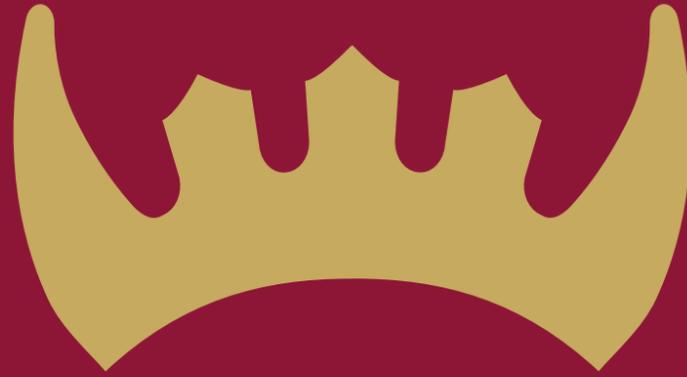




OBERTO™

IL RE DELLA FASSONA



OBERTO IS THE KING OF FASSONA

TERRITORY

HISTORY

NUMBERS

SELECTION 36

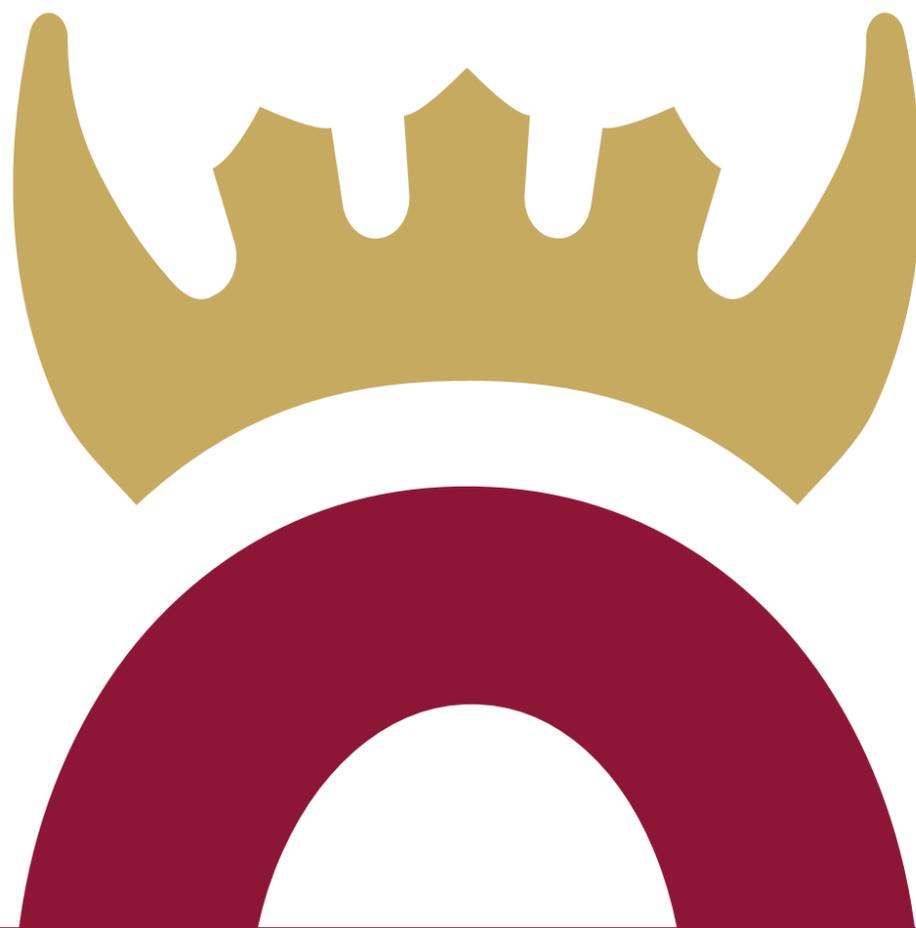
CERTIFICATIONS

CONTACTS



OBERTO IS THE KING OF FASSONA.

WE WERE THE FIRST TO **SELECT IT,**
THE FIRST TO **BRING IT TO 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.

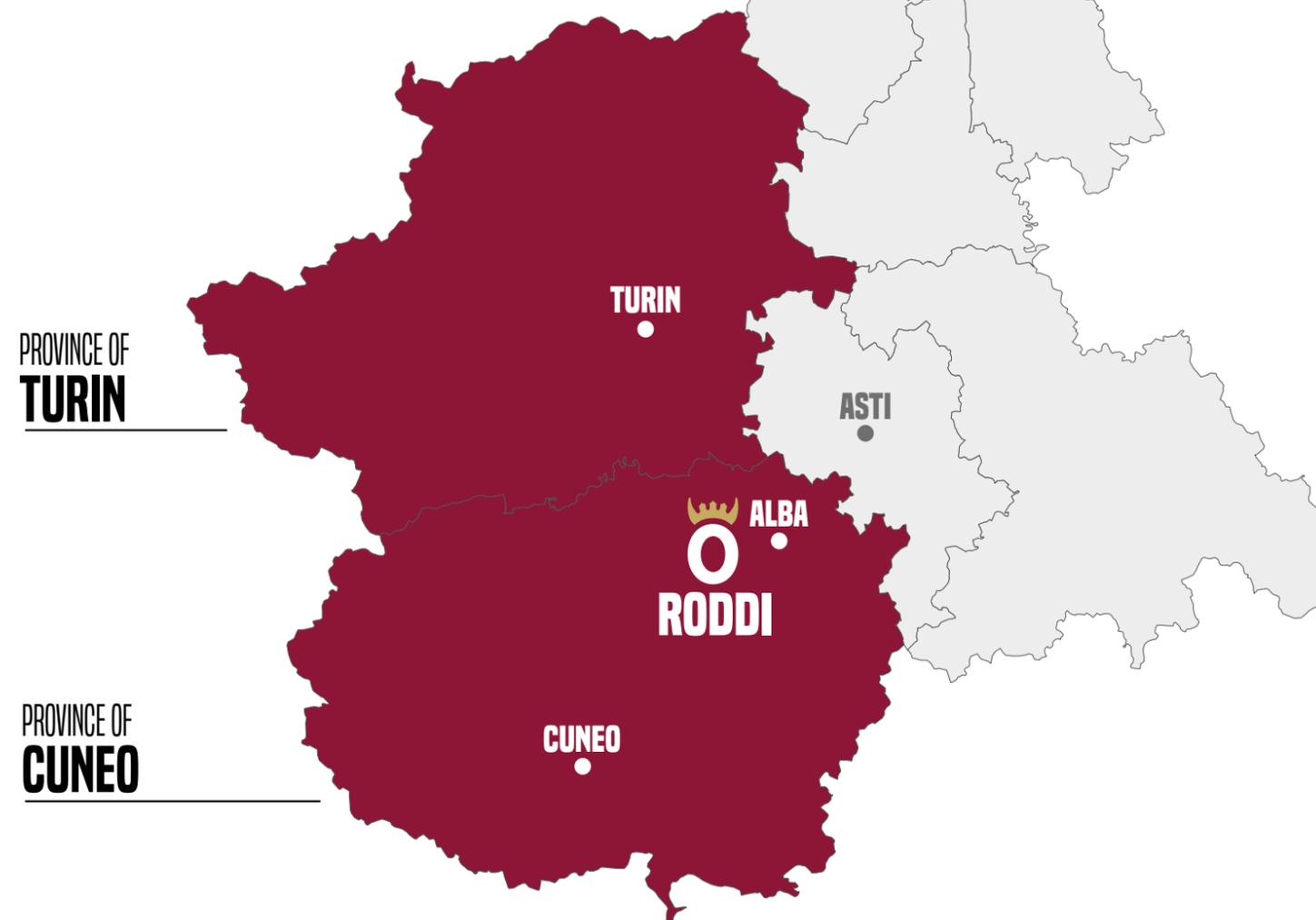
And we sign our name on it

A handwritten signature in black ink that reads "Daniele Oberto".

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



A MEAT OF TERRITORY






1965

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

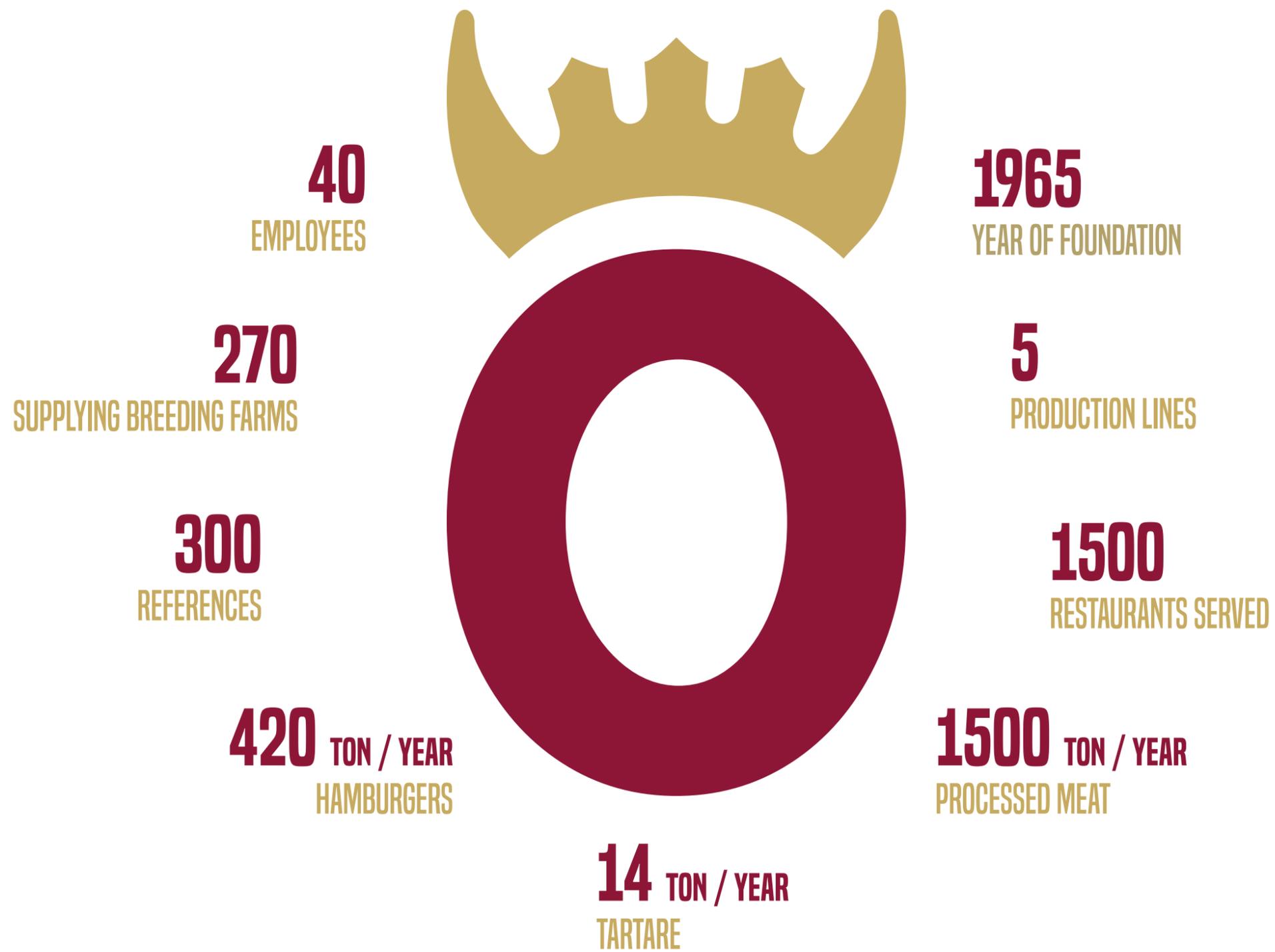
“ BUTHCERS ARE **BORN**,
NOT MADE

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**.







We call our meat *by its name*

1 ONLY PIEDMONTESE

FASSONA

2 ONLY FEMALE

CATTLE

3 ONLY LONG-LIVING FEMALE CATTLE

OF AT LEAST 36 MONTHS

4 ONLY ENNOBLING AGING

15/20 DAYS IN ENVIRONMENTS
WITH CONTROLLED TEMPERATURE LEVEL



ONLY PIEDMONTESE

FASSONA

Of very ancient origin, the history of the Piedmontese breed dates back to the Paleolithic era, about 30,000 years ago, when wild bovine species merged with herds of zebu from Pakistan.

The new crossbreed spread mostly in Italy and, in particular along the **pastures of Piedmont**, perhaps because the Alps acted as a natural barrier. **Rustic and resilient**, excellent for milk and meat, this breed was used as a working animal, an element that probably influenced genetics and ended up generating a **hypertrophy of the muscles of the rump and thighs**.

DE BONNE FAÇON

This particular **muscular conformation** has generated the term Fassone, borrowed from the French expression *de bonne façon*, which means «of good built». In fact, the best Fassone had strong muscles in the shoulder, rump and thigh, and were called double thigh or, in Piedmontese dialect, *bucin dla cheuss* «cattle of the thigh». A mutation that was increasingly sought after starting from the Nineteenth century, when breeders, especially those from Alba, made it suited for the production of meat.

PIEDMONTESE DNA

Today the **Piedmontese Fassone** is mainly bred in the provinces of Cuneo and Turin. It is appreciated for its high value at the slaughterhouse (which even exceeds 70%) and the fine bone structure, which allows a greater number of cuts when compared with cattle of greater size.



ONLY FEMALE CATTLE

Since 1965, Oberto has worked alongside breeders in selecting the best quality cattle. A field research that has led to distinguish animals by gender, identifying the **female** cattle – the Fassona – as the most complete expression of the Piedmontese breed.

WHY FASSONA ?

The meat of female cattle has natural fat marbling that makes it tender and tasty. The muscle fibers of female cattle are genetically more compact and juicier, characterized by a rich, round aroma that is never ferrous, with a perfect balance between sweetness and sapidity and an exceptional persistence, as well as hints of hazelnuts and hay.

"We are able to make this careful selection on the cattle because we have a long-standing collaboration with more than 250 breeding farms, from very small to medium-large ones, which, like us, have the same mission at heart, to make quality Fassona known all over the world".



ONLY LONG-LIVING FEMALE CATTLE OF AT LEAST 36 MONTHS



QUALITY MEAT IS LIKE GOOD WINE,
IT NEEDS TIME TO EXPRESS
ITS POTENTIAL

WHY LONG-LIVING FASSONA ?

Slaughtering long-living female cattle of at least 36 months guarantees each animal to be able to grow in a healthier and more natural way, developing more complex and stratified fibers without forcing them, presenting perfect balance between muscle tissue and fat. A meat suitable for all types of cooking, from grilling and braising, to baking and stews. But its highest expression can be tasted when it is eaten raw, just with a pinch of salt.

Piedmontese Fassone were traditionally slaughtered when they reach an age between 18 and 24 months, without considering their gender. **Oberto** was the first to revolutionize this practice by choosing only long-living female cattle of at least 36 months.

"Until 10 years ago, I worked side by side with my father at the counter of our butcher's shop in Alba, then I had an intuition, that at the beginning, in an environment deeply linked to traditions such as the Langa, was seen as a risky choice. After numerous experiments, I decided to select only adult female Piedmontese Fassona cattle older than 36 months.

I realized that by selecting animals of this age, aside from allowing them to live a longer life, the animal develops an optimal fat content which has a double function: protection of lean meats from excessive dehydration and enrichment of the aromas released thanks to the natural enzymatic process of maturation. In this way the meat becomes distinguishable and identifying".

Daniele Oberto



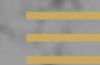
ONLY ENNOBLING AGING

First in the world, **Oberto** has enhanced the flavor of Fassona by carefully managing the period of "aging". Just like how high-quality wine ages in barrels to gain roundness and structure, so Oberto's Fassona undergoes an **ennobling aging** process lasting for 15/20 days.

WHY AGING ?

Aging meat, placed in an environment with controlled temperature and humidity, helps the fibers lose their water content, making them more compact and tender.

Aging condenses the juices, releasing the meat's original aromas and flavors. The outer part of the meat, which completely dries out, is removed by hand, leaving only the central section, now ready to be packaged.



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"





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