



**WITH 1.5 MILLION TREES PLANTED IN THEIR OWN PASTURES
BRAZZALE GROUP REACHES THE "CARBON NEUTRAL" GOAL.
A STEP FORWARD FOR ITS GREEN REVOLUTION**

The dairy group offsets the emissions of all its factories in the world. An achievement that is the result of an innovative sustainable agricultural and livestock models, which will be communicated with a logo on the pack of all the company's products.

Milan - 2 October 2019. The fall of borders, technological development, the prodigious progress of logistics and transport achieved in recent decades, have offered extraordinary opportunities to optimally allocate production processes; to do things where they succeed best, with great results in terms of quality, wholesomeness, convenience of the products and environmental respect of the production cycles.

The Brazzale Dairy Group, the oldest one in Italy since at least 1784, aware of the epochal changes that were taking place, in 2000 started a revolution and evolution: a "(R) evolution", which led it to redesign its activities without boundary limitations, to fully achieve all those goals.

The brothers Gianni, Roberto and Piercristiano Brazzale, the seventh generation of the homonymous family business, pursued with tenacity and successfully realized their vision result of a **new sensitivity for the environment, animal welfare, biodiversity.**

The dreams of that generation, grown in the imaginative and libertarian whirlwind of the "beat generation", have combined with a rigorous vision of entrepreneurial efficiency, well aware of the need for continuous innovative research to evolve traditional products to their maximum potential online with the times and with the changing needs of consumers.

Refractory to the logic of corporate cartels, public subsidies and consociational contiguity with the State, the Brazzale brothers have chosen to operate on an international scale, identifying the contexts in which to re-shape their production cycles and create a unique "microcosm" of production characterized by formidable novelty and efficiency. The prospect of an extraordinary evolution of the economy and world populations opens exciting scenarios, also because of the dramatic increase in population and growth of income.

The aim has always been the same of their own brave ancestors who from the Asiago plateau went down into the Venetian plain: to make increasingly good, healthy and affordable butter, grana cheeses, pressed and stretched curd cheeses, pigs and cattle to serve growing markets and increasingly demanding and evolved consumers.

With the new millennium Brazzale started a revolutionary transformation of a family business that until then had the appearance of the most classic Italian dairy business.



Here are the key steps of this **(R)evolution**:

2000: purchase of the Fazenda Ouro Branco in Mato Grosso do Sul (Brazil), development of cows' breeding for the production of milk and meat .

2001: choice of Moravia (Czech Republic) as an ideal region for the development of a unique supply chain for the production of cheeses that belong to Brazzale's tradition: grana, pressed curd cheese, stretched curd cheese.

2003: Gran Moravia is born, the first cheese with traditional Italian technology produced outside Italy and "branded".

2006: first plantation of Eucalyptus in Mato Grosso do Sul.

2009: start-up of the Silvipastoril model, an innovative breeding on reforested pasture.

2010: the Gran Moravia Ecosustainable Supply Chain is certified.

2010: the retail chain "La Formaggeria Gran Moravia" is born, today with 20 stores and 1.5 million customers.

2011: creation of the Multimedia Origin Label for transparency and traceability: through a QR code it's possible to get the map of all the farms supplying the milk for cheese production.

2012: Nutriclip is born, a revolution in nutritional information, accessible to every consumer, right from the products' packaging.

2012: opening retail store "La Formaggeria Gran Moravia" in Shanghai and start producing fresh cheeses in China for the local market.

2013: Gran Moravia is the world's first cheese that calculates its record-breaking Water footprint.

2019: the achievement of "carbon neutrality" for the entire group with 1.5 million trees planted in Brazil, calculation of GHG inventory **verified by DNV.**



The Brazzale revolution was presented at a press conference on October 2nd in Milan. The meeting, moderated by TV journalist and presenter Eva Crosetta, included: **Roberto Brazzale**, president of Brazzale spa, **Piercristiano Brazzale**, Technical Manager Brazzale spa, **Paolo Lucietto**, Energy Manager Brazzale spa, **Piergiorgio Moretti**, senior consultant of Dnv Gl and **Stefano Guercini**, professor of the Faculty of Agriculture at the University of Padua. **This record, starting from October 2019, will be communicated to the consumer with a logo affixed to the pack of all the products of the Brazzale products' range.**

The impact on the Group: production growth and employees increase

The revolution started in 2000 by the Brazzale Group has produced important results also for the benefit of its employees, who have grown **from about 150 to about 700 in twenty years** (in Italy the number of employees in this time frame has doubled). The increase in the number of employees was combined with the progress of increasingly qualified professional profiles. The result achieved with the (R) evolution of the Brazzale group, can be even more appreciated if the development of the group's production is analyzed from 2000 to today comparing it with the carbon balance:

Product	u.m.	YEAR 2000	YEAR 2018	growth
GRANA CHEESE	Kg	3.000.000	11.000.000	+267%
STRETCHED AND PRESSED CURD CHEESE	Kg	2.000.000	7.500.000	+275%
BUTTER	Kg	6.000.000	8.000.000	+33%
PORK	Kg	2.750.000	2.750.000	0%
BEEF	Kg	-	400.000	-

Carbon Balance	u.m.	YEAR 2000	YEAR 2018
GHG EMISSIONS	Tons	18.500	45.431
ABSORPTION	Tons	0	54.110
BALANCE	Tons	18.500	-8.679

BRAZZALE SPA

Active in the dairy industry since 1784, Brazzale Spa is the oldest Italian family business in the dairy industry in Italy. Originating from the Asiago Plateau, the family runs the without interruption since eight generations. Today the Group boasts six production facilities spread all over the world, in Italy, Czech Republic, Brazil and China and employs a total of over 730 employees, and a total turnover of 210 million euro in 2018, of which over a third is exported from Italy to the world. It operates on the market with the following brands: Burro delle Alpi, Burro Fratelli Brazzale, Zogi, Verena, Alpilatte, Brazzale, Silvipastoril and Gran Moravia. Since 2003, in Litovel, Moravia (Czech Republic), it has produced Gran Moravia cheese, which is then aged and packaged in Italy. In Zanè (Vi), since 1898, the Group has its headquarters, packaging department and Burro delle Alpi butter factory. Following the merger with the Zaupa family, in Monte di Malo (VI) it produces provolone, Provolone Valpadana Dop, stretched and pressed curd cheeses, Asiago Dop. All Litovel dairy products are produced with milk from the Brazzale Ecosustainable Supply Chain, which in 2011 obtained traceability certification according to UNI EN ISO 22005: 2008. In Czech Republic, Brazzale spa has also started its own retail chain under the brand La Formaggeria Gran Moravia, which today counts 22 shops, more than 150 salespeople, for over 1,500,000 customers a year, with over 70% of products imported from Italy. In 2012 the company opened a commercial

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subsidiary in Shangha and in November of the following year, it opened in Shanghai another shop of "La Formaggeria Gran Moravia" retail chain. In 2014, in Beijing, Brazzale spa started to run a dairy production of fresh cheeses for the local market. In 2018, in Italy, the company started a project to open temporary stores with the brand "A TUTTO BURRO", to promote butter qualities, and it counts two retail stores: one in Asiago and one in Vicenza. Exporting to over 56 Countries, Brazzale Group collects about 200,000,000 kg of milk directly from the barn, which it processes in its own dairy plants in Italy and in Czech Republic.

For many years it has been committed to the development of innovative agri-food supply chains, characterized by production efficiency and environmental sustainability such as "The Ecosustainable chain Gran Moravia ", in the Czech Republic, and the" Silvipastoril Reforested Pasture ", in Brazil.

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