



DISCOVER THE CHARACTERISTICS OF QUALITY PRODUCTS





BRA PDO

Bra PDO, cheese made with semi-skimmed cow's milk, that could be integrated with sheep's and/or goat's milk, is historically found in the Province of Cuneo and takes after the name of the Municipality of Bra, where they traditionally ripened and sold this product which originated from the mountain countrysides.

The cheese takes its origin in the mountain areas, the Piedmont and plains bordering with the Maritime Alps and Cozie: the Bra was produced by the so-called "alpine sheperds" who in autumn descended to the plains with their flock to spend the winter and in spring returned to the mountain pastures. During their stay in the plains, they diffused their knowledge of the product and their production methods.

The fundamental aspect is the characteristic of the foddors, taken prevalently in the production zones, significantly affected by the climactic conditions of those areas.

There are two types of Bra: Tender and Hard.

Bra 'd'Alpeggio' cheese, available in tender and hard versions, is made from the milk obtained during the mountain grazing period between June 1st and October 15th, from animals reared in mountain pastures.



CASTELMAGNO PDO

Castelmagno PDO cheese is named after the sanctuary dedicated to St. Magnus, located in the municipality with the same name. Of ancient origin, the first cheeses were produced already in the 12th century and the first official document registers its presence in a court sentence in which the Municipality of Castelmagno, defeated by the Marquise of Saluzzo, had to pay him an annual lease with pieces of cheese.

This is a pressed, semi-hard cheese from unpasteurised dairy milk (of the Barà Pustertaler, Bruna, Pezzata Rossa d'Oropa, Pezzata Rossa, Montbeliard, Grigio Alpina, Piemontese, Valdostana breeds and their cross-breeds), and with possible additions of sheep's milk and/or goat's milk in minimum proportions of 5% to a maximum of 20%.

It is produced at an altitude of more than 600 m above sea level; the product will be labelled "from Mountain Pastures" only when the production and cheese making occurs at more than 1,000 m and the milk exclusively comes from cows, goats or sheep fed with at least 90% of the local flora in the periods of May to end of October.



GORGONZOLA PDO

Gorgonzola PDO cheese is creamy and the raw product is made exclusively from whole cow's milk. Legend says that this cheese was the fruit of a lovestruck cheese maker who, in order to spend more time with his sweetheart, had postponed the day's work and mixed the curd of the previous evening with that of the morning, and achieved a product he had never seen before.

Some affirm that the cheese was made for the first time in the locality which bore the same name already in the year 879, and saw a constant diffusion in the area between Lombardy and Piedmont.

This cheese can be of the Sweet type (big) and Spicy (small and medium) with different ripening times. The characteristic of Gorgonzola is the presence of green streaks, due to the marbling process.

The climactic conditions of the production site is fundamental, since this factor enhances abundance and quality of the fodders given as nutriment in the stockfarms as well as to the development of microbiological agents that determine the organoleptic characteristics and coloration of the cheese, and the tendency for its utilisation in preparing traditional dishes based on cereals, typical of the production zone that has an excellent diffusion and consumption of the product.



MURAZZANO PDO

Murazzano PDO cheese is made from sheep's milk, and may be integrated with dairy milk. It is historically produced in the Province of Cuneo and takes after the name of the Municipality of Murazzano, which is the main centre of production.

One of the popular legends tells of a raven which stole some robiolo from a young man whose mother asked him to watch over them, the boy ran after the raven up to the fort of Ceva, the refuge of demons and witches. It was there that Satan tried to drag the boy to hell but he managed to recover his robiolo cheeses and save himself.

Through the years the product maintained its particular characteristics which are the fruit of the Piedmont environment's climatic conditions which also affect the fodders with which the cattle and sheep are fed.

In the past it was produced exclusively with sheep's milk, but today this variety is produced in limited quantities and is thus, also more prestigious.



OSSOLANO PDO

Ossolano PDO cheese is the highest expression of the cheesemaking traditions of the extreme north of Piedmont.

It is a full-fat, raw or pasteurized cow's-milk cheese with a consistent and elastic texture, aged for at least sixty days. It is cylindrical in form with a straight or slightly convex sides, with flat or almost flat top and bottom. Ossolano is easily recognized also thanks to its characteristically harmonious and delicate aroma - linked to the seasonal varieties of the flora that becomes more intense and fragrant as it ages.

The product remains faithful to the local history and traditions, reflecting the deep relationship that thrived between the original peoples and the Walser who, having settled in the Ossola mountain territories, developed their own cheese-making techniques. These techniques meaning that the productive process includes a semi-cooking, phase necessary to allow the whey to better escape the curds.

Ossolano "d'Alpe" cheese is made with milk produced and processed in alpine pastures of the defined territory, at altitudes of at least 1,400 metres above sea level.



RASCHERA PDO

Raschera PDO cheese is produced with cow's milk, at times with the addition of sheep's or goat's milk and is historically found in the Cuneo Province. It is named after the Raschera Lake, situated in the Monregalese area, where cheese production has retained its ancient features, and follows a consolidated technique.

This cheese is traced to the end of the 1400s, proven by a lease contract of those times which documented the claims that the shepherds of the Pamparato zone paid their dues with Raschera cheese.

The fodder is a fundamental element, and this is gathered in the production areas, where it is affected by the Piedmont climatic conditions.

Raschera 'd'Alpeggio' cheese is made from the milk obtained during the mountain grazing period between June 1st and October 15th, from animals reared in mountain pastures.



ROCCAVERANO PDO

Robiola di Roccaverano or Roccaverano PDO is fresh cheese that undergoes ripening or is matured, and is produced with goat whole sheep's, originating exclusively from the production zone.

This cheese traces back to the Celts who used to make a cheese very much like the actual product. With the advent of the Romans, the cheese took on the name of "rubeola." But the importance of the "Robiola" was evidenced in a manuscript of 1899, among the historical news of the politics of that time: the Municipality of Roccaverano used to host five tradefairs in a year, during which the cheese was sold to export the "excellent Robiola cheeses".

The nutriment of goats were done by their grazing and the use of green and/or conserved fodder taken from the fields and meadows/grasslands rich with many aromatic and medical herbs. Specifically these spontaneous species of medicinal herbs which possess particular qualities constitute the high quality nutriment for the sheep and goat breeding farms, as also for cattle, and which, with their various perfumes and aromas, give the Roccaverano cheese a fragrance which distinguishes it from any other type of cheese.

The product is retailed for consumption according to their ripening, and types, such as Fresh or Ripened and dry.



TOMA PIEMONTESE PDO

Toma Piemontese PDO cheese is produced exclusively with dairy milk, and traces back to the Roman epoch. But it was only after the year 1000 that this cheese was mentioned in documents which referred to it as the "pastus" handed out to the poor or to the employed workers. This led to the assumption that it was used, at least at the start of this period, by the lower classes. It appears in fact that these were on the whole, particularly spicy cheeses and were called "cheeses of the poor".

Cheese production is strictly related to the Piedmont Alpine areas and especially to the shepherds who exploited the mountain pastures in summer and who returned to the valleys or plains during winter.

The fundamental elements that determine the typical organoleptic characteristics of the products are the environmental conditions and the processing techniques handed down through the centuries.

Toma Piemontese cheeses can be of two types: creamy (soft texture), produced with whole milk, and semi-creamy (medium-hard paste), produced with partially skimmed milk.



CRUDO DI CUNEO PDO

Crudo di Cuneo PDO ham was consumed also in the past, as proven by historical documents of orders from the nobility, convents and abbeys of the zone. Precisely this growing request for hams had a significant impact in the constitution of many ham producers whose specific processing techniques were handed down from generation to generation, and became the main reason for its reputation and fame at the markets.

But the production zone of the PDO came about in the same manner as in the past history of pig rearing and curing methods, thanks to the particular pedoclimatic characteristics that distinguish it from other zones, and which confer the product with quality properties most appreciated by end consumers. The percentage of moisture in the Crudo di Cuneo, strictly correlated with the salt content, is determined by the effect of the breezes. These breezes, coming from the mountains within the geographic area, blowing in alternate directions in the morning and the night, establish the conditions of low atmospheric humidity, suitable to ensure the product of an excellent curing season, which effects its low humidity values, the curing time and the typical proteolysis value of the Crudo di Cuneo ham.

The raw material is furthermore of great importance; the ham's proteolysis is also determined in fact by its characteristics. Pigs are reared at an average altitude of about 350 m above sea level, where the absence of winter fog and summer sultriness favour their excellent sanitation. Besides the healthiness of the air and pureness of the waters, it is also the traditional healthy nutriment they are reared with, based on cereals grown on-site, that determines the early curing of these typically produced meats.



SALAME PIEMONTE PGI

The Salame Piemonte PGI is cylindrical in shape, or curved for the smaller sizes, compact and of a soft consistency that results from its brief aging period. When sliced it is compact and homogenous and a ruby red in colour. The delicate aroma is that of aged mature meat, wine and garlic.

The addition of red wine from Barbera, Nebbiolo and Dolcetto grapes, the three most famous varieties in Piedmont, in the production process testifies to Salame Piemonte's close bond with the local area, giving it a unique, distinctive terroir. This characteristic represents the main distinguishing feature of this denomination and is cited in many publications, manuals and specific collections relating to cured meats. As early as 1854, in his treatise 'Cucina Borghese', Giovanni Vialardi, head chef and royal confectioner of the House of Savoy, described in detail how to make 'pork salami', which to all intents and purposes can be considered the forerunner of Salame Piemonte, since it was a recipe similar to the current one, which already at that time involved preparation with the addition of 'a glass of good Barbera wine'.



VITELLONI PIEMONTESE DELLA COSCIA PGI

The PGI Vitelloni Piemontesi della Coscia brand for the "double-muscled" Piedmontese Cattle is exclusive to all meats obtained from the butchering of male and female bovines of the Piedmontese breed more than 12 months in age and bred and fattened, from weaning to slaughter, in the defined production area. They are characterised by their superior weight compared to normal cattle; they render a better yield to slaughter and stripping of the meat and a reduced state of fattening of the carcass. In fact, this cattle differs from other bovines both for their anatomical aspects as well as their physiological features.

The distinctive feature of Vitelloni Piemontesi della Coscia derives from a natural genetic mutation, first detected in 1886. Initially observed with suspicion, this particular morphological trait later became one of the main goals of animal selection, leading to the gradual establishment of the 'della Coscia' type as the most important and prized within the Piedmontese breed. This characteristic is also accompanied by a low fat content, a high protein content and a particularly bright colour that make the meat from Vitelloni Piemontesi della Coscia cattle unique and highly prized.



MARRONE DELLA VALLE DI SUSA PGI

The Marrone della Valle di Susa PGI is the fruit obtained from five local eco-species indicated with the name of the municipality of origin (San Giorio di Susa Chestnuts, Meana di Susa Chestnuts, Sant'Antonino di Susa Chestnuts, Bruzolo Chestnuts and Villar Focchiardo Chestnuts) and which are most appreciated products in the national and foreign markets because of their typical features: their colour and crisp pulp, sweetness and perfume and medium-big measurements.

From 1200 onwards, there have been precise records of the cultivation chestnut groves in the Susa Valley; in the Middle Ages chestnuts played a fundamental role in the local economies since chestnut harvesting was a highly paid job and guaranteed an irreplaceable source of nutriment. The cultivation of chestnuts was very diffused also due to the promotions carried out by monastic institutions which had extensive chestnuts groves in the entire Susa Valley. Many documents attest to the historicity of the Marrone della Valle di Susa PGI and which reveal that the orders for these products by renowned Italian and foreign chestnut processing companies, go back to the turn of the 19th century.

The typical characteristics of the Marrone della Valle di Susa PGI are related to the particular environmental conditions which made these edible chestnuts particularly vigorous. In fact the production zone has a particularly rich soil and sand structure due to the rocky layers and the slopes that influence the water balance of the Susa Valley, and the climactic conditions with highly frequent rainfalls.



MELA ROSSA CUNEO PGI

The Mela Rossa Cuneo PGI is produced by the exclusive utilisation of the following varieties of apples and their clones: the Red Delicious, Gala, Fuji, Braeburn.

The Mela Rossa Cuneo fruits are characterised by the intense redness of the peel and its particularly shiny and brilliant hues, due to the particularly favourable climatic conditions and the forming of alternate direction mountain breezes in the morning and evening, which determine these particular overlays of colours that distinguish the Mela Rossa Cuneo PGI from all the others.

The production area of Mela Rossa Cuneo covers municipalities located partially in the Province of Cuneo and partly in that of Turin at an altitude between 280 and 650 m above sea level.

The intense coloration of the Mela Rossa Cuneo PGI is due to the climatic characteristics of the area of production; even the flavourful apple peel is caused by the dew drops that cover the apples in the coldest part of the night and brings about the characteristic wet and dry cycle which affects the apple peel.



NOCCIOLA DEL PIEMONTE PGI

The Nocciola del Piemonte refers to the shelled fruit, unshelled or semi-processed hazelnut of the Tonda Gentile Trilobata variety, it has a very refined and persistent taste and crispy flesh.

The merit for having introduced and diffused the nut systems in the Highlands of the Langhe area goes to Hon. Prof. Emanuele Ferraris, who succeeded in demonstrating the greater productivity and greater resistance of the plant to parasite attacks compared to those in the vineyards. In the 1900s a strong cultivation expansion came about precisely with regard to the growing demand on the part of the confectionery industry, with the discovery of the gianduja (a blend of cocoa and hazelnut).

Key when it comes to determining the organoleptic characteristics of the product are the environmental conditions of the production area, which is mostly hilly, with foothills, piedmont and mountainous with soils that are not particularly fertile and a strongly continental climate. Hazelnuts obtained exclusively from groves located in the geographical Langhe area, the historical hub of Piedmontese hazelnut cultivation, may feature the additional 'delle Langhe' wording.



RISO DI BARAGGIA BIELLESE E VERCELLESE PDO

The PDO designation for the rice species «Riso di Baraggia Biellese e Vercellese» refers to the different varieties of cereals of the *Oryza sativa* L., species obtained through the processing of rough rice or brown rice, paddy rice or "refined" and «parboiled» rice. The Riso di Baraggia Biellese e Vercellese distinguishes itself because it will not overcook, has a superior texture and slight starchiness, features also due to lower yields and longer vegetative cycles compared to those found in other zones.

The cultivation of rice in the delimited Baraggia area can be traced to the start of the 16th century and is reported also in notary deeds of the year 1606 in the Municipality of Salussola. In the years that followed, the specificity of this rice was described for about 50 years in the "Riceculture Journal," edited by the former Experimental Institute of Riceculture of Vercelli, which frequently published technical, scientific articles to explain the characteristics of the product from the Baraggia area. Also the National Rice Agency, in the magazine "Il Riso," in various articles underlined the peculiar quality of the rice produced in this area.

One of the characteristics of the production zone is the difficulty found in leveling the soil due to its particularly clayey-ferrous structure which also determines different submersion conditions, besides the climate characterised by rather cool summer months, as well as frequent thermic inversions caused by the winds descending from the mountains. Furthermore, the presence of cold waters in the zone, situated at the foot of the Alps, makes this area the first to be irrigated by the mountain streams.



VERMOUTH OF TORINO

"Vermouth di Torino" is an aromatic wine produced in Piedmont starting with one or more Italian wine-making products, added alcohol, flavoured mainly with Artemisia together with other herbs, spices and other aromatising substances allowed under current legislation.

The fame of Vermouth is intricately linked to Piedmont and Turin in particular where, at the end of the 1700s, the preparation of this aromatised wine was a true form of art. Turin became the most famous city in the world for the production of "Vermouth di Torino" and aromatised wines in general.

Many of the aromatic herbs, historically used in the production of Vermouth di Torino, are easily found in the Piedmont territory, as is the characterising ingredient: *Artemisia absinthium* and/or *pontica*. However, the absinthe is merely the main player of a large group of aromatic herbs of ancient gathering and cultivation in Piedmont including achillea, camomile, hyssop, savory, marjoram, clary, elderberry, thyme, and spices such as cinnamon, cardamom, cloves, coriander, nutmeg, vanilla, saffron and many many more, that give Vermouth di Torino its inimitable aroma and flavour.



GRAPPA DEL PIEMONTE AND DI BAROLO

Grappa Piemontese or Grappa del Piemonte Geographical Indication is reserved exclusively to spirits made with pomace obtained through the direct distillation of well-preserved ingredients extracted from grapes produced and vinified in Piedmont, distilled and bottled in plants located in the same territory.

Grappa di Barolo Geographical Indication is reserved exclusively for spirits made with the marc obtained from the direct distillation of raw materials coming from the grapes used to produce the Barolo DOCG wine in respect of its regulations, distilled and developed in plants located in Piedmont.

The story of the grappa produced in the Piedmont is deeply rooted in the history of centuries ago. In the Piedmont territories, widely cultivated for vineyards, the distillery art was a wide-spread practice in every social class: stills were present in noble dwellings and large farms and the drink obtained - initially simply called "acquavite", then "branda" and finally "grappa" was appreciated and consumed by sovereigns and peasants alike. Over time, the distillation activity in the region was regulated and subject to specific taxation, bearing witness to the interest and commerce it enjoyed.



GENEPI' DEL PIEMONTE

L'Indicazione Geografica Genepi del Piemonte è un liquore ottenuto tramite l'estrazione dei principi attivi delle piante appartenenti alle specie *Artemisia genipi* Weber, *A. mutellina* Vill., *A. glacialis* L., *A. nivalis* Br.-Bl., *A. petrosa* Jan., per infusione o sospensione delle piante stesse in soluzione idroalcolica. Il genepi impiegato deve provenire da raccolta di piante spontanee e/o da coltivazioni situate nella zona di produzione identificata.

Il Genepi delle Alpi o Genepi des Alpes è un liquore caratterizzato da profumi floreali e vegetali con sapore amaro molto caratteristico e proprio della pianta. Le piante di genepi utilizzate nella preparazione del liquore sono appartenenti alle seguenti specie: *Artemisia mutellina* o *umbelliformis* (o genepi bianco), *Artemisia genipi* o *spicata* (o genepi nero), *Artemisia glacialis* (o genepi dei ghiacciai), *Artemisia nivalis* (o genepi delle nevi).

Il Genepi è tradizionalmente utilizzato dai montanari delle valli alpine come pianta medicinale. Oltre alle sue proprietà digestive, corroboranti e toniche, viene considerato efficace anche sulle vie respiratorie grazie alle sue proprietà espettoranti e decongestionanti, e pertanto utilizzato fin dal Medioevo per la cura di malattie da raffreddamento. Tradizionalmente il genepi è impiegato sia in infusione, sia come liquore ottenuto per macerazione.



BIRRA DEL PIEMONTE PAT

Birra del Piemonte has a golden colour ranging from light blond to deep yellow to amber. The aroma is malty, tending towards herbaceous, with citrus notes characteristic of the hop varieties and malts used. The flavour is full and harmonious, and is rounded off with an elegant bitterness and moderate, or at least not intrusive, acidity.

'Untreated' water, as available at the place of origin, is used for its production, and typically no processing aids are used except for yeast, which helps with fermentation and re-fermentation.

Since the very beginning, fermentable cereals have been represented almost exclusively by malted barley, however in some cases, the addition of a variable proportion of cereals typical of the geographical area home to the brewery (e.g. rice and wheat) has always been envisaged, as an expression of the promotion of historical and traditional crops.

The alcohol content of Birra del Piemonte normally varies between 4 and 6% ABV. Water is the main ingredient in beer, and can heavily influence the final product, giving it those unique, local elements that allow Piedmont to have beers that are similar but with characterising nuances. It is no coincidence that some of the first breweries in Italy sprang up right at the foot of the Piedmontese Alps, where light, good-quality water is found in abundance.

No real pasteurisation was envisaged for its consumption, which was often for the local and neighbourhood market, thus maintaining the integrity of the product.

The traditional element of Piedmontese beer is represented by the unique processing methods, which still make it possible to obtain a beer using small-scale methods and little industrialisation today. A further distinguishing feature of Birra del Piemonte is the use of local raw ingredients (mainly cereals and hops) which, back in the early historical period, were the predominant ingredients and in some cases practically the only ones available.