



OBERTO™

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1. ABOUT

“

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 flavour.

”

Oberto sets the standard for the selection, grading and international distribution of **Piedmontese Fassona meat**, of which it can boast birth right. An exquisitely artisanal butcher shop, where **each operation is done by hand** and each cut is made for renowned restaurants, to which Oberto guarantees not only high-quality meat, but products designed to meet the needs and necessities of contemporary cuisine.

KEY FACTS AND FIGURES

- **Year of foundation:** 1965
- **Place:** Alba (CN)
- **Property:** Daniele Oberto
- **Suppliers:** 150 small and medium breeders
- **Sales channels:** catering service, e-commerce, delicatessens and specialized shops
- **Markets:** Italy, UK, Belgium, Hong Kong, Dubai, Switzerland, Netherlands, Austria, Malta

2. HISTORY

1955

At 14, Pietro Oberto decided to leave home. It was 1955. Until then, he had lived in a large farmhouse located between La Morra and Annunziata, in the Langhe, among the very hills that, forty years later, would become famous all over the world for Barolo wine. His family has humble origins, they were sharecrop farmers, **masoé** in Piedmontese dialect: they cultivated grapevines and raised cattle, but much of the produce would be given to the landowners. Pietro moved to the city, in Alba, dreaming of starting a business that he could call his own. For over ten years, he worked as a boy in a butcher shop. It was during this period that he learnt the nuts and bolts of the trade.

1965

In 1965, at the age of 24, thanks to a small loan from the local bank, he opened **Macelleria Da Piero**, finally becoming a **maslé**, a butcher, a job that he would not quit until his retirement, serving customers from Alba for over forty years.

Among the numerous clients of Macelleria Da Piero were the most important restaurants in the area. Piero selected the best meat and delivered **cuts that were ready to be cooked into high quality dishes**. He personally supplied the Morra family, owner of the famous “Savona” hotel, founded by Giacomo, the man who would be later recognized as the “King of Truffle” for his unrelenting efforts in promoting the Alba White Truffle and its ties to the traditional Langhe cuisine.

1970

After the difficult post-war years, meat was once again served on menus, but this time raw. Between the 70s and 80s, the consumption of **carne all'albese** (a local appetizer of raw meat) built up, served thinly sliced or minced with a knife. But it remained a strictly local tradition: loved by Piedmontese, but quite unknown outside the borders of the Region.

1991

In 1991, **Daniele Oberto** began to work alongside his father at the butcher shop. It was tough work: waking up at 5 in the morning to debone meat and finishing late in the evening, after making the last deliveries. Daniele's passion focused on promoting the most important heritage of the local art of butchery, quite unknown up until that moment: the Piedmontese Fassone meat, which local breeders from Langhe and Cuneo have raised and selected since the early 1800s. Daniele firmly believed that the Fassone meat had what it takes to compete with international meats and, above all, become a distinctive brand of excellent Italian food.

In order to enhance the quality of Piedmontese Fassone meat and be sure to find only the best, Daniele carefully selected the cattle to be slaughtered. He experimented on both young and adult samples, trying out prolonged aging. Various tests and attempts have led the Oberto men to set a new standard of quality. **Fassona** was then born: the Oberto family are pioneers in its creation and among its very first producers. 100% Piedmontese breed meat obtained exclusively from female cattle of over 36 months and aged for at least two weeks.

Adult female cattle have meat with exceptional colour, outstanding consistency, rich flavour and great balance between muscle and fat. But most of all, it has a distinct characteristic that can immediately be recognized, something authentically local. Operators of high-quality food service, alongside whom Oberto has long worked with, have not taken long to see the revolution. **Fassona** meat has been included in the recipes of Michelin-starred restaurants, which immediately comprehended its true potential.

2009

Thanks to the success of **Fassona**, in 2009 Macelleria Da Piero moved from the centre of Alba to a larger space in Roddi. This is the start of Oberto, the brand representing more than 50 years of Daniele's tireless dedication to the selection of the best Piedmontese breeds.

2020

Thanks to Daniele, the e-commerce website **macelleriaoberto.it** has been created: an online shop specialized in the retail of excellent Fassona meat cuts.

3. FASSONA

Since 1965, we have worked alongside breeders in selecting the best quality cattle. A research, carried out starting from the fields to the butchery, from the process of packaging and until the meat reaches the restaurants, which has brought us to identify with **long-living female cattle** the most complete and authentic expression of Piedmontese meat.

This experience has led to the origin of the **Fassona**, with the letter «**A**» in the end indicating its feminine gender, of which we are the first makers, a selected meat that is now imitated and utilized by many other producers. Our products are certified **100% Fassona meat**, from **female cattle** of over **36 months**, raised exclusively by small breeders within the provinces of Cuneo and Turin. The meat undergoes an **ennobling aging process** for about two weeks, which helps in enhancing its flavour and tenderness.

WHY FASSONA?

Piedmontese Fassone is traditionally slaughtered when they reach an age between 18 and 24 months, without considering its gender. The Fassone has a lean and tender meat, but it has less distinctive characteristics. Over 30 years of experiments, selection and tastings have allowed us to identify superior organoleptic qualities in **long-living female cattle**, distinctive characteristics that enable this product to compete with meats from the most prestigious breeds at an international level.

Fassona meat of over 36 months has natural fat marbling that makes it **tender** and **tasty**. With adequate **aging**, it stands out for its **bright red colour, compact and tender fibres, and juiciness**. But its essence lies in its flavour: 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.

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. It perfectly pairs with red wines and, thanks to its marked flavour, it also has an amazing taste when paired with well-structured white wines and long-aging Metodo Classico wines.

- BRIGHT RED COLOR
- LOW FAT CONTENT (7%)
- LOW CHOLESTEROL CONTENT
- COMPACT AND TENDER FIBRES
- HARMONIOUS, SAPID, LONG-LASTING FLAVOUR
- HINTS OF HAZELNUT AND HAY
- PERFECT TO BE EATEN RAW
- SUITABLE FOR ANY TYPE OF COOKING
- IT PERFECTLY PAIRS WITH DIFFERENT TYPES OF WINE

ENNOBLING AGING

Enhancing the flavour of **Fassona** means knowing how to manage its “aging” period. Just like how high-quality wine ages in barrels to gain roundness and structure, our **Fassona** undergoes a maturation process. This lasts for about 15/20 days and takes place in a room with controlled temperature and humidity level. During this process the fibres lose their water content, they become compact and tender, and release their aromas and flavours. 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

We have chosen to show transparency and supply chain certification also on the label. Aside from mandatory indication regarding the origin of the meat, Oberto has also included additional information: the gender and breed of the animal.

Authorization recognized by the Ministry of Agricultural, Food Policies - Aut. Min. IT128.

4. OUR CREED

“

We believe that meat, just like wine, can tell the story of the territory from where the cattle originate, it can bring out the flavours of its homeland, and speak of the experience and the passion of the men behind it.

”

Quality meat is like good wine. The basic resources are land, water and forage; the “vines” are the selection and breeding of local cattle; the hand of man is what guarantees the purity of the supply chain: from the field to the slaughterhouse, from the grading to the packaging.

Time also has a fundamental role: if the aging of the meat – a real “refining” process – is properly done, this ennobles the final product.

Our meat is territory. For this reason, we have decided to select local cattle raised exclusively within the provinces of Cuneo (85% of the total) and Turin, the areas historically suitable for the breeding of Piedmontese Fassona.

Our meat is selection. Only Fassona, exclusively female cattle, just heifers of over 36 months: these are genetically the best in terms of tenderness, leanness, flavour and versatility in the kitchen.

Our meat is trust. It is what we place on our 150 small and medium breeders, whom we know one by one and who guarantee us the best cattle, grown and raised observing full respect of nature’s time and rhythm.

Our meat is time. It knows how to wait for the right development and maturation of the animal; practicing slow and delicate aging to tenderize and ennoble the fibres.

Our meat is the “taste of meat”. It does not diminish the authentic flavour of the Piedmontese Fassona, but respects its typicality, enhancing the purity and the characteristics that make it unique in the world.

Our meat is certified. Validated by an external and impartial authority (INOQ), this guarantees the compliance of the entire supply chain with the regulations, from the fields to the labels. But it also ensures the conformity of the production process, the preparation of the products and food safety. This is proven by the attainment of the most important national and European certifications.

Our meat is artisanal skill. An art mastered by our professional butchers, all specialized and trained employees, who work entirely by hand, from storage and sectioning, to de-boning and cutting, to aging and the removal of the external sections.

Our meat is labelling. The one we put on our packaging and which, aside from containing information required by the law, voluntarily indicates the gender and breed of the animals.

5. OUR METHOD

Macelleria Oberto specializes in supplying **100% Fassona meat** to the best international restaurants and deli stores.

Every day, we work as consultants alongside chefs, cooks and operators of high-quality restaurants, fulfilling the essential task of teaching the recipes and techniques, and unveiling the secrets of the Piedmontese Fassona meat: showing the best ways to cook, serve and use this product in composing plates and making recipes.

Oberto's proactive attitude is also expressed in the organization of the **product catalogue**, divided according to the meat's **use in the kitchen**: from the ones that can be eaten raw and those that can be cooked rare; from braised meats and baked ones; from grilled meats and steaks; to ready-made meat products, burgers and frozen goods.

PACKAGING AND FOOD SECURITY

All sizes and cuts are made and packaged in order to be as functional as possible to the needs of restaurants and stores.

For the packaging, vacuum-sealed plastic bags that comply with the standards of the current regulations are utilized. These protect the product from any human and environmental contamination, from the moment they are sealed until their delivery, which is carried out by express couriers specialized in the treatment of chilled fresh products.

6. CONTACTS



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