



La più antica tradizione italiana



THE OLDEST ITALIAN TRADITION



"TRADITION" MEANS CONVEYING THE BEST
FROM THE WISDOM OF ONE GENERATION TO THE NEXT,
TRYING TO SEIZE **OPPORTUNITIES**
THAT INFINITE CHANGES BRING EVERY DAY.

IN OUR FAMILY THIS PROCESS
HAS BEEN PRACTICED **SINCE TIME IMMEMORIAL**,
WITHOUT INTERRUPTION.

NO OTHER GENERATION COULD ENJOY
OF THE OPPORTUNITIES WE HAVE TODAY
AND THAT ALLOWED US **TO PERFECT**
EXCELLENTLY OUR SUPPLY CHAINS,
OUR PRODUCTS AND THEIR IMPACT ON THE ENVIRONMENT.



THE ORIGINS

IN THE MIDDLE OF THE **SIXTEENTH CENTURY** A PART OF THE BRAZZALE FAMILY OF **VELO DI LUSIANA**, ONE OF THE SEVEN MUNICIPALITIES OF THE ASIAGO PLATEAU. MOVED TO **MOUNT CALVENE**



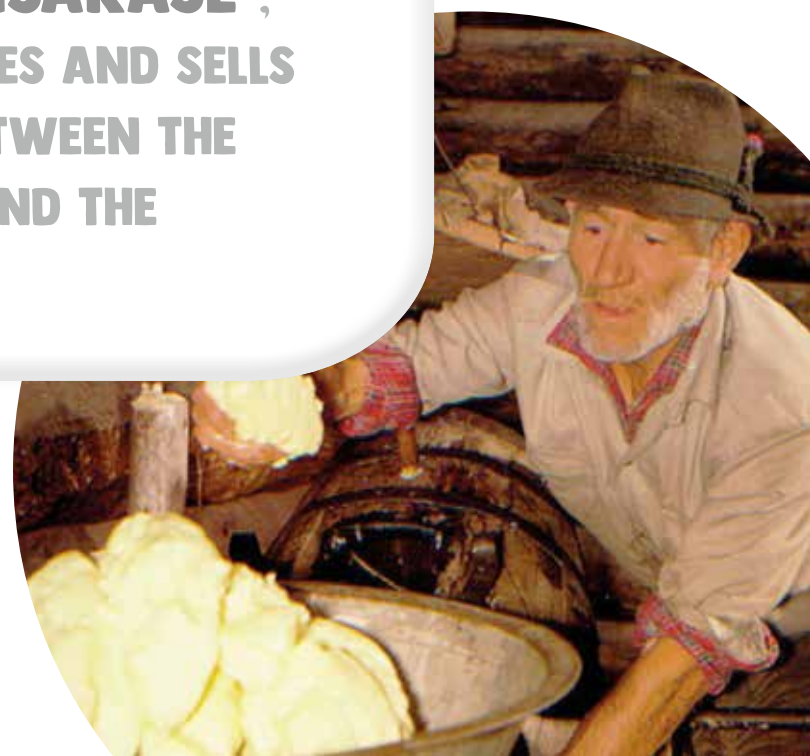
1650 BREEDING ON THE ASIAGO PLATEAU

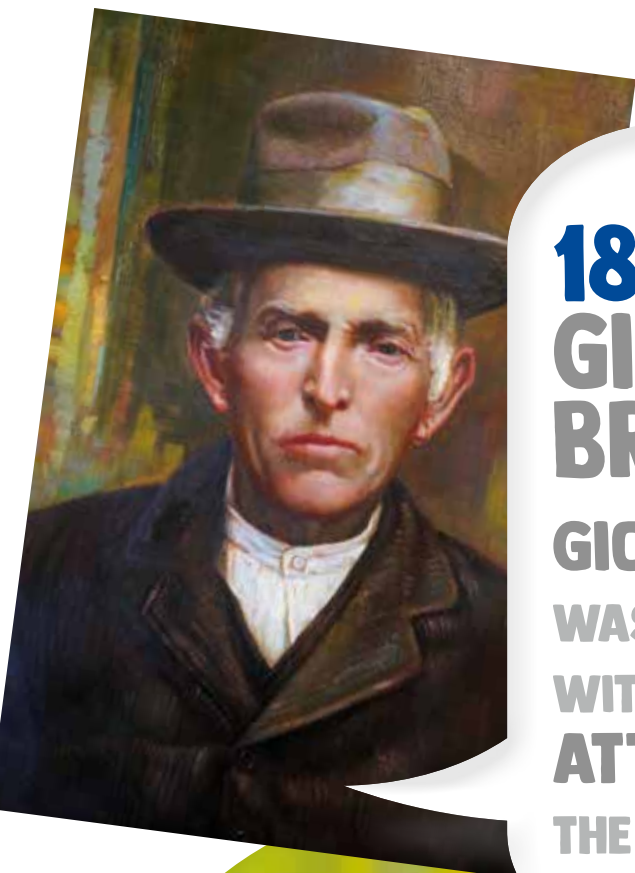
GENERATIONS FOLLOW ONE ANOTHER, ENGAGED IN BREEDING. THE ASIAGO PLATEAU IS A PARADISE FOR **FLOCKS** AND THE **CHEESES** ARE MAINLY **SHEEP'S MILK**



1784 FROM THE ASIAGO PLATEAU TO THE PLAIN OF VICENZA

GIOVANNI BRAZZALE BORN IN 1784, IS THE MODERN FOUNDER OF THE FAMILY. HIS THE NICKNAME IS "**CAIO**", RENNET, AND FROM HIS MOTHER'S SIDE "**BISAKÄSE**", MEADOW CHEESE. IT PRODUCES AND SELLS **BUTTER** AND **CHEESE** BETWEEN THE PASTURES OF THE PLATEAU AND THE PLAIN OF VICENZA





1837 GIOVANNI MARIA BRAZZALE

GIOVANNI MARIA BRAZZALE
WAS BORN IN THIS YEAR AND CONTINUED
WITH A **LIVELY ENTREPRENEURIAL
ATTITUDE** AND **JOVIAL CHARACTER**
THE JOB OF HIS FATHER AND GRANDFATHER



1898
THE FAMILY DESCENDS TO ZANÈ
WITH THE SAVINGS RESULTING FROM THE
SACRIFICES OF GENERATIONS, COLLECTED
IN A BAG OF GOLD COINS "**MARENGHI**",
GIOVANNI MARIA **BUYS THE FARM OF
ZANÈ**, IN THE PLAIN, NEAR THE
IMPORTANT **MARKET OF THIENE**
AND THE **RAILWAY**



1913
A PRIZE FOR THE BUTTER
VALENTINO BRAZZALE BUTTER IS
AWARDED BY THE "CONSORZIO AGRARIO
DI SCHIO". IN MEMORY OF THAT
PRESTIGIOUS AWARD IS DEDICATED
TODAY THE BURRO SUPERIORE
FRATELLI BRAZZALE BUTTER.



1920 THE FIRST BUTTER PRODUCTION PLANT

AFTER THE GREAT WAR **WAS BUILT IN ZANÈ** THE FIRST BUTTER PRODUCTION PLANT **EQUIPPED** WITH PACKAGING MACHINES AND COLD ROOMS. THE FAMILY **GROWS UP**



1937
BORN S.A.B.A.
SOCIETÀ ANONIMA "BURRO DELLE ALPI"
SALES EXPAND THROUGHOUT ITALY, STORES OPEN IN ISTRIA AND IN ROME, BORN THE SOCIETÀ ANONIMA "BURRO DELLE ALPI" - S.A.B.A., THIS ACRONYM ECHOED BIBLICAL EPISODES AND COLONIAL ADVENTURES THEN IN VOGUE.

Libro dei Soci

*Azioni sottoscritte dagli azionisti
seguenti per la costituzione della
Soc. An. "Burro delle Alpi"
S. A. B. A. con sede in Zanè*

Brazzale	Marcia	£ 500	aperti	100
	Pietro	1000		20
	Edo	1000		20
	Giovanni	1000		20
	Margherita	1000		20
	Agostino	1000		20
	Giovanna	1000		20
	Lucia	1000		20
	Francesca	1000		20
	Maria	1000		20
	Anna	1000		20
	Giuseppe	1000		20
	Francesca	1000		20
	Carlo	1000		20
	Enrico	1000		20
	Francesca	1000		20
	Roberto	1000		20





THIRTIES **HARD CHEESE**

THE BRAZZALE BROTHERS DEVELOP THE MARKETING OF LOMBARDIA AND EMILIA HARD CHEESE , IN PARTICULAR, OF "GRANA LODIGIANO" AND "GRANA PIACENTINO" HARD CHESES



1945 **PIONEERS IN THE PRODUCTION OF HARD CHEESE IN VENETO**

GIOVANNI BRAZZALE, 20TH CENTURY PATRIARCH, WAS THE FIRST TO DECIDE TO START THE PRODUCTION OF HARD CHEESEES IN THE VENETO REGION. WHERE THERE WAS STILL NO "GRANA PADANO" HARD CHEESE

1954 **BORN THE "GRANA PADANO" CHEESE**

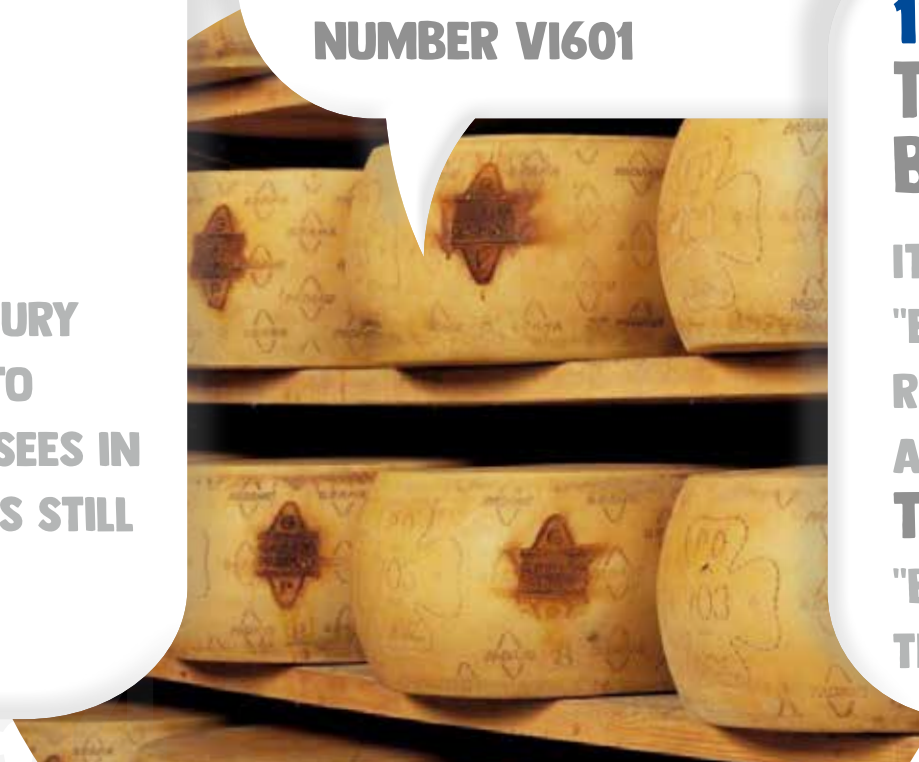
FOUNDATION OF THE **CONSORTIUM FOR THE PROTECTION OF THE NEWBORN "GRANA PADANO" HARD CHEESE**, WHOSE PRODUCTION BEGAN IN THE DAIRY OF **CAMISANO VICENTINO**

WITH THE REGISTRATION NUMBER VI601



1958 **THE NEW ZANÈ BUTTER PLANT**

ITALY WAS EXPERIENCING THE "ECONOMIC MIRACLE". IN ZANÈ WAS REALIZED THE NEW BUTTER PLANT, A STRUCTURE WITH **CUTTING-EDGE TECHNOLOGIES**. THE BUTTER "BURRO DELLE ALPI" IS APPRECIATED THROUGHOUT ITALY





1970 THE GREAT INTERNATIONAL MUSIC OF ASIAGOFESTIVAL

THANKS TO THE WORK OF **IORELLA BENETTI BRAZZALE**, ORGANIST, CONCERT PERFORMER AND COMPOSER, WAS BORN THE FESTIVAL OF ORGAN AND CHAMBER MUSIC NOW IN ITS
54RD EDITION



1968 THE NEW BEVADORO AGROINDUSTRIAL COMPLEX

A NEW DAIRY IS BUILT IN THE HISTORIC AGRO-INDUSTRIAL COMPLEX OF BEVADORO (PD) FOR THE PRODUCTION OF "GRANA PADANO" HARD CHEESE, PD703, AND THE ADJOINING PIG FARM FOR "PROSCIUTTO DI PARMA" AND "SAN DANIELE"

1980 NEW ALPILATTE PRODUCTS

UHT TECHNOLOGY TRANSFORMS CONSUMPTION HABITS. "ALPILATTE" IS THE BRAND THAT DRESSES THIS INNOVATIVE RANGE OF PACKAGED PRODUCTS







2000 BRAZZALE DISCOVERS THE MORAVIA

THE BEAUTIFUL AGRICULTURAL REGION OF THE CZECH REPUBLIC, IN THE HEART OF THE **HABSBURG EMPIRE**, IS CHOSEN TO GIVE NEW LIFE TO TRADITION WITH THE DEVELOPMENT OF NEW PRODUCTS AND INNOVATIVE **ECO-SUSTAINABLE SUPPLY CHAINS**



2002 ZAUPA FAMILY JOINS THE BRAZZALE GROUP

THE ZAUPA FAMILY, WITH A LONG DAIRY TRADITION IN THE PRODUCTION OF "**PASTA FILATA**" (STRETCHED-CURD) CHEESE "ZOGI", COMBINES ITS **KNOW-HOW** WITH THAT OF THE BRAZZALE GROUP





la
FILIERA
ECOSOSTENIBILE



2003 GRAN MORAVIA HARD CHEESE IS BORN

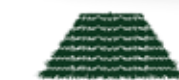
THE EVOLUTION OF THE TRADITION
IN HARD CHEESE, REACHES ITS PEAK
WITH THE CREATION OF GRAN MORAVIA

2010 THE CERTIFIED ECO-SOSTENIBILE SUPPLY CHAIN

WHICH INTRODUCES NEW FORMIDABLE
STANDARDS OF ANIMAL
WELFARE, HEALTH, FODDER
QUALITY AND ENVIRONMENTAL
SUSTAINABILITY



SEE MORE



FARMLANDS

94.000
Ha



FARMS

72



AVERAGE DISTANCE
FROM CHEESE FACTORY

Ø 76
km



LACTATING COWS

23.000



HECTARES OF LAND
PER LACTATING COW

> 4,0
Ha



ANIMALS IN
INDIVIDUAL STALLS

100%
+/- 1%



COMPANY SUPPLIED
FORAGE

100%
+/- 1%



TOTAL COMPANY
SUPPLIED FOOD

>85%
+/- 3%



NITRATE LOAD

Ø 50
Kg / Ha



AFLATOXINS IN
POOLED MILK

<0,005
µG/KG



AFLATOXINS IN
FINISHED PRODUCT

Absent



BLUE
WATER

72
L/Kg di Gran Moravia



GREEN
WATER

1.944
L/Kg di Gran Moravia



2010 SILVI PASTORIL AND THE REFORESTED PASTURE.

PIONEERS ONCE AGAIN
IN MATO GROSSO DO SUL, THE GROUP
REALIZES ON A **LARGE SCALE**
THE PROJECT "SILVI PASTORIL", FOR THE
BREEDING OF CATTLE GRAZING WITH
THE **PLANTATION OF**
300 TREES PER HEAD



2012 WATER FOOT PRINT GRAN MORAVIA

IS THE FIRST CHEESE IN THE WORLD TO
CALCULATE ITS RECORD-BREAKING
WATER FOOTPRINT



2012



Save the water
GRAN MORAVIA
Water Footprint

www.granmoravia.it/wfprint

2011

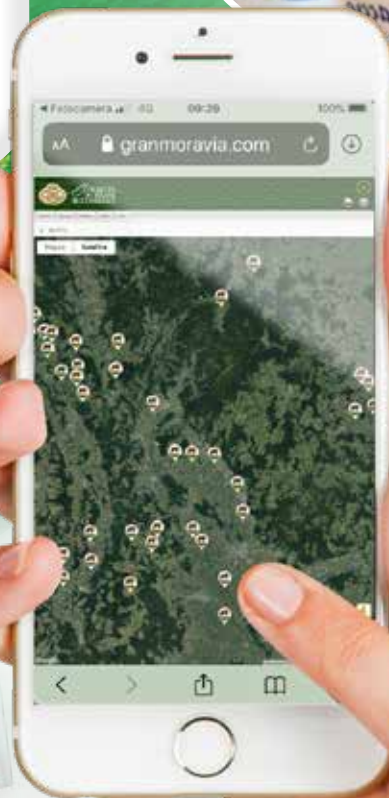
La
FORMAGGERIA



"LA FORMAGGERIA GRAN MORAVIA"
CHAIN IS BORN WITH 1.5 MILLION CONSUMERS
WHO ENRICH US WITH A THOUSAND
IDEAS TO IMPROVE THE PRODUCT
AND MARKETING



2013
BRAZZALE:
REVOLUTION IN
HOW WE
COMMUNICATE



SCAN
HERE!

PREMIO  BRAZZALE
ECCELLENTI PITTORI

2014
FIRST EDITION OF THE AWARD
"ECCELLENTI PITTORI BRAZZALE"
(OUTSTANDING PAINTERS BRAZZALE)

UNIQUE IN ITALY TO AWARD THE BEST PAINTING
OF THE YEAR AND TO ENHANCE THE ARTISTS
LIVING IN THE LAND OF THE GREATEST ARTISTIC
TRADITION IN THE WORLD.



**Manifesto
per la riscossa
del burro.**

**Riscopriamo il burro
con fiducia e felicità!**



2015 BUTTER REMATCH

BUTTER RETURNS "KING OF THE TABLE" THANKS TO SCIENTIFIC STUDIES THAT REHABILITATE ITS VALUABLE ROLE FOR HEALTH. BURRO SUPERIORE FRATELLI BRAZZALE BUTTER IS BORN, IT'S A CHAMPION THAT WANTS TO GIVE THE CONSUMER AN EXCITING QUALITY OF THE PAST



CON LO SMARTPHONE IL VIDEO INFO "I VALORI NUTRIZIONALI DEL BURRO"



PIER LUIGI ROSSI MEDICO SPECIALISTA

2018

OPENS IN CHINA: THE NEW FRONTIER

IN THE CHINESE AGRICULTURAL REGION OF
SHANDONG, THE DAIRY IS OPENED
FOR THE PRODUCTION OF
FRESH CHEESES FOR THE
DOMESTIC MARKET



2018



2019

BRAZZALE BECOMES MAIN SPONSOR OF ATLETICA VICENTINA.

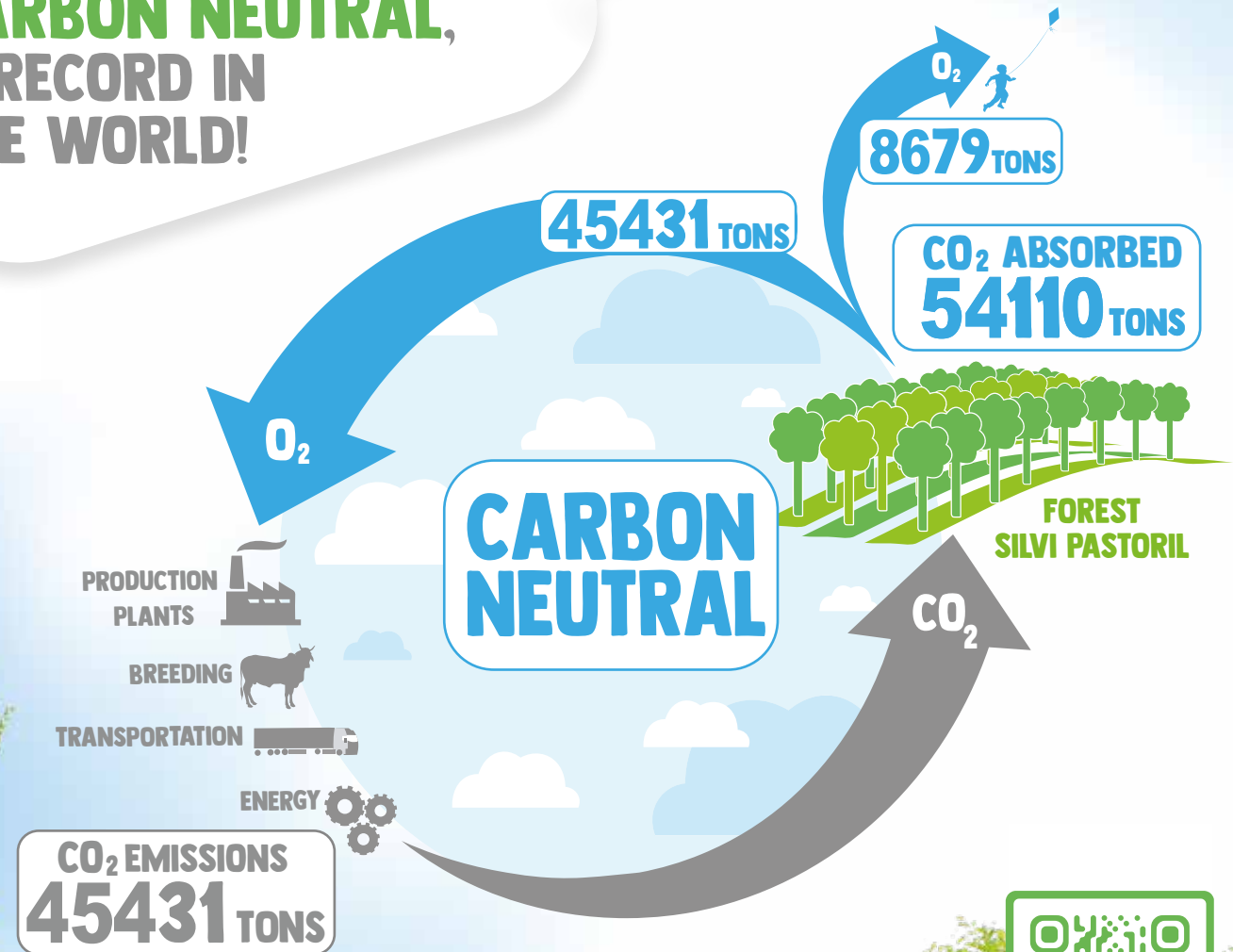
HEALTHY NUTRITION AND DISCIPLINE
ARE THE KEYS TO ACHIEVING SPORTS
RESULTS. THE FAMILY TRADITION
IN ATHLETICS LEADS TO THE
SPONSORSHIP OF THE MOST DYNAMIC
ITALIAN SPORTS CLUBS



2019



2019
EL GRUPO BRAZZALE IS
CARBON NEUTRAL,
A RECORD IN
THE WORLD!



2020



2020

**PIERCRISTIANO BRAZZALE
IS ELECTED PRESIDENT OF
THE INTERNATIONAL MILK
FEDERATION FIL-IDF***

***GLOBAL REFERENCE INSTITUTION FOR
SCIENTIFIC AND TECHNICAL EXPERTISE
IN THE DAIRY SECTOR**

***Brazzale* SCIENCE**
NUTRITION & FOOD RESEARCH
CENTER

2021

**BSC: THE FIRST SCIENTIFIC
RESEARCH CENTRE**

**THE INTERNAL SCIENTIFIC RESEARCH DEPARTMENT IS
ESTABLISHED, IN PARTNERSHIP WITH THE ANALYTICAL
AND TECHNOLOGICAL RESEARCH LABORATORIES ON
FOOD AND THE ENVIRONMENT - OF.S.A.A. - UNIVERSITY
OF MILAN. IT WILL FOCUS ON PRODUCT AND PROCESS
INNOVATION, INTERNAL TRAINING AND NUTRITION
INFORMATION TO THE CONSUMER**



2021

THE REVOLUTIONARY NEW ROBOTIC MATURING WAREHOUSE IN SANT'AGATA

THE THE ART OF SCIENCE AND THE MOST MODERN
TECHNOLOGY ARE COMBINED IN THE PRECIOUS
PHASE OF MATURATION OF GRAN MORAVIA



FULLY ROBOTIZED, IT IS EQUIPPED WITH THE MOST REFINED ARTIFICIAL INTELLIGENCE SOLUTIONS FOR PROGRAMMING AND CONTROLLING EVERY SINGLE OPERATION



SHUTTLES AND ANTHROPOMORPHIC ROBOTS TAKE CARE OF **250,000 FORMS** OF GRAN MORAVIA IN MATURING IN OVER 8 THOUSAND SQUARE METERS OF PLANT



PHOTOVOLTAIC SYSTEM AND THERMAL INSULATION ALLOW **ENERGY SELF-SUFFICIENCY** AS IN A «PERPETUAL MOTION» DRIVEN BY THE SUN.



LOCATED AT THE BEGINING OF THE ASTICO VALLEY AND THE ASIAGO PLATEAU, AT 300 METERS IN ELEVATION. AT THIS ALTITUDE THE FORMS CAN ENJOYS THE **IDEAL CLIMATIC MATURING CONDITIONS**. THE AIR OUTSIDE, MILD AND PURE IS SPREAD GENTLY TO EACH PLACE FORM FROM 140 KM OF CANALS

2021

2021

THE CAMERAS OF "PENSA IN GRANDE" TELL "THE BRAZZALE BROTHERS"

HISTORY OF A TERRITORY AND ITS ANCIENT TRADITIONS
THROUGH THE STORY OF A FAMILY AND A BUSINESS
COMMUNITY, BROADCAST ON RETE 4

SEE MORE
www.brazzale.com



4

PENSA IN
GRANDE

condotto da Rachele Restivo



THE OPTIMAL GEOGRAPHICAL ALLOCATION OF PRODUCTION PROCESSES IS THE KEY TO QUALITY, EFFICIENCY, AFFORDABILITY AND ENVIRONMENTAL SUSTAINABILITY





WWW.BRAZZALE.COM

segui su  

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