



*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

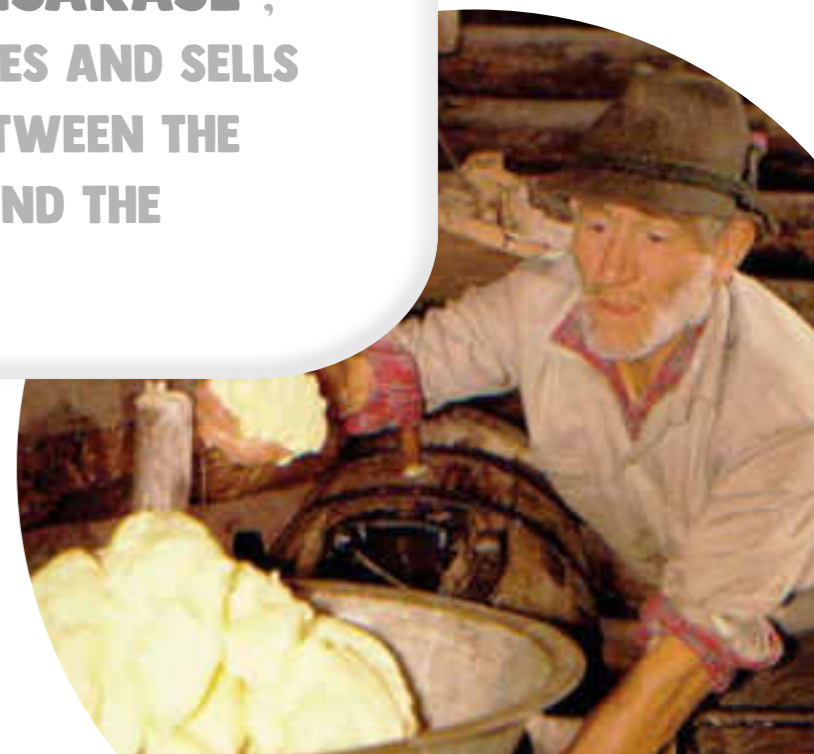
IN THE MIDDLE OF THE **SIXTEENTH CENTURY** A PART OF THE BRAZZALE FAMILY OF **VELO DI LUSIANA**, ONE OF THE SEVEN MUNICIPALITIES OF THE ASIAGO PLATEAU. MOVED TO **MOUNT CALVENE**

## 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



1784

1650



## **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**

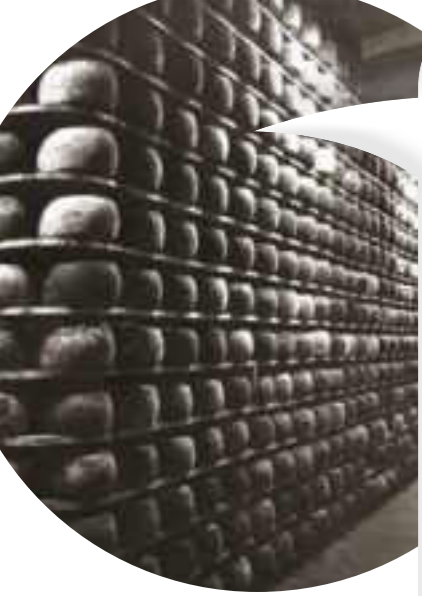


**1937**

**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.



1937



## **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



## 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"



## 1970 THE GREAT INTERNATIONAL MUSIC OF ASIAGOFESTIVAL

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



## 1980 NEW ALPILATTE PRODUCTS

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



2002



## 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

## 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**



2000





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		COMPANY SUPPLIED FORAGE	100% +/- 1%
	FARMS	72		TOTAL COMPANY SUPPLIED FOOD	>85% +/- 2%
	AVERAGE DISTANCE FROM CHEESE FACTORY	Ø 76 km		NITRATE LOAD	Ø 50 kg/ha
	LACTATING COWS	23,000		AFLATOXINS IN POOLED MILK	<0,005 µg/kg
	HECTARES OF LAND PER LACTATING COW	> 4,0 ha		AFLATOXINS IN FINISHED PRODUCT	Absent
	ANIMALS IN INDIVIDUAL STALLS	100% +/- 2%		BLUE WATER	72 L/Kg of Gran Moravia
				GREEN WATER	1.944 L/Kg of 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**



*la*  
FILIERA  
ECOSOSTENIBILE



## 2012 WATER FOOT PRINT GRAN MORAVIA

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



2012



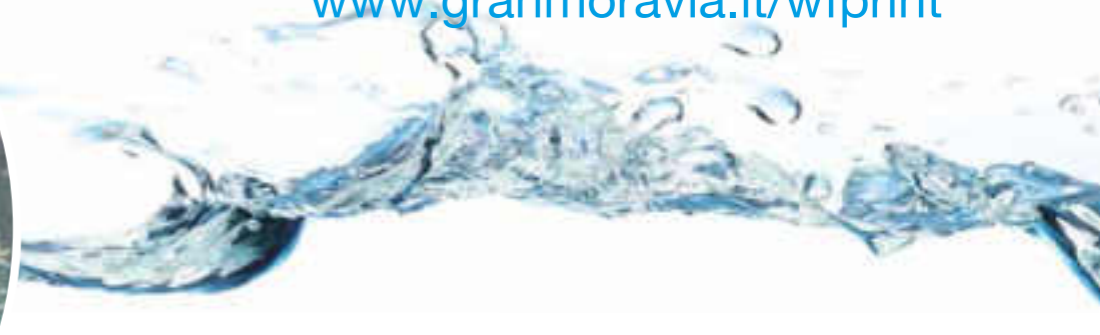
*Save the water*  
**GRAN MORAVIA**  
Water Footprint

[www.granmoravia.it/wfprint](http://www.granmoravia.it/wfprint)

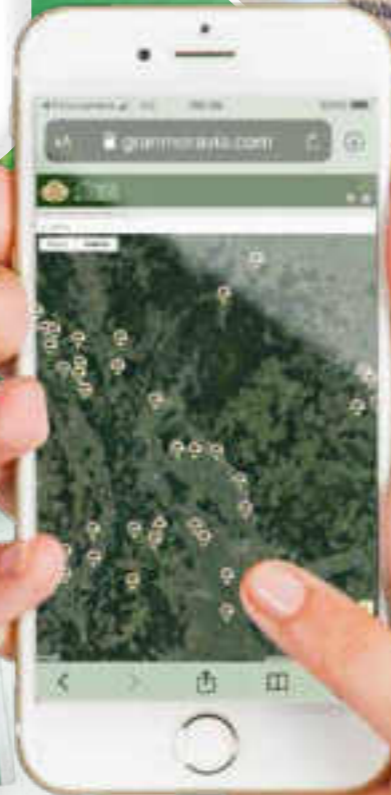
**2011**



"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.**

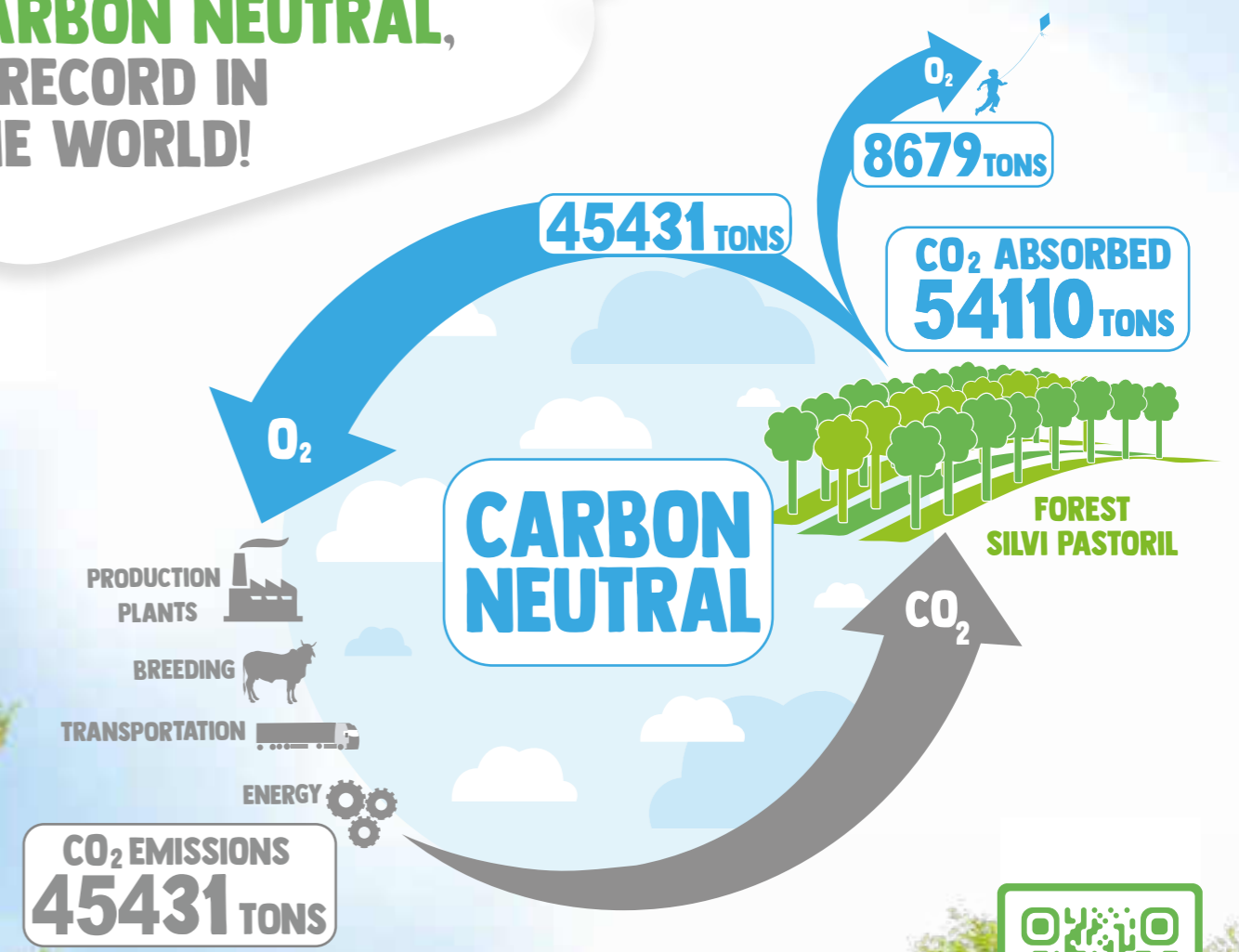
HEALTHY NUTRITION AND DISCIPLINE ARE THE KEYS TO ACHIEVING SPORTS RESULTS. THE FAMILY TRADITION IN ATHLETICS LEADS TO THE SPONSORSHIP OF THE MOST DYNAMIC ITALIAN SPORTS CLUBS



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**



**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 - O.F.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 BEGINIG 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](http://www.brazzale.com)



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](http://WWW.BRAZZALE.COM)

seguidi su  



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