


IT'S

#Made
in
future








#Made in future

GRAN MORAVIA

The **ECO-SUSTAINABLE CHAIN**

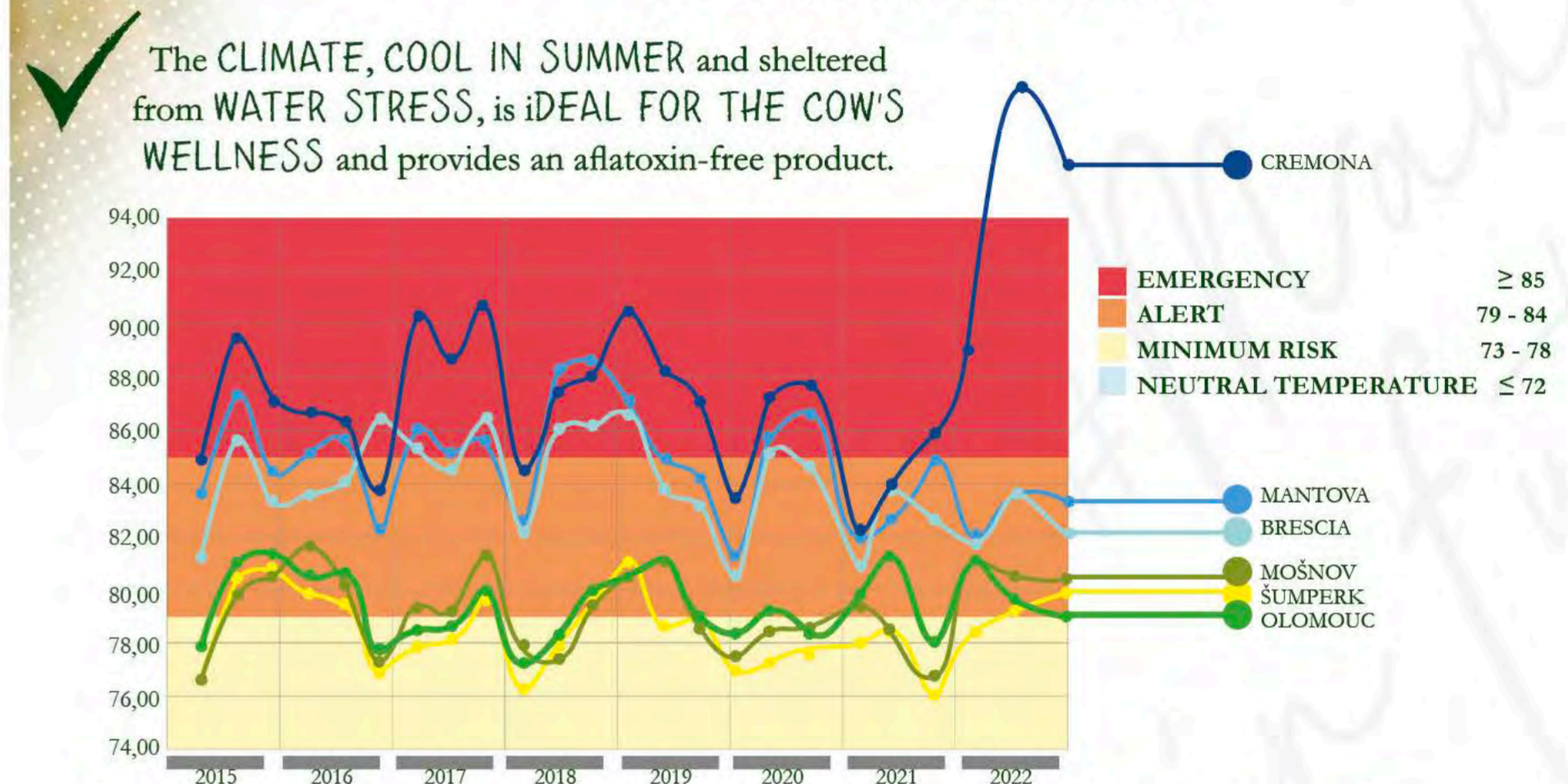
IT'S ANIMAL WELFARE

- ✓ ECO-SUSTAINABLE SUPPLY CHAIN IS ANIMAL WELL-BEING
- ✓ LOOSE HOUSING
- ✓ 100% OF SELF-PRODUCED FODDER
- ✓ STAFF WITH HIGH DEGREE OF PROFESSIONALISM
- ✓ 4 HECTARES OF LAND PER HEAD OF CATTLE
- ✓ SMALL AND HIGH QUALITY LIVESTOCK PRODUCTION
- ✓ IDEAL CLIMATE

«THOSE WHO DO NOT HAVE AN IDEAL CLIMATE CANNOT BE GIVEN IT»

To realize our visionary project we chose Moravia, located in the NORTH OF THE ALPS, in the heart of the Habsburg Empire in the Czech Republic, as an ideal place for raising dairy cattle. Here we created GRAN MORAVIA ECOSUSTAINABLE CHAIN where animal welfare and healthy fodder are the foundation to EXTRAORDINARY MILK QUALITY.



The Temperature Humidity Index known mainly as THI- is a measurement that analyzes the combined effects of ambient temperature and relative humidity and it is a useful and simple way to assess the risk of heat stress. By means of weather stations, ambient temperature and humidity data were consulted hourly during the period under consideration (June-August) in order to calculate the maximum and minimum peak of THI.

The WIDE AVAILABILITY OF LAND allows for EXTENSIVE AND VARIED CULTIVATION, as well as an optimal choice of fodder that gives milk its unique taste and aromatic signature.

The region's GREAT TRADITION OF ANIMAL HUSBANDRY and the VERY MODERN ENDOWMENT OF FACILITIES guarantee the HIGHEST AGRONOMIC AND VETERINARY PROFESSIONALISM.

The breeds of cattle, SPOTTED RED and HOLSTEIN, raised are ideal for the production of high-quality cheeses and butters.

FREE RANGE STABLING and INDIVIDUAL BUNKS ensure each animal the ideal conditions for growth.



IT'S ANIMAL WELFARE



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The ECO-SUSTAINABLE CHAIN

IT'S SALUBRITY

✓ THE ECO-SUSTAINABLE SUPPLY CHAIN IS HEALTHINESS

✓ ABSENCE OF AFLATOXINS

✓ CO₂ COMPENSATION WITH 1,5 MILLION NEW TREES

✓ REDUCTION OF 80% NITRATES IN THE SOIL

✓ VIRTUOUS USE OF WATER RECORD WATERFOOTPRINT

✓ PHOTOGRAPHIC TRACEABILITY OF FARMS ON SMARTPHONES



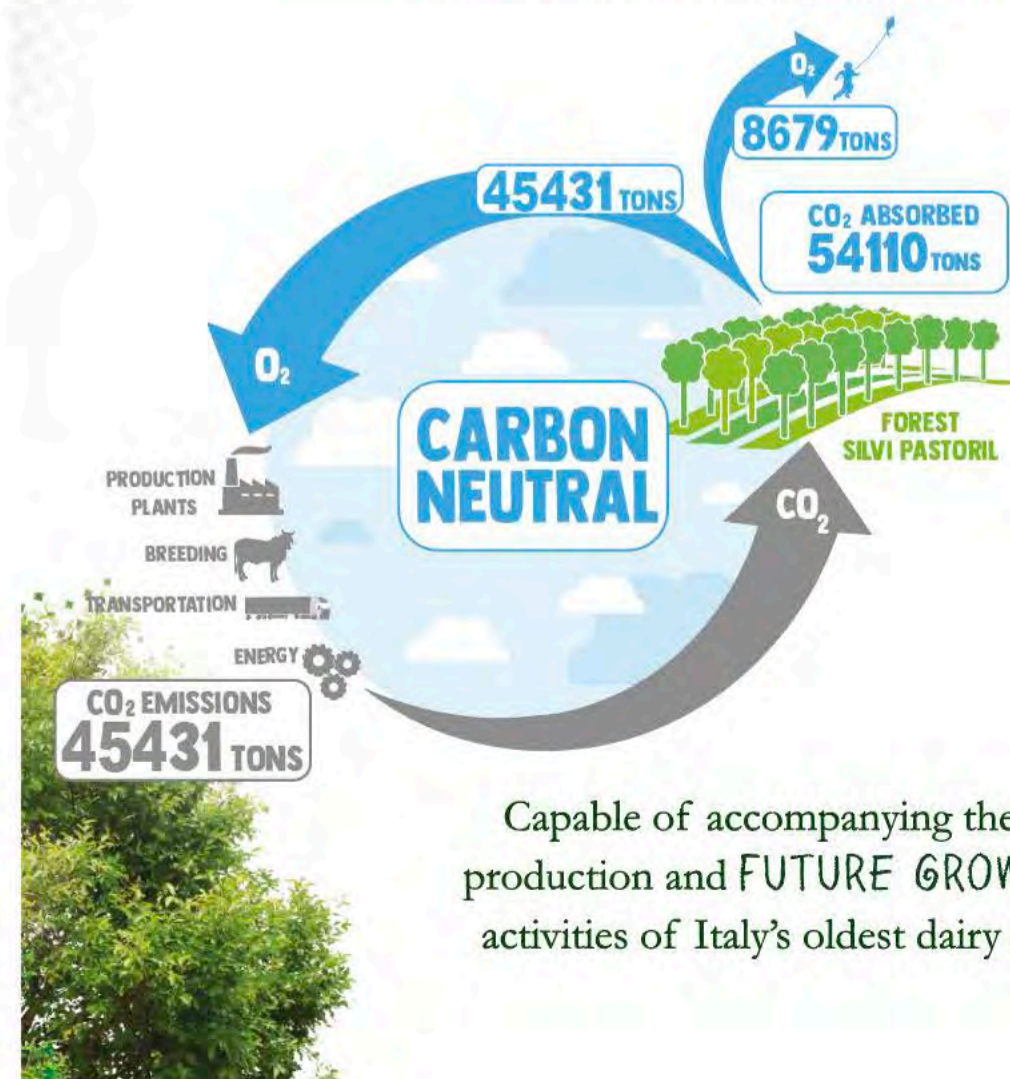
«A MEASURE OF SUSTAINABILITY: FACTS AND FIGURES, NOT WORDS»

We are confident that we can only talk about sustainability if it is translated into NUMBERS.

The numbers of the Gran Moravian eco-sustainable supply chain deliver an UNATTAINABLE RECORD.

	FARMLANDS	94.000 Ha		COMPANY SUPPLIED FORAGE	100%
	FARMS	72		TOTAL COMPANY SUPPLIED FOOD	>85%
	AVERAGE DISTANCE FROM CHEESE FACTORY	ø 76 km		NITRATES' 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
	FREE STABLE	100%		BLUE WATER	72 L/Kg di Gran Moravia
				GREEN WATER	1.944 L/Kg di Gran Moravia

Aflatoxins : constant absence in finished product due to cooler climate and absence of water stress.
Nitrates : soil load 5 times lower than the limits introduced by the EU.
Data is 100% traceable and certificates by DNV last updated at 2023.



The planting of 1,5 MLN NEW TREES ON OUR OWN LANDS enabled us to achieve another extraordinary result: OFFSETTING ALL CO₂ EMISSIONS OF THE GROUP

A Brazzale model created on its own farm, certified and directly controlled, transparent and flexible.

Capable of accompanying the current production and FUTURE GROWTH of all activities of Italy's oldest dairy company.



IT'S SALUBRITY

GRAN MORAVIA

The **ECO-SUSTAINABLE CHAIN**

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IT'S VALUE FOR ITALY

- ✓ THE ECO-SUSTAINABLE SUPPLY CHAIN IS VALUE FOR ITALY
- ✓ DOUBLING OF EMPLOYMENT IN ITALY AND EXPORT IN 10 YEARS
- ✓ AN INTERNATIONAL CHAIN OF STORES FOR ITALIAN PRODUCTS WITH 1,6 MILLION CUSTOMERS
- ✓ CONSIDERABLE INVESTMENT PLAN IN ITALY 2022-2024
- ✓ INCREASED COMPETITION FOR THE BENEFIT OF CONSUMERS

Brazzale
dal 1784

CO₂ ZERO
CARBON NEUTRAL GROUP

«DOING EVERYTHING WHERE IT WORKS BEST, WITHOUT RESTRICTIONS BY BOUNDARIES AND FLAGS»

This is the production philosophy of the Brazzale brothers, an innovative and exciting vision of 'Made in Italy'

linked to the unique ability of Italians:

Valuing the best raw materials from the most suitable places in the world

Italy is an absolute protagonist of the Gran Moravia supply chain for its irreplaceable specializations:

SEASONING PACKAGING * DESIGN AND MARKETING

EXPORT MANAGEMENT * LOGISTICS

CONTROL AND TECHNICAL AND ADMINISTRATIVE DIRECTION OF INTERNATIONAL PROCESSES.

The strong sales growth of Gran Moravia, required an 'impressive series of investments in Italy, worth tens of millions of euros, made with strict criteria of environmental and landscape respect. Just to mention the most recent ones:



In **Cogollo del Cengio**, in the Astico Valley, caressed by the mountain breezes of the Venetian Pre-Alps, the world's largest fully robotic warehouse for maturing Gran Moravia was inaugurated. A revolutionary facility to create the ideal conditions of microclimatic stability for perfect aging.



In **Zanè**, Brazzale's historical headquarters, is also located the BRAZZALE SCIENCE NUTRITION & FOOD RESEARCH CENTER (BSC). An innovative applied research center, in scientific collaboration with the **University of Milan (UniMi)**, under the direction of Prof. Fernando Tateo and with Prof. Monica Bononi as owner of the analytical project.



Also, in **Cogollo del Cengio**, a new establishment was inaugurated for the production of **Fratelli Brazzale Superior Butter** and the manufacture of special products with refined and specific nutritional properties.



Dedicated to Italy is the award-winning retail chain **LA FORMAGGERIA GRAN MORAVIA** in Czech Republic:

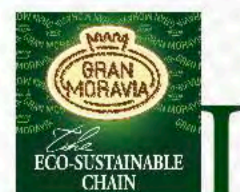
24 stores, 1.6 MILLION customers each year.

500 different selected Italian food products.

80 Italian suppliers.

50.000 copies Bi-monthly Magazine distributed in all stores.

Tasting activities and promotion of Italian gastronomic specialties.



IT'S VALUE FOR ITALY

#Made in future

GRAN MORAVIA

The ECO-SUSTAINABLE CHAIN

ITS FAMILY PASSION

- ✓ THE ECO-SUSTAINABLE CHAIN IS FAMILY PASSION
- ✓ THE OLDEST ITALIAN DAIRY TRADITION
- ✓ CRAFT INDUSTRY, QUALITY, IMAGINATION
- ✓ FREEDOM FROM CORPORATIONS VISIONARY ENERGY
- ✓ THE CONSUMER AT THE HEART OF OUR THOUGHTS
- ✓ A RESPONSE TO NEW EATING HABITS

Brazzale dal 1784

CO₂ ZERO CARBON NEUTRAL GROUP

«THE DREAM OF A REVOLUTIONARY GENERATION.

RESULT OF A LONG FAMILY HISTORY AND BOLD CHANGES»

Gran Moravia is the brave project of the Brazzale brothers who carry on a centuries-long history of change.

It began in the late 19th century, with the descent to the plains from the ASIAGO PLATEAU in Zanè. Then continued after World War II with the pioneering decision to produce grana in the prairies of Vicenza's resurgences. Until the year 2000 with the discovery of MORAVIA, where to realize the dream of a visionary and revolutionary generation with the birth of the GRAN MORAVIA ECOSUSTAINABLE CHAIN.

Another step in the evolution of traditional artisanal processing. That raised the bar in quality, research, innovation, and information.



✓ For centuries THE SAME PHILOSOPHY has bound together the generations of the Brazzale family: tradition is an ongoing process, not a status, in which the best is handed down and what is no longer is discarded.

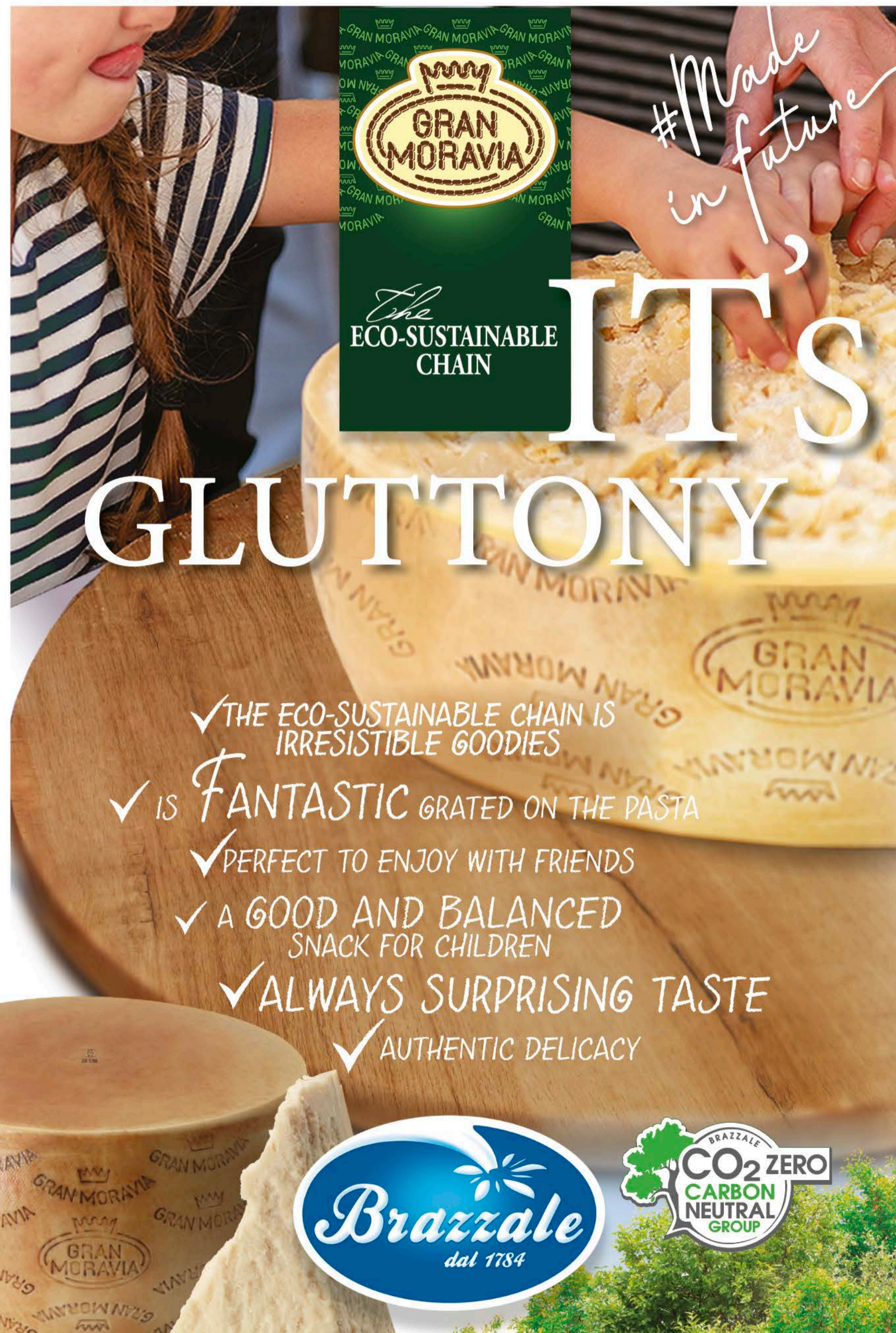
A process where the consumer is at the core, in which freedom, imagination and change take the place instead of illogically crystallized disciplines.

And it is this succession of generations that instills a SPECIAL AWARENESS: in an ideal challenge one seeks to do better than those who came before. Better than grandfather Pietro, better than great-great-grandfather Giovanni Maria, to benefit those who will come later.

✓ Thus, there is one ideal thread that links the ASIAGO PLATEAU, the rolling hills of MORAVIA and the pastures of MATO GROSSO DO SUL, Brazil: it is the responsibility to do one's job in the best way possible, seizing the extraordinary opportunities that each historical moment offers.

Because the goal of every effort is to deliver to the future a company that is increasingly STRONG, RESPECTED, DYNAMIC, APPRECIATED by customers, valuable to employees and capable of providing concrete answers to every need and new sensibility of the modern consumer.

ITS FAMILY PASSION



#Made in future

IT'S GLUTTONY

The ECO-SUSTAINABLE CHAIN

- ✓ THE ECO-SUSTAINABLE CHAIN IS IRRESISTIBLE GOODIES
- ✓ IS FANTASTIC GRATED ON THE PASTA
- ✓ PERFECT TO ENJOY WITH FRIENDS
- ✓ A GOOD AND BALANCED SNACK FOR CHILDREN
- ✓ ALWAYS SURPRISING TASTE
- ✓ AUTHENTIC DELICACY

Brazzale
dal 1784

CO₂ ZERO CARBON NEUTRAL GROUP

**«DELICIOUS,
AS ONLY THINGS WELL DONE
CAN BE. SIMPLY UNIQUE,
LIKE THE SPECIAL MILK
THAT TURNS INTO INIMITABLE
CHEESE»**

TASTY, NATURAL, SWEET, FRAGRANT AND RICH OF AROMATIC FLAVOURS,
with the characteristic texture of traditional processing in a **copper boiler**.

It is **NATURALLY LACTOSE FREE**, due to the long aging process.
It is also **SUITABLE FOR THE NEEDS OF VEGETARIAN DIETS**
thank to the use of **vegetable curd**.

Maturing in Sant'Agata, the robotic warehouse guarantees the
IDEAL CONDITIONS FOR CHEESE AGING.

It's a **great ingredient**, it's a **tasty snack**, it's an **EXCELLENT CHEESE**.

A **custom made cheese**, perfect to meet all of today's needs:
versatile, with many cuts, sizes, packaging and formats.

Available in round and **SQUARE SHAPES**
with different seasonings and sizes.

It is appreciated
ALL OVER THE WORLD.



NEW

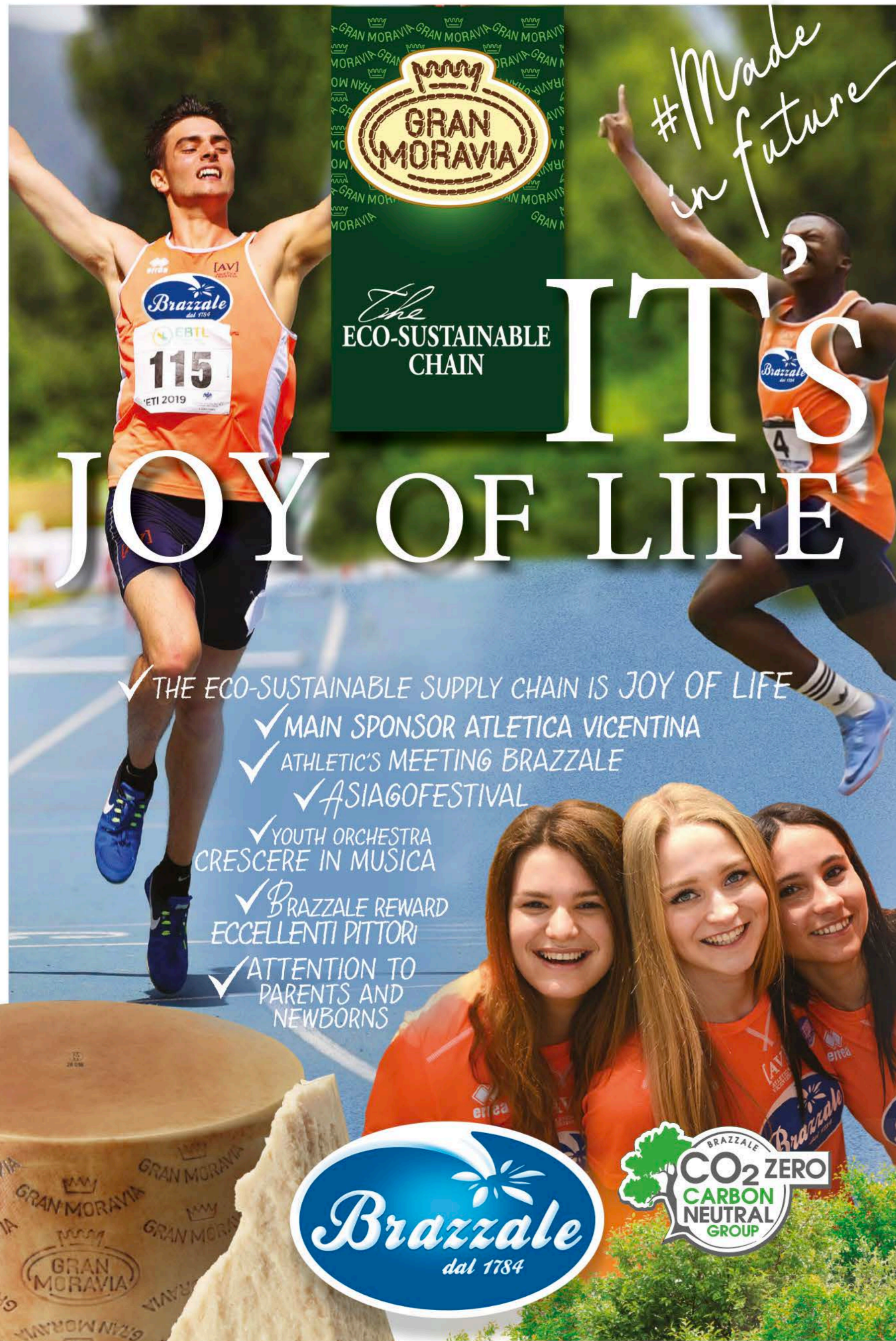
Gran Moravia grated cheese
is available in a
100% PAPER RECYCLABLE PACK.

**A smart pack for the cheese
and the environment,**

created by the
**BRAZZALE SCIENCE NUTRITION &
FOOD RESEARCH CENTER (BSC).**



**IT'S
GLUTTONY**



The
ECO-SUSTAINABLE
CHAIN

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IT'S JOY OF LIFE

- ✓ THE ECO-SUSTAINABLE SUPPLY CHAIN IS JOY OF LIFE
- ✓ MAIN SPONSOR ATLETICA VICENTINA
- ✓ ATHLETIC'S MEETING BRAZZALE
- ✓ ASIAGOFESTIVAL
- ✓ YOUTH ORCHESTRA CRESCERE IN MUSICA
- ✓ BRAZZALE REWARD ECCELLENTI PITTORI
- ✓ ATTENTION TO PARENTS AND NEWBORNS



«GRAN MORAVIA IS OUR
CHEESE, IT IS A LIFESTYLE,
IT IS A PERSONALITY, IT IS
A CREATIVE WAY OF DOING
BUSINESS»

PASSION FOR MUSIC

which is renewed every year in the organization of Asiagofestival, a music festival conceived by organist Fiorella Benetti Brazzale that has passed its 50th edition, and in supporting the Youth Orchestra Crescere in Musica, created to support the musical activity of the younger generation.

PASSION FOR ART

cultivated through the Excellent Brazzale Painters Award, Unique recognition of living Italian painting and to the best Italian painting of the year, in collaboration with Camillo Langone.

PASSION FOR SPORT

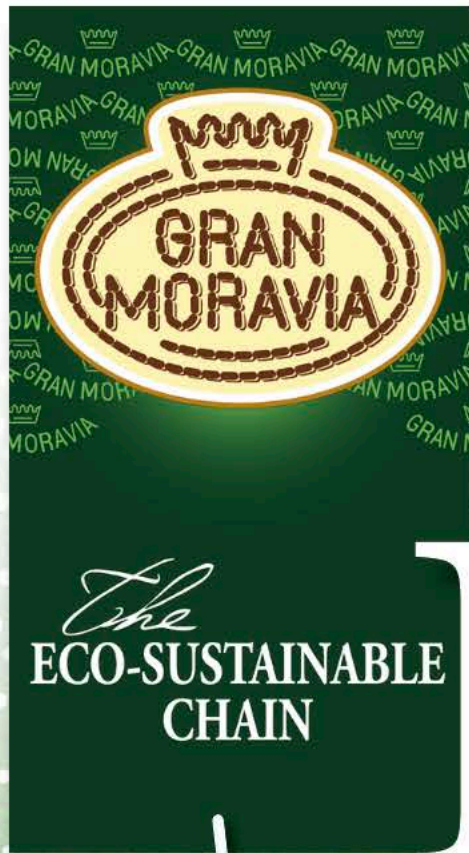
in athletics through its partnership with Atletica Vicentina, an extraordinary breeding ground for local talent, and by supporting the activities of Monte Verena and numerous youth teams.

THE JOY OF LIVING

which is expressed also in our corporate community with attention to workers who are new parents through two important forms of support: the Baby Bonus, monthly bonus payments for each child born or adopted, and the voluntary parental leave paid, extended up to two years.



IT'S
JOY OF
LIFE



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BRAZZALE.COM

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