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THE ITALIAN FOOD MAGAZINE

BUYER'S • GUIDE

YEAR 9 - N° 6 • AUGUST 2021
MANAGING DIRECTOR: ANGELO FRIGERIO

We did *not* focus on the Market.



Back to Nature



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DISCOVER "The values of the IVSI Manifesto are essential"

Gualerzi, a company
from Parma, joins the initiative
of the Italian deli meats
Promotion Institute.
This choice brings numerous
benefits, as the owner
Romeo Gualerzi explains.
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al mittente previo pagamento resi.

MARKETS & DATA Wine & Spirits, what's next?

A report by Mediobanca, Sace
and Ipsos takes stock of what
happened to the industry in 2020
and in the first half of 2021.
With a clear focus on new
consumption styles in the
post-pandemic scenario.
at page 18 and 19

PRODUCT PREVIEW

Waiting for Christmas

The most beloved season of the year is
getting closer and it's time to select the
best new products to put on the shelves.
From traditional Italian celebration cakes
(Panettone, of course!) to fine wine and
delis, perfect for an Italian-inspired party.

from page 22 to page 26

THE AGREEMENT



War is over!

After 17 years, the United States
and the European Union put an end
to the trade dispute started with
the Boeing-Airbus controversy.
Custom tariffs have been mutually
suspended for the next five years.
The relief of the Italian f&b industry.

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THE PARTNERSHIP

A window on the world with Alibaba

A strategic collaboration agreement.
That creates synergy between
the BolognaFiere exhibition platforms
and the b2b Chinese marketplace.
Interview with Luca Curtarelli,
Head of Italian Development
of the e-commerce giant.

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ZOOM

Play it again, Fico!

The agri-food park reopened in Bologna
on 22 July. With a more agile format and
many new features, including an entrance
ticket. Our tour with the CEO
Stefano Cigarini. Who explains:
"We have rethought the entire offer,
learning from mistakes".

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FOCUS ON

GIs: strategic allies for the f&b industry

13,000 processed foods
contain Italian PDO or PGI
ingredients. Fondazione Qualivita
provides an in depth analysis
of their widespread use,
market value and of their
illicit exploitation too.

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INSIGHT RUSSIA: THE EMBARGO CONTINUES

EU prolonged by six months economic sanctions
against the Federation over the destabilisation of
Ukraine. And now president Putin is expected to
further extend the ban on the import of agricultural
products from Europe. Since 2014, Italian firms lost
1.4 billion euro in exports because of this trade dispute.



from page 30 to page 32



EDITORIAL

by Federica Bartesaghi

Italy shows off muscles in Brussels

Over the past months, the Italian government has been engaged in two hard-nosed negotiations within Europe, which have aroused bitter enmities. Two very topical issues, that not avoid some controversial aspects. The first concerns the 'epic' traffic-light nutrition rating system on food labels. Adopted for the first time on an experimental basis in the UK back in 2014, the now famous traffic light labels are still causing a major dispute between industry and institutions. From the very beginning, Italy opposed to a classification system made of colors (from green to red) and letters (from A to E) which separates foods into 'good' and 'bad' on the basis of the nutritional values contained in 100 grams of product. Which is instead supported by a large number of Member States that wish Nutri-Score can become mandatory throughout the Union (namely France and Belgium, Germany and the Netherlands).

In the past weeks, three important Italian food Consortia, that of Parmigiano Reggiano, Grana Padano and subsequently Asiago, have announced that they will not authorize the labels of operators in the supply chain who will use Nutri-Score or similar logos on the packaging of their PDOs. "According to Nutri-Score", the first two Consortia explain, "Parmigiano Reggiano and Grana Padano would be classified as orange. But a dish of pasta consisting of 80 g of pasta, 20 g of extra virgin olive oil and 20 g of PDO hard cheese would score - as a whole - green. For this reason, labelling tools based on

the traffic light principles are to be considered a practice that undermines PDO products because it discourages their consumption without any objective nutritional justification." Quite a crucial issue, especially considering the potential effects that this labeling systems could have on Italian exports.

No pain no gain, says the proverb. This was certainly the case for the other 'hot front' on which Italy has been moving in recent months. The one concerning the European Single-use Plastics Directive (SUP). The 'arm wrestling' with the EU Commission began after the latter published, on the past May, the Directive's guidelines. That is to say two years after its approval, in June 2019, and just one month before its entry in force, which took place on July 3, 2021.

What gave rise to the dispute is the inclusion, in the list of banned products, of disposable items made of compostable or biodegradable plastics too. Of which Italy is one of the largest global producer. After a series of discussions - and phone calls between Italian prime minister Mario Draghi and the president of the EU Commission, Ursula von der Leyen - Italy finally aligned itself with the limitations imposed by Europe, but with a few exceptions. Italy will continue to produce and commercialize biodegradable and compostable plastics as well as products with less than 10% of plastic coating, included from Brussels among the types to be scrapped.

L'Italia mostra i muscoli a Bruxelles

Negli ultimi mesi il governo italiano ha portato avanti a muso duro due grandi battaglie in seno all'Europa, che gli stanno valendo non poche inimicizie. Due temi di strettissima attualità e non privi di aspetti controversi. Il primo riguarda l'epopea delle etichette nutrizionali 'a semaforo'. Adottate per la prima volta in modo sperimentale in Gran Bretagna nel lontano 2014, le ormai famose etichette a semaforo non hanno ancora smesso di far discutere industria e istituzioni. L'Italia si è sin da subito opposta a un sistema di classificazione a colori (dal verde al rosso) e in lettere (dalla A alla E) che divide gli alimenti in 'buoni' e 'cattivi' sulla base dei valori nutrizionali contenuti in 100 grammi di prodotto. A fronte di una folta schiera di Stati membri che, invece, vorrebbero rendere il Nutri-Score obbligatorio in tutta l'Unione (a cominciare da Francia e Belgio, Germania e Paesi Bassi).

Nelle scorse settimane, tre importanti consorzi alimentari italiani, quello del Parmigiano Reggiano, del Grana Pa-

dano e successivamente dell'Asiago, hanno reso noto che non autorizzeranno le etichette degli operatori della filiera che inseriranno il Nutri-Score o loghi simili sul packaging delle rispettive Dop. "In base al Nutri-Score", si legge in una nota congiunta dei primi due Consorzi, "il Parmigiano Reggiano e il Grana Padano sarebbero classificati con colore arancio. Ma un piatto di pasta con 80 gr di pasta, 20 gr di olio extravergine e 20 gr di formaggio Duro Dop, sarebbe, nel suo complesso, verde. Per questo motivo gli strumenti di etichettatura basati sul principio a semaforo sono da considerare una pratica svalorizzante della Dop perché disincentivanti il consumo del prodotto senza un motivo oggettivo di tipo nutrizionale". Un tema di non poco conto, contando soprattutto le possibili ripercussioni economiche che questo sistema di etichettatura potrebbe avere sul nostro export.

Chi la dura la vince, recita il detto. Sicuramente è stato così per l'altro 'fronte caldo' su cui l'Italia si è mossa

negli ultimi mesi. Quello che riguarda la Direttiva europea sui manufatti monouso in plastica (Sup). Il 'braccio di ferro' con la Commissione Ue è iniziato dopo che, lo scorso maggio, quest'ultima ha divulgato le linee guida applicative della Direttiva a due anni di distanza dalla sua approvazione (nel giugno 2019) e a un solo mese dalla sua entrata in vigore, avvenuta il 3 luglio 2021.

Casus belli della controversia l'inclusione, tra i prodotti che non possono essere commercializzati nell'Unione, anche dei manufatti monouso in plastica compostabile e biodegradabile. Industria in cui l'Italia eccelle, su scala europea e mondiale. Dopo molte polemiche - e telefonate tra il premier italiano Mario Draghi e il presidente della Commissione Ue, Ursula von der Leyen - l'Italia si è adeguata alla direttiva ma con qualche eccezione. Il nostro Paese continuerà infatti a produrre e commercializzare prodotti monouso compostabili e con rivestimenti in plastica inferiori al 10% del totale, che l'Ue includeva invece tra le tipologie da eliminare.



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NEWS

UK ENDS CERTIFICATE FOR IMPORTED WINES

The UK government announced that it would end requirements for VI-1 certificates for imported wines, which would save British consumers about 130 million pounds a year. For the Wine and Spirit Trade Association (WSTA), which represents the country's wine and spirits industry and which for years has been asking for a reduction in bureaucratic hurdles, this is a "historic moment". This is good news for the Italian wine sector as well, whose average turnover in UK is around 800 million euro, for 2.6 million hectoliters. It is hence the third market for the Italian wine production.

Gran Bretagna: stop al certificato per i vini importati

Il governo inglese ha annunciato la sospensione del certificato VI-1 per i vini importati. Un alleggerimento burocratico che determinerà, per i consumatori inglesi, un risparmio annuale valutato in 130 milioni di sterline. Per la Wine and Spirit Trade Association (WSTA), l'associazione commerciale inglese che rappresenta l'industria del vino e degli alcolici e che da anni chiede una burocrazia più semplice per il comparto, si tratta di "momento storico". Una buona notizia anche per il vino italiano, il cui fatturato in media è pari a 800 milioni di euro nel Regno Unito, per 2,6 milioni di ettolitri. Si tratta infatti del terzo mercato per le produzioni vitivinicole italiane.

COCA-COLA HBC ACQUIRES 30% STAKE IN ITALY'S CAFFÈ VERGNANO

New, strategic partnership signed between Caffè Vergnano and Coca Cola. On the past 25th June the beverage multinational company, with activities in 28 countries, acquired 30% of the Piedmont-based coffee roaster established in 1882, becoming the brand's exclusive distributor outside Italy. Franco and Carlo Vergnano, respectively ceo and president of the company, said that, with Coca-Cola HBC as a new strategic partner, it would accelerate its international growth plans.

Coca Cola Hbc acquisisce il 30% di Caffè Vergnano

Nuovo strategico accordo tra Caffè Vergnano e Coca Cola. Il 25 giugno scorso il colosso del beverage, che opera in 28 paesi diversi, ha acquisito il 30% della compagine azionaria della torrefazione piemontese fondata nel 1882. Di cui diventa esportatore esclusivo sui mercati internazionali. Franco e Carlo Vergnano, rispettivamente Ad e presidente della torrefazione, hanno affermato che la partnership con Coca Cola gli consentirà di accelerare i piani di crescita internazionali.



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THE VERONESI GROUP ACQUIRES CERTOSA SALUMI

The Veronesi food group has acquired Certosa Salumi, Emilia Romagna-based company specialized in the production of delis which now joins the AIA, Negroni and Veronesi brands. "This is a 'Made in Italy' operation in the heart of the Emilia Food Valley," Luigi Fasoli, Ceo of Veronesi said. "To us, this is a further step in the group's sustainable growth path, adding to the over 100 million of yearly investments that we dedicate to the competitiveness of our Italian assets along the entire production chain."



Il gruppo Veronesi acquisisce Certosa Salumi

Il gruppo alimentare italiano Veronesi ha finalizzato l'acquisizione di Certosa Salumi. La società emiliana, specializzata nella produzione di salumi, entra quindi nella scuderia veneta in compagnia dei marchi Aia, Negroni e Veronesi. "Si tratta di un'operazione all'insegna del made in Italy, nel cuore della food valley emiliana", commenta Luigi Fasoli, amministratore delegato del gruppo Veronesi. "Per noi è un ulteriore passo per la crescita sostenibile del gruppo, che si affianca agli oltre 100 milioni di investimenti dedicati ogni anno alla competitività dei nostri asset italiani su tutta la filiera".

OLYMPIC GAMES: THE ITALY-MANIA BREAKS OUT IN JAPAN

The exciting victories of our country at Tokyo 2020 had an immediate amplifying effect on the already deep-rooted love of the Japanese for Italy. With direct consequences on the sale of Italian products, including food. This was confirmed by Tomoko Wakahisa, cashier of a deli shop in the Asakusa district of Tokyo, to the Repubblica newspaper. "We used to be attended by some loyal high-end customers", Tomoko Wakahisa explains. "Now, both young and old people arrive, convinced that if Italians win so much at the Olympics, it is also because of their healthy eating. Jacobs said he loves pasta with tomato sauce and many want to try it these days". The positive effects are also seen in the food service sector: "For 10 years we haven't had so many reservations", said Ichisake Kimura, waiter in a well-known Italian restaurant in Ginza, one of Tokyo's trendiest neighborhoods. "Everyone wants to eat, drink and dress like the Italians".



Olimpiadi: in Giappone è Italia-mania

Le emozionanti vittorie sportive del nostro Paese a Tokyo 2020 hanno avuto un immediato effetto amplificatore sull'amore, già radicato, dei giapponesi per l'Italia. Con conseguenze dirette sulla vendita di prodotti italiani, anche alimentari. Lo conferma al quotidiano Repubblica Tomoko Wakahisa, cassiera di un negozio di gastronomia nel quartiere di Asakusa a Tokyo. "Di solito avevamo solo clienti affezionati di fascia alta", spiega Tomoko Wakahisa, "ora invece arrivano anche giovani e anziani. Sono convinti che se gli italiani vincono tanto alle Olimpiadi, è anche perché il loro modo di alimentarsi è sano. Jacobs ha detto che ama la pasta al pomodoro e in molti in questi giorni la vogliono provare". Gli effetti si vedono anche nel settore della ristorazione: "Non arrivavano tante prenotazioni da 10 anni", sottolinea Ichisake Kimura, cameriere in un noto ristorante italiano di Ginza, uno dei quartieri più alla moda di Tokyo. "Tutti adesso vogliono mangiare, bere e vestirsi come gli italiani".



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NEWS

21 INVEST (BENETTON) TAKES OVER WITOR'S

21 Invest, an investment holding founded and led by the Benetton family, has announced the takeover of Witor's, a Cremona-based chocolate producer, for 100 million euro. "I am convinced that Witor's tradition and innovation will be able to combine with the industrial approach and skills developed by 21 Invest in the world of food," Alessandro Benetton, president and founder of 21 Invest, said. "Together we have the opportunity to reach a leading position in the chocolate market, with a certified supply chain and particular attention to sustainability, elements that are now essential for any successful company". Founded in 1959 by Roberto Bonetti, Witor's has a 80 million turnover - half generated in over 80 world countries - a portfolio of over 350 products and is run by Witor's founder's sons, Rossano and Michele Bonetti. A new CEO, Jean Valery Raffard, of French origin but in Italy for over 20 years and with extensive experience in the confectionery sector, will join the management.

21 Invest (Benetton) rileva Witor's

Il fondo 21 Invest, controllato dalla famiglia Benetton, rileva l'azienda dolciaria Witor's in un'operazione dal valore di 100 milioni di euro. "Sono convinto che la tradizione e l'innovazione di Witor's sapranno coniugarsi all'approccio industriale e alle competenze sviluppate da 21 Invest nel mondo del food", commenta Alessandro Benetton, presidente di 21 Invest. "Insieme abbiamo la possibilità di raggiungere una posizione di leader nel mercato del cioccolato, con una filiera certificata e un'attenzione particolare alla sostenibilità, elementi oggi imprescindibili per ogni azienda di successo". Fondata nel 1959 da Roberto Bonetti, Witor's ha un giro di affari di 80 milioni di euro, di cui la metà generato all'estero, un portafoglio di 350 prodotti ed è gestita dai figli del fondatore, Rossano e Michele Bonetti. Che continueranno a guidare la società affiancati da un nuovo amministratore delegato, Jean Valery Raffard, di origine francese ma da oltre 20 anni in Italia e con una vasta esperienza nel settore dolciario.

FERRERO TOWARDS 50 PRODUCTION PLANTS AND A 14 BILLION EURO TURNOVER

Over the years the Alba confectionery multinational has widened the categories of products offered including – beside chocolate specialties under the Nutella, Ferrero Rocher and Kinder brands – also biscuits and ice-creams. And it set ambitious goals for the future. The partnership with Airbus and Sterling will hence allow for responsible cocoa sourcing while by 2025, the packaging of Ferrero products will be 100% compostable or recyclable. These milestones will also be extended to the recently acquired plants, including the Ice Cream Factory Comaker, the largest Spanish ice-cream manufacturer, and the British Burton's Biscuit. Currently, Ferrero owns 31 plants but once the acquisitions will be completed, another 18 will be added globally. Ferrero International holding's turnover is estimated at around 12.3 billion euro, up 7.8% compared to 2019. The new acquisitions will increase this figure to 14 billion euro.

Ferrero verso i 50 stabilimenti e i 14 miliardi di euro di fatturato

Nel corso degli anni la multinazionale dolciaria di Alba ha ampliato le categorie di prodotti commercializzati, includendo - oltre a prodotti a base cioccolato commercializzati con i noti brand Nutella, Ferrero Rocher e Kinder - anche biscotti e gelati. E ha ambiziosi obiettivi per il futuro. La partnership con Airbus e Sterling permetterà infatti un approvvigionamento responsabile del cacao mentre entro il 2025, il packaging dei prodotti Ferrero sarà 100% compostabile o riciclabile. Traguardi che saranno estesi anche alle industrie acquisite di recente, tra cui la Ice Cream Factory Comaker, prima produttrice spagnola di gelati, e la britannica Burton's Biscuit. Attualmente gli stabilimenti nel perimetro di Ferrero sono 31, ma una volta terminate le integrazioni ancora in corso, se ne aggiungeranno altri 18 a livello globale. Il fatturato della holding Ferrero International è stimato intorno ai 12,3 miliardi di euro, in aumento del 7,8% rispetto al 2019. Le nuove acquisite porteranno questa cifra a 14 miliardi di euro.

NEW RECORD FOR ITALIAN CHEESES EXPORTS IN THE FIRST 4 MONTHS OF 2021

Italian cheese exports set an historical record in the first 4 months of 2021, up by almost 20% with respect the same period last year, exceeding 1 billion euro in the month of April alone, a 30% increase in volumes was recorded. Spain and France, in particular, posted a +44.8% and a +27.3% increase respectively, according to data included in the 35th ITA report on trade and reported by the Assolatte association. Which also highlights that, after the sharp -76% registered in the first part of the year, with the cancellation of US tariffs "a great recovery" has started, "and if the trend of the last two months continues, for the first time our cheeses will break through the 40,000 tons barrier. An absolute record." The Canadian market also shows a very positive trend. "The recovery was expected and it seems it's getting every week better", Paolo Zanetti, president of Assolatte said. "And this is not a trivial rebound after the losses recorded in recent months. We see average growth rates of 10% compared to the pre-pandemic period".

Nel primo quadrimestre 2021 corre l'export caseario italiano

L'export caseario del Bel Paese vale oltre un miliardo di euro nel primo quadrimestre 2021, un aumento di quasi +20% rispetto allo stesso periodo lo scorso anno. Nel solo mese di aprile si è registrato un +30% nei volumi, con un +44,8% in Spagna e un +27,3% in Francia. È quanto emerge dai dati Assolatte divulgati in occasione della presentazione del 35esimo Rapporto Ice sul commercio estero. L'associazione rivela che, dopo il -76% di inizio anno, con la sospensione dei dazi Usa è iniziato "un eccezionale recupero e, se continua il trend degli ultimi due mesi, per la prima volta i nostri formaggi sfonderanno il tetto delle 40mila tonnellate. Un record assoluto". Dati positivi anche per il mercato canadese. "La ripresa era nell'aria e ci sembra che il clima migliori di settimana in settimana", afferma Paolo Zanetti, presidente Assolatte. "E non si tratta di un banale rimbalzo dopo le perdite registrate negli scorsi mesi. Viaggiamo a tassi medi di crescita del 10% rispetto al periodo precedente alla pandemia".

THE SANDEMAN BRAND JOINS THE NETWORK OF GRUPPO DUCA DI SALAPARUTA

Sogrape Vinhos, leading Portuguese wine company, has further strengthened and complemented its partnership with the Duca di Salaparuta Group by entrusting the Sicilian winemaker (after Mateus and Offley) with one of its most famous and iconic brands, Sandeman, and signing an exclusive distribution agreement for the Italian market starting in July 2021. The brand Sandeman is known all over the world for its Port, Sherry and Madeira wines, and the unmistakable black silhouette of The Don: the first logo created in 1928 for a wine that remains one of the most iconic images in the international wine world.



Il Porto Sandeman entra a far parte del network Gruppo Duca di Salaparuta

L'azienda vitivinicola portoghese Sogrape Vinhos rafforza la partnership con il Gruppo Duca di Salaparuta affidandogli - dopo Mateus e Offley - uno dei suoi marchi più famosi: Sandeman, con la firma di un accordo di distribuzione in esclusiva per il mercato italiano a partire da luglio 2021. Il brand Sandeman è conosciuto in tutto il mondo per i suoi vini Porto, Sherry e Madeira e per l'inconfondibile sagoma nera del Don: il primo logo creato per un vino, nel lontano 1928, che ancora oggi resta una delle immagini più iconiche del mondo enologico.

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RICOTTA UHT



THE PARTNERSHIP

A window on the world with Alibaba

A strategic collaboration agreement. That creates synergy between the BolognaFiere exhibition platforms and the b2b Chinese marketplace. Interview with Luca Curtarelli, Head of Italian Development of the e-commerce giant.

A strategic collaboration partnership between BolognaFiere and the e-commerce giant Alibaba.com. An agreement that aims to create synergy between the commercial opportunities offered by the trade fairs in Emilia Romagna, enriching the services dedicated to exhibitors, with the potential of the platform for online b2b commerce of the Chinese giant. In fact, thanks to the privileged access to the international showcase of Alibaba.com, with more than 26 million active buyers on the marketplace in over 190 countries, companies will have the opportunity to increase the potential for exposure, development and conversion. Therefore, BolognaFiere and Alibaba.com wanted to promote an evolved business concept with respect to digital fairs, creating a commercial action that expands the temporal perimeter of trade shows beyond the days of the events, in order to strengthen immediate contacts between the operators on the platform. A format that can, thus, contribute significantly to the digital transformation and promotion of business on international markets. We talked about this important collaboration with Luca Curtarelli, Head of Development for Italy at Alibaba.com.



Luca Curtarelli,
Head of
Development
for Italy at
Alibaba.com

A digital strategy

The e-commerce platform supports SMEs in particular to help them enhance their digital profile, expanding their business globally and reaching new markets, while fully respecting their corporate attitudes and values. "The structure of our marketplace allows companies to have direct contact with potential buyers globally, accessing numerous services to maximize exposure and target their audience, with significant savings in investment and resources," explains Curtarelli. "The b2b market still has significant unexplored opportunities and e-commerce is estimated to be worth 20.9 trillion dollar globally by 2027. It's clear that the last year has made it imperative for b2b businesses to adopt digital strategies as well, indeed highlighting those who are more or less ready to deal with the rapid changes taking place in all sectors. It is precisely in this period that we have noticed a growing interest in our platform, especially in Italy. Lo-

cally, we are already a trusted partner of many SMEs and we support them with a multitude of solutions that enrich the sales channel: we are in fact an ecosystem of services and tools that our customers can use to grow digitally in global markets. These include CRM (customer relationship management) and marketing support, real-time translation, advertising, hybrid trade shows, livestreaming, dedicated customer service and much more. We dedicate a team of internal and external specialists to Italian companies, available to deal with various aspects of online trade. In addition, the valuable contribution of our partner network has allowed us to reach and support companies in an even more capillary and effective way". Last but not least, Alibaba.com's commitment to Italian companies is also expressed through training and education projects, to provide tools and knowledge that maximize the use of the platform and project companies into the digital economy.

An agri-food excellence community

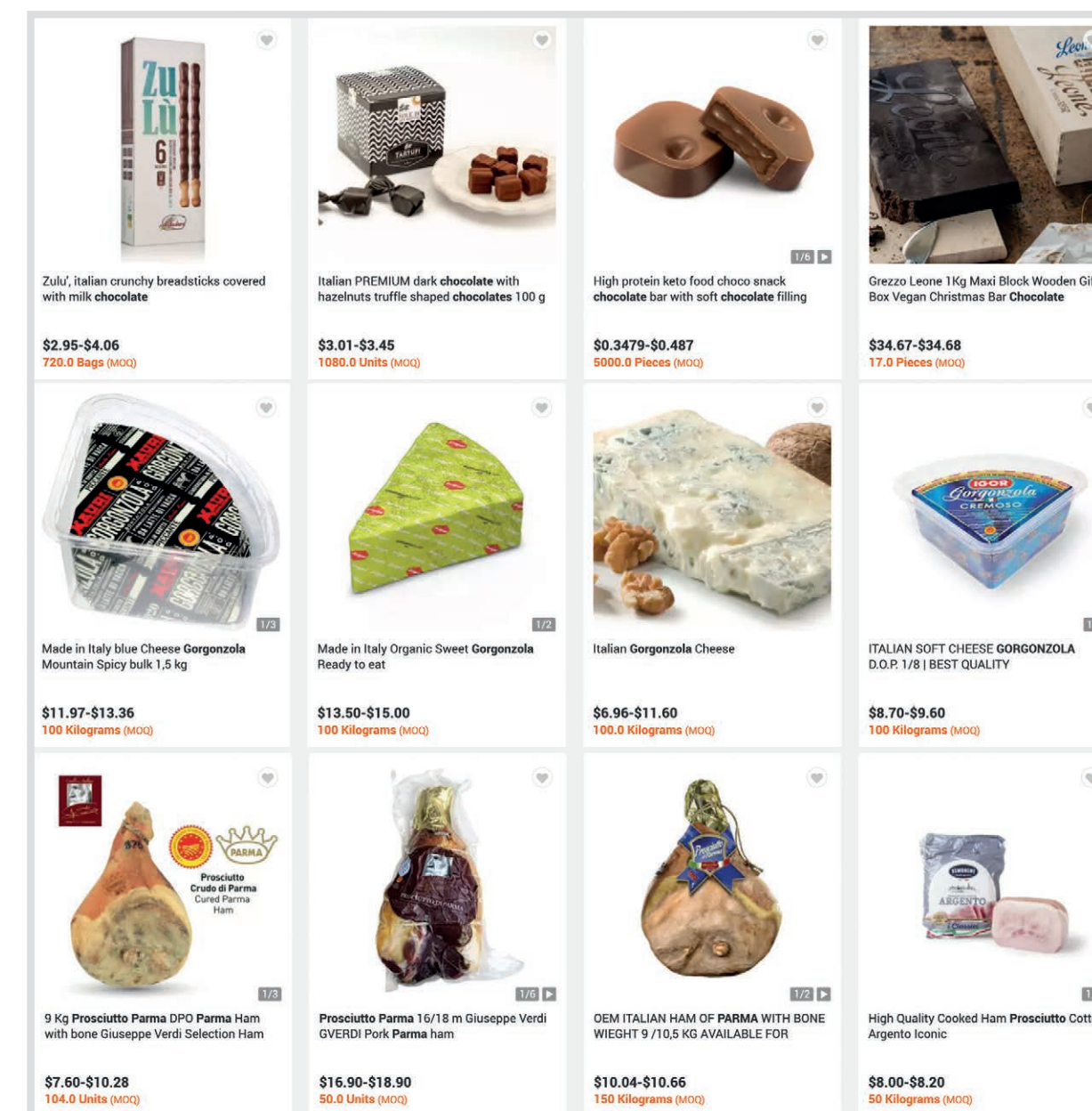
Alibaba.com's strategy sees e-commerce focused on supporting all the companies involved in Italian exports, and food and agri-food are among the most representative categories since their quality and uniqueness are recognized and appreciated all over the world. The marketplace model of the b2b platform allows companies to open their own showcase on a virtual fair operating 24/7, managing in total autonomy their presence, offer and catalogs, and using e-commerce to reach and communicate with a pool of over 26 million buyers, with whom to establish a direct relationship. "There are already numerous food businesses of various sizes on our marketplace, each with their own unique positioning: from Matilde Vicenzi, a historic pastry brand founded in 1905, to Tonitto, a Ligurian producer of ice cream and sorbets; and then Arrigoni Battista, a company in the dairy sector with many years of experience in the production of traditional cheeses such as Gorgonzola, Crescenza, Taleggio and Quattroli lombardo. And Santangiolina, a company with a rich agricultural tradition linked to its territory of origin, or Ca.Form, a company founded by the Chiomento family, located at the foot of the Asiago Plateau, which has been handing down the passion for processing dairy products for generations; from ArtigianQuality, a company with a family tradition specialized in the production of mortadella, to Terre Ducali, a company in Mulazzano Ponte, in the province of Parma, which produces and exports Parma Ham, Salame Felino, Coppa di Parma PGI and other excellent products made in Italy", says Curtarelli. He also specifies: "We do not impose membership thresholds or qualifying criteria in terms of volume or quantity. But we do recommend that companies entering our digital ecosystem have consolidated export capabilities and an adequate omnichannel strategy in which include Alibaba.com. B2b e-commerce is a fascinating path full of opportunities, but it must be approached in a prepared manner and with a long-term strategy."

The partnership with BolognaFiere

The agreement with the Emilia-Romagna exhibition authority signed in 2020 was created with the aim of opening up new busi-

ness opportunities for companies taking part in BolognaFiere events: "By leveraging the complementary nature of physical and digital trade shows, we have joined forces to ensure participating companies have consistent, targeted exposure to the vast pool of international buyers, both offline and online". In fact, the synergies created allow to cross the barriers between offline and online, creating a continuity of business regardless of the event or platform. "Marca and Sana, for example, are both exceptional opportunities for companies in the food and organic sector, the latter of which has grown 180% in Italy alone since 2010 and which estimates be worth over 221 billion dollars in 2021 on a global scale. Especially during the lockdown, this sector has undergone a further boom and Italy can boast excellent results in all areas, from production to cultivated lands, up to consumption and exports. The organic sector is therefore an interesting and promising area in terms of requests and number of companies represented within Alibaba.com and the collaboration with BolognaFiere will allow us to reach and illustrate the opportunity of internationalization and digitalization for companies and entrepreneurs of the sector".

Eleonora Davi



Screenshot from alibaba.com - 17/08/2021

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Play it again, Fico!

By Federico Robbe and Aurora Erba



The agri-food park reopened in Bologna on 22 July. With a more agile format and many new features, including an entrance ticket. Our tour with the Ceo Stefano Cigarini. Who explains: “We have rethought the entire offer, learning from mistakes”.



Fico restarts. After a stop lasted more than a year, Bologna's large agri-food park, which opened in 2017, reopened its doors on 22 July. With new attractions, 60 operators (20 less than the 'first' Fico), and a more clear-cut format. The rebirth of the theme park, conceived by the Oscar Farinetti, was made possible by a five million euros loan from the two partners, Eataly and Coop Allenza 3.0.

On a sweltering July day (the car thermometer even reached 40 degrees), we set off for our destination for a press preview tour. Once we had got through the impassable traffic of Milan, the journey was smooth. And in about three hours, we reached our destination. We were ahead of schedule, so we opted for the only alternative in the area: the shopping center across the road. It was immediately clear that the area in which we found ourselves is not exactly a transit area. On the contrary. Whoever comes to Fico is not here by chance. Due to the park's marginal position with respect to the city center, it is also possible to make use of public transport links. The agri-food entertainment center is 15 minutes by bus from the Bologna railway station and 50 minutes from the G. Marconi airport. To avoid the odyssey of Italian public transport, we decided to use our car. At the entrance to the park, we were greeted by sui generis tollbooth attendants: the typical farm animals with their snouts on one side and their backs on the other (they are all made of plastic, so animal rights activists can sleep soundly...). So we got into the 'country' mood of the park and set off. The climate was almost Wild West:

withered grass, 'singing' cicadas and a torrid heat. Our attention was drawn to the giant fig tree at the entrance, which stands imposingly. In front of it sits the educational farm, populated by horses, donkeys, cows, pigs, turkeys and sheep. Before the reopening, this area was located behind the structure, out of sight of visitors. Placing it at the entrance certainly gives it more visibility, with the added bonus of being able to approach and pet the animals. Among interactive stands, truffles to be found in the middle of the earth, fat bunnies and a thousand other novelties, the new Ceo of the park, Stefano Cigarini, guided us through the many changes.

A new route

There are many new features, starting with the opening days: access is permitted from Thursday to Sunday, from 11 am to 10 pm, and on Saturdays until midnight. While admission was free until 2019, it is now necessary to buy a ticket. There is an 8-euro ticket (10 euros for the Fico + Luna Farm ticket), a 19-euro ticket with the choices of entry + tour with four tastings or entry + course with a choice of pasta, pizza, ice cream, wine and mortadella. At 29 euros, an annual subscription with unlimited admission and a 10% discount on all purchases and affiliated restaurants. The new look of Fico Eataly World is enriched by many interactive attractions, tastings and culinary workshops. There is also a farm-themed funfair - Luna Farm, with 14 rides, seven of which are accessible to disabled children, which has been created by the Italian company Zamperla - an educational farm and

a shopping area. The associated food operators keep paying royalties to Fico. Cigarini pointed out that during the closure imposed by the pandemic they did not pay a single euro in rent, and this is true. However, it is also true that in the previous period, with all the problems we will talk about in a moment, the companies had to guarantee staff and raw materials, with noteworthy expenses.

The floor area has been reduced to 15 hectares and the East wing was eliminated. "The size was excessive", explains Cigarini. "Visitors felt often lost". The entire park has been divided into seven different sectors, dedicated to salami, cheese, pasta, wine, oil, sweets, games and sport. Each section is clearly delimited by a representative entrance structure. In the world of seasoning, for example, a bottle of extra virgin olive oil and one of vinegar recall the panorama of Bologna's two famous towers.

The dairy section instead

Provaci ancora, Fico!

Fico riparte. Dopo più di un anno di stop, il grande parco agroalimentare di Bologna, inaugurato nel 2017, ha riaperto i battenti il 22 luglio. Con nuove attrazioni, 60 operatori (20 in meno rispetto al 'primo' Fico), e un format più definito rispetto al passato. Oltre a tante novità, tra cui il biglietto d'ingresso. A permettere la rinascita del parco a tema, ideato da Oscar Farinetti, è stato il finanziamento di cinque milioni di euro da parte dei due soci, Eataly e Coop Allenza 3.0. Il nostro tour con l'Ad, Stefano Cigarini. Che spiega: "Abbiamo ripensato l'intera offerta imparando dagli errori".

ad features a large wheel of cheese made up of half Parmigiano Reggiano and half Grana Padano. Which can also be reached through a small labyrinth. Caciotta cheese, mortadella and rigatoni also dangle on the ceiling. As well as traditional sweets and footballs. In the building, there are also five multimedia shows to let people discover the curiosities of the basic elements that make up the agri-food chain (fire, earth, water, animals and bottles). And 13 factories that tell visitors about the production process of the Italian excellences. Besides some explanatory videos reproduced on glass plates with polarized films, guests can visit the small factories and talk directly to the producers. The attractions are numerous. What amazed us, however, is that sight is not the only stimulated sense. In fact, each place is characterized by different, easily recognizable smells and fragrances. "Fico is an all-round sensory experience", highlights Cigarini. "All five senses are stimulated". And he is right indeed. The bottle area, for example, presents a distinct olive note that is immediately perceptible to the nose.

Past mistakes

The question of questions is what went wrong in the past years and why. The not exactly brilliant performances of the past are well known. Even before the advent of Covid, the theme park was showing signs of uncertainty. The figures for 2020 are not yet ready, but those recorded in 2019 speak for themselves. Revenues amounted to 34.3 million euros (in 2018 they were 42.5). An Ebitda of -4.2 million and a net loss of 3.1 million. Reckless choices and technical problems were the cause of this failure. "Among the most serious problems that Fico had to face the are audience volumes. The expectations we had at the beginning, i.e. 6 million visitors a year, have been wrecked also because of a wrong analysis of the basic market", explains the Ceo. "Except for a minority of Austrian and German tourists who come to Italy by car, the other foreigners choose the airplane. But to reach the estimates of 1.8 million tourists, we would need 9,000 flights a year, so about 25 planes full of tourists every day. All heading for Fico. Which is an unrealistic number. The problem lies in the fact that these numbers were announced to the press without knowledge of the data: if you announce 6 million visitors a year, and then one million arrive, it is a failure. If you don't make proclamations, it's a resounding success", continues Cigarini bluntly. "When we analysed the figures afterwards, we realized that they were actually satisfactory. About 1.2 million visitors a year, with 48% penetration over one hour in the catchment area and 14% over three hours, i.e. from the neighboring regions. These are very high numbers. Fico attracted an average of 170 thousand tourists a year, or 11% of the people who went to Bologna, who said they came especially for the center. And then about 70-80 thousand students. We are now aiming for the break even point by 2023".

Besides what we mentioned before, we must also consider the problems related to the format's unclear identity, which was difficult for most visitors to understand. "People didn't know whether it was a shopping center, a big hypermarket, a food court or a bigger version of Eataly", continues the Ceo. "The average visit time was about two hours. But considering that 80% of people came here to eat, only 40 minutes were dedicated to actually visiting the park. In short, they went for a walk. But Fico is not a destination to be approached lightly. It requires curiosity because it has to be discovered little by little. Moreover, the planning didn't help. On the contrary. From then on, a series

of technical problems only made the situation worse. The spaces were too large, the visitors felt confused. In a certain way, the stop imposed by the pandemic was a good thing because it allowed us to rethink the whole offer. The first three years of Fico's life were a test bench, useful for bringing out the mistakes that were made".

What is the target?

With the ticket, the visitor's approach changes too: "Those who have paid expect to receive something more, so they go and discover all of the hidden treasures. But you also need to have the patience to discover, little by little. The first Fico was very didactic. But a park must be involving, it cannot be like a school. Today it is something else. And it must become a reason to move around".

The park is undoubtedly a great attraction. Above all because, everywhere, there is a 'gem' to discover.

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It seems that Fico does not have a precise target audience anyway, and this is not necessarily a limitation. The theme park has attractions and activities of all kinds. All with a playful and educational purpose. "Until a few years ago", explains Cigarini, "the stands were set up in a frontal view. Visitors arrived and listened to explanations from guides and producers, just like at school. The new format, on the other hand, is based on the concept of experiential tourism. Visitors take part in quizzes, games and many other activities. For those who want to, there is also the possibility of attending guided tours, in Italian and English, which leave from the entrance counter every 30 minutes".

"A reason to move"

With the ticket, the visitor's approach changes too: "Those who have paid expect to receive something more, so they go and discover all of the hidden treasures. But you also need to have the patience to discover, little by little. The first Fico was very didactic. But a park must be involving, it cannot be like a school. Today it is something else. And it must become a reason to move around".

The park is undoubtedly a great attraction. Above all because, everywhere, there is a 'gem' to discover.

ver. However, there is still a great unknown factor, due more than anything else to the park's peripheral location. How many tourists are willing to come here just to see Fico? "For the next 12 to 15 months we expect almost exclusively Italian tourists", continues the Ceo. "The situation is

not yet completely rosy, so we do not expect many foreigners to arrive. All things considered, at the end of our tour, the fundamental question is: will the combination of gastronomic culture and experiential tourism manage to break through to the hearts of its visitors?









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DISCOVER

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"The values of the IVSI Manifesto are essential"

Gualerzi, a historic company from Parma, joins the initiative of the Italian deli meats Promotion Institute. This choice brings numerous benefits, as the owner Romeo Gualerzi explains.



History and tradition. Culture and a connection with the territory. Quality and sustainability. These are some of the core principles that guide Gualerzi, a company specialized in the production of Parma ham, Salame Felino PGI, Culatello di Zibello PDO and other typical deli products. These values are also the basis of the Manifesto presented in recent years by IVSI, the Italian deli meats Promotion Institute. Gualerzi promptly joined the Manifesto, and in this interview we talk about it with the owner of the company, Romeo Gualerzi.

Why did you decide to join the IVSI Manifesto?

Because we share it in every aspect. We are part of As-sica (the association of the Italian industry of meats and cured meats, ed) and we are a historic company. After all, our company already does all the things described in the Manifesto itself. Our reference products are already PDO and PGI, and we have a strong connection with the territory and the environment around us. We are a family business that has grown over the years. We achieved a good success and we are very attached to the Parma area. In fact we have two plants: one in Zibello, which allows us to respect the typical production area of the Zibello PDO. The other one in Parma, where there is the main office that produces Salame Felino PGI, Coppa di Parma PGI and Parma Ham PDO.

Do you feel these values as essential for your company?

Yes, I do. The Manifesto expresses values that are crucial for us, for the future of our sector and our company. We fully embrace the concepts of environment and business management that are described in the Manifesto. Moreover, it also matches with the Parma culture. We have grown together with the historical knowledge of the workers of this area, and with its politics.

What are the benefits deriving from signing the IVSI Manifesto?

The main benefits are sustainability and integration with the values of the province of Parma. Being sustainable

THE IVSI MANIFESTO

1 | History and tradition

We convey the tradition, history and know-how of deli meats producers. *The legacy of the past determines the present and creates the future*

2 | Information and education

We strive to share transparent, comprehensive and correct information and to promote education about Italian deli meats. *Knowledge broadens horizons*

3 | Quality and sustainability

We support and encourage the continuous improvement of the quality of Italian deli meats. *The pursuit of excellence is a daily commitment*

4 | Bond with the territory

We believe in the unbreakable bond between deli meats and where they are made. *The irreplaceable added ingredient*

5 | The Italian lifestyle

We promote authentic products around the world, helping the diffusion of the Italian know-how. *Quality, flavour and beauty: the whole world is jealous of the Italian lifestyle*

6 | Teamwork

We work together with institutions, private and public entities to promote high-quality deli meats in Italy and around the world. *We are taking part in a joint project to help make a difference*

7 | A focus on the future

We are attentive to changes and open to listen to our consumers. *We look at the world just like the consumer does*

"I valori del Manifesto IVSI sono fondamentali"

Storia, tradizione, cultura, legame con il territorio, qualità e sostenibilità. Sono alcuni dei principi fondamentali che guidano Gualerzi, specializzata nella produzione di prosciutto di Parma, salame Felino IGP, culatello di Zibello DOP e altre tipicità. E proprio questi valori sono alla base del Manifesto presentato negli anni scorsi dall'Istituto valorizzazione salumi italiani (IVSI), a cui Gualerzi ha prontamente aderito. L'azienda, infatti, vanta un legame molto stretto con il suo territorio, di cui promuove le tipicità.

means that Gualerzi certifies safety at work with the ISO 45001 standard, but also that it produces clean energy with photovoltaic and solar thermal systems, plus a high-efficiency cogenerator. Everything we declare is certified by third parties.

And then there is your history, which certainly plays a decisive role.

History and tradition are two very important values for us: we are in our fourth generation, with the fifth generation on the way. We believe in our world and in our products, which are so strongly connected to the territory. We think that Italian and Parma culture are assets that can be exported and shared. This is why many of our initiatives are directed towards export activities. We export an Italian product, trying at the same time to explain what an Italian supply chain is, and why it is a worldwide excellence.

Which of the seven founding values of the IVSI Manifesto represents you the most, and why?

Tradition. This is a value we carry from the past. Parma is a university city which has a large industrial world around it. It combines culture and work. For this reason, we are funding specialized study paths. As Parma ham producers, and as producers of typical Italian delis, we are encouraging this culture, we want to show what life means in Parma and its province. We want to make it clear that behind two slices of ham there is an entire world rich in tradition and history.

When did you start thinking about the importance of these values in your company and embrace them?

We have been part of Emas (Eco-Management and Audit Scheme, a voluntary European tool for the assessment of environmental performance, ed) since 2000. This choice was the cultural basis upon which we can call ourselves as 'sustainable', and that allows us to follow certain paths. It was also the tool to check our results over time. It taught us to understand how we were interacting with the environment. It made us start with the minimum values of acceptability – in waste management, noise, sustainability – required by law, and improve them. This has always been Gualerzi's philosophy.

What are your main projects in sustainability?

Safety and packaging. We are confident that we can improve performances. For example, we use 100% recyclable cartons; we use recycled plastics; or we experiment. We have also three types of energy systems: photovoltaic, solar thermal and a cogenerator. But we want to have even less impact in terms of classic energy consumption, in order to become more and more independent with renewable energies. Furthermore, we have set up an ethical path with the workers. In addition, a collaboration with the municipality and the province allows us to participate in some side initiatives and consortium events. We started from far with Emas, and from there we took the opportunity to improve. Being efficient means achieving economic results. Waste must be avoided. Only those companies that respect the production process, looking at sustainability and efficiency at 360 degrees, are growing today.

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THE AGREEMENT

War is over!

After 17 years, the United States and the European Union put an end to the trade dispute started with the Boeing-Airbus controversy. Custom tariffs have been mutually suspended for the next five years. The relief of the Italian f&b industry.

Italian food companies raise a toast to the suspension of tariffs between the EU and the US for the next five years, according to the deal reached on the past June 15th during the G7 in Cornwall between the president of the United States, Joe Biden, and the president of the European Commission, Ursula Von der Leyen. After 17 years, the two sides of the Atlantic seem to have finally buried the hatchet. The stop to tariffs - which comes after 17 years of trade tensions due to the Boeing-Airbus dispute - thus 'saves' our agri-food industry from the additional 25% duties that have weighed on Italy's Overseas exports from October 2019 to February 2021 for some key food sectors that, in 2018, were worth about half a billion euros of Italian exports to the country: cheeses, processed meats, juices, citrus fruits and spirits. For a loss estimated at approximately 117.2 million.

Even before the 'final' agreement reached in June, the market had begun to benefit from the four-month suspension announced at the end of March. This is clearly demonstrated by the trend recorded by the export of Italian cheeses to the US (of the most hit food categories), which closed 2020 with a severe decline in exports to the USA - further deepened by the effects of the pandemic and the shutdown of food service - which determined a loss in turnover of about 60 million euros (source Assolatte). Double-digit losses were recorded by some of Italy's most exported cheeses: Grana Padano and Parmigiano Reggiano -22% (in value), Provolone -16%, Asiago -28%, and Gorgonzola -13%.

In 2021, after another heavy January and February (-36%), the month of March showed a first sign of recovery for Italian cheese exports to the US, that is to say immediately after the temporarily suspension of duties: +39%, followed by +41.6% in April. In the month of May alone, as shown by Cial data, che-

US imports from Italy - food&beverage 2019-2021 (Year - Jan/March)															
MLN US DOLLARS															
PRODUCT	VALUE			% MARKET SHARE			% OF PRODUCT ON THE SECTOR			% VARIATION			PLACEMENT		
	2019	2020	JAN-MAR 21	2019	2020	JAN-MAR 21	2019	2020	JAN-MAR 21	2019	2020	JAN-MAR 21	2019	2020	JAN-MAR 21
TOTAL FOOD&BEVERAGE	5,383.4	5,519.7	1,363.1	3.4	3.4	3.2	100	100	100	4.0	2.5	3.7	4	4	5
1 WINE	1,954.0	1,924.7	443.2	31.5	34.3	33.0	36.3	34.9	32.5	-1.3	-1.5	-15.8	2	1	1
2 OLIVE OIL	484.0	508.8	121.6	37.7	38.3	36.5	9.0	9.2	8.9	-11.2	5.1	20.2	2	1	1
3 PASTA	364.4	489.6	120.9	38.5	38.6	39.7	6.8	8.9	8.9	9.7	34.4	32.7	1	1	1
4 SAUCES AND OTHER FOOD PREPARATIONS	267.3	341.8	106.0	3.8	4.3	4.7	5.0	6.2	7.8	4.5	27.8	50.5	6	5	4
5 CHEESE	372.8	291.6	88.0	28.5	24.5	29.2	6.9	5.3	6.5	15.0	-21.8	-5.8	1	1	1
6 BAKERY PRODUCTS	230.4	254.7	62.2	3.9	4.1	3.9	4.3	4.6	4.6	19.0	10.6	24.5	3	3	3
7 VEGETAL PRESERVES	227.4	242.3	69.0	2.7	2.8	3.0	9.2	4.4	5.1	18.1	6.5	27.0	8	7	6
8 WATER	227.1	233.9	38.4	34.8	36.1	26.2	78.6	4.2	2.8	11.3	3.0	-31.7	1	1	2
9 VERMOUTH	96.4	162.6	44.6	84.7	88.7	88.9	1.8	2.9	3.3	11.0	68.6	40.3	1	1	1
10 PROCESSED MEATS	142.3	138.4	37.7	12.2	11.3	11.9	2.6	2.5	2.8	3.8	-2.8	16.6	3	3	3
11 SPIRITS	178.1	107.0	22.5	1.9	1.2	1.1	3.3	1.9	1.6	2.6	-39.9	-23.2	8	9	8
12 VINEGAR	99.4	106.1	20.9	73.9	75.5	70.7	1.8	1.9	1.5	0.2	6.7	1.5	1	1	1
13 COFFEE	121.2	91.7	21.9	2.1	1.7	1.6	2.3	1.7	1.6	10.1	-24.3	-11.4	14	14	13
14 FRESH FRUIT	94.6	74.5	21.2	0.3	0.2	0.2	1.8	1.3	1.6	8.9	-21.2	5.7	22	24	24
15 COCOA-BASED PRODUCTS	63.2	62.8	10.3	1.3	1.2	0.7	1.2	1.1	0.8	13.9	-0.5	-19.7	16	15	19
16 FLOURS	42.9	42.5	9.4	2.3	2.2	2.1	0.8	0.8	0.7	2.5	-1.0	-8.8	9	11	11
17 BEER	23.2	22.0	10.4	0.4	0.4	0.7	0.4	0.4	0.8	19.7	-5.2	211.4	7	7	7
18 SUGAR-BASED PRODUCTS WITHOUT COCOA	20.9	17.9	4.5	1.1	0.9	1.0	0.4	0.3	0.3	12.9	-14.4	-3.0	12	13	12
19 RICE	14.4	17.3	2.5	1.4	1.5	1.1	0.3	0.3	0.2	8.8	20.3	-32.3	6	6	8
20 ICE CREAM	8.2	10.6	8.1	10.3	8.1	22.0	0.2	0.2	0.6	-1.7	30.0	486.1	3	4	1
21 OTHERS	351.3	379.1	99.9	0.5	0.6	0.6	6.5	6.9	7.3	18.5	7.9	29.1			

(US Department of Commerce - Elaborazioni ICE New York)

MLN US DOLLARS											
	VALUE			% MARKET SHARE			% VARIATION			PLACEMENT	
	2019	2020	JAN-MAR 21	2019	2020	JAN-MAR 21	2019	2020	JAN-MAR 21	2020	JAN-MAR 21
WORLD	158,112.8	161,854.1	43,198.0	100.0	100.0	100.0	2.0	2.4	6.2		
NAFTA	58,581.5	61,724.7	17,005.2	37.1	38.1	39.4	6.4	5.4	8.1		
EU	28,346.5	26,530.0	5,978.3	17.9	16.4	13.8	4.4	6.4	6.9		
1 MEXICO	30,967.2	33,568.7	9,937.8	19.6	20.7	23.0	9.7	8.4	6.8	1	1
2 CANADA	27,614.2	28,156.0	7,067.4	17.5	17.4	16.4	2.9	2.0	10.0	2	2
3 FRANCE	6,411.8	5,735.3	1,405.3	4.1	3.5	3.3	4.4	-10.6	-2.7	3	4
4 ITALY	5,383.4	5,519.7	1,363.1	3.4	3.4	3.2	4.0	2.5	3.7	4	5
5 CHINA	5,366.6	5,147.0	1,272.1	3.4	3.2	2.9	#	-4.1	9.6	5	7
6 INDIA	4,951.5	4,920.3	1,276.0	3.1	3.0	3.0	3.7	-0.6	5.7	6	6
7 CHILE	4,979.4	4,900.5	1,768.9	3.1	3.0	4.1	-3.9	-1.6	3.3	7	3

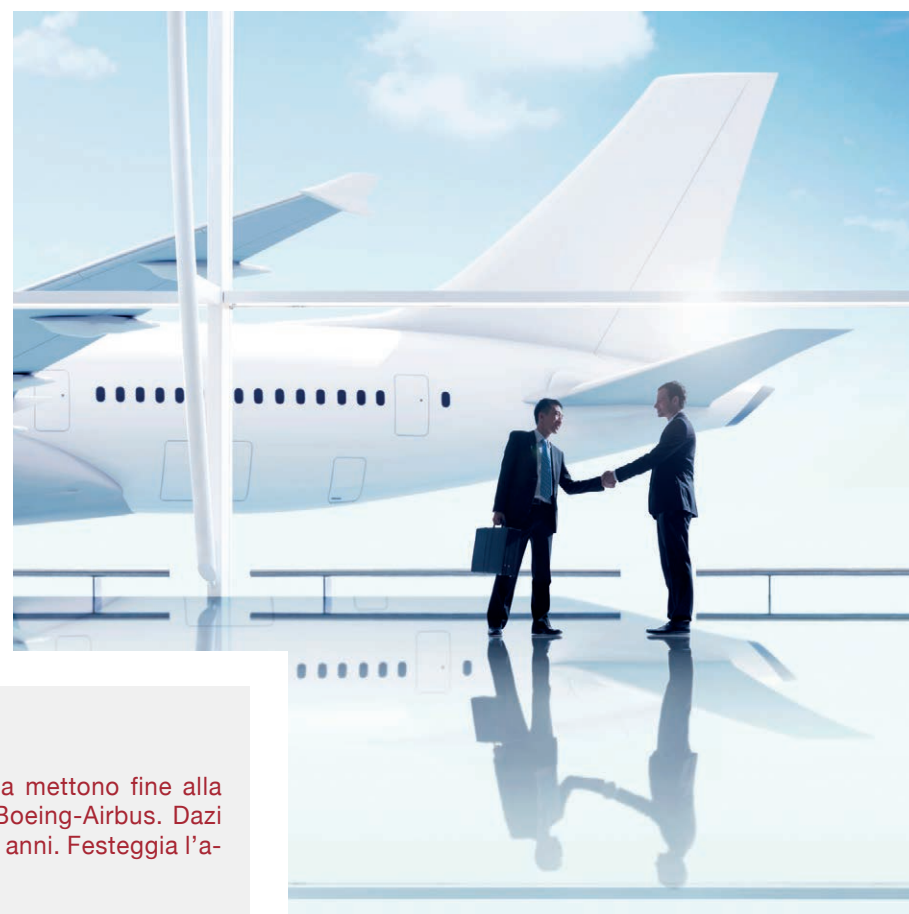
(US Department of Commerce - Elaborazioni ICE New York)

ese exports experienced an astonishing +120%. But dairy was not the only industry affected by tariffs in 2020: double-digit declines also affected the export of Italian spirits, which suffered a -39.9% drop in value -22.9% in volume.

"The Italian agri-food sector is very sensitive to trade dynamics, with exports worth 46 billion euros last year," Dino Scanavino, president of the association representing Italian farmers, commented. "For this reason, we are satisfied with this return to dialogue, to definitively overcome the nightmare of tariffs and expand the opportunities to create wealth through exports." In 2020, Italy exported 4.9 billion euros of food & beverage products to the US, making the United States the n. one destination country for Italian f&b exports.

La guerra è finita

Dopo 17 anni Stati Uniti e Unione Europea mettono fine alla guerra commerciale iniziata con la querelle Boeing-Airbus. Dazi reciprocamente sospesi per i prossimi cinque anni. Festeggia l'agroalimentare italiano.



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MARKETS & DATA

Wine & Spirits, what's next?

A report by Mediobanca, Sace and Ipsos takes stock of what happened to the industry in 2020 and in the first half of 2021. With a clear focus on new consumption styles in the post-pandemic scenario.

AN IMPRESSIVE PERFORMANCE WAS REPORTED IN THE AREA OF ORGANIC WINES, WITH SALES UP 10.8% IN 2020

CHINA IS THE NATION WHICH SHOWS THE HIGHEST GROWTH POTENTIAL, SEEING A 6.3% ANNUAL INCREASE IN THE 2021-2022 PERIOD

The Mediobanca Research Area, the Sace Research Department, and Ipsos have published their first joint report on the Italian wine and spirits sector, focused on analysis of domestic and international markets, and research into the social and cultural trends driving consumption. Overall, Italian wine sales grew by 3.5% in 2021 (compared with a 4.1% decrease in 2020), due to strong growth in exports in major international markets and a strong growth potential in other strategic destinations, namely China, Canada and Japan. Last year, the e-commerce boom (+75% sales through company websites) counterbalanced – even if just in small part – the negative effects of the closure of the Horeca sector. With regards to spirits, instead, total sales were down 1.7% in 2020 with a strong reduction in the Ebit margin, to 11.8% (-4.1%). Nevertheless, for 2021 a 5.4% recovery is expected.

The pandemic effects on the Italian wine market

In 2020 the leading Italian wine makers reported a 4.1% decrease in turnover, with domestic sales down 6.3% and exports down 1.9%. There was a slight reduction at the Ebit margin level, down from 6.2% in 2019 to 5.8%. The performance in terms of net profit as a percentage of sales was resilient at 4.1% (4.2%). Sparkling wines lost ground (down 6.7%) to still wines (down 3.5%). The co-operatives managed to limit their reduction in turnover to 2%.

With regards to wine distribution, hyper and supermarkets increased their share from 35.3% last year to 38% (+2.3% in value), while the hotels-restaurants-catering channel saw its share reduce from 17.9% to 13.4% (down 32.7%), and wine bars and cellars from 7% to 6.7% (down 21.5%). Online sales soared during the pandemic: sales via the companies' own web portals climbed 74.9%, those via specialist online platforms leapt by 435%, and those via general marketplaces rose by a huge 747%.

For the companies that reported increases in total sales in 2020, 70.8% of their revenue was generated from sales of basic wines (under 5 euro per bottle), a share which reduces to 52.6% for the companies that reported reductions in turnover. An impressive performance was reported in the area of organic wines, with sales up 10.8% in 2020, which now account for a market share of 2.3%. Vegan wines were resilient (up 0.5%, with a 2.3% of the total market share), while biodynamic wines have yet to take off, with sales down 21.9% in the year and still accounting for just 0.1% of the market. In 2020 there was instead a 5.8% growth in wines packaged in containers other than glass (carton packaging, tins, bags in boxes).

Vino e spirits, cosa c'è nel post pandemia?

Il 2020 si è chiuso con un calo di fatturato del 4,1% per i grandi produttori italiani di vino (-6,3% il mercato interno, -1,9% l'estero). Il canale della Gdo ha visto la propria incidenza salire al 38% rispetto al 35,3% del 2019, mentre l' Horeca è crollato del -32,7%, seguito da wine bar ed enoteche a -21,5%. L'online, al contrario, è esploso: +74,9% le vendite sui portali web aziendali, +435% per le piattaforme online specializzate, +747% i marketplace generalisti. Per il biennio 21-22, poi, si prevede che i consumi di vino cresceranno del 3,8% l'anno in molti dei principali mercati. Per i produttori di spirits, invece, la contrazione delle vendite è stata dell'1,7% nell'anno della pandemia, benché una crescita di 5,4 punti percentuali sia attesa già per il 2021. Sono alcuni dei dati contenuti nel primo report congiunto sul settore vino & spirits italiano realizzato dall'Area Studi Mediobanca, l'Ufficio Studi di Sace e Ipsos. A un'analisi dei mercati domestici e internazionali, si affianca lo studio delle dinamiche socio-culturali di consumo.

And in 2021? According to the report, leading wine producers expect to see a 3.5% growth, which rises to 4.6% for exports only.

Wine consumption on a rising trend

In the 2021-22 two-year period, an annual increase of 3.8% in wine consumption is expected for most of the core markets. With regard to the two largest importers of Italian wine, the annual average growth rate expected is 2% for the United States and 3.1% for Germany. In the United Kingdom an annual growth of 2.4% is expected, by the prospects are complicated by the post-Brexit developments. Opportunities will come from other markets already familiar with Italian wines: Canada and Japan both see strong increases in wine consumption (annual growth rates of 5.9% for both countries). But China is the nation which shows the highest growth potential, seeing a 6.3% annual increase in the 2021-22 period.

A look at wine & spirits exports

Italian exports of wines and spirits account for 30% of the nation's sales of food and drinks beyond its borders, and in 2020 they amounted to 7.8 billion dollars. The segment is coming off the back of several years' growth (wine Cagr 2010-19 +6.3%, +9.7% for spirits), which, however,

came to a halt in 2020, when exports of wine shrank by 2.3% and of spirits by 6.8%. In 2020 Italian wine exports were worth 6.3 billion euro: sales declined in the United States (down 5.6%) and the United Kingdom (down 6.4%), but Germany reversed this trend, with an increase of 3.9%. Sales of sparkling wine were hit particularly hard by the pandemic, down 6.9%. Italian exports generated by the spirits segment are lower, at 1.5 billion euro, and the European Union is the main destination market for them (60.4%), along with two other markets, United States and Germany, which account for 40% of the total. In 2020 a strong growth in the US market (21.5%) made it the primary destination for exports of Italian spirits, removing Germany from first place (up 3.5%).

Major trends in post-pandemic

One of the most curious result of the study is that consumer propensity to buy bottles of wine at supermarkets has decreased by 6%. Hence, while 58% of Italians stocked up on wine via large-scale distribution channels pre-Covid, today this has reduced to 52%. The latter remains the preferred channel for buying wine, but reflects changing trends, with increasing demand for quality. This trend is borne out by the percentage of persons that have begun to visit wine bars,

wine cellars and specialist stores. The number of Italians that have never gone to a wine cellar to buy a bottle of wine has decreased from 48% pre-Covid to 42%.

Consumers' new purchasing behaviour seems to reflect certain common features: demand for quality, a preference for the local products and manufacturers; and the increased take-up of delivery food. If we look at the spending appetite in terms of cost per bottle, the trend, albeit only with very slight movements, seems to be towards two related phenomena: an increasing polarization in terms of the price bracket, with the gap between low and high level bottles of wine becoming more pronounced; a weakening of the intermediate price bracket, which has tended to slip back down to the lower one as a result.

Finally, in the fields of organic wine, interest is broken down by the report into three distinct levels: those who are bio-attracted, i.e. highly interested in biological wines, who represent 36% of wine drinkers; those who are bio-light, i.e. unconvinced but inclined to follow the fashion for biological produced (33%); and those who are bio-resistant, who make up the remaining 31%. Among the bio-attracted a group of genuine bio-enthusiasts can be identified, some of whom are also high-spenders, and these make up 24% of the total number of wine drinkers.

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FOCUS ON

GIs: strategic allies for the f&b industry



13,000 processed foods contain Italian PDO or PGI ingredients.

Fondazione Qualivita provides an in depth analysis of their widespread use, market value and of their Illicit exploitation too.

From Sammontana's ice cream with Modica Chocolate PGI to Fanta with Blood Oranges from Sicily PGI, from Barilla's Genovese Pesto with Parmigiano Reggiano PDO to Giovanni Rana's filled pasta with Gorgonzola PDO. Over the past years, plenty of food companies - artisanal manufacturers, SMEs and large corporations alike - have decided to add PDO or PGI ingredients to their products, enjoying great market success, as revealed by a recent study by Fondazione Qualivita, the Italian association aimed at promoting high quality PDO and PGI food.

Overall, it estimates that PDO and PGI production for the processed food & beverage industry is worth 260 million euros, exceeding one billion euros for the food industry and artisanal food production. It also highlights that 68% of protection Consortia have granted - at least once - the authorization to use a Geographical Indication (GI) as an ingredient (73% for food and 58% for wine). Over the years 13,000 authorizations have been issued by both Consortia and the Italian Ministry of Agriculture. 4,600 out of 13,000 were active in 2020 and interested about 1,600 processing companies.

But where are PDOs and PGIs used the most? In first place we find them in condiments (42% of the GIs involved) and first courses (41%), followed by deli meats (33%) and desserts (31%). Cheese and ice cream stand at 25%; jams, pizzas, and beverage at 23%.

The study also shows an Italian 'supremacy' in terms of regulation: the country is the only one to have introduced an authorization mechanism for recognized Consortia to give greater protection to GIs. Italy detains another record: it is the world leading producer of PDO and PGI foods and wines, with 840 certified quality supply chains involving 180,000 operators for a total production of nearly 17 billion euros. Alongside this 'pillar' of the agri-food system, there is another strategic sector for our economy: that of the Italian food industry and artisanal production, which is made up of more than 81,600 companies and generates a turnover of 145 billion euros.

Some critical issues

The analysis shows a fragmented European regulatory framework, with no commonly agreed conditions for the use of PDOs and PGIs in the composition - intended as the minimum quantity of GI that a product can contain so that this ingredient can be defined as 'characterizing' - but also in the labeling, presentation and advertising of the food products that contain PDOs and PGIs as ingredients. The study also analyzed the main illicit uses of GIs, like the undue exploitation of their reputation, evoking, false and misleading advertising about essential qualities, lack of authorization, violation of the agreed minimum quantity requirement, and undue exploitation of visual identity or reputation.



IG: alleati dell'industria

Nel mercato ci sono circa 13mila prodotti alimentari trasformati con ingredienti italiani Dop-Igp. A rilevarlo è la ricerca 'Dop Igp valore trasformati' di Fondazione Qualivita, secondo cui sono circa 13mila, di cui 4.600 attive nel 2020, le autorizzazioni rilasciate negli anni dai Consorzi e dal Mipaaf che coinvolgono circa 1.600 imprese della trasformazione. Le Dop e Igp sono usate soprattutto in condimenti (42% delle Ig coinvolte) e primi piatti (41%), salumi (33%) e dolci (31%), seguono poi formaggi e gelati (25%), marmellate, pizze e bevande (23%). Lo studio stima un valore alla produzione Dop Igp destinato a prodotti trasformati pari a 260 milioni di euro, che supera il miliardo di euro per l'industria e l'artigianato alimentare.



BEFORE AND AFTER

A comparison between the packaging used for the Kettle chips before and after consulting the Consortium for the Protection of Balsamic Vinegar of Modena PGI.



The tasty ham of Umbria

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www.assisisalumi.it

PRODUCT PREVIEW

Waiting for Christmas

The most beloved season of the year is getting closer and it's time to select the best new products to put on the shelves. From traditional Italian celebration cakes (Panettone, of course!) to fine wine and delis, perfect for an Italian-inspired party.



Le Vie del Tartufo
www.jimmytartufi.it

Tartufi Jimmy - Truffle Gift



The perfect gift for truffle lovers, who will find three classic but unmissable products: Truffle sauce, Truffle salt and Extra virgin olive oil infused with truffle. The product is sold in an elegant paper box.



Fraccaro Spumadoro
www.pasticceriafraccaro.it

Artist's panettone with Grana Padano cheese and pear



Soft dough with mother yeast enriched by tasty semi candied pears and by the addition of Grana Padano cheese. This combination makes a panettone with a salty flavor, ideal to accompany an aperitif. For Christmas 2021, the 'Panettone d'artista' collection packaging was born from the collaboration between Pasticceria Fraccaro and Francesco Poroli, world famous illustrator and freelance art director. With him, Pasticceria Fraccaro wanted to give life to the theme of 'The Encounter'.



Renzini
www.renzini.it

'ApeRe' small salami bites



Renzini revised the idea of Aperitif: ready-to-eat small bites of salami made with 100% Italian meat. ApeRe is enriched with truffle and covered with PDO Parmigiano Reggiano cheese at the end of its curing period. Nine small bites of ready-to-eat salami, packed in a new, elegant case. The perfect finger food to serve at home or everywhere.



Cantine Maschio
www.cantinemaschio.com

Maschio Prosecco DOC Treviso Extra Dry



Fresh, young and light, Prosecco DOC has conquered the world becoming the most famous Italian sparkling wine. Prosecco DOC Treviso is made with the grapes from the 'historic area' of the DOC appellation. Cantine Maschio offers the classic Extra Dry version that best enhances the varietal aromas of Glera, for a simple and pleasant tasting experience. Light straw yellow with a lively mousse, Prosecco DOC Treviso Maschio has a pronounced aroma of candied fruit and sweet flowers. The taste is attractive with an aromatic note.



Inalpi
www.inalpi.it

La Fonduta Reale



Fonduta Reale of Latterie Inalpi, obtained from the Alpe d'Oro valuable cheese, is a product thought for the most demanding gourmet consumers. This Fondue represents the result of a long term collaboration between Inalpi and the chef Gian Piero Vivalda - the patron of Antica Corona Reale di Cervere, awarded with the prestigious 2 Stars Michelin. Ready to use, Fonduta Reale can be warmed in bain-marie or in microwave oven and can be tasted with bread or breadsticks. It can also be added to a risotto or used as sauce for pasta sauté in a pan. Sold in a 80 g or 1 kg glass jar.



Piccini
www.piccini1882.it

Collezione Oro Toscana IGT

The prestigious 'Collezione Oro' line contains in its bottles the oenological masterpieces of Italy. Collezione Oro Toscana IGT celebrates the Tuscan roots of the Piccini family, wrapped in the new look of this special silk-screened edition. Assembled from the delicate Cabernet Sauvignon, grown in the Maremma lands, this wine releases an enchanting and complex fruity bouquet that melts into a gentle harmony of blueberries, currants and plums, embellished with intriguing spicy notes. In the mouth, Toscana IGT embraces the palate with its vigorous tannic texture that leads to a long and persistent finish.



ADR
www.sassellese.it/en/

Baci of Sassello



Two small and delicious hemispheric cookies with hazelnuts, welded together by a delicious cream. The Baci of Sassello are made with carefully selected ingredients: in addition to hazelnuts - strictly from Piedmont - they contain chocolate, the ingredient of the cream with which the two biscuits 'kiss' each other.



IDB Group - BreraMilano1930
www.idbgroup.it
www.breramilano1930.com

Panettone Grancioccolato (r.t.) Linea Raffaello



Few years ago BreraMilano1930 set out to apply its extensive pastry-making experience with efforts to celebrate the excellent arts, history and culture of Milan. Last year marked the 500th anniversary of the death of Raffaello Sanzio (Raphael) perhaps the best known artist of the 'The Trinity' of Great Masters of the Renaissance, namely: Leonardo Da Vinci, Michelangelo and Raffaello Sanzio. This is a Panettone with chocolate drops, covered with dark chocolate and hazelnut grains, without raisins and without candies.

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new

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IN THE GRAIN

SLOWLY
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THE ONLY PASTA PRODUCED WITH 100% APULIAN WHEAT THANKS TO A SHORT PRODUCTION CHAIN

Thanks to an accurate production process and the use of slow drying methods at low temperatures, Granoro produces a wholemeal pasta which keeps the typical flavour of wheat and a nutritionally complete profile.



PRODUCT PREVIEW



Biscotti P. Gentilini
www.biscottigentilini.it

Classic Panettone



A soft pastry naturally leavened and skillfully processed, using only the best ingredients such as butter, sugar and barn laid eggs, juicy raisins and tasty candied orange. The final touch of class lies in the icing topping with plenty of Piedmont PGI hazelnuts, almonds and apricot kernels.



Val D'Oca
www.valdoca.com

Prosecco Superiore Doc Millesimato Extra Dry



A terrific vintage prosecco in a striking blue bottle. Made in the province of Treviso, Veneto, with 85% of Glera, 15% of Pinot Grigio, Bianco and Chardonnay grapes. It has fruity aromas and notes of apple, acacia and wisteria flower. Fresh and elegant, with perfect balance between softness and acidity. 1.5 lt Magnum bottle, to be enjoyed chilled.



Majani 1796
www.majani.it

Flat Christmas Tree



White chocolate and pistachios grains flat Christmas Tree. With surprise.



I.N.C.A.P.
www.incapi.it

'Cesare Carraro' - Christmas gift boxes



Refined gift boxes, available in different materials (wood or metal), colours (metal - white, red, gold, silver) and sizes. They can be filled with hard candies or jellies (both fruit flavoured). No further printing costs are required. Minimum quantities needed are very low.



Flamigni
www.flamigni.it

Panettone 'Cappuccino'



A soft and flavoured dough enriched with chocolate and coffee drops and soluble coffee, covered with white chocolate and cocoa sugar grains.



Paolo Lazzaroni & Figli
www.chiostrodisaronno.it

Crunchy Amaretti Van Tin



Classic Crunchy Amaretti in the reproduction of a real old company van tin with real moving wheels. By slowly baking a blend of sugar, apricot kernels, and egg whites the round crunchy bitter/sweet almond biscuits called Amaretti are made. Decorated with sparkling white sugar and wrapped in colorful papers. Good to be enjoyed on their own and also accompanied by sweet wine or crumbled on a fruit salad or ice cream. Gluten free.



Galup
www.galup.it

Panettone with ingredients from Italian supply chain



Galup presents its Panettone with ingredients from Italian supply chain. It is made with milk and butter from Inalpi's short and certified supply chain, sugar from Italia Zuccheri, eggs and flour, cherries and candied oranges of Italian origin, Piedmont PGI hazelnuts, Avola almonds, icing sugar, starch, and rice flour, salt and essential oil. Available in a Christmas roundbox with Santa Claus and reindeer.



Industria Dolciaria Quaranta
www.quaranta.it

Dolce Vita Soft Nougat Mini Bars Case



This nougat case is the ideal present for both friends and family. It includes 3 soft nougat mini bars of 50 g in 3 different flavours: roasted peanuts, cranberries & dark chocolate.



Messori Cioccolateria
www.messoricioccolato.it

Snack Cones Christmas

Caramel hanging Christmas cone made with caramel crunch topping, delicious Italian caramel cream, premium dark chocolate and crunchy Belgian wafer.



Probios
www.probios.it

Christmas Cake without added sugar with erythritol



Designed for those who want to reduce their sugar intake without giving up the pleasure of a festive dessert, Probios' Sweet Christmas without added sugar is an innovative organic Christmas cake sweetened with erythritol, a 100% natural substance obtained from the fermentation of corn, which induces a less increase in blood glucose. The natural softness is given by the slow natural leavening and is enriched with raisins. Palm oil free, is also available in the new flavor with chocolate chips.



Barbanera
www.barbaneravini.it

'Gigino' Toscana Rosso Igt



At Barbanera, in Tuscany, wine production is a family art passed down through generations for 80 years. Luigi Barbanera, known as 'Gigino', handed it down to his two sons. This wine wants to be a tribute to his perseverance, a symbol of love for celebrating his memories. Oenological tradition and innovation are combined, leading to the creation of a deeply red wine, with subtle purple hues. Sensual red and dark fruits scents of blueberry, wild blackberry and spirited fruits are pronounced on the palate, while delicate hints of white chocolate, vanilla and toasted spices linger in the background. The full-bodied and persistent taste creates an olfactory and gustatory well-balanced mouthfeel.



Feudi di San Gregorio
www.feudi.it

Serpico, Irpinia Aglianico Doc



Serpico is the expression of its unique territory, in the heart of the Taurasi zone, where Feudi di San Gregorio's centuries-old vines – 'patriarchs' of Campanian viticulture - are located. It goes through alcoholic fermentation and maceration in stainless steel tanks for about 3-4 weeks. Maturation lasts at least 18 months in medium-toasted French barriques and 50 hl barrel. Aging for minimum 12 months in bottle. Stored in an exclusive wooden box made from oak with a steel closure representing the barrique barrels in which it ages.

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2021
NEW LAUNCH

Plaisir

MORDI, VIVI, AMA.

Everytime you taste the new **Plaisir** pastry line your senses get captivated and enchanted. The intensity of the chocolate, the delicacy of fruit creams, the wafer crispness, the crunchiness of the cookies: a **sensorial journey** into daring combinations and surprising textures.

A world of original flavours.
Bite, live and love them!

plaisirpasticceria.it



PRODUCT PREVIEW



Vergani

www.panettonevergani.com

Panettone di Milano



Low, naturally leavened product with raisins and candied orange peels. Produced with fresh yeast obtained from sour dough starter using the typical process for Panettone Milanese.



Socado

www.socado.com

Christmas Night Gift Box



For a sweet Christmas gift, a nice box full of tasty milk chocolate pralines filled with hazelnut cream and cereals or milk cream and cereals.



Freddi Dolciaria

www.freddi.it

Freddi Bûche de Noël



Garlands, snowflakes, snowmen, snowy mountains is the new Christmas atmosphere for Freddi Bûche de Noël. An exclusive roll cake, filled with a soft cocoa cream and topped with white chocolate flakes. Perfect as a gift in its prêt-à-porter unique luxury box. Produced with the highest quality ingredients, Freddi Bûche de Noël is made only using natural flavours and without artificial colourings or preservatives.



Vicenzi

www.matildevicenzi.com

5 o'clock tea time Tin



An assortment of four different fine crispy and delicate bite-sized puff pastry cookies to enjoy at home or as the ideal gift, expression of Matilde Vicenzi's traditional experience and quality pastry making. The tin includes: puff pastry filled with milk creamy, puff pastry filled with chocolate cream, puff pastry with raspberry filling, puff pastry with butter. Sold in an elegant 375 g tin.



Ricetta Italiana

www.mycookingbox.it

Pici toscani meal-kit



My Cooking Box is getting into the festive spirit with a limited edition for one of its most popular boxes: Pici pasta with truffles, breadcrumbs and anchovies. Alongside with the pasta, produced by an artisanal pasta factory in Tuscany, we find a strong and tasty sauce - anchovies and truffle - selected among the excellent and historical truffle processing companies. Inside the box, signed by the starred chef Italo Bassi, there is also a native extra virgin olive oil.



Tartuflanghe

www.tartuflanghe.com

Trifulòt special edition



The new Dark praline with candied orange is proposed in an elegant, winter-inspired gift box packaging.



Uggiano

www.uggiano.it

Chianti Riserva DOCG 'Uggiano'

Made in the Chianti area, in Tuscany, with 90% Sangiovese grapes and 10% Canaiolo Nero grapes, it has a ruby red colour with slightly garnet hues. A subtle bouquet with hints of sour black cherry, wild berries and violet accompanied by vanilla's nuances. On the palate, it's round and full-bodied, with a persistent and slightly tannic aftertaste. The Magnum bottle (1.5 lt) is available in an elegant wooden case.



Laica

www.laica.eu

'It's Christmas time' bar and Christmas assorted boules



The ideal product of the Christmas tradition: milk chocolate bars with soft milky cream filling and milk chocolate boules with assorted fillings: hazelnut cream with cereals and milky cream with cereals. The pleasure of real chocolate for every moment of celebration.



Serena Wines 1881

www.serenawines.it

Prosecco Doc Rose' Brut Millesimato 2020

Extremely bright wine with a fine and persistent perlage. The perfumes are elegant, with floral scents of rose and jasmine. The fruity notes remind of golden apple and exotic fruits like banana and pineapple. On the palate, it is also very elegant thanks to intense flavours, persistence and freshness. Perfect for any occasion, with this special pack it represents a perfect gift idea.



end

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marshmallow
factory



new mallow line



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www.bulgariagostino.it



THE COMPANY

Organic by Girolomoni

Located in the Marche region, it is an ecosystem characterized by a complete supply chain from fields to pasta production. The cooperative puts its efforts into the recovery of the rural world and care for the land. A journey to discover the origins and understand the potential of the present.



Aerial view of the farm: on the right, the silos for wheat harvesting and the warehouses; in the center, the mill, the pasta factory and the offices on the left.

It is not enough to tell some stories to understand their significance; it is not enough to photograph some places to capture their beauty; it is not enough to describe some scents to grasp their intensity. But above all, for some people is not enough to interview them on the phone to understand their deep feelings. All these things must be experienced in person. This was the case for my meeting with the Girolomoni family. Samuele, Giovanni and Maria are the pivot of a unique and original entrepreneurial reality, born at the behest of their father Gino, unanimously seen as the pioneer of organic farming in Italy, who in the early 1970s set himself the goal of saving the land from the poisons of chemicals but also the farming culture, which was inexorably disappearing in favor of industrialization. But the 'Girolomoni' family should not be considered only in the proper sense of the term - and this is its strength - because it includes all the people who, every day, espouse Gino's cause. He left his great enterprise too soon but, thanks to a life rich in values and spirituality, he has fixed the right way to follow in the hearts and minds of those close to him.

In Isola del Piano, and more precisely in Montebello, just a few kilometers far from Urbino, there is a real organic district. It is the Girolomoni Agricultural Cooperative, a company - founded by Gino Girolomoni - that boasts 50 years of history and is known on the market for the production of organic pasta. It employs 70 people, has 30 members and it is supplied with wheat by 400 farms. Thanks to the construction of the mill, built two years ago next to the pasta factory, today the cooperative has a complete supply chain - consisting of fields, storage centers, mill, pasta factory and distribution - and can be considered as an ecosystem, where each piece of the chain interacts with the others to create a self-sufficient organization. In 2020, it had a turnover of more than 18 million euros (with a 36% growth compared to 2019), it makes 10 thousand tons of pasta a year - roughly 2,500 kilos per hour -, and its production is 100% organic, bronze-drawn and slow-dried. About 20% of its products are addressed to the Italian market, where they are only sold through Natura Si, in shops and specialized channels. Most of the volumes (i.e. the remaining 80%) therefore go into export: in addition to Europe

- especially Germany, France and Spain, which are countries particularly devoted to organic products - the Cooperative's products have conquered 30 countries around the world, from the US and Canada to Japan and Australia. But what are the strengths and the characteristics of the Cooperative? In order to understand this reality, we need to take a step back, and get to know the history of the company, the people involved, the philosophy behind it and, last but not least, the land and the raw materials.

The soul...

The starting point, the origin of everything, is Gino Girolomoni. Born in 1946, Gino is considered a far-sighted man and a 'prophet' of organic food. His life, his works and his philosophy have been overwhelming. So much that today his thought (in the broadest sense of the term) is not only 'behind' this successful reality. But also 'inside'. Every single person involved in this company (children, collaborators, employees, farmers) carries on a 'battle' begun half a century ago in order to save the land from the poisons of chemicals and to restore dignity to the farming world. As his daughter Maria tells us, Gino Girolomoni found in organic production

www.girolomoni.it

Il bio secondo Girolomoni

La cooperativa marchigiana è un ecosistema caratterizzato da una filiera completa che va dal lavoro nei campi alla produzione di pasta. A Isola del Piano, e più precisamente a Montebello, a pochissimi chilometri da Urbino, sorge un vero e proprio distretto del biologico. È la Cooperativa agricola Girolomoni, una realtà - fondata da Gino Girolomoni - che vanta 50 anni di storia e che sul mercato è conosciuta per la produzione di pasta bio. Grazie alla costruzione del mulino, oggi la Cooperativa ha una filiera completa e nel 2020 ha fatturato più di 18 milioni di euro (+36% rispetto al 2019), con una produzione 100% biologica.

the age of 66. He left his partners and collaborators not only a company, but also a cultural and spiritual heritage. A responsibility they took on and a legacy continued in their father's footsteps. Grateful for the greatness of their origins, they chose to call the cooperative 'Girolomoni' and, in addition to keeping the monastery's logo, they put Gino's photo at the center of the company's communication (packs included). He is now that 'Indian chief' who shows the way forward.

... and the land

To fully understand this reality, we also need to start from the fields. While conventional farming exploits the land to make the most from it and uses chemicals to rebuild the soil substrate, organic farming prefers the natural method of crop rotation: one year they cultivate cereals - which take energy away from the soil - and for the following two or three years they plant legumes - which give the soil nutritional properties such as nitrogen. By doing that, organic farming becomes a real 'cure' for the land. Pierfrancesco Fattori, shareholder and administrator, explains: "At the basis of the Girolomoni cooperative there are the contracts with the farmers who supply it with grain: 400 farms representing a total of 30,000 hectares of land, 7,000 of which are contractualized with us. Girolomoni's strength starts right here, from

a complete supply chain: from the fields, we store the wheat in 13 sites (a large storage center will soon be built in Fossombrone - Pu), we grind it in the newly built mill, the semolina goes to the pasta factory and, once the product is ready, we distribute it all over the world". But what grows on this land? "In addition to classic wheat, we chose to sow and process some ancient grains, which are particularly rich in nutrients: Khorasan Graziella Ra, Senatore Cappelli and dicocco spelt".

A 'rural' organic

Girolomoni's organic is considered a rural organic and differs from the industrial one. "At the heart of our work there is the idea that organic is the means to support the rural world", explains Giovanni Girolomoni. "This means that our ultimate goal is not to make pasta: pasta represents the means by which we can give new strength to our land, dignity to the man who works in the fields, and rebuild the agricultural tradition. From its distribution, in fact, the whole chain obtains benefits and adequate compensation. It is, in short, a supply chain built from the bottom up and a real cultural movement". Today the Girolomoni cooperative is located in the Marche region, which is very much oriented towards organic farming. "Speaking at a regional level, there is a project to build a single large

organic food district, the biggest in Europe. The territory is responding very well. And since our mission is to be close to the territory, Girolomoni wants to grow in order to ensure that the new companies entering the organic sector can have a reference point to which they can deliver their products for processing and valorization".

Focus on sustainability

Girolomoni is ready to score a new goal in packaging. "The company has been committed to clean energy from the very beginning", explains Maria Girolomoni. "Just consider that in 1987 my father installed the first wind turbine and only a few years later solar panels on the roof of the pasta factory. When it came to building a new warehouse, Gino used sustainable techniques. Today the cooperative is able to produce its own electricity thanks to photovoltaic panels, the pasta is dried using a locally supplied wood chip boiler, and the rest of the energy is purchased from 100% Italian renewable energy sources. There was one small piece missing from all this: packaging. Following our philosophy, we chose to abandon plastic in favor of 100% recyclable paper. The new pack will be launched at Sana, the International Exhibition of Organic and Natural Products to be held in Bologna next September".

Margherita Luisetto



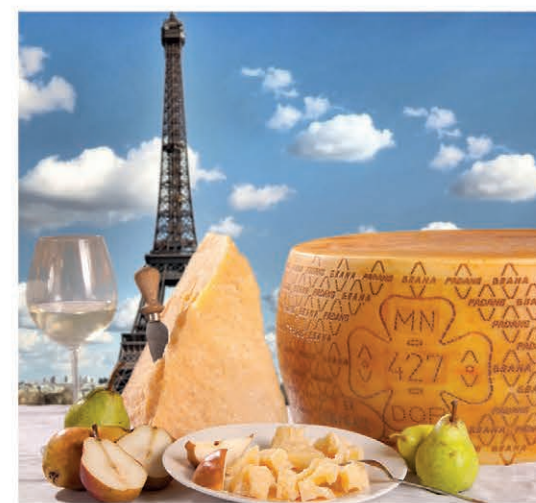
From left: Samuele, Maria and Giovanni Girolomoni



Field of Graziella Ra Wheat



Detail of the mill





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Tel. +39 0376 390808 - Fax +39 0376 396250
E-mail: info@lsmgroup.it - Web: www.lsmgroup.it



RUSSIA

The embargo continues

EU prolonged by six months economic sanctions against the Federation over the destabilisation of Ukraine. And now president Putin is expected to further extend the ban on the import of agricultural products from Europe. Since 2014, Italian firms lost 1.4 billion euro in exports because of this trade dispute.

On the past 12th July the EU Council decided to prolong by six months, that is to say until 31 January 2022, the economic sanctions against Russia over the destabilization of Ukraine. A decision that will not fail to provoke Russian President Vladimir Putin to further extend the embargo on Western food imports introduced in August 2014. Over the years it has been repeatedly prolonged, leading to the almost complete disappearance from the market of sanctioned products – including Italian food specialties like Prosciutto di Parma and San Daniele, Parmigiano Reggiano and Grana Padano. After 7 years of trade dispute

– and almost 1.4 billion euros lost – the ‘distance’ between Italian food companies and Russian operators looks unbridgeable. Italian products, as well as those previously supplied by other Western countries, have been replaced by local productions or by products sourced from third countries. In spite of it all, according to a report issued in March by the Italian Trade Agency (ITA) Italy remains a major supplier of f&b products to the Russian Federation. In 2020, Russian agri-food imports from Italy were worth 876.209 million euro (-5.68% on 2019), with excellent results especially for wines, pasta, coffee and olive oil.

Russia: l'embargo continua

Il Consiglio Ue ha prorogato di altri sei mesi, e quindi fino al 31 gennaio 2022, le sanzioni nei confronti della Federazione russa per le sue ingerenze nella crisi in Ucraina. Una decisione che non mancherà di provocare la ritorsione russa con una nuova proroga dell'embargo stabilito nell'ormai lontano agosto 2014 dal presidente Putin e già più volte rinnovato. Embargo che ha causato il crollo delle esportazioni in Russia di alcuni prodotti simbolo del made in Italy agroalimentare, come formaggi e salumi, frutta e verdura. Dopo sette anni – e circa 1,4 miliardi di euro di esportazioni ‘bruciate’ – la distanza tra aziende italiane e operatori russi si fa sempre più ampia, a tutto vantaggio delle produzioni nazionali e dei nostri Paesi competitor. Gli ultimi dati sul mercato agroalimentare russo, aggiornati a marzo 2021, in un report dell'Ice Agenzia.

IMPORT OR RE-IMPORT? THE DUTCH ANALYSIS

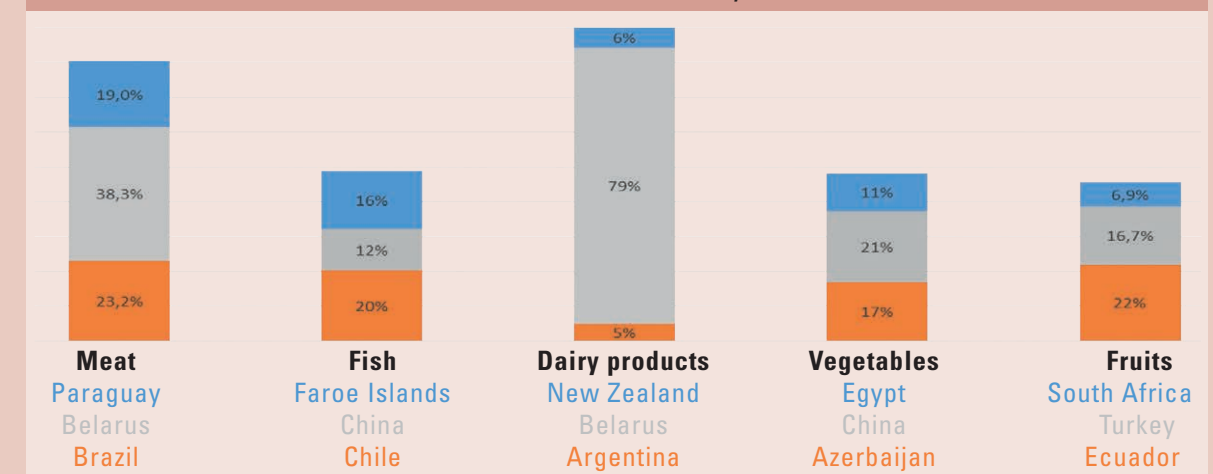
According to an analytical review conducted by the Dutch National Rating Agency (NRA) and issued by the Country's Ministry of Agriculture in December 2020, in spite of the great efforts of local authorities Russia is still unable to replace supplies of the main categories of imported products, including those banned since August 2014. “In a number of cases – the study says – it was not about replacing but about re-exporting the same, mostly European, banned products”.

“Vegetable exports from the EU to China showed a three-fold growth in 2019 vs. 2013. In parallel, the share of fruit and vegetable supplies from China to Russia in the first 9 months of 2020 increased from 8% to 21%. Exports of Norwegian fish to Chile tripled, and, as of September 2020, Chile doubled its share of supplies of these products to the Russian

market”, the report explains. “Based on such commodity movements an assumption can be made that some of the products banned for imports to the RF from the enlisted countries are still supplied to the Russian market through other intermediary markets (re-export)”.

According to the Import substitution strategy launched by the Kremlin in 2012, banned food products should have been replaced by Russian goods. A result achieved only partially, according to the report. “The Strategy for Development of the Russian Food and Processing Industry until 2020 envisages the reduction of imports of meat by 67.8% (whereas the actual value was 65%), milk by 30% (the actual value was 20%), vegetables by 70.3% (the actual value was 27%), fruit and berry crops by 20% (the actual value was 11%). Thus, only for meat products the actual value was close to the target level”.

TOP SUPPLIERS OF SANCTIONED PRODUCTS TO THE RF BASED ON THE RESULTS OF 9 MONTHS OF 2020, IN VALUE TERMS



TOP EXPORTERS OF FOOD PRODUCTS TO THE RF BASED ON THE RESULTS OF 9 MONTHS OF 2020 (IN USD)

Country	Share
Belarus	24.2%
Ecuador	9.5%
Turkey	9.0%
China	5.6%
Argentina	4.8%
Azerbaijan	4.1%
Chile	4.0%
Egypt	3.9%
Brazil	3.1%
South Africa	2.8%
Paraguay	2.3%
Faroe Islands	2.0%
New Zealand	1.6%

TOP EXPORTERS OF FOOD PRODUCTS TO THE RF BASED ON THE RESULTS OF 2013 (IN USD)

Country	Share
EU	28.8%
Belarus	12.0%
Brazil	6.0%
Norway	5.0%
Turkey	4.4%
China	3.6%
USA	2.9%
Paraguay	2.7%
Ukraine	2.7%
Chile	2.1%

Source: the Federal Customs Service (FCS) of Russia, the UN Comtrade Database <https://comtrade.un.org/data/>

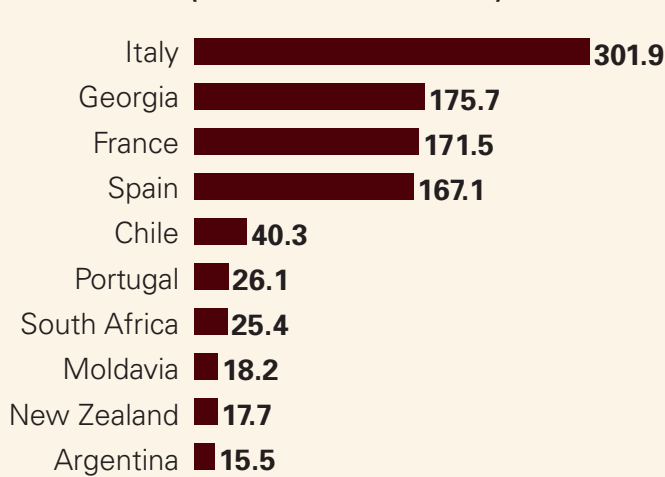
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WINE

The sales of alcoholic beverage represents one of the most important sources of tax revenue for the country, since it is subject to excise duties for both locally produced and imported items. Russian consumers prefer red wine (50% of the market) and sparkling wines (25%), followed by white wines (20%). More than half of the market relies on medium-priced wines, while wines in the ‘entry level’ category account for about 40%. Premium wines, although growing, still represent a small share of the market. About 85% of the wine sold in Russia is produced locally, 15% is imported. In 2019, Italy was the first supplier, with 302 million euros in export turnover

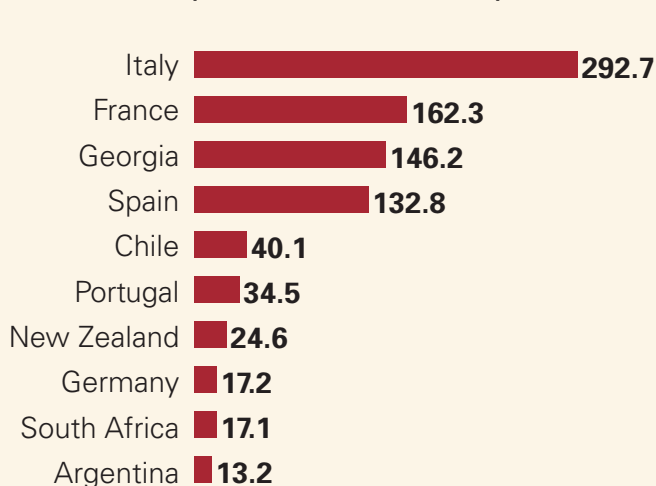
(+14.1% compared to 2018) and a market share close to 30%. Second was Georgia, with 175 million euros (+24.3%), third France, with 171 million euros (+5.24%). In 2020, Italy confirmed its leadership with 292.7 million euros in export turnover and a market share of 30.85% (with peaks of 60% for the sparkling wine sector). Georgia dropped to third position with 146.2 million euros and with a market share of 15.4%, to the advantage of France which is in second place with 162.3 million (17.1%). Spain is fourth with 132.8 million (14%). Starting from 2013 wine production is considered an agricultural production, and thus benefits from agricultural subsidies. In recent years, Russia has been making great strides in the field of viticulture and the government has prepared a dedicated development plan. It also launched a intense promotional campaign to promote Russian wines among local consumers.

Leading wine suppliers in 2019 (mln euro – code 2204)



Source: Russian Federal State Statistics Service – March 2021

Leading wine suppliers in 2020 (mln euro – code 2204)



Source: Russian Federal State Statistics Service – March 2021

Only Russian sparkling wine can be sold as ‘Champagne’

A law signed by Russian President Vladimir Putin on July 2 says that only sparkling wine made in Russia can be labeled as Champagne. Or better ‘Shampanskoye’, the Russian word for Champagne. Hence, French producers are still allowed to use the Latin word Champagne on the front of bottles, but the use of ‘shampanskoye’ is allowed only on local produce. Instead, imports from France’s most famous appellation must simply bear the words ‘sparkling wine’. Moët Hennessy, France’s most well-known champagne-maker, immediately threatened to stop sending bottles to Russia but only a few days later it was shipping them with brand-new labels. “The Moët Hennessy champagne houses have always respected the law in place wherever they operate and will restart deliveries as soon as it is able to make the [label] changes,” the brand stated. Russia currently imports around 50 million litres of sparkling wine each year, of which 13% is French Champagne.



PAN DI SPAGNA GRAN PASTICCERIA

BHB ITALIA, leader in the production of Sponge Cake, in the last year has focused on the development of a new range of **innovative and tasty proposals**, made as in pastry. The aim of BHB is to represent the evolution of the sponge cake by focusing on the perceived **quality** of the product and **practicality**, to allow companies and customers to shorten the time of realization and to achieve savings in economic terms. From this dynamic and young spirit, the “**Sponge Cake Gran Pasticceria**” h 5 cm was born, in 14x28 cm format, made with **high quality** ingredients, perfect for any type of use, given its softness and its ability to **absorb perfectly the syrup**. Our goal is to make available to companies and final consumers our experience, **passion** and **quality of high pastry**.



5 CM THICK
IT PERFECTLY
HOLDS SAUCES



LET'S TASTE OUR SPONGE CAKE GRAN PASTICCERIA!

It is ready to use and is prepared with traditional recipes that include free-range eggs, Italian honey, and is made strictly without palm oil and hydrogenated fats.



RUSSIA

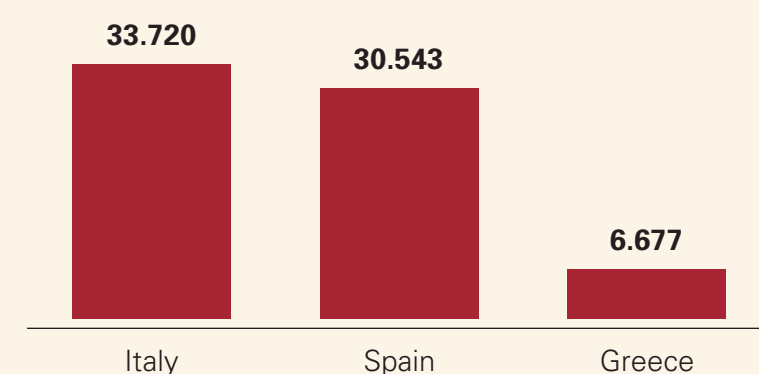
OLIVE OIL

Due to its climatic conditions, Russia does not produce olive oil and imports cover 100% of the market. Consumption, also due to the high cost of olive oil, is still poor and limited to medium-high spending

consumers. Traditionally, Russian cuisine favors seed oil or butter. However, olive oil is always present in Russian supermarkets and its use is increasingly widespread also due to its image as a healthy product. The analysis of olive oil consumption in recent years shows that in 2014 Russia imported 31,214 tons of olive oil, up 15.7% compared to the previous year. In 2015, due to the economic crisis and the consequent contraction in consumption, there was a 50% drop. In the following

years there was a gradual recovery until reaching, in 2020, 28,868 tons of imported product (+17.97%) for a value of 73.511 million euros (+7.57%). Also in 2020, Italy jumped to the top of the ranking of supplying countries, with a value of 33.720 million euros (+13.83%). Second is Spain - which was the leading supplier until 2019 - with 30.543 million euros. Greece follows at a distance with 6.677 million euro (+18.5%) and Portugal is fourth, with 0.90 million (-2.53%).

Leading olive oil suppliers in 2020
(mln euro - code 1509)



Source: Russian Federal State Statistics Service - March 2021

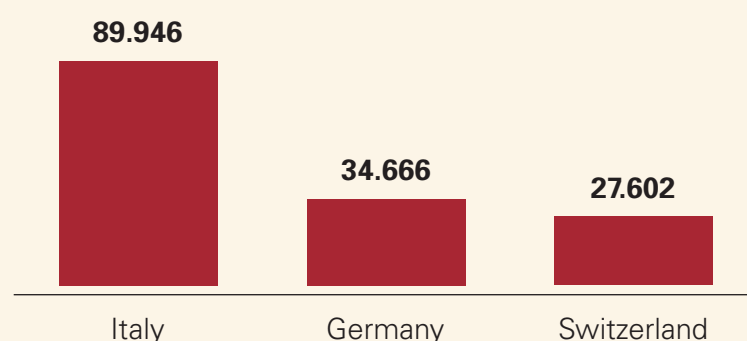
COFFEE

The coffee market has been growing steadily over the years and the Russians - despite their love for tea - have started to appreciate

it more and more. Big advertising campaigns and the widespread presence of espresso coffee machines in restaurants and cafes have further contributed to its success. Since it's not cultivated in Russia, the coffee market depends on imports, which in 2019 amounted to 217,756 tons (+11.35% compared to 2018) for a value of 564.333 million euros (+12.37%).

As for roasted coffee, in 2019 and 2020 Italy was the first supplier country, with 93.185 million (+12.4% compared to 2018) and 89.946 million (-3.48%) respectively and a 44.3% market share. Germany ranks second with 34.666 million euros (+5.87%) and 17.07% of the market, while Switzerland is the third supplier, with 27.602 million (+13.65%).

Leading roasted coffee suppliers in 2020
(mln euro - code 1090121)



Source: Russian Federal State Statistics Service - March 2021

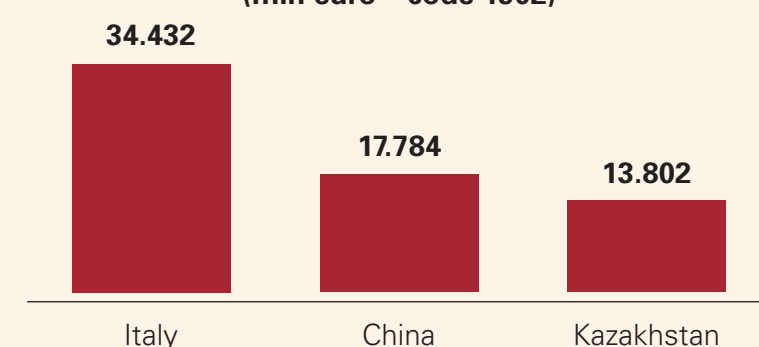
PASTA

Pasta is one of the most widespread and popular food products in Russia, with consumption volumes in

line with the European ones. In 2019 the country produced 1.407 million tons of pasta: 3.9% more than in 2018. In the first five months of 2020, 648.180 tons of pasta were produced: 21.46% more than in the first five months of 2019. The market is 95% covered by domestic production, while the share of imports is marginal. In 2020 they totalled 83,061 tons

(+2.63%) for a value of 88.865 million euro. Altai durum wheat, which is a traditional cultivation of some Russian territories, is very suitable for the production of Italian-style pasta. Italy is the first supplier, with a market share of 38.8% and a value of 34.432 million euros (-0.38%) in 2020. Follows China, with 17.784 million, and Kazakhstan at 13.802 million.

Leading pasta suppliers in 2020
(mln euro - code 1902)



Source: Russian Federal State Statistics Service - March 2021

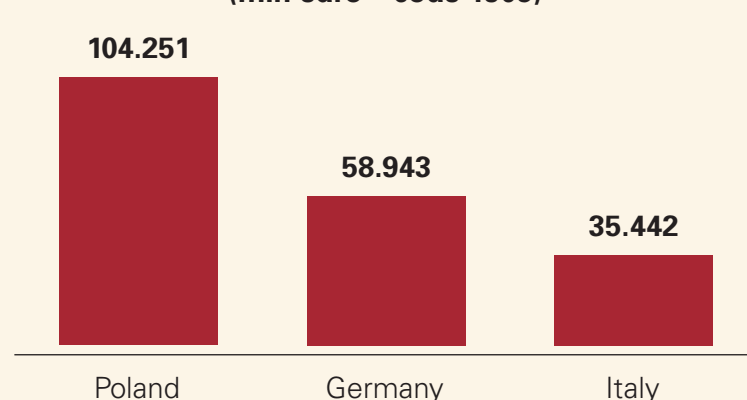
BAKERY

Bakery products are key staples of any Russia diet. In recent years, however, thanks to a growth in the spending power of the population - which has turned

more towards meat and dairy products, fruit and vegetables - the per capita consumption of bakery products has been decreasing. Yet the market is populated by a new, wide and varied range of 'untraditional' and premium bakery product. The Russian market for bread and bread-derivatives is 98% satisfied by domestic production. In 2019, imports of bread and bakery products amounted to

143,775 tons (-7.37% compared to 2018) for a value of 338.765 million euros (+4.98%). In 2020 they amounted to 143,673 tons (-0.07%) for a value of 323.147 million euros (-3.87%). Poland is the first supplier of the Federation, with 104.251 million and 32.2% of the market. Germany is second with 58.934 million and 18.2% of the market. Italy is third, with 35.442 million and a 10.9% market share.

Leading suppliers of bakery products in 2020
(mln euro - code 1905)

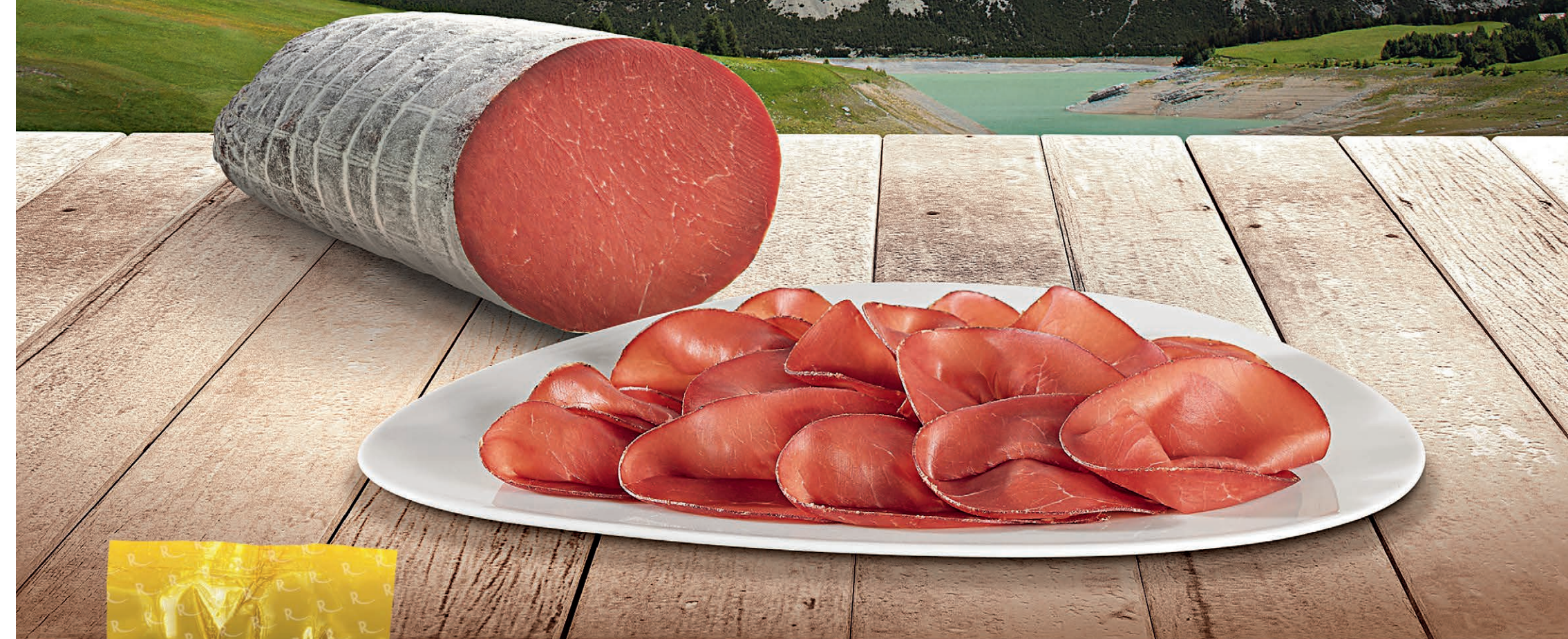


Source: Russian Federal State Statistics Service - March 2021

Bresaola della Valtellina P.G.I.

TOPSIDE

A CENTURY LONG TRADITION OF EXCELLENCE.



It is simply the best P.G.I. Bresaola della Valtellina. It is produced with topside, a prime cut of beef hindquarter, cured with the finest spices and flavourings from all over the world. The production process follows a century-old traditional recipe which preserves the authenticity and freshness of the product, its unmistakable taste and the organoleptic qualities. Bresaola is an ideal food to meet the daily nutritional needs because it is rich in protein, low in fat, and an important source of potassium and vitamins B1, B6 and B12.



RIGAMONTI
Qualità dal 1913

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PRODUCTS

DELIS

**BRIANZA SALUMI DI VISMARA
LUIGI & C.**
www.brianzasalumi.it



Brìà (Roasted Italian Bacon)

Brìà is prepared with premium quality Italian bacon carefully selected from local suppliers and skillfully trimmed by the company's master butchers. Rolled up and tied by hand, the bacon is roasted with a natural aroma that makes this product a unique Mediterranean delicacy. Thinly sliced is great as an appetizers or to stuff gourmet sandwiches; sliced thicker and pan seared can be served as an innovative second course, or diced to add a distinctive flavour to pasta sauces and other condiments.

Ingredients list
Pork meat, salt, dextrose, fructose, natural flavours, antioxidant: E301, preservative: E250.

Shelf life
150 days

Packaging details
Aluminum envelope.

International certifications
Brc, Ifs.

Palletization
1 piece for box, 20 box for floor, 100 pieces for pallet.

**FUMAGALLI INDUSTRIA
ALIMENTARI**
www.fumagallisalumi.it



Prosciutto di Parma Organic

Authentic Italian cured ham made by organic pork legs, coming from Italian heavy pigs. Firstly the legs are salted and then they rest and slowly mature for a minimum of 12 months, in temperature controlled rooms (Parma factory). At the end of curing, an inspector from the Parma Ham Consortium assesses the quality of each leg and brands it with the Parma Ducal Crown. Finally the hams are boned, sliced and packed under protective atmosphere. All the supply chain, from farms to final branding, complies with the Protected Designation of Origin (PDO) specification. It is gluten and milk proteins free.

Ingredients list
Pork*, salt (*Organic)

Packaging details
Weight: 70 g. Packed with more than 75% sustainable paper

Shelf life
60 days

International certifications
Ifs, Brc, Kiwa Pai, Bio/Organic, Emas

CENTRO CARNE
www.centrocarne.com



'Il Borbone'

Loin with Lard of Black Swine of Abruzzi: a product salted and seasoned at controlled temperature and humidity. It is obtained by the processing of the anatomical muscular portions of black pork meat of Abruzzi between the 6th and 7th ribs of the yoke, loin and tail. This muscle region after de-boning is trimmed to obtain an important product with a characteristic layer of fat.

Ingredients list
Pork meat 95%, salt, flavourings, spices, dextrose, preservatives: E250, E252, Antioxidants: E301

Shelf life
6 months

Packaging details
Vacuum packed. Primary packaging: shrink bag for food; secondary packaging: cardboard package.

**SAN VINCENZO
DI FERNANDO ROTA**
www.sanvincenzosalumi.it



'Nduja Spicy

This spicy spreadable salami typical of Calabria originates from the small village of Spilinga (in the province of Vibo Valentia) and was born centuries ago from the peasant need not to waste anything of the pig. Being a cured meat that can be preserved for a long time, it ensured the supply of entire families for several months. Today 'Nduja is produced by enhancing pure pork and lard meat flavored with the special spicy red pepper from Calabria. The mixture is then placed in natural casing and lightly smoked. Ideal as a spicy condiment in sauces, on pizza or simply spread on croutons and slices of hot bread.

Ingredients list
Pork fat, pork meat, hot pepper (of which Calabrian chili spicy 10%), salt, mild pepper, dextrose, sucrose, aroma of smoking; antioxidant: E300; preservatives: E250, E252.

Shelf life
150 days

Packaging details
400 g vacuum packed, carotene envelope.

International certifications
Brc, Ifs, ISO 22005:2007, Organic

COATI
www.salumificiocoati.it

Milano Salami - Slow Seasoning

The Slow Seasoning Range, which includes the Milano Salami, has been added to the Coati Slow Cooking Line, the result of a 'delicate' and patented production process that has already been successfully presented to the market. Starting from a careful selection of Italian meat, the seasoning time of the salami is lengthened, so to intensify the aromas and enhance the natural taste of the meat.

Ingredients list
Pork, salt, dextrose, sucrose, spices, natural flavoring, antioxidant: E301, preservatives: E250, E252

Shelf life
120 days

Packaging details
Vacuum packed

Palettisation
2 pieces per case, 7 cases per layer, 7 layers per pallet - 49 cases per pallet

International certifications
Brc, Ifs, Iso



DEVODIER PROSCIUTTI
www.devodier.com/en



Prosciutto Crudo Riserva Eccellenze Devodier min. 36 months

After the recognition achieved by the 30-month Devodier ham, this ham cured over 36 months aspires to even higher peaks of taste and aroma. Without preservatives, shaved slices, with an intense flavour and unique aroma, this product was born from a unique co-operation with one of the greatest Italian contemporary art masters who painted for Devodier the exclusive patented luxury cardboard tray.

Ingredients list
Italian pork, salt

Shelf life
120 days

Packaging details
Laid by hand in MAP tray, 70 g

Palletization
1120 trays per pallet

International certifications
Brc, Ifs

ZUARINA
www.zuarina.it



Prosciutto di Parma PDO Bio Zuarina

Fresh pork leg coming from pigs born, bred and slaughtered in Italy according to the PDO disciplinary and organic production requirements. The Zuarina Bio cured meats line includes classic Italian delicatessen. The 'star' of the line is the Prosciutto di Parma Bio Zuarina, from the organic supply chain of the CLAI Group, together with Coppia, Cooked ham, Cooked ham with herbs, Prosciutto Crudo and Salami. The supply chain is traced and certified by specifically assigned bodies which check that the animals' living conditions in the farms comply with the strict regulations of organic production.

Ingredients list
Organic pork leg, salt. Gluten free and GMOs free

Shelf life
90 days

Packaging details
Elegant 80 g trays

Palletization
6 pieces per box, 18 boxes per layer, 10 layers per pallet



CHEESE

**PARMAREGGIO – AGRIFORM
DIVISION**
www.parmareggio.it
www.agriform.it



**Grana Padano PDO
Gira & Gratta Agriform**

A product that combines the fragrance of Grana Padano PDO with a hygienic and handy rotary grater. Turn the yellow grater clockwise and you'll have freshly grated Grana Padano ready for your meals.

Ingredient list
Milk, salt, rennet, lysozyme (natural protein from egg)

Shelf life
120 days

Packaging details
The plastic grater contains Grana Padano PDO 150 g packed in a protective atmosphere. Also available in a 250 g format and with a shaving grater for flakes.

Palletization
10 pc per box, 96 boxes per pallet

International certifications
ISO 9001:2015 (Iqnet & Csqa), Ifs Higher Level, Haccp

DELIZIA
www.prodottideliziosa.it



Boccone Deliziosa – less than 60% of salt Pdq

Stretched-curd cheese with less than 60% of salt compared with Deliziosa mozzarella. Appearance: smooth and shiny, homogeneous, milky white surface; pulp of fibrous structure; soft and slightly elastic consistency. Delicate, pleasant, characteristic smell of fresh dairy products.

Ingredients list
Milk, acidity regulator: lactic acid, natural whey, salt, rennet.

Packaging details
200 g. The product is packaged in sealed plastic film (bag) in brine.

Shelf life
14 days

International certifications
Brc, Ifs, Organic

Palletization
Epal pallet. Dimensions: 120x80x125 cm. Packages for layer: 9, number of layers: 10, packaging for pallet: 90.

ARRIGONI BATTISTA
www.arrigoniformaggi.it/en/



Quartirolo Lombardo PDO

Table soft cheese made of pasteurized cow's milk. The rind is thin, soft and white. The flavor is delicate and slightly sour and it has a white, compact and crumbly consistency. Mostly enjoyed alone or together with salads and cold dishes; also used as an ingredient in several recipes, from the sauces for pasta to second dishes.

Ingredients list
Pasteurized cow's milk, salt, rennet

Shelf life
40 days from packaging date

Packaging details
Thermo-sealed tray 200 g, ½ form (paper and vacuum), whole form (about 2,6 kg, paper and vacuum)

Palletization
200 g pack: 12 cartons in a layer and 10 layers in a pallet; ½ form and form: 12 cartons in a layer and 8 layers in a pallet

International certifications
Brc, Ifs, Organic

MARIO COSTA
www.mariocostagorgonzola.it



'Bruno Costa' blue veined cheese with black truffle

It is a blue cheese, made from pasteurized cow's milk, with the addition of black summer truffle flakes at the time of cheese making. It is creamy, sweet with the characteristic aroma of truffles.

Ingredients list
Milk, rennet, salt, summer black truffle (Tuber aestivum Vitt.)

Packaging details
Whole wheels (12 kg), half (6 kg), quarters (3 kg) and ATM eighth (1,5 lg, plastic + aluminium)

Shelf life
30 days

International certifications
Brc, Ifs, Fssc, Iso 22000, Sedex member

CA.FORM
www.fiordimaso.it/#dolce-vita



Fresh Asiago PDO 110 g sliced

The cheese is available in a new and more convenient packaging solution. It is ready to be used in tasty sandwiches, or as an ingredient for tasty recipes.

Ingredients list
Cow milk, salt, rennet, lactic ferment.

Packaging details
Weight: 110 gr. Dimension: 20 x 13 x 2. The product is supplied in a plastic packaging in a protective atmosphere.

Shelf life
70 days

Palletization
Pieces for box: 8, boxes for Layer: 28, boxes for pallet: 84

CASEIFICIO PALAZZO
www.murgella.it



Burrata Classica Murgella

Burratina 120 g is a traditional burrata filled with 'stracciatella', a mix of mozzarella ribbons and cream. It is obtained from milk of Apulian origin and produced according to the traditional manufacturing techniques with natural whey starter for the acidification of milk and the formation of curd. Shape: cylindrical. Crust: absent. Taste: creamy and sweet. Colour: white.

Ingredients list
Pasteurized cow's milk, Uht cream (min. 35%), whey starter culture, salt, microbial coagulant. Country origin of milk and cream: Italy.

Packaging details
200 g in a PP cup with a new design and label

Shelf life
22 days

International certifications
Ifs, Brc, Halal, Vegetarian

Palletisation
10 pieces per PS box, 60 boxes per pallet

CASEIFICIO LONGO
www.caseificiolongo.it



Ricotta del Boscaiolo

Sweet and delicate taste with the scent of fresh milk: Ricotta is made with cow's milk whey and presents a smooth, velvety and very humid white paste, which gently oozes whey.

Ingredients list
Cow's milk whey, milk cream, salt, citric acid as acidity regulator.

Packaging details
400 g or 1500 g bowl.

Shelf life
30 days

International certifications
Brc, Ifs, Fda

STERILGARDA ALIMENTI
www.sterilgarda.it



Long life UHT Ricotta Cheese

Typical Italian product, the Ricotta Sterilgarda is an excellent ingredient for tortellini, cheese cakes and other dishes, now in the new UHT version. No preservatives.

Ingredients list
Milk, whey, cream, modified starch, stabilizers: pectin, carrageenan; acidity corrector : lactic acid. Allergens: milk and milk products (including lactose).

Packaging details
500 g brik Tetra Pak 'Baseline'. The brik is made with recycled paper.

Shelf life
8 months days after production date.



PRODUCTS

GROCERY

CERRETO ORGANIC
www.cerretobio.com/en/



Organic Farro with Porcini Mushrooms – 5 Minute Meal line

A recipe with roots in the Italian tradition, based on a traditional cereal, spelt, and enriched with precious porcini mushrooms. A quick idea for a light, healthy, tasty and satisfying meal, ready in just 5 minutes adding just water, in the microwave or in a pan. 100% plant-based.

Ingredients list

Precooked farro wheat (spelt)*, vegetable broth* [salt, corn starch*, vegetables* dehydrated in variable proportion (onion*, celery*, carrot*, leek*, parsley*)], rice flour*, miso*(soy*, rice*, water, salt, koji), rice syrup dehydrated*, yeast extract, spices*), porcini mushroom*, carrot, natural flavour, onion*, parsley*, garlic*. *Organic

Shelf life

15 months

Packaging details

Recyclable plastic bag in carton box, 100 g

Palletization

11 layers per pallet

International certifications

Brcs, Ifs, Jas, Ica, Kosher, Usda, Korea Organic, Canada Organic

NOVELLA CONSERVE ALIMENTARI
www.novellaconsERVE.it



Sundried cherry tomatoes with extra-virgin olive oil

Cherry tomatoes shaped and characteristically sweet and sour tasting, dried under the sun of Sicily and embellished with herbs to give them an even more intense flavour.

Ingredients list

Tomatoes (64%), sunflower oil, extra virgin olive oil (3,5%), wine vinegar, lemon juice, salt, herbs, garlic.

Shelf life

36 months

Packaging details

Jar, net weight 280 g

Palletization

6 jars x box, 22 ct x layer, 8 layers = 176 ct x pallet (1.056 jars x pallet)

International certifications

Brc, Ifs

RIZZOLI EMANUELLI
www.rizzoliemanuelli.com



Anchovy fillets Cantabrian Sea

Caught in the cold, plankton-rich waters of the Cantabrian Sea, exclusively in spring, when the fish are at their largest and the flesh particularly plump, using only circle nets, sustainable for both the fish and the sea. The fish is processed by hand at the fishing site, always on the day of the catch, and left to mature for 4/6 months in barrels. Packed vertically in glass jars to preserve the excellent taste. Rizzoli Emanuelli's anchovies are certified as 'Responsible Tradition' since 1906, a seal that guarantees the quality and sustainability of Rizzoli Emanuelli anchovies.

Ingredients list

Anchovies, olive oil, salt.

Shelf life

18 months

Packaging details

100 g glass jar

Palletization

330 cartons per pallet

International certifications

MSC (Marine Stewardship Council)

F.LLI DE CECCO DI FILIPPO FARA SAN MARTINO
www.dececco.com



Spghettini

Spghettini are a smaller, delicious variation of the classic Spghetti and this specific type of pasta comes from Naples, south of Italy. Hot or cold sauces based on fresh tomatoes, vegetables or aromatic herbs are the best way to enjoy it. Spghettini are also excellent served with shellfish and seafood sauces.

Ingredients list

Durum wheat semolina. May contain soy.

Shelf life

36 months

Packaging details

500 g cellophane flow pack

Palletization

24 packs per case, 68 cases per pallet

International certifications

Brc, Ifs, Epd, Dnv product certification, Halal, Kosher, Haccp, SA8000, ISO 14000:2004

MASTER
www.mammaemma.it



Potato gnocchi

Mamma Emma are the only filled gnocchi made with 100% fresh steamed potatoes – no potato flakes. Since they contain only natural ingredients, Mamma Emma gnocchi are ideal for a healthy and balanced diet. Easy to cook, they are ready in only 3 minutes without the use of boiling water, and they can be paired to many different sauces.

Ingredients list

Steamed potatoes, wheat flour, spreadable ricotta cheese, Genovese pesto sauce, eggs, salt, sunflower oil.

Shelf life

60 days fresh, 18 months frozen - to be sold fresh

Packaging details

350 g plastic bag inside paper box

Palletization

Box of 6 pieces, customizable palletization

International certifications

Brcgs, Ifs, Fssc 22000, Ica, Fda, Smeta 4 Pillars

SAPORI DI CASA - BY ITALIAN PREMIUM SELECTION
www.saporidicasa.it



Bio dried egg pasta - Tagliatelle

Dried egg pasta produced by a mixture semolina, soft wheat flour and eggs, drawn and hand-deposited on a paper. The drying process is carried out between 45 and 70 °C for 24 hours.

Ingredients list

Durum wheat flour, soft wheat flour, eggs 31%

Shelf life

24 months from production

Packaging details

Net weight: 250 g. Content: 2 papers of 125 g

Palletization

Secondary packaging: cardboard box containing 12 items. Base: wooden pallet. Final packaging: cellophane

NORD SALSE - BY ITALIAN PREMIUM SELECTION
www.nordsalse.com



Genovese Pesto

The 'Monti' Genovese pesto is prepared with the only use of Italian basil (36%). The delicate scent of basil is combined with a strong note of an excellent Italian cheese: Pecorino. It is in this way that all ingredients get married to create a recipe with a thicker texture: ideal for both first courses and spreadable sauces.

Ingredients list

Sunflower seed oil, Italian basil (36%), cashews, salt, Pecorino Romano cheese (sheep milk, salt, rennet), pine nuts, garlic, antioxidant: ascorbic acid; acidifying: citric acid. Contains: tree nuts and milk. May contain traces of peanuts and other nuts. Gluten free and GMOs free.

Packaging details

750 g, metal tin

Shelf life

24 months. Guaranteed 18 months.

Palletization

Pieces per tray: 12. Trays per pallet: 168. Trays per layer: 14. Layers: 12. Total pieces: 2016

SGAMBARO
www.sgambaro.it



Pasta Sgamaro Yellow Label

Pasta Sgamaro Yellow Label line is produced exclusively with Marco Aurelio wheat, a high-performance durum wheat of 100% Italian origin. Selected by Sgamaro after more than 15 years of research, Marco Aurelio wheat stands out for its high quality, color, high elasticity of the gluten, and great taste. Sgamaro' pasta is slowly processed with gentle bronze die and long drying at low temperatures to preserve its organoleptic, sensory properties.

Ingredient list

100% Italian durum wheat semolina

Shelf life

3 years

Packaging details

500 g, paper packaging

Palletization

From 120 to 49 boxes for pallet, depending on item

International certifications

Ifs, Star-K Kosher, World Halal Authority (WHA)



BAKERY & CONFECTIONERY

PAOLO LAZZARONI & FIGLI
www.chiostrodisaronno.it



Panettone Pumpkin

Panettone with candied pumpkin cubes and pumpkin cream, in a metal tin. The Panettone Chiostro di Saronno is produced according to the traditional recipe, through a slow and natural leavening and all ingredients, from flour to milk, eggs to butter, candied fruit to yeast, are of natural origin strictly fresh and genuine, free of preservatives and colourant.

Packaging details

750 g, metal tin

Shelf life

9 months

NUTKAO
www.nutkao.com



Duo Spread

The blending of two flavours that can be eaten in different ways, popular with children who love deciding which part to put the spoon in: the white or dark portion or both together. The white spread has been carefully developed to give a different colour perception compared to the classic spread. It has been selected to enhance the cocoa and hazelnut spread and blend together for the sheer delight of the palate.

Ingredients list

Hazelnuts, cocoa.

Shelf life

18 months

Packaging details

330 g glass cup / 6 pieces tray (other glass jars available: 200 g, 380 g, 400 g, 750 g)

Palletization

80x110

International certifications

Rspo, Kosher

FIOR DI LOTO
www.fiordiloto.it



Snack ai piselli Biocroc

Salty snack made from organic peas, low in fat and a source of protein and fiber. An original and tasty way to take these nutrients.

Ingredients list

44% pea flour, corn flour, sunflower oil, corn starch, salt.

Packaging details

50 g

International certifications

Organic

PEDON
www.pedon.it/en



Pulse Snacks

The range includes 24 new pulse snacks, air-roasted and never fried, rich in fibre and plant-based protein. Through a unique air-roasting process pulses are turned into a crunchy and delicious snack, preserving their natural shape and nutritional properties. 3 types to satisfy all wishes: Natural, for a simple and light break; Functional, combined with super ingredients to satisfy specific dietary needs; Yummy, for a surprising taste. Pulse Snacks are 100% natural, gluten-free, with less than 100 Kcal per serving.

Ingredients list

Pulses are the base ingredient. Some of them contain seeds, fruits, vegetables or spices.

Packaging details

100% recyclable pack. Single-serve and on-the-go convenient pouch.

Shelf life

12 months

ICAM CIOCCOLATO
www.icamcioccolato.com
www.vaniniocciolato.com



Vanini absolute dark 100% - Bagua Perù bars

A reference point for connoisseurs of dark chocolate, this bar with 100% cocoa shows a strong aromatic profile that expresses all the character of Peru Bagua cocoa. On tasting, it shows an excellent balance between acidity and astringency, with pleasant notes of red berries and dried fruit. Ideal if paired with a tropical distillate (Rhum-Tequila) or a well-aged whisky.

Ingredients list

100% cocoa paste (Perù Bagua origin)

Shelf life

24 months

Packaging details

90 g bar

Palletization

43/13/559

International certifications

Gluten free, VeganOk, Kosher, Halal

TERRE DI PUGLIA
www.terredipuglia.it



Taralli Gourmet Box - Cheese and Pepper

Terre di Puglia presents the new line of 'Taralli Gourmet Box': Taralli Cheese and Pepper taste, with extra virgin olive oil. A new version of the most iconic Apulian snack.

Ingredients list

Taralli Cheese and Pepper taste with extra virgin olive oil.

Packaging details

150 g in an elegant box with window

Shelf life

12 months

Certifications

Brc, Ifs

LAGO GROUP
www.lagogroup.it



Sugar Free wafer, Cocoa and Hazelnut

Sugar-free wafers in single portions of 45 g, providing the consumers target with a measured dose of product, also making easy the out of home consumption. Perfect for those who want or must reduce the undue daily sugar intake.

Ingredients list

Sweetener: maltitol, wheat flour, coconut oil, fat-reduced cocoa powder, hazelnut paste (6% in the cream), emulsifier: soy lecithins, salt, raising agent: sodium hydrogen carbonate, vanilla extract.

Packaging details

180 g, carton box (4 pcs x 45 g)

Shelf life

18 months

International certifications

Halal, Kosher

VALLEDORO
www.valledorospa.it



Risibisi Chickpeas

Tasty sticks blown, very light and with the typical taste of chickpeas. A tasty organic snack without gluten, suitable for people with coeliac disease. Source in fibre and proteins.

Ingredients list

Chickpeas flour* 60%, rice flour* 37%, sunflower oil*, salt. (*Organic)

Shelf life

240 days

Packaging details

Doypack 80 g

Palletization

Europallet Epal 80x120 of 10 layers of 8 carton box with 80 displays on the pallet itself

International certifications

Brc, Ifs



PRODUCTS

OIL & VINEGAR

FRANTOIO GALANTINO

www.galantino.it



'Fantasia' Ceramic Jar

Ceramic jars filled with 500 ml of high quality Italian extra virgin olive oil. It is a traditional ceramic jar, handmade and hand-painted by local artisans in Puglia, Southern Italy. Perfect for gifts and for preserving extra virgin olive oil from light.

Ingredients list

100% Italian extra virgin olive oil

Shelf life

18 months

Packaging details

Ceramic jar, gross weight 1 kg

Palletization

96 cartons (6 bottles per carton), 576 bottles total

International certifications

Brc, Ifs, ISO 9001, ISO 14001

AZ. AGR. ORLANDI CARLO

www.oliofamigliaorlandi.it



Extra virgin olive oil Veneto Valpolicella PDO

Extra virgin olive oil originating from the Verona hills, North-East of Italy. Olive varieties: Grignano, Favarol minimum 50%. Color is yellow and deep-marked, golden green. The flavor is light fruity, with a light, bitter sensation and a musky aftertaste.

Shelf life

18 months

Packaging detail

Box with 12 bottles of 0,50 lt. Weight per box 10,940 Kg

Palletization

9 boxes per layer, 5 layers, total boxes per pallet: 45

OLIO GUGLIELMI

www.olioguglielmi.it



Monocultivar Peranzana

Peranzana belongs to the 'Le Monocultivar' collection, the new line dedicated to extra virgin olive oils born from three varieties of native Apulian olive trees. The olives of this typical variety of the Tavoliere area are harvested during the first weeks of October, taken to the olive mill and cold-pressed within two hours. The result is a light fruity extra virgin, particularly delicate, known for its versatility in matching dishes. Its strong identity lies in the right proportion of sweet, spicy and bitter. Winner of several international prizes.

Ingredients list

100% extra virgin olive oil made with Peranzana olives variety.

Shelf life

18 months

Packaging details

Box of 6 bottles of 500 ml each. Box weight 5,2 kg

Palletization

120 cartons per pallet

PUJJE, EXTRA VIRGIN OLIVE OIL

www.pujje.it



Anfitrite Delicate, Rea Intense, and Helios Lively Monocultivar

Anfitrite is a multicultivar extra virgin olive oil, light fruity, born out from the blend of 3 different types of olive: Frantoiana, Nociera and Nocellara del Belice. Rea is a multicultivar extra virgin olive oil, intense fruity, originating from the blend of 2 types of olive: Coratina and Nocellara del Belice. Helios is a monocultivar extra virgin olive oil, medium fruity, which comes from a single powerful olive: Ogliarola Salentina from millennial olive trees.

Ingredients list

Hand-picked olives in advance of ripening and pressed within 6/8 hours of harvesting, with a continuous cycle cold extraction system.

Packaging details

Glass bottle (50 ml, 200 ml and 500 ml) with a no-tam-per and no-refilling cap. Available in single, double and triple cases or in boxes of 6, 12 and 24 pieces.

Shelf life

18 months from bottling

Palletization

Customized palletizing solutions

ANTICA ACETAIA LA SECCHIA DI LORENZO RIGHI - BY ITALIAN PREMIUM SELECTION

www.lasecchia.it



Aceto Balsamico di Modena PGI '4 Stars'

Balsamic vinegar of Modena '4 Stars' is 100% natural and thus obtained without any chemicals and without the use of caramel, colourants, added sulfites or Arabic gum. The 4 Stars Balsamico is aged in juniper barrels, therefore its perfume and taste is particularly aromatic, intense and spicy.

Ingredients list

60% grape must, 40% wine vinegar

Shelf life

120 months

Packaging details

250 ml, 6 bottles per cardboard: total weight 3 kg

Palletization

1080 bottles for pallet

REDORO

www.redoro.it



Extra virgin olive oil Veneto Valpolicella PDO

Extra virgin olive oil PDO Veneto Valpolicella is obtained from at least 50% of the Grignano and Favarol olive varieties which are harvested exclusively in the hills around Verona. This PDO oil has an intense and clear color. When tasted, it is slightly astringent with aromas that are particularly intense, offering hints of fresh vegetables, fruity sensations and a delicate aftertaste of artichoke and almond.

Ingredients list

Extra virgin olive oil

Packaging details

Box of 12 bottles lt. 0,500 - kg. 10,56/each box

Shelf life

18 months of bottling.

International certifications

Ifs, Brc, Broker, ISO 22.000

Palletization

10 boxes x 5 layers, 50 boxes each pallet

MENGGAZZOLI

www.mengazzoli.it
www.wo-t.it



Acidulati Wo'tv

The Wo't Acidulati line is the synthesis of the innovative vision of Mengazzoli, historical vinegar producer from Modena. Result of the company's the desire to discover and experiment with new flavors and tastes, in a perfect combination of tradition and modern production techniques. The Acidulati contain a bittersweet soul, and preserve the flavors and colors of the lands from which they drew inspiration. They can season, liven up, enhance, complete or simply harmonize all dishes.

Ingredients list

The Acidulati range includes six products, different in taste and pack: Rice, Honey, Malt, Date, Banana and Pineapple. Key ingredients of the culinary tradition of the far-away countries of which they recall the aromas, colors and atmospheres.

Packaging details

Glass bottle, 187 ml each. Available also in an elegant gift box.

TRASIMENO

www.oliotrasimeno.com



100% Italian Certified Extra Virgin Olive Oil 'il Succoliva'

A blend of expertly selected oils, 100% Italian extra virgin olive oil, the pride of the Arioli family, is packaged in dark glass bottles, without oxygen, in order to preserve the best of the excellent natural taste and flavour qualities. It is perfect for use raw, excellent on salad, carpaccio and bruschetta. Classic, Organic and Fruttato (fruity taste) variants available.

Ingredients list

100% extra virgin olive oil

Shelf life

18 months from bottling

Packaging details

Available in 250 ml, 500 ml, 750 ml and 1 lt size

International certifications

Brc, ISO 22000:2018



WINE

IL POGGIARELLO - CANTINE 4 VALLI

www.ilpoggiarello.fpwinegroup.it



The wine range features a brand-new 'face'

Total new look for the wines that make up the offer of Il Poggiarello, estate of Cantine 4 Valli. To represent them, the company chose the magic of photography, thanks to the collaboration with the Treviso-based portrait photographer Andrea Passon. Beside bottle and label, the name of some wines has been renewed too. This is not the case of 'La Barbona' and 'Il Valandrea', two flagship wines of Il Poggiarello, while Malvasia, the 'queen' vine of Piacenza, has turned into 'La Malvasia' (The wicked, in Italian). Pinot Noir, with its exotic traits, has instead become 'Lo Straniero' (The foreigner). Finally Sauvignon, due to its freshness, has been renamed 'Come il vento' (namely, Like the wind).

Grapes

Come il vento (Sauvignon Emilia IGT), La Malvasia (Malvasia Emilia IGT), Lo Straniero (Pinot Nero Emilia IGT), Il Valandrea (Gutturino Superiore DOC), La Barbona (Gutturino Riserva DOC)

Land of production

Piacenza, Emilia Romagna, Italy

Alcohol

Come il vento (13%), La Malvasia (13,5%), Lo Straniero (13,5%), Il Valandrea (14%), La Barbona (14,5%)

Sizes

0,75 lt

CANTINE SGARZI LUIGI

www.cantinesgarzi.com



Pignoletto Doc Spumante Extra Dry

Obtained by an accurate winemaking and stocked in steel tanks at controlled temperature of 14-16°C. The second fermentation following the Martinotti-Charmat method refines the fruity aromas typical of Grechetto grapes. Lively sparkling, it shows a fine and consistent perlage, the color is a brilliant light yellow. Dry taste, fine and elegant on the palate with a typical bitter almond aftertaste.

Grapes

Grechetto

Land of production

Emilia-Romagna

Alcohol

11,5% vol.

Sizes

0,75 lt

Palletization

Each pallet contains 480 bottles (5 layers x 16 cartons/layers - 80 cartons)

SANTA CRISTINA

www.santacristina.wine/en/



Santa Cristina Rosé - Toscana IGT

Santa Cristina Rosé was crafted to express the harmonious and well-balanced character of the Tuscan territory, the resulting wine is delicate, aromatic and fragrant. Santa Cristina Rosato is pale pink in color. Its nose is characterized by fresh fruity and floral aromas of pink grapefruit, wild strawberries and dog rose. On the palate, it's well-balanced, supple, fragrant with a fruity finish. The line also includes Santa Cristina Red and Santa Cristina White.

Grapes

Sangiovese, Cabernet Sauvignon, Merlot, Syrah

Land of production

Tuscany

Alcohol

12% vol.

N. of bottles produced

N/A

Sizes

0,375 - 0,75 lt

Palletization

5 layer pallet, 120 cartons per pallet

CONTRATTO

www.contratto.it



For England Blanc De Noir Alta Langa Docg

For England was initially made dry for the palates of the British market. Today it is offered in two beautiful expressions of Pinot Noir: Blanc de Noir and Rose. The For England Blanc de Noir's nose is full of white fruit with notes of flowers and citrus. The palate offers flavor of mandarin and pink grapefruit. The finish is dry and fresh, with a persistent perlage.

Grapes

100% Pinot Nero

Land of production

Bossolasco, Cuneo, Piedmont

Alcohol

12,5% vol.

N. of bottles produced

About 16,000

Sizes

0,750 lt - 1,5 lt

Palletization

80 box with 480 bottles

BAGLIO DI PIANETTO

www.bagliodipianetto.it



Viafrancia Riserva Bianco Sicilia DOC 2018

Complexity, harmony, finesse: a noble monovarietal Viognier that shines bright like the Sicilian sun. Rich, intense, juicy and vibrant, a white wine endowed with powerful aromas and a dazzling salinity. The vineyard's altitude (650 mt a.s.l.), exposure, and vigor perfectly combine in shaping the profile of an organic wine, result of the French vocation and the Sicilian soul of Baglio di Pianetto.

Grapes

Viognier

Land of production

Santa Cristina Gela, Sicily

Alcohol

13% vol.

N. of bottles produced

12,300

Sizes

0,75 lt - Magnum 1,5 lt

Palletization

11 cases of 6 btls per 9 layers for a total amount of 99 cases (594 btls per E-Pal 80x120 cm), 15 cases of 6 btls per 10 layers for a total amount of 150 cases (900 btls per pallet 100x120 cm)

ENOITALIA

www.enoitalia.it



Neroperso Appassimento Veneto IGT

Neroperso is a tribute to the century old method of the 'appassimento' - drying of the grapes: a wine that speaks of people, legends and cultures lost over time. Full-bodied, round and silky. A recognizable style, handed down from generation to generation, which delivers elegance and pleasantness on the palate.

Grapes

Corvina, Merlot, Rondinella

Land of production

Veneto

Alcohol

15% vol.

Sizes

0,75 lt

Palletization

6 bottles per carton, 21 cases per layer, 5 layers per pallet, 105 cases per pallet (size 80x120)

CANTINA DI ARCETO

www.emiliawine.eu



'Migliolungo' Emilia IGP

Intense ruby red color with violet reflections; fruity notes of Lambrusco of the past as blackberry, plum and cherry. In closing elegant notes of underbrush. Full bodied wine, slightly tannic, with a decisive taste. Perfect balance between freshness and sapidity.

Grapes

21 different varieties of grapes from the territory of Reggio Emilia

Land of production

Scandiano, Emilia-Romagna

Alcohol

11% vol.

N. of bottles produced

20,000

Sizes

0,75 lt

Palletization

6 levels of 16 boxes - 96 boxes. Possibility also of 5 levels.

MONTELVINI

www.montelvini.it/it/



Prosecco DOC Rosé Treviso Brut - Millesimato

The Prosecco Rosé is obtained from an assembled cuvée. The long period of time on the lees results in a fine, persistent perlage. The aromas are delicate and reminiscent of wisteria flowers and white fruit, together with hints of small red fruits. The wine has a balanced taste, it is creamy, persistent and full-flavoured.

Grapes

85% Glera, 15% Pinot Noir

Land of production

Veneto

Alcohol

11% vol.

N. of bottles produced

50,000

Sizes

0,75 lt

Palletization

480 bottles



*Pride, passion and strong
Italian traditions*



LE FAMIGLIE DEL GUSTO

TRADITION. PASSION
INNOVATION.



Le Famiglie del Gusto is a network based on the collaboration of three leading Italian companies, specialised in the production of Italian cured meat for over 50 years. The overall advantage is enhanced with organic plant-based products.

The companies are totally committed to offering exceptional high-quality products and share common values, including pride in their work, passion for their products and a strong Italian tradition passed down through generations.

45.000

TONS
Annual
Production

9

Production
Facilities

300

Employees

170

MIO EUROS
Total Turnover

Discover more on the site www.famigliedelgusto.com