



2023
SALES CATALOGUE



BRESAOLAZERO®

**SUPERLATIVE
HANDMADE
ZERO PRESERVATIVES
BRESAOLA**



**BEST WORLD BRESAOLA
2022- 2023
WINNER**


GIÒ PORRO
MADE IN ITALY

GIO' PORRO - THE MASTER

Giò Porro, Veterinary and Scientist of Italian cured meats, is a man who has dedicated his life in production, regulatory and scientific fields.

A continuous search of perfection has always drove his efforts supported by ancient family traditions, which began in 1893 with his great-grandfather Luigi Porro, businessman, breeder, master butcher, and connoisseur of fine foods.



THE ZERO METHOD®

After years of hard scientific work, assisted for process validation by «SSICA Laboratories» (Experimental Labs for the Food Industry based in Parma, Italy), Gio' Porro finally realized his dream, which he PATENTED under «ZERO METHOD®» name, a proprietary production method characterized by:

ZERO NITRITES

ZERO NITRATES *

ZERO ALLERGENS

ZERO GLUTEN

ZERO LACTOSE

• In ZEROZERO® variant



GIÒ PORRO
MADE IN ITALY

FOOD SAFETY

The technology necessary for the production under ZERO METHOD® duties requested to build a technologically advanced and safe production plant, under hygienic-sanitary point of view, awarded as the best Italian food plant and with primary food certifications.



- Certification for selected products



TERROIR: VALTELLINA VALLEY

Valtellina Valley is located in the northernmost territory of Italy, among the enchantment of the Alps



PRODUCTION PLANT

It's built in PONTE IN VALTELLINA village, in a suggestive location immersed in the famous rows of Valtellina's apple orchards, in the sunny part of the valley, with the spectacular panoramic view of the Italian Alps.





OUR SELECTION

WHOLE AND HALF PRODUCTS

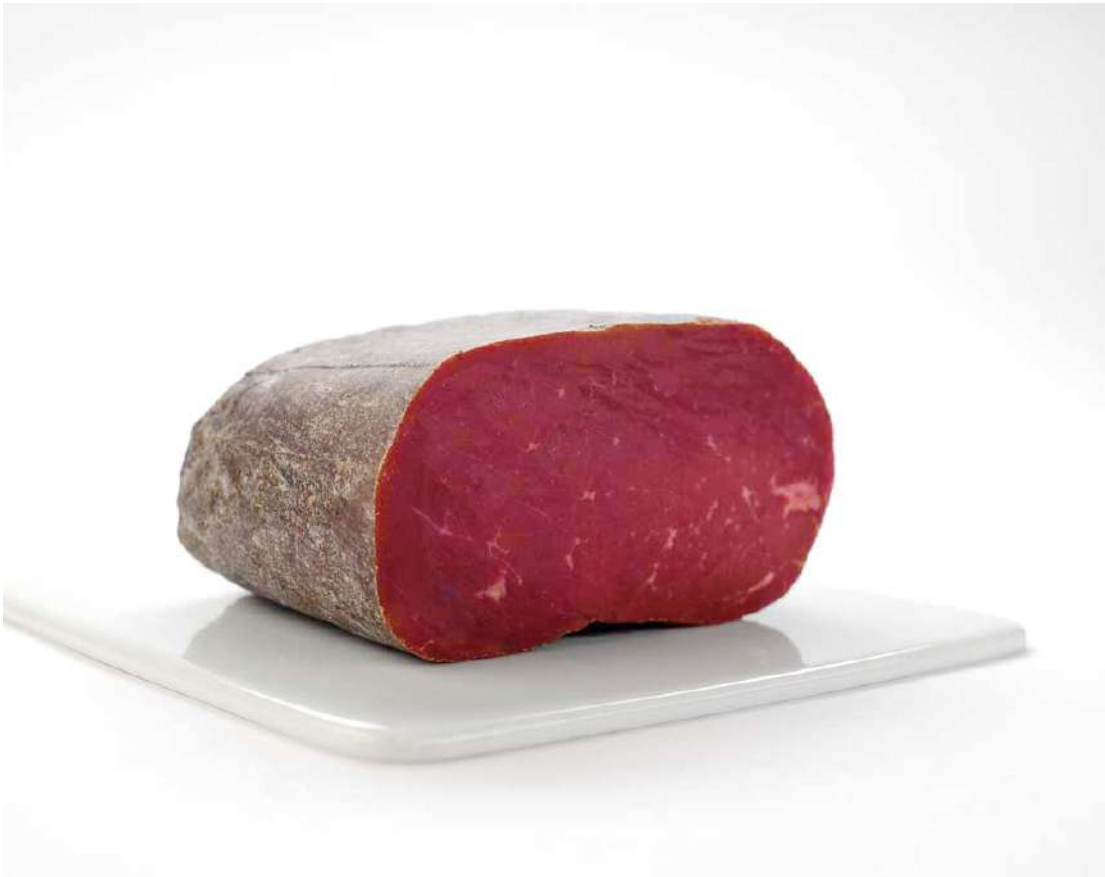
- **BRESAOLA ZEROZERO®** PAGE 10
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WHOLE AND HALF PRODUCTS

BRESAOLA ZEROZERO®




GIÒ PORRO
MADE IN ITALY

It 's a **UNIQUE, 100% NATURAL** product, made with **ZERO METHOD®** in the variant with **ZERO NITRITES and ZERO NITRATES.**

It 's characterized by the use of fresh meat only (not frozen) from the best Italian and European beef cattle breeds.

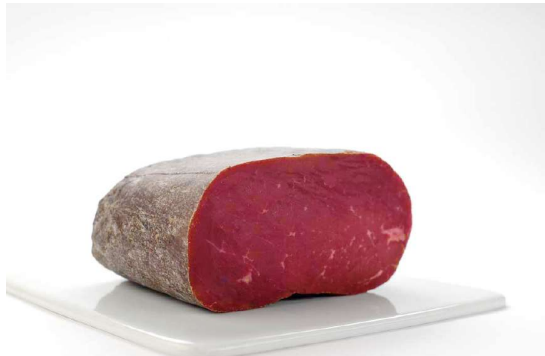
The cuts are salted by hand, piece by piece, with dry salting process.

Finally it matures and refines for a very long time (minimum 4 months)

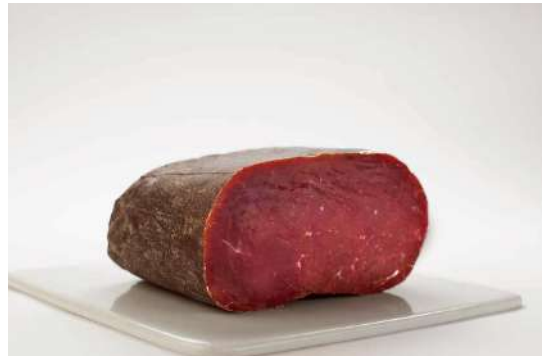
It's an **HEALTHY AND LEAN** product, with a natural **DARK RED** colour.

WHOLE AND HALF PRODUCTS

BRESAOLAZERO®



PREMIUM



CHIANINA



BLACK ANGUS



WAGYU


GIÒ PORRO
MADE IN ITALY

Obtained from the best Italian, European, Australian or American beef cattle breeds, from fresh cuts only (not frozen), they are processed according to ZERO METHOD®, in the variant **WITH ZERO NITRITES**.

The cuts are salted by hand, piece by piece, with dry salting process.

They are subjected to a long aging (from 4 to 6 months), and to a subsequent REFINING, in order to achieve a unique and unforgettable taste and aroma.

WHOLE AND HALF PRODUCTS

LUXURY BEEF HAM



KOBE BEEF HAM CERTIFIED


GIÒ PORRO
MADE IN ITALY

Obtained from the highly prized **CERTIFIED KOBE BEEF**, it is a 100% **NATURAL** product, **WITH ZERO NITRITES AND NITRATES**.

The cuts are salted by hand, piece by piece, with dry salting process.

They are subjected to a very long seasoning (from 6 to 12 months), and to a subsequent refinement, in order to achieve a taste and aroma typical of slow-maturing cured meats.

**IT'S THE MOST VALUABLE HAM
OF THE WORLD!**

WHOLE AND HALF PRODUCTS

COOKED PRODUCTS

PREMIUM



PASTRAMI ZERO®


GIÒ PORRO
MADE IN ITALY

It is obtained by cutting and processing of fine BEEF cattle breeds, with ZERO use of nitrites

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Unique in its kind for quality of workmanship and taste.

SELF SERVICE PRODUCTS
PRE-SLICED
LUXURY LINE



BRESAOLA ZEROZERO®



BRESAOLAZERO® BLACK ANGUS



BRESAOLAZERO® WAGYU


GIÒ PORRO
MADE IN ITALY

The products of this line are characterized by an extremely luxurious packaging.

A very high quality cardboard, printed with hot gold foil, protects the Darfresh® vacuum pack with a very long shelf life, and with a 70% reduction of plastic (compared to the classic trays in modified atmosphere).

SELF SERVICE PRODUCTS

BRESAOLATARTARE®

READY MEAL



BRESAOLATARTARE®
With TRUFFLE



BRESAOLATARTARE®
With »BALSAMIC VINEGAR OF MODENA P.G.I.«


GIÒ PORRO
MADE IN ITALY

BRESAOLATARTARE® twins,

with Balsamic Vinegar of
Modena p.g.i.

and

with TRUFFLE,

A tasty and high quality

Ready Meals

SELF SERVICE PRODUCTS TAKE AWAY LINE


GIÒ PORRO
MADE IN ITALY

These products are characterized by classic transparent modified atmosphere take-away tray, embellished with the elegant and refined GIOPORRO "monogram" label.



BRESOLAZERO®



BRESOLA ZEROZERO®



BRESOLAZERO® BLACK ANGUS



BRESOLAZERO® WAGYU



GIÒ PORRO

MADE IN ITALY

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