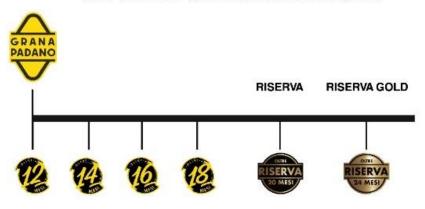
More specifically, the parameters for reproducing the specific logo in question are set out below:



As in the case of the cheese in the 'RISERVA - OLTRE 20 MESI' category, the 'Grana Padano' logo as described above must also be reproduced on the packaging bearing this logo.

The ageing logos shall follow the progression clearly shown in the following diagram:

SVILUPPO LOGHI STAGIONATURA



Key:
Sviluppo loghi stagionatura | Progression of ageing logos

In point 3.6 of the single document

the text that currently reads:

The official mark attesting to the product having met the requirements justifying the use of the 'Grana Padano' protected designation of origin, and which must therefore appear both on the whole wheel and on all the packaging of 'Grana Padano' PDO cheese in portions and grated, consists of a rhombus shape on which the words 'GRANA' and 'PADANO' are printed in upper-case letters. The initials 'G' and 'P' appear respectively in the upper and lower rounded corners of the rhombus.

The stencilling bands which cold-stamp the origin mark on the wheels at the moulding stage are made up of a number of lozenge rhombuses which contain within them the alternating words 'GRANA' and 'PADANO', and bear the cheese dairy's identification references and the month and year of production.

Only 'Grana Padano' PDO produced in the Autonomous Province of Trento, made using milk from cows fed on forage, with a year-round ban on feeding silage of any kind, qualifies for use of the special 'TRENTINGRANA' stencilling bands, consisting of a line of lozenge rhombuses split by the word 'TRENTINO'; in the centre, between the outlines of stylised mountains, the word 'TRENTINO' appears the right way up and upside down.

Packaging that contains 'Grana Padano' PDO cheese meeting the characteristics of the specific type TRENTINGRANA as described above must be characterised by the following image on the packaging and in the corresponding advertising material:



The identification of origin by means of stencilling bands is supplemented with the affixing of a casein disc bearing the words 'Grana Padano', the year of production and an alphanumeric code which individually identifies each cheese wheel.

The branded wheel of cheese can be classified as 'Grana Padano' 'scelto sperlato' ['certified top quality'], 'Grana Padano' 'zero' or 'Grana Padano' 'uno' depending on the presence of tolerated defects in the texture of the rind and/or paste of the cheese.

'Grana Padano' cheese which has been matured for at least 20 months after being moulded within the production area may be described as 'RISERVA'. Classification in the category 'Grana Padano' RISERVA is shown by a second mark branded onto the side of the wheel of cheese at the request of the operators, in accordance with the same rules governing the affixing of the PDO mark. The mark in question is composed of a circle with the word 'RISERVA' written across the centre. The word 'OLTRE' and the number '20' are written in the upper half, and the word 'MESI' is written in the lower half.

For the packaged products the following additional categories are applicable: 'Grana Padano' OLTRE 16 MESI and 'Grana Padano' RISERVA.

On the packaging containing cheese of the category 'Grana Padano' OLTRE 16 MESI, the 'Grana Padano' logo also bears the words 'OLTRE 16 MESI' on a single line between two parallel lines.

On the packaging containing cheese of the category 'Grana Padano' RISERVA, the RISERVA logo that is branded onto those cheeses is reproduced in addition to the 'Grana Padano' logo.

Notwithstanding the fact that for the categories expressly mentioned in the product specification ('Oltre 16 Mesi' and 'RISERVA - Oltre 20 Mesi'), the logos for those categories must be complied with, the packaging may also refer to, on a voluntary basis, ageing periods other than those specific to the two categories concerned.

However, this must be done in such a way that does not lead to the mistaken belief that this is another product category provided for and approved by the product specification.

Therefore, in the interests of clarity and to avoid misunderstandings between official categories and voluntary additional information designed to provide more precise and accurate information to consumers, ageing of 16 months and 20 months may only be indicated by means of the two specific logos mentioned above, while other indications of ageing (e.g. 'Stagionatura 12 mesi', 'Stagionatura 14 mesi', 'Stagionatura 18 mesi' or similar) may only be indicated with fonts, colours, dimensions and location on the packaging different from those specific to 'Grana Padano' PDO.

has been amended to read:

'The official mark attesting to the product having met the requirements justifying the use of the 'Grana Padano' protected designation of origin, and which must therefore appear on the whole wheel of 'Grana Padano' PDO cheese, consists of a rhombus shape on which the words 'GRANA' and 'PADANO' are printed in upper-case letters. The initials 'G' and 'P' appear respectively in the upper and lower rounded corners of the rhombus.

The stencilling bands which cold-stamp the origin mark on the wheels at the moulding stage are made up of a number of lozenge rhombuses which contain within them the alternating words 'GRANA' and 'PADANO', and bear the cheese dairy's identification references and the month and year of production.

Only 'Grana Padano' PDO produced in the Autonomous Province of Trento, made using milk from cows fed on forage, with a year-round ban on feeding silage of any kind, qualifies for use of the special 'TRENTINGRANA' stencilling bands, consisting of a line of lozenge rhombuses split by the word 'TRENTINO'; in the centre, between the outlines of stylised mountains, the word 'TRENTINO' appears the right way up and upside down.

The identification of origin by means of stencilling bands is supplemented with the affixing of a casein disc bearing the words 'Grana Padano', the year of production and an alphanumeric code which individually identifies each cheese wheel.

'Grana Padano' cheese which has been matured for at least 20 months after being moulded within the production area and which has all the following qualities may be described as 'RISERVA':

- classified as 'scelto sperlato' ['certified top quality'];
- paste with evident grains and a texture that clearly breaks into flakes along radial cracks;
 - uniform white or straw colour;
 - absence of abnormal odours;
 - fragrant and delicate taste.

Classification in the category 'Grana Padano' RISERVA is shown by a second mark branded onto the side of the wheel of cheese at the request of the operators, in accordance with the same rules governing the affixing of the PDO mark.

The mark in question consists of a circle, split transversely in the centre by a large band delimited by parallel upper and lower lines; the word 'RISERVA' in upper-case letters is written in the centre of this band. The word 'OLTRE' in upper-case letters and the number '20' are written in the upper half, and the word 'MESI' in upper-case letters is written in the lower half.

Cheese packaged by authorised packagers must bear the 'Grana Padano' logo on the packaging.

When printed on the packaging, the features of the official mark attesting to the product having met the requirements justifying the use of the 'Grana Padano' protected designation of origin, as described at the beginning of this point 3.6, are slightly different, in that the letters 'G' and 'P' are missing from the upper and lower corners of the rhombus. This is shown on a background colour of Pantone 109 C, in the same shape as the black component of the design but slightly bigger.

The parameters for reproducing the logo on the packaging are as follows:



Packaging that contains 'Grana Padano' PDO cheese meeting the characteristics of the specific type TRENTINGRANA as described above must be characterised by the following image on the packaging and in the corresponding advertising material:



For the packaged products, once compliance with the quality requirements has been verified through the second quality inspection, the following additional categories are applicable: 'Grana Padano' RISERVA Oltre 20 Mesi and 'Grana Padano' RISERVA Oltre 24 Mesi.

The specification of the actual ageing is also allowed on the packaging of 'Grana Padano' from 12 months onwards.

This specification remains optional, however. If it is to be added, the ageing must be indicated uniformly on all the packaging, using the appropriate numbering, in yellow on black, adding the words 'Oltre X mesi' ('over X months').

In particular, the parameters for indicating ageing are as follows:









On the packaging containing cheese of the category 'Grana Padano' RISERVA Oltre 20 Mesi, the logo that is branded onto those cheeses is reproduced in addition to the 'Grana Padano' logo as described above.

The logo in question is composed of the following: a circle, split transversely by a large band delimited by parallel upper and lower lines; the word 'RISERVA' in upper-case letters is written in the centre of this band. The word 'OLTRE' in upper-case letters is written in the upper half, and the number '20' and the word 'MESI' in upper-case letters are written in the lower half.

The design is gold on a black background in the same shape as the gold component of the design but slightly bigger.

The parameters for reproducing this logo on the packaging are as follows:



Key:

С	Cyan
M	Magenta
Y	Yellow
Key	Key colour (black)
(Si veda a sotto)	(See below)
Posizione	Settings

The specification of the actual ageing from 24 months onwards is also allowed on the packaging of 'Grana Padano' cheese that has previously been branded with the 'RISERVA - Oltre 20 Mesi' logo.

This specification remains optional, however. If it is to be added, the ageing must be indicated uniformly on all the packages, using the appropriate logo, similar to that described above for the 'RISERVA - Oltre 20 Mesi', but written in black on a gold background.

More specifically, the parameters for reproducing the specific logo in question are set out below:



As in the case of the cheese in the 'RISERVA - OLTRE 20 MESI' category, the 'Grana Padano' logo as described above must also be reproduced on the packaging bearing this logo.

The ageing logos shall follow the progression clearly shown in the following diagram:

SVILUPPO LOGHI STAGIONATURA



Key:
Sviluppo loghi stagionatura | Progression of ageing logos

GROUNDS

Apart from a slight change in the logo design, the main element of the packaging redesign is the replacement of the font.

The old (now dated) and generic 'Futura Bold' font previously used has now been replaced by a completely new font, specially designed and made for 'Grana Padano' cheese (and for which the Protection Association has applied for exclusive usage rights), and which can only be used to distinguish 'Grana Padano' PDO cheese.

The new font, revealingly called 'Padano', can thus contribute further to making 'Grana Padano' cheese immediately identifiable and recognisable since, as it is the exclusive property of the 'Grana Padano' Protection Association, it can only be lawfully used to distinguish 'Grana Padano' PDO cheese and any other use by persons not authorised by the Protection Association is prohibited.

This font will also help standardise presentation, as it will be reserved for the indications and terms relating to 'Grana Padano' cheese, which will thus be clearly distinguishable from the other indications relating to the company offering the product for sale.

As well as ensuring greater uniformity of the packaging of 'Grana Padano' placed on the market - and thus making the cheese more recognisable and immediately identifiable - the new system introduced also aims to give customers sufficient information on the product's actual ageing.

So, for one part, a system has been introduced to indicate unequivocally the actual ageing of the product, indicated by the appropriate numbering and 'stickers', and for another part, the specific category 'Grana Padano' Oltre 16 Mesi has been eliminated (since it has been replaced by indicating the actual ageing and appropriate 'sticker') and the new category 'Grana Padano' RISERVA - Oltre 24 Mesi has been introduced.

The 'Oltre 20 Mesi' specification has been introduced for the 'RISERVA' category since this amendment request introduces the additional category 'Oltre 24 Mesi' for 'Grana Padano' aged over 24 months.

The mark in question, when intended for reproduction on the packaging, has been slightly altered compared to the mark on the cheese, with the band bearing the word

'RISERVA' moved up slightly and the number '20' moved below the band itself, in order to make the ageing more visible and easier to understand.

To give greater value and prestige to this product, the sheer excellence of which is certified by a second quality inspection and branding of the mark onto the cheese at 20 months of age, the yellow colour has also been replaced with gold.

The introduction of the new harmonised system for indicating and highlighting the ageing on the packaging with the respective numbering and 'stickers' means that precise and binding indications of the ageing have been adopted for all the 'Grana Padano' PDO packaging.

Apart from the specific category 'Grana Padano' - Oltre 16 Mesi, the provisions of the current version of the product specification that allow for ages other than those expressly described in the product specification to be indicated on the packaging have been eliminated.

The unequivocal indication of ageing thus becomes a further element that will characterise the packaging of 'Grana Padano' PDO cheese, clearly distinguishing it from similar cheeses. This will allow the consumer to immediately identify and compare the cheese, and thus make more informed choices in line with their personal preferences or requirements, and will justify the differences in price between the different types of product marketed.

The general redesign of the packaging of 'Grana Padano' PDO has been complemented by the introduction of a new category: 'Grana Padano' RISERVA – Oltre 24 Mesi, informally also known as 'Riserva Gold'.

This new category extends the segmentation of the product offered on the market, in line with a market trend which appears to be demanding products with increasingly longer ageing periods.

This development also increases the quality of the product, essentially creating a product segment of absolute excellence that, as a result, elevates the overall image of 'Grana Padano' cheese and its reputation among professional traders and restaurants, as well as consumers.

The introduction of the new labelling system described above should ensure that a number of important objectives will be achieved, including:

- ✓ modernising and updating of the 'Grana Padano' logo;
- ✓ clear and immediate recognisability of the 'Grana Padano' packaging on the shelf, clearly distinguishing it from similar products;
- ✓ more immediate and intelligible identification of the various degrees of ageing;
- ✓ attribution of greater value and appeal to the premium '*RISERVA*' category;
- ✓ general increase in product quality and image.

The amendment concerns only the labelling of the product and is to be considered as minor in accordance with Article 53(2) of Regulation (EC) No 1151/2012, since it does not affect any of the aspects listed in points (a) to (e) of that Article.

The full text of the product specification is available on the following website: http://www.politicheagricole.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/3335 or alternatively:

by going directly to the homepage of the Ministry of Agricultural, Food and Forestry Policy (www.politicheagricole.it) and clicking on 'Qualità e sicurezza' (at the top right-hand side of the screen) and then on 'Disciplinari di Produzione all'esame dell'UE'.