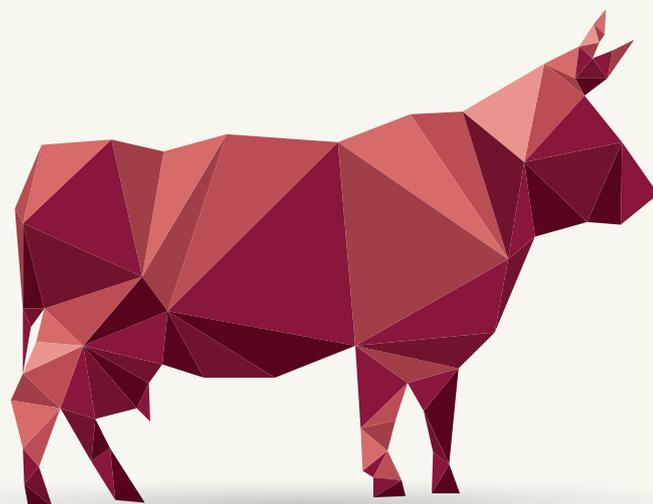
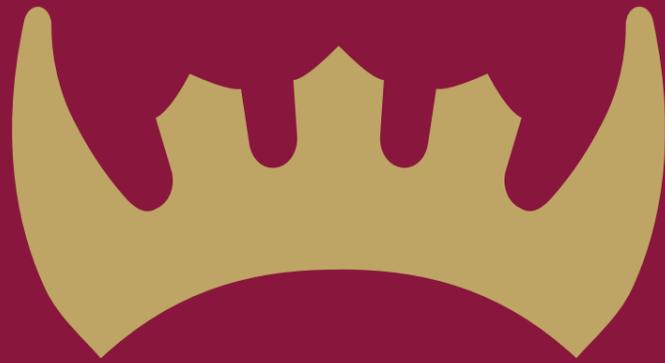



O
OBERTO[®]
IL RE DELLA FASSONA

GASTRONOMY



Catalogue 2021



OBERTO, IS THE KING OF FASSONA.

WE WERE THE FIRST TO **SELECT IT**, THE FIRST TO **CERTIFY IT**,
THE FIRST TO **BRING IT CERTIFIED ON THE TABLES OF GREAT CHEFS**
AND TO MAKE IT KNOWN ALL OVER THE WORLD.

In the Langhe, for over **50 years**, we have been selecting adult female **Piedmontese Fassona** of over 36 months of age.

Oberto prepares cuts for high-quality restaurants and guarantees high quality standards in the selection of raw materials and in the production carried out in factories that have been certified according to the most severe international standards.

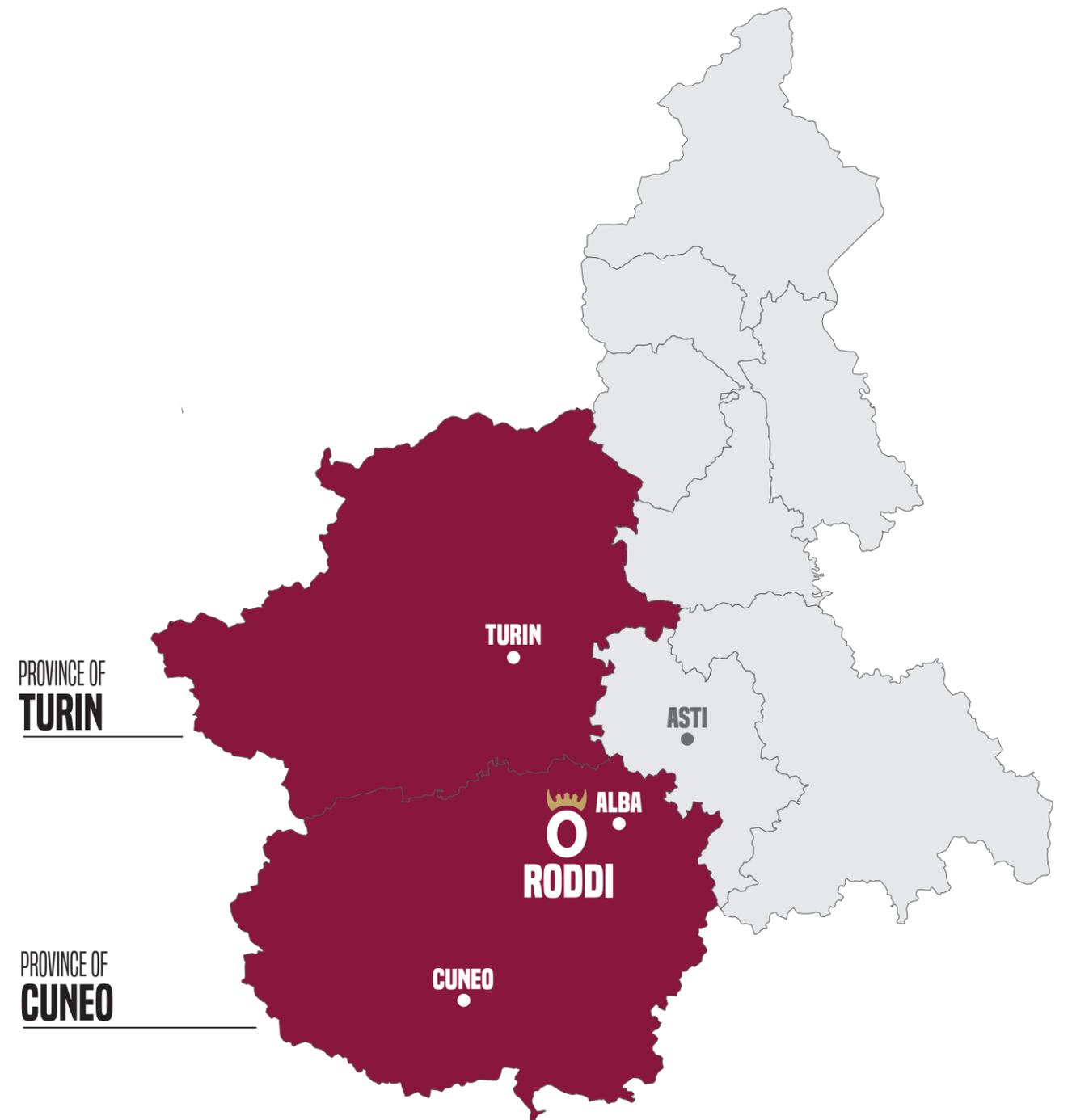
The company has its own labeling regulations recognized by the Ministry of Agriculture and Forestry and a certified system that guarantees traceability of the processed meat from the birth of the animal.

We were born on these hills, where the quality of food is deeply ingrained in every being: we select the best cattle among the vines and produce meat with high nutritional value, low in fat and cholesterol *, but very rich in flavor.

And we sign our name on it

* Source: Consorzio di Tutela della Razza Piemontese - COALVI - www.coalvi.it

A MEAT OF TERRITORY



1965

LA MACELLERIA DA PIERO

In Alba, the capital of the Langhe, Pietro Oberto opened *Macelleria Da Piero*, a point of reference for quality meat for over 40 years.

1970

AT THE SERVICE OF RESTAURANTS

Among the customers of *Macelleria Da Piero* were the most important restaurants in Alba. The Morra family, owner of the famous "Savona" hotel, founded by Giacomo Morra, the man who would be later recognized as the "King of Truffle", was also served by Oberto.

1980

THE FIRST EXPERIMENTS

The first pioneering selections of cattle according to age and gender began, trying out prolonged aging.

1990

Daniele Oberto started working alongside his father at the shop.

2000

THE INVENTION OF SELECTION

The experience gained from interacting with breeders led *Macelleria Da Piero* to create a new quality standard. The **Fassona** Selection was born, of which the Oberto are pioneers: 100% Piedmontese breed meat obtained exclusively from female cattle of over 36 months and aged for at least two weeks.

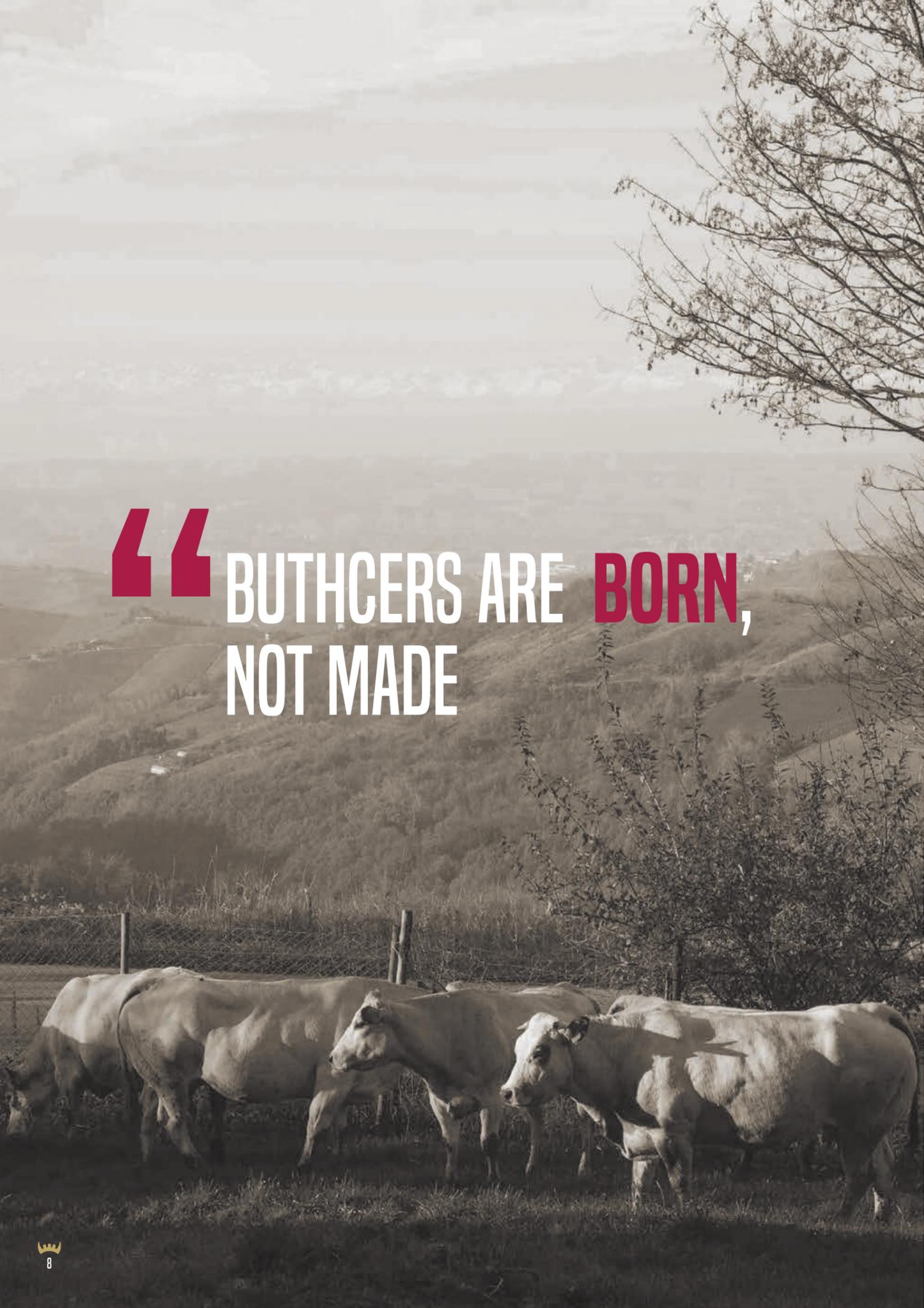
2010

FROM PIERO TO OBERTO

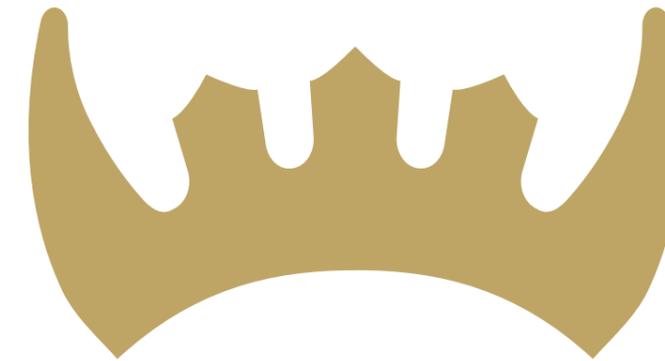
Thanks to the success of **Fassona**, in 2010 *Macelleria Da Piero* moved from the center of Alba to a larger space in Roddi. This is the start of **Oberto**, Daniele's brand representing more than 50 years of tireless dedication to the selection of the best Piedmontese breeds.

TODAY

Oberto sets the standard for the selection, grading and international distribution of **Piedmontese Fassona** meat, of which it can boast birth right.



“ BUTHCERS ARE **BORN,**
NOT MADE



TODAY OBERTO IS THE KING OF FASSONA

The first to have selected and certified Fassona meat from the best Piedmontese farms, making it known all over the world.

An exquisitely artisanal shop, where **each operation is done by hand** and each cut is made for **high-class restaurants**, to which Oberto guarantees certified quality meats and products tailored to the needs and necessities of **contemporary cuisine**.

1965
YEAR OF FOUNDATION

40
EMPLOYEES

300
REFERENCES

5
PRODUCTION
LINES

270
SUPPLYING BREEDING
FARMS

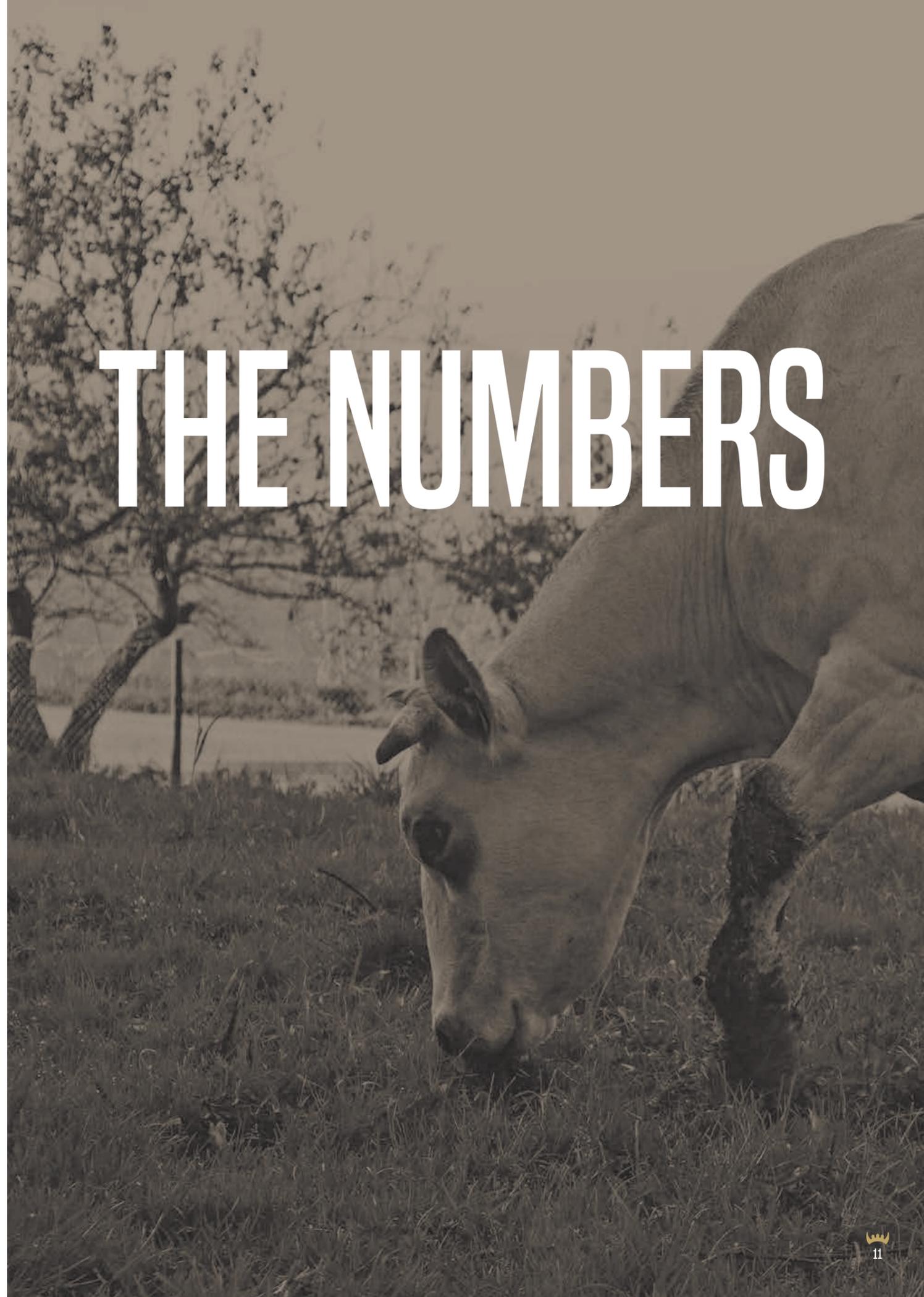
1500
RESTAURANTS
SERVED

1500 TON / YEAR
PROCESSED MEAT

420 TON / YEAR
HAMBURGER

14 TON / YEAR
TARTARE

THE NUMBERS





ADDITIONAL LABEL

OBERTO HAS CHOSEN TO ALSO SHOW TRANSPARENCY AND CERTIFICATION ON THE LABEL

The Company is certified according to the most restrictive GSFS International Standards (BRC) and IFS for the hygiene and quality of food production.

The company's Quality Management System is certified according to ISO 9001:15 while traceability and origin of the raw material from Piedmontese breeds are certified according to ISO 22005:08 relating to intra-company traceability starting from the phase of inclusion of meat as an ingredient in the preparations to the phase of delivery of the finished product to the Customer (transport not included).

The previous stages, from the purchase of the live animal to the packaged meat cut, are guaranteed by the Disciplinary of additional labeling of the meat, with ministerial approval IT 128 ET, the compliance to which requires strict controls by certified third-parties.

Oberto's productions are also certified for the absence of gluten by DTP no. 108 of the CSQA whose limit of 10 mg / kg is among the most restrictive and protective.



SAFETY IN THE LABORATORY

Two EUROPEAN certified factories:

- IT T7P94 CE
- IT P3V3A CE

Two production factories recognized and authorized to carry out:
cutting, portioning, preparation of fresh meat and minced meat and production of meat products.

Product and food safety certifications:

- BRC "British Retail Consortium"
- IFS "International Food Standard"
- DTP 108 of the CSQA - GLUTEN FREE
- HALAL CERTIFICATION by HalalItalia
- ISO 22005/08 for the certification of traceability of products and raw materials from Piedmontese breeds

Gluten Free:

- DTP 108 of the CSQA - GLUTEN FREE

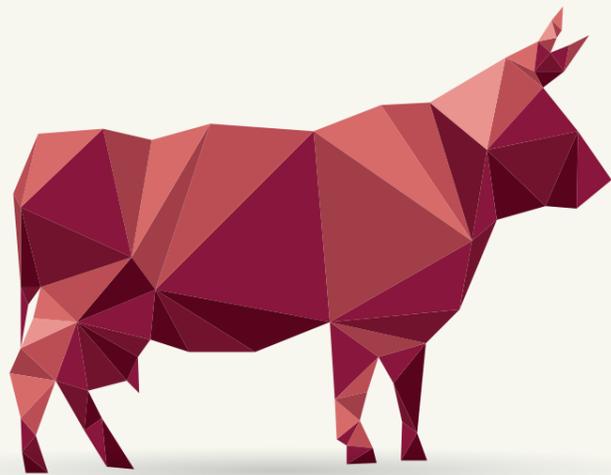
All processed meat by Oberto are certified "Gluten free"



The portioned cuts are naturally gluten-free.



GASTRONOMY



*Fassona meat is meant to be served raw,
but that's just one of the ways we offer it.
Aside from the more traditional recipes, Macelleria Oberto has also
turned it into **bresaola, wurst and cold cuts** that,
once savored, will have you back for more!*





Ready for the grill



COMING SOON



SLICED STEAK

Made exclusively with fine and lean cuts

CODE: 1339 WEIGHT: 180 g

STORAGE TEMPERATURE: 0°C / +4°C

EXPIRY: 20 days

TIPS FOR USE

Cook on the grill or in a pan and turn on both sides over very high heat. After cooking, leave to rest for 1 - 2 minutes.



Ready for the grill



FIorentINA

Single portion with bone, cut from the loin in the tenderloin section

CODE: 1118 WEIGHT: 1 kg

STORAGE TEMPERATURE: 0°C / +4°C

EXPIRY: 20 days

TIPS FOR USE

Grilled, in a pan or in the oven. Let it rest briefly after cooking for best results.



RIB EYE STEAK

Single portion with bone, cut from the loin in the 8-rib section

CODE: 1117 WEIGHT: 500 g

STORAGE TEMPERATURE: 0°C / +4°C

EXPIRY: 20 days

TIPS FOR USE

Cook on the grill or in a pan and turn on both sides over very high heat. After cooking, leave to rest for 1 - 2 minutes.



TOMAHAWK

Single portion with bone, cut from the 3 ribs located before the loin

CODE: 1489 WEIGHT: 1 kg

STORAGE TEMPERATURE: 0°C / +4°C

EXPIRY: 20 days

TIPS FOR USE

Grilled, in a pan or in the oven. Let it rest briefly after cooking for best results.



FASSONA CURED MEAT



Fassona cured meat



SALAMI



Made with fresh cuts and pork belly

CODE: 4013 WEIGHT: 1,5 kg (half salami)

STORAGE TEMPERATURE: 0°C / +6°C
EXPIRY: 60 days

SLICED SALAMI IN TRAY

CODE: 4032 WEIGHT: 100 g
STORAGE TEMPERATURE: 0°C / +4°C
EXPIRY: 30 days



COMING SOON



TIPS FOR USE

Perfect for cold cut platters, excellent with fresh alpine butter.



BRESAOLA



Made exclusively with fine and lean cuts of the thigh

CODE: 4001 WEIGHT: 3 Kg
CODE: 4002 WEIGHT: 1,5 Kg (half bresaola)

STORAGE TEMPERATURE: 0°C / +4°C
EXPIRY: 90 days

SLICED BRESAOLA IN TRAY

CODE: 4028 WEIGHT: 100 g
STORAGE TEMPERATURE: 0°C / +4°C
EXPIRY: 60 days



COMING SOON



TIPS FOR USE

Season with extra virgin olive oil and lemon, but also perfect as is.



Fassona cured meat



MARINATED CARPACCIO

Made with fine and lean cuts of the thigh

CODE: 4005 WEIGHT: 1,2 - 1,6 Kg

STORAGE TEMPERATURE: 0°C / +4°C

EXPIRY: 45 days

SLICED MARINATED CARPACCIO IN TRAY

CODE: 4020 WEIGHT: 100 g

STORAGE TEMPERATURE: 0°C / +4°C

EXPIRY: 20 days



COMING SOON



TIPS FOR USE

Served sliced as is or with a drizzle of extra virgin olive oil.

LEG SEASONED WITH MOUNTAIN HERBS

Made exclusively with fine fresh cuts of the thigh, seasoned with mountain herbs

CODE: 4006 WEIGHT: 1,2 - 1,7 Kg

STORAGE TEMPERATURE: 0°C / +6°C

EXPIRY: 90 days



TIPS FOR USE

Served sliced. Season with extra virgin olive oil and lemon, but also perfect as is, excellent with homemade bread and fresh alpine butter.

SFILACCIO

Made with carefully selected cuts, smoked and dried

CODE: 4014 WEIGHT: 100 g (ATM tray)

STORAGE TEMPERATURE: 0°C / +4°C

EXPIRY: 150 days

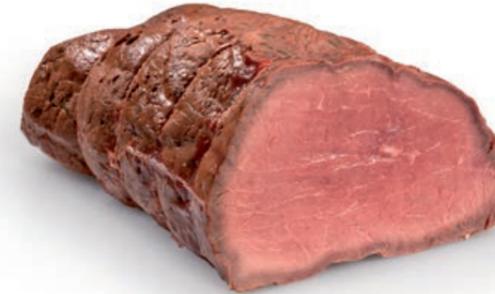


TIPS FOR USE

Season with extra virgin olive oil and lemon or serve with salads and cold dishes.



Fassona cured meat



COOKED ROAST BEEF

Made exclusively with fine cuts of the thigh

CODE: 4010 WEIGHT: 2,5 - 3 Kg

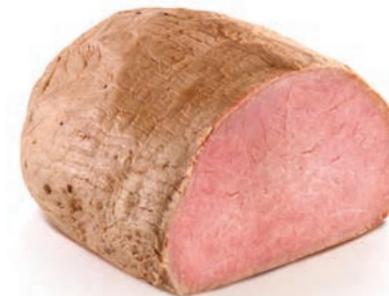
STORAGE TEMPERATURE: 0°C / +4°C

EXPIRY: 50 days



TIPS FOR USE

Served sliced. Season with extra virgin olive oil. Perfect with tuna sauce and as sandwich filling.



ROUND STEAK FOR VITEL TONNÈ

Lean and prime thigh cut, cooked and ready for slicing

CODE: 1269 WEIGHT: 1,2 - 1,5 Kg

STORAGE TEMPERATURE: 0°C / +4°C

EXPIRY: 50 days



TIPS FOR USE

Slice and serve with tuna sauce, mayonnaise or green sauce.



Fassona cured meat



PÂTÉ

Made with selected cuts, steamed and ground, with the addition of Brandy

CODE: 4007 WEIGHT: 1 kg

STORAGE TEMPERATURE: 0°C / +4°C
EXPIRY: 45 days



TIPS FOR USE

Serve at room temperature and spread on toasted bread or warm croutons.



TRUFFLE PÂTÉ

Made with liver and selected cuts, steamed and ground, with the addition of truffle and Brandy

CODE: 4009 WEIGHT: 1 kg

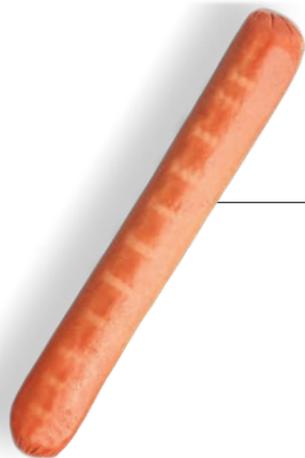
STORAGE TEMPERATURE: 0°C / +4°C
EXPIRY: 45 days



TIPS FOR USE

Serve at room temperature and spread on toasted bread or warm croutons.





WÜRSTEL

Made with fresh and steamed cuts. Its smaller size and delicate recipe fit the taste of both young and adults

CODE: 4046 WEIGHT: 3 pcs x 80 g

STORAGE TEMPERATURE: 0°C / +4°C

EXPIRY: 60 days



TIPS FOR USE

Grilled or steamed, in sandwiches or on gourmet pizzas: it is a versatile ingredient.



BRATWÜRST

Made with fresh and steamed cuts, stuffed into crunchy natural casing. Flavored with delicate smoky scents and spices

CODE: 4048 WEIGHT: 3 pcs x 100 g

STORAGE TEMPERATURE: 0°C / +4°C

EXPIRY: 45 days



TIPS FOR USE

Grilled or steamed, in sandwiches or on gourmet pizzas: it is a versatile ingredient.



BOCKWÜRST

Made with fresh and steamed cuts, stuffed into crunchy natural casing. Flavored with delicate smoky scents and spices

CODE: 4047 WEIGHT: 3 pcs x 100 g

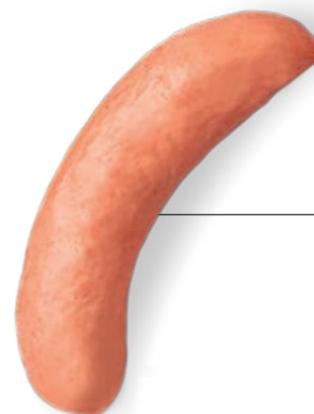
STORAGE TEMPERATURE: 0°C / +2°C

EXPIRY: 60 days



TIPS FOR USE

Grilled or steamed, in sandwiches or on gourmet pizzas: it is a versatile ingredient.



KÄSE

Made with fresh and steamed cuts, stuffed into crunchy natural casing. Flavored with spices and local cheese

CODE: 4049 WEIGHT: 3 pcs x 100 g

STORAGE TEMPERATURE: 0°C / +4°C

EXPIRY: 60 days



TIPS FOR USE

Grilled or steamed, in sandwiches or on gourmet pizzas: it is a versatile ingredient.



Via C. Cavallotto 30-36 - 12060 RODDI (CN) - Italy
+39 0173 621818
info@macelleriaoberto.it

MACELLERIAOBERTO.IT

