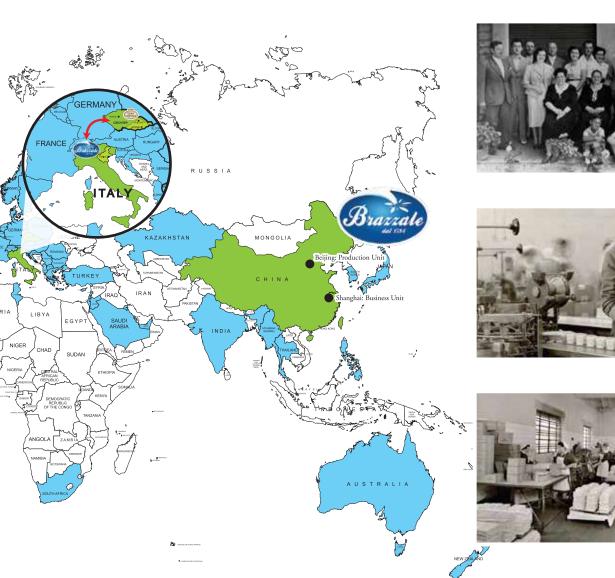
# WITH A GLOBAL REACH





























# A FAMILY BUSINESS





















6 production plants20 retail shops

• 650 employees











### **SUPPLY CHAIN LABEL**

> 4,5
24 lt/c
10
35 kg/F
ABSE
72 lt/
100
>9
Y
Czech R

#### ORIGIN INDICATION

Gran Moravia hard cheese is produced by Brazzale family in the cheese plant located in Litovel (Czech Republic), using exclusively the milk coming from the farms belonging to the Gran Moravia Eco-Sustainable chain (in Moravia Region - Czech Rep.). Long aged and packaged in Italy.

info on: www.granmoravia.com

Save the water



*NATURALLY* LACTOSE FREE



The Brazzale family is Italy's oldest dairy company, producing cheese and butter since 1784



**BURRO DELLE ALPI BURRO DAL 1784** 

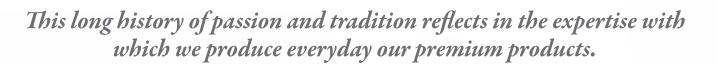
BUTTER

Brazzale built one of the first industrial butter plants in Italy back in 1920. Since then we supply the Italian and the global market with the "Burro delle Alpi" butter. Convenient for retail, foodservice and



PREMIUM QUALITY BUTTER "FRATELLI BRAZZALE"

Made with selected cream Produced by 24 h from milking Butter 84% fat





**PROVOLONE** 

Mild and sharp taste

**SCAMORZA** 

*MOZZARELLA* 

Mild and smoked taste

Mozzarella blocks for pizza

Convenient for retail, foodservice and manufacturing industries.

### When a traditional cheese meets the breath of a great green project

The Brazzale family is Italy's oldest dairy company, producing cheese and butter since 1784.

In year 2000 they have created an innovative agri-food supply chain in the Moravia region of the Czech Republic, the fabulous and unspoiled farming region that gently stretches between Wien and Prague.

Gran Moravia is a hard cheese produced in the classic copper vats. The milk is collected from a network of farmers in the region of Moravia. The cheese is made with the same craftsmanship and traditional Italian methods for cheese production. The final stage for the Gran Moravia is the aging process which takes place in Italy and lasts for a minimum of twelve months. Gran Moravia is

A multimedia label of origin is printed on every pack of "Gran Moravia" and enables consumers, through a QR code, to explore the supply chain with maps, photos, video and explicative texts.

The Litovel factory where the Gran Moravia is produced is at the forefront of diary technology. It combines artisanal Italian know-how to advanced production techniques. It is already the world's largest producer of a hard cheese made in traditional copper vats as per Italian ancient technique. The target in creating an Eco-sustainable supply chain for the production of the Gran Moravia award-winning cheese is first of all an answer to consumers' growing attention on companies' Social Responsibility and their demand of good, affordable and environment-respectful products.

LOAD OF NITRATES Ø 35

AFLATOXINS IN THE MILK

NUMBERS AND FIGURES OF OUR

Gran Moravia collects milk from more than 17.000 cows, bred in a network in a network of 75 farms. The extension of farms covers nearly 80,000 ha of land in Moravia (4,5ha/cow), where fodder for animal feed is also produced. the whole process is supervised by Brazzale Italian experts in order to ensure a constant high quality of milk. The cattle are selected to obtain high-quality protein for the cheese making process, refined by a long ripening until a complete harmony. The load of nitrate per ha is much lower than the EU limits, set to protect groundwater.

The whole environment respect the highest standards of ethics and animal welfare with free stabling and individual berths. The natural rainfall of the Moravia region avoids artificial irrigation with great saving of fresh water and fuel and it avoids potential contamination of fodder due to climatic stresses. Gran Moravia is also the first cheese in the world to disclose its water footprint.

The benefits of the superior quality of the supply chain is tangibly reflected into the characteristics of the final product in which aflatoxins are absent and the system, almost "closed loop", provides a permanent and immediate traceability of each step.

Gran Moravia was certified by DNV - Det Norske Veritas according to UNI EN ISO 22005:2008 standard on traceability in the

