



CONSORZIO  
VACCHE ROSSE



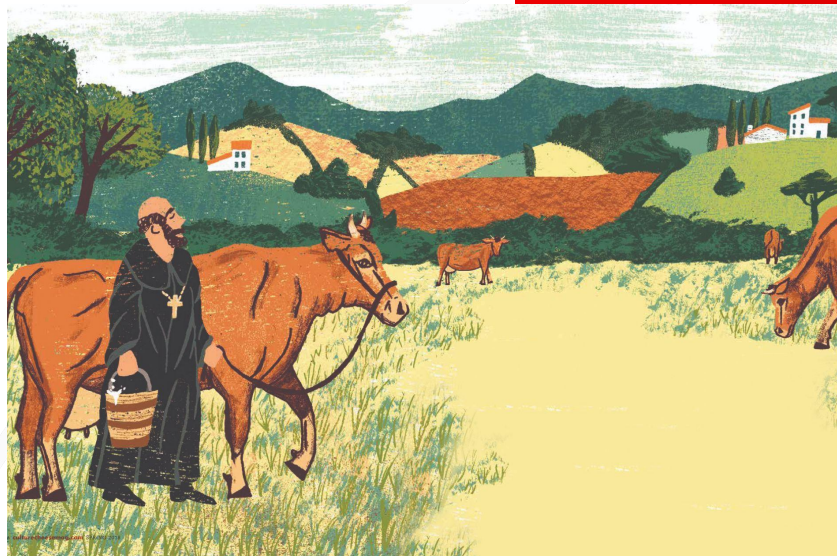
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## The origin of Parmigiano

The ancient red cow breed represents a tribute to **history**, the hallmark of memory; it is also the legacy left by our ancestors.

It is thanks to them that today, even **after eight centuries**, we can still savour a simple yet precious gem, **Parmigiano Reggiano Vacche Rosse** (Red Cow Parmigiano Reggiano).

An inimitable heritage of taste and well-being, **the tale of a story** that begins in the Middle Ages, in the abbeys of the Benedictine monks.



*consorziovaccherosse.it*



Giotto, *Natività di Gesù*, 1303-1305



Sandro Botticelli, *Natività Mistica*, 1500-1501

## An ancient history

When **the Benedictine monks** started making Parmigiano Reggiano **in the 13th century**, the most widespread native breed was the Red Cow.

This is why we say that the Razza Reggiana is **the 'mother' of Parmigiano Reggiano**.

A recurring idea in many paintings of the Nativity of the Infant Jesus: the red ox, with its frosty coat and pink muzzle, can be found in the works of numerous artists, including **Giotto, Botticelli, Caravaggio and Mantegna**.

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# Green herbs White milk Red cows

The fresh, green herbs, their fragrances; **over a hundred wild species** coming from the Emilia region enriching the milk, making it unique.

Thanks to this unique environment, the Benedictine monks were the only ones to have **high quality milk**.

At the beginning of the 12th century, the Benedictine monks had the extraordinary intuition to **introduce long maturing**: thus was born the production of what we now call Parmigiano Reggiano.





## Defence of biodiversity

Since the last century, **with the arrival of more productive breeds**, the Red Cows were affected by the dynamics of Italian industrialisation, which favoured quantity over quality.

From more than 150,000 heads, the population was reduced to just 600 at the beginning of the 1980s. The Reggiana breed risked to disappear.

In the early 1990s, a group of farmers restarted producing Parmigiano Reggiano with the milk of the ancient Razza Reggiana, **according to the tradition of the Benedictine monks**. Just as it used to be.

**This was the birth of the Vacche Rosse Consortium.**

*The history of the Red Cows*

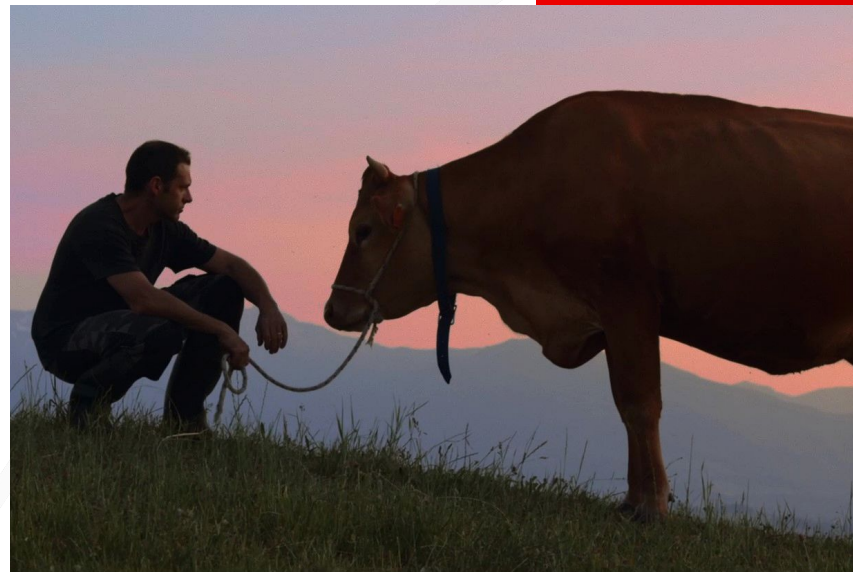
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# Falling in love with the Rossa

Since then, the Rossa Reggiana has experienced an important demographic recovery, **thanks to the care of its breeders** who, yesterday as today, continue to work its precious milk with purity and passion.

Today, the production of Parmigiano Reggiano delle Vacche Rosse takes place in strict and absolute maintenance of tradition, far from the logic of intensive farming, **respecting nature, the cycles of the seasons and animals.**

Thanks to its sweet taste, the mark certifying its origin and the **numerous certifications**, the whole world has come to know the Parmigiano Reggiano of the Vacche Rosse Consortium.



*The history*

*Certifications*



# Passion for excellence

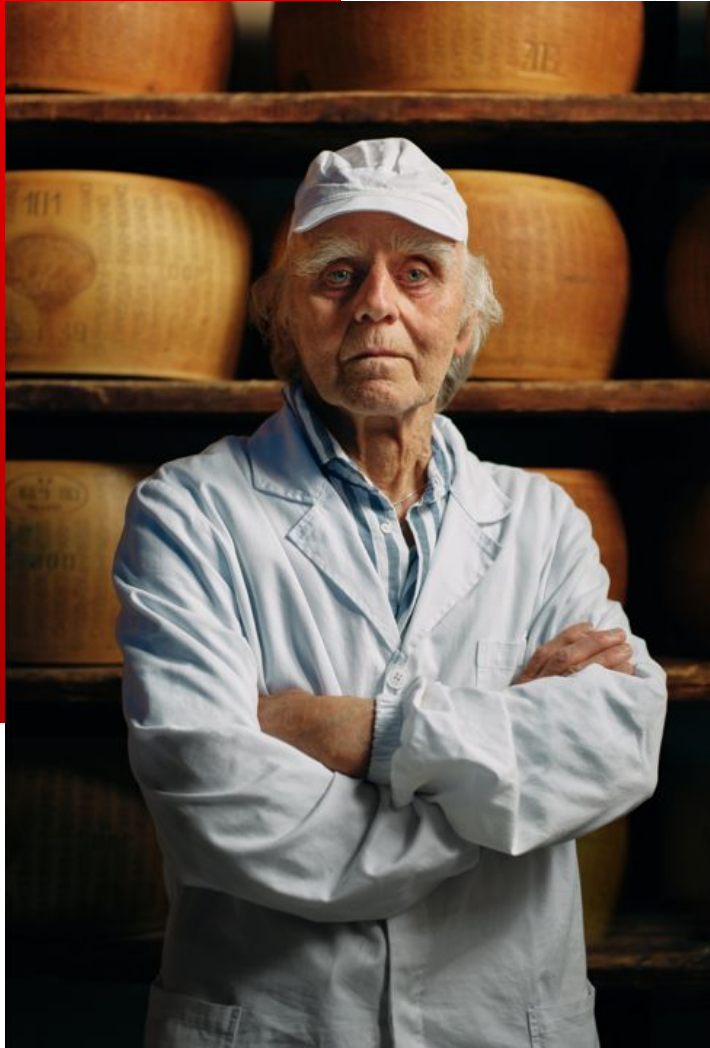
The excellence of **Parmigiano Reggiano Vacche Rosse** is achieved by pursuing it at every production stage, without compromise.

The pride of the branding that tells of who applied it, where it came from, and **the double fire branding guaranteeing both its origin and its quality**. The total commitment of the cheesemakers, who, step by step, accompany the milk along its journey, helping it to take shape. Each and every time, they are astonished at the wheel of cheese that comes out of the copper boilers. No words can express this emotion.

The rigour of selection procedure and a production process that has always remained on a small scale, so that **only the finest wheels** of Parmigiano Reggiano reach our tables.

*Discover its features*





## A tradition that is handed down

However, **excellence** is not enough.

When **our forefathers handed their know-how down to us**, it was clear that making better cheese meant, first and foremost, responsibility: if you know how to do something and you can do it well, then you have to do it better. And if you know how to do it better, you have **to strive for perfection**.

**Those values can all be found in Parmigiano Reggiano.**

*The birth of cheese*

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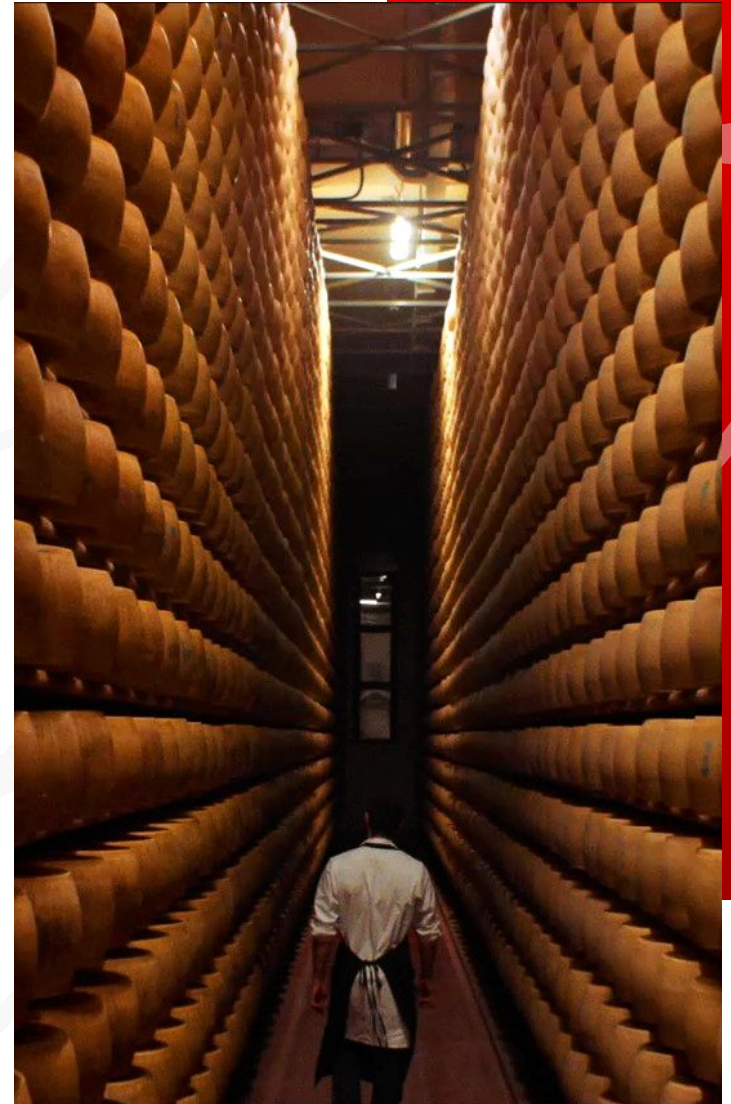
## It's perfect

That is why we follow with great care, moment by moment, the first days of life of the moulds.

Then, **with pride, we place the mark of the Red Cows** that tells of who placed it before us and the uniqueness of its provenance.

That is why, after the work of man, we must hand our wheels of cheese back to time and **allow the seasons to pass**; to embellish them and provide them with all the fragrances and flavours of **a product that is no longer just good.**

These, together with many small daily details and **secrets handed down through generations**, allow a miracle called Parmigiano Reggiano Vacche Rosse to be repeated every day.





# The King of Cheeses

So it is that after the maturing period, which can vary **from 24 to over 40 months**, Parmigiano Reggiano arrives on the table as the king of cheeses.

Thanks to its characteristics, Parmigiano Reggiano delle Vacche Rosse can be easily digested, and it is rich in vitamins, proteins and mineral salts.

**It is an unparalleled masterpiece of taste and well-being:** excellent eaten on its own, in exquisite combinations (from balsamic vinegar to fruit, jams or compotes) or as an ingredient to make your dishes special.

Because the land where it was born, its goodness and itself are unique: **Parmigiano Reggiano Vacche Rosse**.

*Nutritional properties*



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# An inimitable treasure of taste and well-being

In addition to cheese, **other products of unparalleled authenticity and taste**, created with love and dedication by our Consortium, come from the milk of the Vacche Rosse (red cows).

Such as butter, obtained by softening the milk cream, or ricotta, so tasty and full of sweetness, obtained by processing the whey.

**A delicious journey to try:** this is the Vacche Rosse Fresh line. From milk to yoghurt, from panna cotta to pudding, as well as stracchino, caciotta, primo sale, and even Parmigiano Reggiano cream. **Discover all the recipes by framing the QR Code below:**





**Parmigiano Reggiano Vacche Rosse. It is simply perfect**





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