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# THE ITALIAN FOOD MAGAZINE

BUYER'S • GUIDE

MANAGING DIRECTOR: ANGELO FRIGERIO

YEAR 12 | N° 1/2 | JANUARY/FEBRUARY 2024

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MAGAZINE

BUYER'S • GUIDE  
MANAGING DIRECTOR: ANGELO FRIGERIO  
YEAR 12 | N° 1/2 | JANUARY/FEBRUARY 2024



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Chocolate bars, bonbons, festive cakes and sweet snacks  
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launches from leading Italian confectionery brands.

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## THE ITALIAN FOOD MAGAZINE

BUYER'S • GUIDE

Managing director: ANGELO FRIGERIO  
 Edited by: Edizioni Turbo Srl - Palazzo di Vetro -  
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EDIZIONI TURBO by TESI

# EDITORIAL

by Federica Bartesaghi

## 5 Stars Marketing

I recently came across a product that made me think: damn, that's a great idea. More, a brilliant intuition, an extraordinary marketing campaign. I hope no one is disappointed to find out that the product in question is made by Heineken. Because you know, it is so easy to blame multinational corporations for anything that when they do something good it's right, or rather a duty, to say it loud. After creating all this suspense, the fact is actually quite simple: in South East Asia, beer is the alcoholic drink most consumed by the adult population, but to fight against the scorching heat it is customary to put ice in the drink to keep it cold, with obvious consequence in watered-down wine style. So instead of getting horrified (as many winemakers would actually do), Heineken decided to embrace this local habit and create its own beer ice cubes, or rather beer ice stars, given the brand's iconic symbol. There is more: thanks to a special rapid freezing technique, the stars are 20% colder than normal ice cubes and take twice as long to melt. And above all, they do not compromise the taste of the beer. Eureka!

Heineken has created a really brand new product that responds to a real con-

sumers' need. How many of the multiple new product launches crowding supermarket shelves can say that much?

In my opinion, Heineken Ice Stars (this is the name of the product) provides a lot of food for thought for Italian food & beverage companies willing to increase their presence on global markets. First of all, the need to demonstrate a true capacity for cultural adaptation and overcome the limits of that '100% Made in Italy arrogance' that too often characterizes Italians abroad. Which means the exact opposite of when we hear: "We are Italians and we have the best food, take it or leave it". The exact opposite, we said.

But you don't actually have to export to China or Peru to draw some inspiration from this story. Let's just think about the whole topic of the new generations and their disaffection towards certain products or brands. Small cultural operations like this could really create a bridge, a connection with the youngest. Without arrogance, without prejudice. Flexibility and imagination have always been the greatest points of strength of Italian food & beverage companies. Do we really need to take lessons from multinationals?

## Marketing a 5 Stelle

Di recente mi sono imbattuta in un prodotto che mi ha fatto pensare: cavolo, questa sì che è una bella idea. Di più, un'intuizione geniale. Un'eccezionale operazione di marketing. Spero che nessuno ci rimanga male nello scoprire che il prodotto in questione è stato fatto da Heineken. Perché sì, è così facile parlar male delle multinazionali - del tipo 'piove, multinazionali ladre' - che quando fanno qualcosa di bello è giusto, anzi doveroso dirlo. Dopo aver creato tutta questa suspense, la cosa in realtà è piuttosto semplice: nel Sud Est asiatico la birra è la bevanda alcolica più consumata dalla popolazione adulta, ma per combattere il caldo torrido è usanza mettere nel bicchiere dei cubetti di ghiaccio. Con evidenti conseguenze, in stile vino annacquato. Ecco allora che invece di indignarsi (come farebbero invero molti vigneron) Heineken ha deciso di abbracciare questa abitudine e creare, lei stessa, dei cubetti di birra ghiacciata. Però a forma di stella, iconico simbolo del brand. Non solo, grazie a una particolare tecnica di congelamento rapido le stelle ghiacciate sono il 20% più fredde dei normali cubetti di ghiaccio e impiegano il doppio del tempo a sciogliersi. E soprattutto, non alterano minimamente il sapore della birra. Eureka!

Heineken ha così creato un prodotto veramente nuovo e che risponde a una vera esigenza dei consumatori. Quanti dei molteplici nuovi lanci di prodotto che affollano gli scaffali dei supermercati possono dire tanto?

La 'parabola' di Heineken Ice Stars (questo il nome del prodotto) può secondo me fornire tanti spunti di riflessione alle aziende italiane del food & beverage che guardano all'estero. Innanzitutto, la necessità di dimostrare vera capacità di adattamento culturale e superare i limiti di quella presunzione 100% Made in Italy che ci caratterizza. Che significa l'esatto opposto di quando sentiamo dire: "Noi siamo italiani, il cibo più buono è il nostro e gli altri o si adattano o si arrangiano". Ecco, l'esatto opposto.

Ma non serve esportare in Cina o in Perù per poter trarre qualche spunto dalla vicenda. Pensiamo solo a tutto il tema delle nuove generazioni e della loro disaffezione verso determinati prodotti o brand. Piccole operazioni culturali come questa potrebbero davvero creare un ponte, una connessione con i giovani. Senza arroganza, senza pregiudizio. Flessibilità e fantasia sono da sempre le carte vincenti delle aziende italiane del food & beverage. Dobbiamo davvero farci dare lezioni dalle multinazionali?

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## NEWS

### FERRERO STOPS THE PRODUCTION OF HAZELNUTS IN AUSTRALIA. EXPECTED 70 MILLIONS LOSS

Ferrero has had to remove the hazelnut trees of its orchard in Riverina, New Southern Wales, in Australia, and leave the lot. The sweets group, as the newspapers report, had bought two companies farming potatoes 10 years ago and had decided to plant 1 million hazelnut trees on that soil, investing a total of more than 143 million dollars. The goal was "being able to harvest 5,000 tons of hazelnuts ready for food processing within 2022". However, the Group based in Alba (Piedmont) did not consider that "hazelnut trees are not indigenous in Australia, so cultivating them successfully in that part of the world is way too hard". The business has found itself recording a net loss of 70 million euros because of this, so it had to abandon the project. Once the hazelnut orchard will have been removed, the lot will be destined to free use.

### Ferrero, stop alla produzione di nocciole in Australia. Perdite stimate per 70 milioni

Ferrero ha dovuto rimuovere i noccioli della sua piantagione situata a Riverina, nel Nuovo Galles del Sud, in Australia, e abbandonare il terreno. Il gruppo dolciario, riportano i quotidiani, 10 anni fa aveva acquistato due aziende produttrici di patate e sul territorio aveva deciso di piantare circa 1 milione di noccioli, per un investimento complessivo di oltre 143 milioni di dollari. L'obiettivo era "arrivare a raccogliere 5mila tonnellate di nocciole pronte per la trasformazione alimentare entro il 2022". Quello di cui il Gruppo di Alba (Cuneo) non aveva tenuto conto è però che "i noccioli non sono piante originarie dell'Australia, per cui risulta eccessivamente difficile coltivarli con successo in quella zona del mondo". Proprio per questo, l'azienda si è trovata a registrare una perdita netta di 70 milioni di euro e a dover abbandonare il progetto. Il terreno, una volta rimosso il nocciolo, sarà destinato a uso gratuito.

### EXTRA-VIRGIN OLIVE OIL: MONINI AS ITALIAN CUISINE AMBASSADOR IN THE USA

Monini is the ambassador of the Italian taste in the USA. In fact, the oil brand from Spoleto (Umbria) has been chosen to represent the sustainable model in the extra-virgin olive oil supply chain in the opening event at the Italian Embassy in Washington during the eighth Week of the



Italian Cuisine in the world (14th-19th November). "Sustainability is a very concrete term at Monini's: since 2020 the company has invested about 13 million euros in projects ranging from field to table, with the aim of contributing to the modernity, sustainability and resilience of the olive sector", explains Marco Petrini, president of Monini North America. "One of the most relevant projects is Bosco Monini (Monini Woods), a new green space in Italy including one

million olive trees cultivated organically, with precision technologies". The company exports its products in 71 countries, from which it gets half of its sales volume. North America represents one of the most important markets for the Group, reaching more than 5,6 million euros turnover in 2022.

### Olio extra vergine d'oliva: Monini ambasciatrice della 'Cucina Italiana' negli Usa

Monini è ambasciatrice del gusto italiano negli Usa. L'azienda olearia spoletina è stata infatti scelta per rappresentare il modello sostenibile della filiera dell'olio extravergine di oliva all'evento di apertura, presso l'Ambasciata d'Italia a Washington, dell'ottava Settimana della Cucina Italiana nel mondo (14-19 novembre). "La sostenibilità è un termine molto concreto in casa Monini: dal 2020 a oggi l'azienda ha investito circa 13 milioni di euro in progetti che spaziano dal campo alla tavola, con lo scopo di contribuire a rendere il settore olivicolo moderno, sostenibile e resiliente ai cambiamenti", spiega Marco Petrini, presidente di Monini North America. "Uno dei progetti più significativi è Bosco Monini, un nuovo polmone verde in Italia da un milione di olivi coltivati secondo il metodo biologico e tecnologie di precisione". L'azienda esporta i propri prodotti in 71 Paesi, dove ricava la metà del proprio fatturato. Il Nord America rappresenta uno dei mercati più importanti per il Gruppo, con oltre 5,6 milioni di euro di fatturato nel 2022.

### HONEY: THE INDICATION OF ORIGIN ON THE LABEL BECOMES COMPULSORY

In Europe, providing the indication of origin of the honey on the label will become compulsory. Moreover, if the food comes from more than one single country, each of them will have to be indicated in a decreasing order, with its percentage. The position of the Agriculture Commission about the

'Breakfast Directives' has been approved unanimously at a European level: that establishes a series of denomination norms, as well as rules for sale and labeling of some food products of large consumption. The honey industry, having a hard time due to climate change and rising production costs, wants to contrast the diffusion of false or damaged products in this way, while protecting the national and genuine productions. "We have approved the European



stop to the food frauds regarding honey, which are constantly increasing. Damaged products or with an unknown origin are therefore forbidden", highlight Paolo De Castro and Camilla Laureti, Pd members in the Agriculture Commission in the European Parliament.

### Miele: sarà obbligatorio fornire l'indicazione di origine in etichetta

In Europa sarà obbligatorio fornire l'indicazione di origine del miele in etichetta. E se l'alimento dovesse provenire da più di un Paese, ciascuno dovrà essere indicato in ordine decrescente e con la rispettiva percentuale. È stata infatti approvata all'unanimità e a livello europeo la posizione della Commissione Agricoltura sulla 'Direttiva Colazione', che stabilisce una serie di norme di denominazione, vendita ed etichettatura per alcuni prodotti alimentari di largo consumo. L'industria del miele, in difficoltà a causa del cambiamento climatico e dei costi di produzione in aumento, vuole così contrastare la diffusione di prodotti falsi o adulterati e tutelare le produzioni nazionali e genuine. "Abbiamo approvato lo stop europeo alle sempre più frequenti frodi alimentari che riguardano il miele, vietando i prodotti adulterati e di provenienza sconosciuta", evidenziano Paolo De Castro e Camilla Laureti, membri Pd della Commissione Agricoltura del Parlamento Ue.

### Italpizza: negoziazioni esclusive per rilevare uno stabilimento francese di Buitoni

Italpizza ha avviato una serie di negoziazioni esclusive con Nestlè, gruppo di cui fa parte Buitoni, per rilevare lo stabilimento francese di Caudy di Buitoni specializzato nella produzione di pizze surgelate. L'operazione, che dovrebbe concludersi a inizio 2024, prevede che l'azienda italiana investa 10 milioni di euro nell'impianto per ammodernarne la linea numero 2, quella che lo scorso marzo era stata contaminata con il batterio Escherichia coli. Italpizza, che vanta un fatturato di 435 milioni di euro, rilevarebbe quindi lo stabilimento per dedicarlo alla realizzazione di pizze con pasta cotta. Lo scopo ultimo di questa operazione è di poter accrescere la propria presenza sui mercati del Nord Europa.

### ITALPIZZA: EXCLUSIVE NEGOTIATIONS TO TAKE OVER A BUITONI FACTORY IN FRANCE

Italpizza has started a series of exclusive negotiations with Nestlè, group including Buitoni, to take over the French factory in Caudy, property of Buitoni, specialized in the production of deep-frozen pizzas. The operation, that should be concluded by the beginning of 2024, expects the Italian business to invest 10 million euros in the facility to renovate the line number 2, the one contaminated with the bacterium Escherichia coli last March. Italpizza, boasting a turnover of 435 million euros, would then take over the factory to dedicate it to the production of pizzas with cooked dough. The ultimate aim of this operation is to be able to increase its presence in the Northern European markets.

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## SCIENCE

# Ultra-processed food: everything and its opposite

The scientific community continues to churn out report after report, often conflicting with one another and soon invalidated or superseded by other studies of dubious usefulness. But if brilliant scientists seem to be groping in the dark, what's the chance for simple consumers?



Four new scientific papers published between October and November 2023 say, respectively, that all ultra-processed food is harmful; that some can be unhealthy while others may even be beneficial; that in some people (white American women, exactly) they can cause depression; and that unlike it is widely believed, they can also be not that appetizing or 'palatable'. Most of these papers end with statements like "given the breadth of this topic, further investigation is needed", or "in the doubt, it is better non to exceed in their consumption". What a useful and science-validated suggestion...

### Not all of them (see bread and cereals) are bad for health

A study backed by the World Health Organisation (WHO) and published in The Lancet says that not all ultra-processed foods (UPF) are actually harmful to health. The study analyzed the data collected from 266,666 individuals in the European Prospective Investigation into Cancer and Nutrition (EPIC), an on-going multi-center prospective cohort study designed to investigate the relationship between nutrition and cancer. The goal was to examine the relationship of total and subgroup consumption of UPFs with the risk of multimorbidity, defined as the co-occurrence of at least two chronic diseases in an individual among first cancer at any site, cardiovascular disease, and type 2 diabetes.

"Among UPF subgroups, higher intakes of artificially and sugar-sweetened beverages, and

animal-based products were associated with higher risk of multimorbidity, as was higher consumption of sauces, spreads and condiments, but with less certainty. In contrast, ultra-processed breads and cereals showed an inverse association with the risk of multimorbidity, but with a borderline certainty. Sweets and desserts, savory snacks, plant-based alternatives, ready-to eat/heat and mixed dishes were not associated with risk of multimorbidity", the study claims. Consumption of ultra-processed breads and cereals, in particular, was associated with lower risk, although with a borderline certainty, which might be explained by the fibre content of such products.

"These observations," said Dr Ian Johnson, a nutrition researcher and emeritus fellow at the Quadram Institute, "do suggest a role for some UPF in the onset of multiple chronic disease. But they also show that the common assumption that all UPF foods are linked to adverse health events is probably wrong. Importantly, ultra-processed bread and cereal products showed an association with a reduction in risk."

### And if the problem is not food but lifestyle?

Researchers from the Bristol Medical School and the International Agency for Research on Cancer (IARC) sought to establish whether the association between UPF consumption and head and neck cancer and oesophageal adenocarcinoma (a cancer of the oesophagus) could

be explained by an increase in body fat. Published in the European Journal of Nutrition, the study also examined data from 450,111 participants involved in the European Prospective Investigation into Cancer and Nutrition (EPIC.).

After following the participants for an average of 14 years, the scientists found that those who had a 10% higher consumption of ultra-processed food were 23% more likely to develop head and neck cancer and had a 24% higher risk of developing esophageal adenocarcinoma. However, increased body fat only explained a small proportion of this statistical association.

The study authors suggest that factors other than obesity might be behind the link between processed foods and cancer. These could include additives like emulsifiers, artificial sweeteners, and contaminants from food packaging. Authors also caution that certain biases might influence their findings, citing an unexpected link between higher processed food consumption and increased risk of "accidental deaths" (namely falls, transport accidents, accidental drowning). George Davey Smith, Director of the MRC Integrative Epidemiology Unit at the University of Bristol, and co-author on the paper, said: "UPFs are clearly associated with many adverse health outcomes, yet whether they cause these, or whether underlying factors such as general health-related behaviors and socioeconomic position are responsible for the link, is still unclear, as the association with accidental deaths draws attention to."

### According to the Brits they are not even that "palatable"

A study led by Bristol's Nutrition and Behaviour Group wanted to test the common but largely untested assumptions that calories and level of processing are key factors in influencing how much we desire food. In an experiment involving 224 adult volunteers, they were presented with colour images of 52 familiar foods (so the study's participants judged pictures of food, not actual food), varying in energy density, level of processing and carbohydrate-to-fat ratio. The list included avocado, grapes, cashew, nuts, king prawns, olives, blueberry muffin, crispbread, pepperoni sausage and ice cream, among others. Participants were then asked to imagine tasting these foods and rate them for taste pleasantness, desire to eat, sweetness and saltiness.

Results showed that, on average, UPFs were no more liked or desired than processed or unprocessed foods. However, they also discovered that foods tasting more intense - mainly related to the level of sweetness and saltiness -, were more liked and desired. On the contrary, foods with higher amounts of dietary fibre were less liked and desired.

"While ultra-processing didn't reliably predict liking (palatability) in our study, food carbohydrate-to-fat ratio, food fibre content and taste inten-

sity did", Peter Rogers, professor in the School of Psychological Science and lead author of the study, said. "Our suggestion is that humans are programmed to learn to like foods with more equal amounts of carbohydrate and fat, and lower amounts of fibre, because those foods are less filling per calorie."

### They can cause depression (at least in women)

A recent study from Massachusetts General Hospital and Harvard Medical School finds a link between ultra-processed foods and depression: it found a nearly 50 percent increase in the risk of depression for those who consumed nine portions or more of ultra-processed foods a day.

Using data from one of the biggest studies of women's long-term health in the US (the Nurses' Health Study II), researchers examined the diets and mental health of more than 30,000 primarily white middle-aged women between the ages of 42 and 62 who did not already have depression.

The researchers found that women who ate the most ultra-processed food — nine servings per day — were 50% more likely to develop depression than those who ate the least, no more than four servings a day. Consuming a high amount of foods and drinks that contained artificial sweeteners had a particularly negative effect, the study

found. "Experimental studies have shown that artificial sweeteners may trigger the transmission of particular signalling molecules in the brain that are important for mood", the authors explained.

According to fellow scientists, a limitation was that the study included very few nonwhite women and no men. It can also be difficult to determine which came first: the diet or the depression.

Federica Bartesaghi

### Cibi ultra-processati: tutto e il contrario di tutto

Quattro nuovi studi scientifici dicono, rispettivamente, che tutti gli alimenti ultra-processati sono nocivi per la salute; che alcuni possono far male ma altri possono anche fare bene; che per alcune persone potrebbero essere causa di depressione; e che diversamente da quanto tutti credevamo potrebbero non essere poi così 'appetibili'. Molti concludono con asserzioni del tipo: "Vista la vastità dell'argomento e delle variabili contemplate, è meglio continuare a indagare", oppure "nel dubbio rispetto ai loro reali effetti sulla salute, meglio non eccedere nel consumo". Ma se fior di studiosi sembrano brancolare nel buio, che chance hanno di capirci qualcosa i 'semplici' consumatori?



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## THE INSIGHT

# Inside the Willy Wonka Factory



**From Ferrero's Magic Hat Gummies to Jelly Beans' Stinky Socks: when fantasy collides with sugar and chocolate a perfect chemistry is found. Now, endless flavor possibilities are on the horizon thanks to the progress of science.**

The world of cinema is a major source of trends and inspirations, which often turn into very powerful brand licenses. A recent example, in Italy, is the return of the timeless Harry Potter license to supermarket shelves with the Witor's confectionery brand, which has created a range of themed snacks and sweets: from the Chocolate Frog bar to the cookie-tickets for Hogwarts, up to the Sorting Hat bar. Although the first Saga film dates back to 2001, its fascination on both young and not-that-young people has remained unchanged over decades. But Harry Potter is certainly not alone, as the count-less products inspired by iconic characters from movies and tv shows demonstrate.

In most cases, these operations minimally concern products' formulation and ingredients and mostly marketing operations, with packaging and advertising campaigns designed specifically. And yet, this is not always the case.

### The comeback of Willy Wonka

Current events give us the opportunity to delve deeper into this topic. In December, one of the most-awaited films of the year was released: the prequel to Willy Wonka - The Chocolate Factory, which tells the story of the world's most famous candy maker and chocolatier. A stellar cast led by teen idol Timothée Chalamet did the rest. Since 1971, the release date of the film starring Gene Wilder - based on Roald Dahl's 1964 children's novel - the world of Willy Wonka has populated the imagination of adults and children, and the confectionery brands have been riding the wave.

This is how some of the products inspired by Wonka's creations were born: from Laffy Taffy gummy candies to Everlasting Gobstopper, multi-layered and multi-flavored hard candies that in the movie were intended for "children with very little pocket money".

In 1971, the US company Breaker Confections was the first to market Willy Wonka branded products. The Willy Wonka Candy Company was later acquired by Nestlé, which renamed it Nestlé Candy Shop in 2015. In 2018 another change, with the acquisition, by the Italian company Ferrero, of Nestlé's entire US confectionery business for 2.8 billion dollars.

Today, after almost five years of 'silence', with the release of the new spin-off movie the Alba-based confectioner has 'revitalized' the Wonka brand by launching a limited edition for the American market, the Magic Hat Gummies: top hat-shaped gummies in four fruity flavor combinations, including strawberry watermelon, raspberry grape, orange strawberry, and magic berries.

"For decades, the name 'Wonka' has been synonymous with sweet treats that bring joy, wonder, and the magic of childhood to people of all ages," said Greg Guidotti, Chief Marketing officer at Ferrara Candy Co. (Ferrero Group). "And with the anticipation of the new Wonka movie, we are excited to help bring the film to life through the return of the Wonka brand."

### The beans that broke down all taste barriers

Ferrero's limited edition 'dusts off' a well-established license, and yet it takes no further step in research and innovations. Otherwise, there is a candy that can be defined as a taste (and bad taste) pioneer: Jelly Beans, likely the most famous candies in the world with their distinctive bean-shape. They are produced in the United States by the Jelly Belly Candy Company, since 2020 distributed in Italy by Casa del Dolce. Although the first traces of the brand date back to the mid-19th century, its international fame arrived in the 1980s when a pack of Jelly Beans was sent in space by President Reagan as a surprise for the astronauts. Today, the company produces an average of 15 billion can-dies a year.

Each color corresponds to a flavor and there are over 50 of them. The interesting thing, which is also the reason why we are talking about that right now, is that for some years, in addition to flavors such as peach, coconut or popcorn, the company has added less traditional flavors such as dirty dishwater, toothpaste, barf or dead fish.

But why and above all how did they do that?

In an interview given by the president and CEO of the Jelly Belly Candy Company, Lisa Rowland Brasher, the origin of the project is explained, which directly refers to one of Jelly Beans' most famous and controversial creations: the barf flavor. "Everything started from a mistake," admits Brasher. "We wanted to create a pizza-flavored jelly bean and in trying we mixed three different types of cheese. The result was so terrifying that we decided to shelve the idea immediately. Then Harry Potter was released, and we understood that the time had come to take that explosive mix out of the shelf. The rest is history." It is not surprising that Jelly Beans has been producing and marketing 'Every flavor beans' (chocolate and peppermint but also spinach, liver and tripe), or Butterbeer-flavored jellies, two great classics for lovers of the saga by J.K. Rowling.

Unlike classic Jelly Beans, which are made with natural flavors and ingredients, the products in the BeanBoozled line (nasty flavors) use artificial ingredients. The process, in broad terms, works like this: the first step involves analyzing the real thing in a gas chromatograph. The machine converts the target object into vapors in an oven - either after dissolving it in a solvent and then boiling it or simply by heating it -, and then analyzes the chemical makeup of those vapors and converts them to flavor markers, which is what Jelly Belly's team uses as a starting point for its beans.

But how can the 'stinky socks' flavor be replicated? The starting point, as we said, must always be the real thing. "The researcher who worked on this jelly," Brasher continues, "kept a gym sock sealed in a plastic bag for two weeks. After processing, the essence produced was so strong that it was necessary to 'refine' it in order to work it."



### Nella fabbrica di Willy Wonka

Dai cappelli magici di Ferrero ai calzini sporchi di Jelly Bean. Quando la magia del grande schermo incontra lo zucchero nasce una chimica perfetta. E grazie alla scienza, le possibilità sono davvero infinite.

### Professor Chalmers' science of flavors

The return of Willy Wonka also provided some scientists with the opportunity to take a step forward in research applied to taste.

The idea comes from researcher, university professor and lover of the fantasy genre Alan Chalmers, who, thinking of Wonka's bizarre creations, decided to investigate the possibility of virtually recreating the experience of certain flavors. In a paper published in 2023 and entitled 'Virtual Flavor: High-Fidelity Simulation of Real Flavor Experiences' Chalmers and his

team worked on a virtual flavor device capable of simulating the three components of a flavor - taste, aroma, and mouthfeel -, "which are normally perceived as 'indistinguishable'", Chalmers explains, "and that no one has ever bothered to analyze."

Hence, according to the researcher 'traditional' virtual reality still has too many limitations as it mainly focuses on two senses only - sight and hearing - leaving out taste, touch and smell. In brief, it does not offer a truly multi-sensory experience.

To date, Chalmers and his team managed to faithfully recreate products such as rooibos tea,

orange juice and Vegemite and Marmite spreads. "We can potentially replicate any flavor - he adds - but to do so requires very expensive equipment." Interesting applications of this paper also go beyond the idea of leading people through 'virtual taste journeys'. The work of Chalmers and his team has indeed opened a new perspective on the study of neurodegenerative diseases such as Alzheimer, which alter the ability of people affected by these pathologies to perceive flavors and tastes.

Federica Bartesaghi

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## SCENARIO



# Panettone: a not Christmas-limited delicacy

Due to the complexity of its recipe, it is called the 'mount Everest' of bakery. And yet, the most famous Italian Celebrations cake is gaining wider consensus abroad, not only for the festive season...

Panettone, one of the most beloved and recognizable Italian symbols for Christmas, has long overcome national borders and conquered an international profile, breaking out real disputes between purists and ultrapurists, traditionalists and modernists, and, of course, between Italy and the rest of the world.

Now that panettone's reputation has risen, so have the stakes for Italian bakers, who are jockeying not only for ownership of that tradition, but also for market share. Several competitions have been organized to set the standards for the most famous leavened bread in the world: Panettone World Championship, Panettone World Cup, Panettone Day in Milan, Panettone Duel in Parma, Artisti del Panettone competition, and so on.

Starting from 2022, even Japan's Panettone Appreciation Society has held its first competition, this latter being only one of the many evidences of the success that panettone is gaining in Asia. Every year, more and more Asian bakers try themselves in cooking this delicious but highly difficult bread: for example, ALMA Bangkok Pastry chefs and Otto e mezzo Bombana in Hong Kong propose their in-house panettone stuffed with candied orange and raisins. Panettone's preparation often takes days and days of work, and that is why it is also known as the 'mount Everest' of bakery.

### Panettone: il dolce della festa (e non solo)

Data la complessità della sua ricetta, viene spesso definito il 'monte Everest' dell'arte bianca. E tuttavia, il simbolo italiano del Natale per eccellenza sta guadagnando sempre più consensi in giro per il mondo, anche in estremo oriente, dove Virgilio Creating Value, insieme al brand Tre Marie, sta realizzando un interessante progetto dedicato al Capodanno Cinese.

## DISCOVER



**Panettone** is Italy's most famous Christmas Cake. Its origins stretch back in time and are surrounded by myths and legends, and yet they are always linked to its home town: Milan. Panettone is a sweet cake traditionally dotted with candied and dried fruit that requires a time-intensive baking process (the dough alone takes 30 hours to rise) and is therefore usually purchased in pastry shops, rather than home baked.



**Pandoro** is the other Italian Christmas Cake par excellence. Originated in Verona in the late 1800's, where major Italian Pandoro producers are still located, it is a vanilla-infused sweet bread baked in a special eight-pointed star-shaped pan, which gives it its famous appearance. It is traditionally dusted with powdered sugar to resemble the snow-covered peaks of the Italian Alps.

## VIRGILIO CREATING VALUE AND TRE MARIE READY TO CELEBRATE THE CHINESE NEW YEAR

The export of Italian panettone and pandoro – the other traditional Italian Christmas cake –, is worth approximately 500 million euro. It's a business which, in the last year alone, has grown double digits. According to Confindustria, an association that protects and promotes the productive heritage of Italy, the countries that most appreciate the typical Italian Christmas sweets are mainly European, but China and Japan interest is also growing. "In a certain way, Panettone symbolizes a bridge between Italian and global taste", says Filippo Cassabigi, co-founder of Virgilio Creating Value, the consultancy firm operating as a branch office in Asia for western brands. "We are currently developing a new project with Tre Marie, a milanese bakery brand with more than one hundred years of experience in panettone production. Tre Marie is distributed in mainland China, Thailand, Hong Kong and Taiwan: each panettone will be accompanied by red envelopes dedicated to Chinese New Year of the Dragon. We are convinced that the panettone's use of luxury ingredients such as butter, eggs and candied fruit makes its consumption ideal for festive occasions – not only limited to Christmas."



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# QATAR, THE PEARL OF THE GULF

**Distribution chains, malls, custom certificates and Halal practices.**  
**An overview on trade between Italy and the Emirate in a report by ITA Office in Doha.**

In 50 years, Qatar has changed. Starting as nation with limited economic resources relying mainly on pearl fishing, it has become one of the richest states of the Gulf instead, thanks to the abundance of oil and gas resources. In 2022, the gross domestic product reached 260 billion dollars, with a per capita GDP above 90,000 dollars (slightly less than Luxembourg and Switzerland). Having a surface of about 12,000 square kilometers, Qatar is similar to Abruzzo in size.

The market has changed at a particularly quick pace in the last five years, that is to say since Saudi Arabia, the United Arab Emirates, Egypt and Bahrain interrupted the diplomatic and commercial relationships with Qatar in 2017. The former allies in the region have imposed a block that affects circulation by land, sea and air. The government in

Doha was indeed accused of supporting Islamic fundamentalist groups financially, while staying at the same time in good terms with Turkey and Iran: the main antagonists of Saudi Arabia and allied countries.

Until then, most of Qatar's food imports (nearly 80%) came from these states. Hence the institution of Qatar National Food Security Program (QNFSP) in 2018 to reduce the need of food imports by achieving a better internal production and strategic stock plans. A gradual return to normality took place with the end of the ban after Al-Ula's declaration on 5th January 2021.

Dating back to last September, the official visit of Giorgia Meloni, Italian Prime minister, was aimed at meeting the Emir Tamim Bin Hamad Al Thani to discuss investments and collaboration opportunities between companies

– especially ENI, that has recently founded a joint venture with the counterpart Qatar Energy.

## The commercial exchange between Qatar and the world

Since January 2003, a custom union is active between member countries of GCC (Gulf Cooperation Council), establishing a flat rate of 5% on imports. In 2022, Qatar's exports reached 123,8 billion euros (+68%, compared to 2021). The update in August 2023 shows a relevant net (-25.7%) compared to the same period of the year before, for a total of 60.7 billion euros.

As far as import is concerned, the value was 31.8 billion in 2022 (+34% compared to 2021), while imports recorded a slight decline in the first eight months of 2023 (-3.7%), reaching 18.7 billion euros, according to local customs.

What are Qatar's main provider

countries? In 2022, China was the first in line for market shares (16.2%), followed by the USA (14.8%), India (6.1%), Italy (5.7%), Germany (4.9%), Turkey (4.4%) and the UK (3.9%). In the first eight months of 2023, a change in leadership is to be noted: the US reach the top (15.9%), China follows with the second place (14.2%) and Italy is awarded with the third step on the podium, with a share value of 5.9%, the same as Germany.

Looking at the most imported products in August 2023, machines are the most relevant (18.3%), together with electric and electronic equipment (8.7%), iron and steel industry products (6.3%), vehicles (6.1%), helicopters and planes (4.4%), gemstones (3.6%), weapons and munitions (3.3%), pharma products (3.2%), optic instruments (2.3%), plastic items (1.9%).

## Exchange with Italy and data about agribusiness

According to ISTAT data, the exchange Italy-Qatar scored 9.3 billion euros as a whole (+130.1%). Exports had a value of 3.4 billion euros (+70.5% compared to 2021) and imports amounted to 6 billion euros (+188%). As Qatar's Ministry of Economic Development reports, in 2021 food imports from Italy increased by 0.2% compared to 2020, for a value reaching 45.4 million euros and a rising market share of 1.8%. In 2022, these grew even more, scoring another 40% and the record amount of 88 million euros, also thanks to the resume of trade after the pandemic. According to data from the local customs, between January and August 2023 the total value aligns to data from the same period in 2022, despite the slight decrease of imports in the sector (-2.3%). The market share upholds 2.3% as well.



## Qatar, la Perla del Golfo

Nel 2022 le importazioni agro-alimentari qatarine dall'Italia sono cresciute del 40%, toccando la cifra record di 88 milioni di euro. Tra gennaio e agosto 2023, il valore resta in linea con i dati dello stesso periodo del 2022, così come la quota di mercato, che si conferma al 2,3%. Un'istantanea del commercio tra l'Italia e l'emirato nel report dell'Ufficio Ice di Doha. Dove a dominare il mercato sono sei grandi catene di distribuzione e mall da 'Mille e Una Notte'.

follow

## PASSION FOR MALLS

The different nationalities in Qatar, combined with diverse income brackets (high, medium, low) make an extremely varied picture of the consumers, who tend to use different purchasing channels, too. Among the preferred shopping places, the malls, maybe due to the peculiar climate conditions of the country – 45° C are the norm in Summer. There are luxury malls calling to Qatar citizens and foreigners with the highest income, as well as facilities for the middle class, where you can find the great international trademarks in franchising. Here are some of the most famous.



**The Pearl Qatar:** artificial island in front of the prestigious West Bay District. It is characterized by skyscrapers and luxury hotels. It is abundant in boutiques, five-stars facilities and restaurants.



Ezdan Mall – Al Wukair

**Landmark Shopping Mall, Ezdan Mall, The Mall, The Gate Mall, Gulf Mall, Hyatt Plaza, Barwa Mall, Royal Plaza** are in the middle-high range.



City Centre Doha

**City Centre Doha, Villaggio Mall, Mall of Qatar and Doha Festival City** display an offer that is suited for all price ranges.



**Lagoona Mall, The Gate Mall and Blue Salon** occupy the top position in the range.



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## QATAR'S MAIN FOOD SUPPLIERS (2023)

	PARTNER	VALUE: EUR			MARKET SHARE (%)			VAR. % 21/20	VAR. % 22/21	VAR. % 23/22 AUGUST
		2021	2022	2023 AUGUST	2021	2022	2023 AUGUST			
	<b>WORLD</b>	2,546,8	3,815,9	2,143,4	100	100	100	- 5,6	49,8	- 8,8
1	<b>India</b>	302,5	441,7	264,7	11,9	11,6	12,4	- 11,7	46,0	- 9,8
2	<b>Brasil</b>	128,0	270,3	118,0	5,0	7,1	5,5	- 4,9	111,2	- 20,1
3	<b>Oman</b>	87,1	156,8	113,7	3,4	4,1	5,3	- 12,1	79,9	20,5
4	<b>Australia</b>	148,1	203,4	113,4	5,8	5,3	5,3	- 40,0	37,3	8,4
5	<b>Turkey</b>	155,5	301,2	110,8	6,1	7,9	5,2	- 1,3	93,7	- 29,1
6	<b>USA</b>	146,9	247,2	107,0	5,8	6,5	5	- 13,7	68,2	- 30,4
12	<b>Italy</b>	45,4	88,0	48,8	1,8	2,3	2,3	0,2	93,9	- 2,3

Source: ITA Doha an Qatar Ministry of Development Planning and Statistics data

## 6 BIG PLAYERS IN GROCERY RETAIL

The distribution system in Qatar is mainly managed by great supermarket and hypermarket chains of foreign property, among which Carrefour, Monoprix, Lulu Hypermarket and MegaMart. Only two supermarket chains are owned by Qatar: Al Meera and Family Food Centre.

### LuLu Hypermarket

It is the retail division of the multinational LuLu Group International from India and the Emirates. Based in Abu Dhabi (UAE), LuLu Group International operates mainly in the large-scale distribution but addresses its business to the real estate branch, as well as tourism. LuLu group is active in 22 countries, among which the Middle East, Asia, United States and Europe, counting more than 249 shops and 24 shopping malls. The retail division LuLu Hypermarket is truly one of the leaders of the sector in the region of the Gulf. Since 2000 it is present in the Qatar Emirate as well and today it enumerates 19 shops in the nation.

### Carrefour

Carrefour landed for the first time in the Qatar Emirate in 1999 and today it operates in 11 points of sale (6 hypermarkets and 5 supermarkets). Carrefour shops are managed by the holding Majid Al Futtain in the Emirate. Founded in Dubai in 1992, it operates mainly in the large-scale distribution field in countries of the Middle East, Africa and Asia. Majid Al Futtain owns the exclusive franchise rights for Carrefour shops and this allows it to handle more than 200 points of sale in 15 countries nowadays.

### MegaMart

Founded in Bahrain in 1993 after an agreement between the groups Babasons and T. Choithram & Sons, the supermarket chain MegaMart is one of the main actors in the large-scale distribution. It is present in the Qatar Emirate as well, with 8 shops. In 2011 the group created the proximity format MegaMart Express.

### Monoprix

The French supermarket chain Monoprix is owned by Groupe Casino since 2013. The franchise rights are owned in Qatar by the holding of the country, Ali Bin Ali, which has opened the first point of sale in the nation in 2013. The Ali Bin Ali group has commercial interest in various branches, in addition to large-scale distribution and food & beverage. Monoprix is present today with 8 shops. Two of them are located in one of the most exclusive areas of the country: the artificial island The Pearl.

### Al Meera

The Al Meera group is a corporation of Qatar founded in 2005. Listed on the stock exchange, it is held for 26% by Qatar Holding Company and 74% by single stockholders. Thanks to a net of 54 shops including supermarkets and minimarkets, it is one of the main operating forces in the local large-scale distribution. It also handles two stores with the new brand, Maar, located next to the stations of the new subway in Doha. In 2019 it signed an agreement protocol with Wogod – the only gas station chain in the country – to manage 65 Sidra minimarkets next to Wogod stations and it has recently acquired the baking business Al Oumara Bakery to stock up its stores daily. The group also owns the exclusive franchise rights in Qatar of the English travel retail chain WHSmith.

### Family Food Centre (FFC)

Founded in 1978, Family Food Centre (FFC) is, in addition to Al Meera, the other supermarket chain owned by Qatar, being the oldest in the Emirate as well. FFC was born as a small shop with three employees only, then a small supermarket was opened in the center of the capital city. At the end of the Eighties, FFC starts the direct import of food products from abroad to continue its expansion project. The chain handles five shops in the emirate and in 2019 it inaugurated the format Family Mart.

## EXPORTING TO QATAR: A BRIEF HANDBOOK

### Custom info

Qatar is part of the regional integration area GCC (Gulf Cooperation Countries: Saudi Arabia, Bahrain, Emirates, Kuwait, Oman and the UAE), where a unified custom rate is effective for most imported items, including food, with a tax of 5%. The main institutions monitoring and regulating the transit of the goods are the Health Ministry and the Custom Agency, responsible for application of the feeding safety standards.

### Labeling

In Qatar, as in most countries belonging to GCC, all imported food products have to be labelled in English and Arabic. Among the mandatory info: name of the item, ingredients, nutritional factors, additives, country of origin, weight, production date and best-before date, indication of both batch and producing company. One of the few variables is related to the allowed expiring dates for single products, differing from country to country: the reference institution is in this case Gulf Standardization Organization.

### Products and certifications

There are no specific limits to the import of food products, with the exception of some restrictions regarding pork meat and alcoholic beverages – they can only be imported by authorized distributors. Imported food items have to be followed by a series of documents legalized by both the Chamber of Commerce of the source region and the Qatar Embassy in Italy: origin certificate, sanitary certificate, original detailed invoice, in addition to packing list and airway bill or bill of landing. The items have to be registered by the importer before being imported through the platform provided by the Health Ministry (Food Registration System) and the conformity of the labels has to be checked by the local counterpart.

### Halal certificate

The Halal certificate is an essential prerequisite for businesses aiming at exporting food products to Islamic countries. The need of coordinating the validation activities has led to the institution of the International Halal Accreditation Forum (IHAF). According to the Health Ministry in Qatar, the Italian institutions authorized for the release of the halal certification are Halal International Authority, Halal Italia Co.Re.Is. and World Halal Authority.

## COUNTRY PROFILE

**Institutional form:** hereditary constitutional monarchy  
**Chief of the state:** Emir Sheikh Tamim bin Hamad Al Thani (since 2013)  
**Capital city:** Doha (population: 2 millions)  
**Population:** 2.9 millions, 300,000 originating from Qatar and 2.6 millions being foreigner residents  
**Distribution of the population:** 99% in the urban area, 1% in the rural area  
**Surface:** 11,4990 square kilometers  
**Population density:** 226 inhabitants/square kilometer  
**Language:** Arabic, English is widely spread  
**Religion:** Wahhabi Sunni Muslim  
**Currency:** Qatari Riyal (QAR)

end



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## READINGS

# How a great pack is born

**Camilla Sernagiotto's latest book celebrates the packs that have marked the history of made in Italy: an interesting inspiration to understand the ingredients of the success that some iconic products have achieved. Here's what we have found out.**

Unique, one of a kind: the packs becoming a symbol of the companies that created them are the result of amazing business ventures. They often recall family sagas, being a piece of history of our country forever at the same time. The writer and journalist Camilla Sernagiotto, author of 'Senza scadenza - L'intramontabile packaging made in Italy' (Ultra, 2023), celebrates them in a book. While reading it, we discovered the curious anecdotes that are often hidden behind these inventions. We also identified the four main ingredients of a really immortal pack, but the fifth - maybe the most important - is invisible and imperceptible to the touch. Still, it is the fil rouge accompanying the reader from the first page to the last: creativity. Sometimes pushed by the human genius, sometimes by necessity. This last feature is really difficult to repeat.



“Those packs containing the ‘family treasures’ are banners of those who are ready to face everything to keep their legacy alive. Notice: in most cases, the packs making history are part of a family business tradition

— Camilla Sernagiotto, author

### COLOR / Red, blue and yellow

#### Red

“They catch the customers’ attention with their colors, red, gold and black, together with the retro-inspired style. They are fascinated by these features on the pack”. So describes Portinaro & C. the boxes of the Red Krumiri, a symbol of Italy, Piedmont and Casale Monferrato in the world. President Bill Clinton liked them so much that he was thankful for the “wonderful Krumiri” above all, when he received some Italian products as a gift. Gold and red also stand out on the packages of an Emilian company founded in 1850: Mutti. In 1951, Ugo Mutti's intuition introduces a little revolution in the world of packaging: packing the tomato concentrate in a closeable tube similar to that of the toothpaste. Before this, the ingredient was sold in aluminum cans only. “A brilliant intuition allowing tomato not to come into touch with air if not consumed”, explains the company. “It is also tied with an idea that we would define marketing nowadays: free gift. The cap was, in fact, a red bakelite thimble that could be used for mending at home”.

#### Blue

Have you ever noticed that blue is a particularly beloved color in the pasta branch? There is actually a reason. In old times, pasta was sold loose and it was protected only by an indigo paper wrapping called “maccheroni paper”. This would be the origin of the blue by Barilla, Pastificio Gentile and Pasta di Martino. But there is also a brand - not selling pasta - that could create even its personal blue shade, protected by a license. It is ‘Antonio Mattei Blue’, by the Tuscan cookie factory active since 1862, one

year after the Italian Unification. The business took inspiration from this historical event and the bag “recalls the blue of the Savoy dynasty”.

This jump into the blue meets its end with the most famous combo in the history of Italian packaging: white and blue on Fabbri's sour black cherries vases 1905. An invention by founder Gennaro Fabbri and commissioned to the potter Riccardo Gatti from Faenza. A really unique pack making Amarena Fabbri an absolute icon in the world. The verdict of the Court in Shanghai in 2021 forbids its counterfeiting also in China.

#### Yellow

In this chromatic analysis, the great surprise is yellow, that is chosen as banner color for various packs, becoming then iconic. “Probably, our butter was already packed in the Thirties in that yellow tin can” tells Latteria Soresina, one of the first realities packing butter in Italy. The history of Scorza Majani is connected to yellow - ocre, in this case - as well. This was the first solid chocolate produced in Italy. And yellow on Angelo Parodi's fish preserves: “A full yellow that is easily recognizable, making us different from the packs of other products in this category”, explains the company. In the book, yellow on Formaggino Mio, Amaro Lucano and Liquore Strega stands out too while reading, as well as yellow and gold by Rizzoli Emanuelli.

“Impulsive purchases mostly happen when red, blue and yellow are present”, has recently written a buyer with decades of experience in the retail field. Is it just casualty? Or do we find ourselves in front of the forerunners of the modern marketing?



### Come nasce un grande pack

Unici, inconfondibili, inimitabili. Sono i pack simbolo delle aziende che li hanno creati, emblema di mirabili avventure imprenditoriali, spesso di saghe familiari, sempre e comunque un pezzo di storia del nostro Paese. A celebrarli, in un libro a loro dedicato, è la scrittrice e giornalista Camilla Sernagiotto, autrice di 'Senza scadenza - L'intramontabile packaging made in Italy' (Ultra, 2023).

### MATERIAL / Her Majesty Tin

There's no match in this case. Tin is the material of the immortal packs par excellence. Maybe because of its value, antiqueness and durability, we still find it today in many brands making history in the sweets sector, such as Amaretti Virginia, Torroneria D. Barbero or Pastiglie Leone, of which the digestive and refreshing candies were already packed in tin cans in 1880. “Luigi - founder Luigi Leone, e.d. - invented the iconic can as very first pocket pack to allow everyone to take it everywhere”, it reads.

What to say about Amarelli? Documents state that in 1500 Amarelli family already traded a sweet root, licorice. Introduced in 1919, the expensive tin was abandoned during Fascism to come back in the Sixties, with a new twist. President Pina Amarelli leaves us a precious anecdote: Lucio Dalla called her from New York to say “Pina, they run out of the red Amarelli little box here in New York. Isabella Rossellini is planning to steal mine, but I'm not going to give it to her. What are we going to do?”



### ICONOGRAPHY / When the images speak

#### Lovers in Perugia

The silver chocolates with the blue stars and the writing ‘Baci’ (Kisses) were born in the Twenties from the intuition of the businesswoman Luisa Spagnoli. The original name was slightly less romantic, though: ‘Cazzotto’ - ‘punch’ - from the shape of the chocolate, similar to a knuckle. Giovanni Buitoni then renamed it ‘Bacio Perugina’. Its peculiar feature is, the love message that it contains. The first one: “The memory doesn't forget the promised kiss, but the memory of the received kiss is soon to be lost”. The silver wrapping and the pack with the lovers inspired by ‘The Kiss’ by Hayez are by Perugina's brilliant graphic designer, Federico Seneca. Credit to Perugina as well for the creation, in 1981, of Baci Tube: another pack making history.



and a label on their knees with the inscription ‘Mangiare bene’ - ‘Eating well’. What is their history? Emilio and Antonietta had received an exquisite fish lot as a gift, preserved in wrappings with three smiling dwarves. Hence the choice of keeping this image as symbol of good omen. Six years later, in 1913, the business deposited the license that would have changed its story and that of packaging forever: the very first tin with tear opening. A revolution in practicality, so the company was chosen as supplier for the Italian army. Today the boxes by Rizzoli Emanuelli are still in the places where the First World War was fought.

#### Perfetti's ‘gums of the bridge’

The origins of Perfetti, today Perfetti Van Melle, date back to 1946, when the brothers Ambrogio and Egidio Perfetti founded Dolcificio Lombardo. In the first half of the Fifties, the idea of launching the American myth of the chewing gum in Italy caught on. This had recently arrived together with the American soldiers. The name choice, Brooklyn, ‘the gum of the bridge’, was a winner marketing strategy. Just like the choice of preserving the plate format. Since its revealing, the pack of the product has been the same.

#### The smiling dwarves by Rizzoli Emanuelli

In 1907, Luigi and Emilio Zelfirino Rizzoli, together with Antonietta Emanuelli, wife of the latter, deposited the trademark of their business. It pictures three dwarves hugging each other, with a long beard



### SHAPE / Unique silhouettes

#### Benedetto Cavalieri's pasta in a pot

In 1800s, Cavalieri family was already cultivating durum wheat in the center of Apulia. Benedetto Cavalieri, grandson of the founder, is now leading the business. About 30 years ago, the decision of restyling the pack, keeping the trademark from 1918. “We were looking for something original that could transmit the pleasure of what is inside”, explains the CEO, disappointed by the proposals of respected graphic studios. One morning, his wife Claudia let him find a pasta pack on his night table, inserted into a little stylized pot in a blue cardboard. The trademark Benedetto Cavalieri was glued on it, while a tiny fan of the same color was on the top. “As we usually do, we exposed the prototypes in some shops to understand the reactions of the consumers. The result was surprising!”

#### The famous Coppa del Nonno

In Froneri's wallet since 2016, the brand Coppa del Nonno was registered in 1955, soon to become the Italian coffee ice cream par excellence. Credit is surely to be given to the popular cup with handle. “Just think about the fact that the cup, shown without logo to a representative consumer sample of the ice cream category, was spontaneously recognized by 85.6% of the participants”, tells the company. The tale by Christian De Sica is a spark of color: “I was eight years old. My father took me to the set of the movie ‘Il generale della Rovere’. Teatro 5 was filled with fake snow, dad and Vittorio Caprioli rolled themselves in it, wounded to death. But they never died. Rossellini said: do a little less. Stop now, die! Meanwhile he was eating Coppa del Nonno”.

#### Nutella's bulging vases

Michele Ferrero was the one designing the name Nutella - from the English ‘Nut’ and the Italian positive ending ‘ella’. The graphic and design choices proved themselves to be striking: a simple logo, incisive colors - red and black - and a bulging vase recalling the softness of the cocoa cream inside. Devoted to the brand and the consumer, Nutella has introduced various limited editions. The pack has nevertheless stayed unchanged since the Sixties.



# BOOTH DESIGN AND INSTALLATION

## SCENARIO

# Sweets & snacks: indulgence meets healthy eating

**Natural and low in sugar. Without sacrificing flavor nor sustainability targets. From ingredients and processing to packaging, a taste of the confectionery's world latest trends for the upcoming years.**

It's called 'permissible indulgence'. And that's exactly what consumers resort to in order to satisfy their sweet and savory snack cravings. In a nutshell, the demand is for great taste snacking options but in healthier versions. From a shorter ingredient list to increasingly more sustainable processing methods and packaging options, hereafter we explored the trends that have been shaping a market which is projected to reach 62 billion dollar revenue in 2023 globally.

Industry experts, innovators and manufacturers will shed light on such shifts and topics at two of the most crucial industry events, that are ISM in tandem with Prosweets on show in Cologne (Germany) from 28 to 31 January 2024, as well as Gulfood from 19 to 23 February 2024 in Dubai.

### **Sustainability takes centre stage...**

In recent years, one of the most crucial trends in the sweets and snacks industry – or better in the whole F&B world – from food processing to packaging, branding, and beyond, has been sustainability. Consumers are increasingly aware of the environmental impact of their choices, embracing all areas from what goods are made of to how they are made.

Sustainability efforts taken by companies promote trust, particularly among younger generations, and trust drives behavior and, ultimately, business outcomes.

A recent study by NIQ indeed backed these facts with numbers: 78% of consumers feel that sustainability is important; 55% of consumers are willing to pay more for eco-friendly brands; 84% of customers say that poor environmental practices will alienate them from a brand or company.

### **...also in packaging**

But sustainability is not just a matter of product. Cookies, chocolates, bonbons have to be sustainably packaged. Ever more for consumers it is not just a plus but rather a requirement. Hence sweets & snacks manufacturers have to find the right balance between packaging material and the packaging technology for their products, considering that recyclability and

reducing the weight of the packaging are important aspects that are at the top of the agenda of the sweets industry, while at the same time assuring the same level – if not even higher – of food safety.

Designing the packaging with sustainability in mind is now the objective when producing a machinery. It is therefore all the more important that the packaging systems implemented display the necessary flexibility and process capability. As for the packaging material, paper or cardboard are being used instead of plastic when possible, and such a trend is highly noticeable among the machine manufacturers. They are supporting the producers in switching over to recyclable alternatives with innovative technologies that enable more economical cuts, improved material utilisation and optimised formats.

### **The BFY philosophy**

Happy gut, happy life. Isn't that how the saying goes? In the wake of the surging environmental consciousness, the demand for plant-based and alternative ingredient options have risen. Consumers are seeking healthier, more natural and vegan options when it comes to sweets and snacks, reflecting a growing emphasis on personal well-being, once again backing up the so called 'permissible indulgence' trend. Consumers want to know more about what and how their favorite sweets are made, therefore transparency is a highly valued characteristic. Reports from NIQ and FMI indicate that between 75% and 81% of shoppers consider transparency to be of great importance, influencing their choice of brands and manufacturers and ultimately guiding their purchase decisions.

The viable options adopted by producers are therefore two: developing new products or reformulating existing treats, while aligning the color, texture and taste to satisfy the trends towards a heightened awareness for clean label products. To this end, demand for high-protein products rose: in 2022 consumers increasingly looked for protein-rich products – from bars, shakes, and powder snacks – to fulfil various needs, with claims ranging from sports performance to age-related muscle support.



### **Less sugar, more flavor**

Sugar reduction's share, that is zero sugar, sugar free, low sugar, sugarless, and no added sugar, is also growing compared to the total candy & confectionery category, following the clean label reformulation trend. According to Circana's latest report, more than 40% (42.4% for the record) of consumers look for low sugar options. Sugar replacements can work as an integral solution in snack bars: with natural honey-based sweetness and combinations between nuts and dried fruits that can be processed as pieces, powder or freeze-dried granules.

The gradual reduction of sugar always reaches its limits when the texture or the breakage and biting behavior suffers as a result. Some manufacturers try to compensate for this above all using low glycemic carbohydrates and fibers, which are becoming more and more well-known as partial sugar replacements. In the example of sugar-reduced fruit gums inulin, a prebiotic fibre obtained from chicory roots, has been implemented. Short-chain fructooligosaccharides extracted from sugar beet are also mildly sweet, well-soluble and have natural characteristics that have a positive influence on the taste and texture of bakery products or cereals. Colouring foodstuffs gained from fruits, vegetables and edible plants are an ideal option for sweets manufacturers in order to unite rich colours and the possibility of a clean label.

### **A growing appetite for upcycled snacks**

More and more snacks are also being made of food products that would otherwise have gone to waste, as evidenced by Circana. Upcycling, that's the trend name, as a matter of fact involves saving a by-product or a wasted product that would be sent to landfill otherwise, by giving it a new purpose. Upcycling is undoubtedly considered to be one of the 'hottest' trends in the sweet and savory snack world, and in the F&B industry plenty of new, interesting 'upcycled products' have starting to hit the shelves: chips and crackers made with carrot peels, protein snacks obtained from avocado seeds or upcycled coffee cherries, plant-based candy chews made from upcycled fruits and veggies... and the list could go on and on.

### **Local authenticity**

It used to be the case that things from afar benefited from a superior aura, but things have changed. Consumers now prefer to buy local food or food that is produced locally. The pride of country trend is indeed expected to expand in the upcoming years. It also offers the dual marketing appeal of both supporting local farmers and being more sustainable. 69% of consumers want to be informed on where their food comes from, 70% thinks food made with local ingredients has positive impact on the environment, and 65% thinks food made with local ingredients is healthier, according to a piece of research published by ISM.

### **Newstalgia: classics with a twist**

A sentiment that combines the longing for familiar and classic snacks combined with a desire for novelty. That's where the name 'newstalgia' stems from. Such a trend has been driven by the return of childhood snacks for instance, especially heightened in the wake of

the Covid-19 Pandemic, with people looking for comfort in a 'tried, tested, and trusted happy place'. And with the stress of modern living seemingly not going to abate anytime soon, these nostalgic and legacy foods aren't just a passing trend rising from challenging recent times - they're here to stay, at least for the foreseeable future. Revitalizing these legacy foods now involves painting a larger picture: one that interweaves tradition with modern goals such as sustainability, new dietary preferences such as alternative and free-from products. It will involve finding ways to make this diverse culinary landscape more inclusive, so that it can resonate across generations to foster a more flavorful and resilient industry.

In all this social media plays a big role. As a matter of fact, nostalgic cravings, flavors and recipes have already made their debut in the trending food space, spread by social media. Tik Tok, the newest frontier for food related content, has tens of thousands of videos with titles like "90's snacks they need to bring back" some of which have garnered millions of views and hundreds of thousands of likes.

### **Digitalisation on top**

Together with the health movement and the sustainability trend, there is an increasing amount of pressure on manufacturers to turn around products at a shorter pace while maintaining a high standard of quality and safety. To handle these new demands, the reliance on the use of automation, digitalisation and artificial intelligence within the F&B manufacturing environment has evolved from a need to a must. AI, more in detail, is aiding manufacturers in a large variety of segments: from using robots in conjunction with technologies to boost productivity and efficiency even further; in terms of waste reduction, automating the planning process can significantly slash the amount of food that is produced and not used; developing new recipes by understanding flavor profiles and ingredient interactions, as well as based off of consumer trends and preferences. AI algorithms can indeed identify emerging flavor trends, packaging preferences, and even predict future demand. In addition to this, AI is transforming the way products are marketed and sold. With the rise of e-commerce and online platforms, confectioners are leveraging AI to personalize customer experiences and target specific consumer segments. Such levels of personalization not only increases customer satisfaction but also drives sales and brand loyalty.

*Lucrezia Villa*

### **Lo snack del futuro? Sfizioso, sostenibile e sano**

Etichetta corta e basso contenuto di zucchero. Ma senza rinunciare al gusto e con un occhio di riguardo alla sostenibilità a 360 gradi. Dalla selezione degli ingredienti alle tecnologie di processo e imballaggio, un 'assaggio' delle tendenze più calde che animeranno il mondo dolciario e degli snack negli anni a venire.

## SHOWCASE

# The sweetest buyer's guide ever

Chocolate bars, bonbons,  
festive cakes and sweet snacks for all tastes and  
needs. A selection of the latest product launches  
from leading Italian confectionery brands.

### CHOCOLATE & BONBONS

#### ANTICA TORRONERIA PIEMONTESE

[www.torrone.it](http://www.torrone.it)



##### LA PERFETTA

Delicious, wire-cut chocolate bars framed in a refined, nuanced case. Available in three different tastes: milk chocolate with caramelized hazelnuts, chocolate with nougat grains, dark chocolate with cocoa grains.

##### Ingredients

Hazelnuts, nougat grains, cocoa grains, chocolate: milk/extra dark.

##### Packaging details

85 g box

##### Shelf life

12 months

##### International certifications

SMETA, FDA, IFS, BRC

#### DG3 DOLCIARIA

[www.dg3dolciaria.it](http://www.dg3dolciaria.it)



##### GOLOSITÀ

The Golosità bag contains an assortment of tasty boules and trunks with very fine milk and extra dark chocolate filled with hazelnut cream, cocoa, pistachio, nougat and white and cereals.

##### Ingredients

Milk chocolate, dark chocolate, hazelnut, cocoa, white cream.

##### Packaging details

12 g big cushion bag

##### Shelf life

24 months

##### International certifications

BRC, IFS, ISO 9001:2015, CCPB

#### DOLCIARIA MONARDO

[www.dolciariamonardo.com](http://www.dolciariamonardo.com)



##### PEPITE

Delicious dried fruit (peanuts, almonds, hazelnuts) covered with milk chocolate or dark chocolate.

##### Ingredients

Ingredients: milk chocolate [cocoa 30% min.] (sugar, cocoa butter (19.6%), whole milk powder, cocoa mass (13%), whey powder, emulsifier E322 soy lecithin, natural flavor of vanilla), peanuts/almonds/ hazelnuts (45%). May contain traces of: nuts, gluten and sesame seeds.

Ingredients: dark chocolate [cocoa 51% min.] (sugar, cocoa mass (46.7%), cocoa butter (4.6%), emulsifier E322 lecithin, natural vanilla flavouring), peanuts/almonds/ hazelnuts (45%). May contain traces of: nuts, milk, gluten and sesame seeds.

##### Packaging details

150 g cases

##### Shelf life

18 months

##### International certifications

IFS, BRC

#### VANNUCCI

[www.vannuccichocolates.com](http://www.vannuccichocolates.com)



##### ORCHIDEA

Gift box of assorted alcohol-free chocolates.

##### Ingredients

Cocoa mass, cocoa butter, hazelnuts, milk, almonds, cream, butter, candied orange peel or red cherry or cedar, macaroons, pistachio, coffee.

##### Packaging details

160, 320, 640 g

##### Shelf life

18 months

## SINCE 1946

*chocolate  
made to perfection*

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28 - 31 JANUARY 2024

HALL 10.2 - STAND D089





# CHOCOLATE & BONBONS

**ICAM CIOCCOLATO**  
www.icamcioccolato.com



**VANINI TASTING EXPERIENCE**  
A new line of four bars capable of surprising and satisfying consumers seeking a new experience of taste, quality and intriguing flavors without giving up the temptation of deliciousness. To this end, excellent raw materials have been selected and mixed to give rise to sensory contrasts that are new and different each time, but always surprising.  
**Ingredients**  
White chocolate with salted pistachio crumbs, caramel chocolate with cookie crumbs, milk chocolate with caramelized popcorn and salt, and dark chocolate with coconut and almonds.  
**Packaging details**  
75 g  
**Shelf life**  
18 months

**DOLCITAL**  
www.dolcital.it



**PEPITE NOUGAT**  
Dolcital presents a new exclusive way of offering mandorlato. The nougat is the classic friable hazelnut one, cut by hand in very small pieces. The covering is a balanced mix of appropriately dosed dark and gianduja chocolate made in a special pan. The result is a revolutionary product, creamy outside, crunchy inside.  
**Ingredients**  
Gianduja chocolate, dark chocolate, friable nougat with hazelnuts.  
**Packaging details**  
200 g tub  
**Shelf life**  
12 months  
**International certifications**  
IFS

**LAICA**  
www.laica.eu



**EXTRA DARK CHOCOLATE BLOCK**  
Aromas, harmony and balance, all in a dark chocolate block, with a unique flavour. Crispy outside, it leaves the palate the surprise of top-quality ingredients, whose combination recreate all the tastes, from sweet to bitter, from delicate to extra dark flavour, of the real chocolate to bite.  
**Ingredients**  
Sugar, cocoa mass, cocoa butter, soya lecithin and natural vanilla flavour.  
**Packaging details**  
400 g  
**Shelf life**  
24 months  
**International certifications**  
BRC, IFS, RSPO, Sedex, Fairtrade, Kosher, Rainforest

**PERNIGOTTI**  
www.pernigotti.it



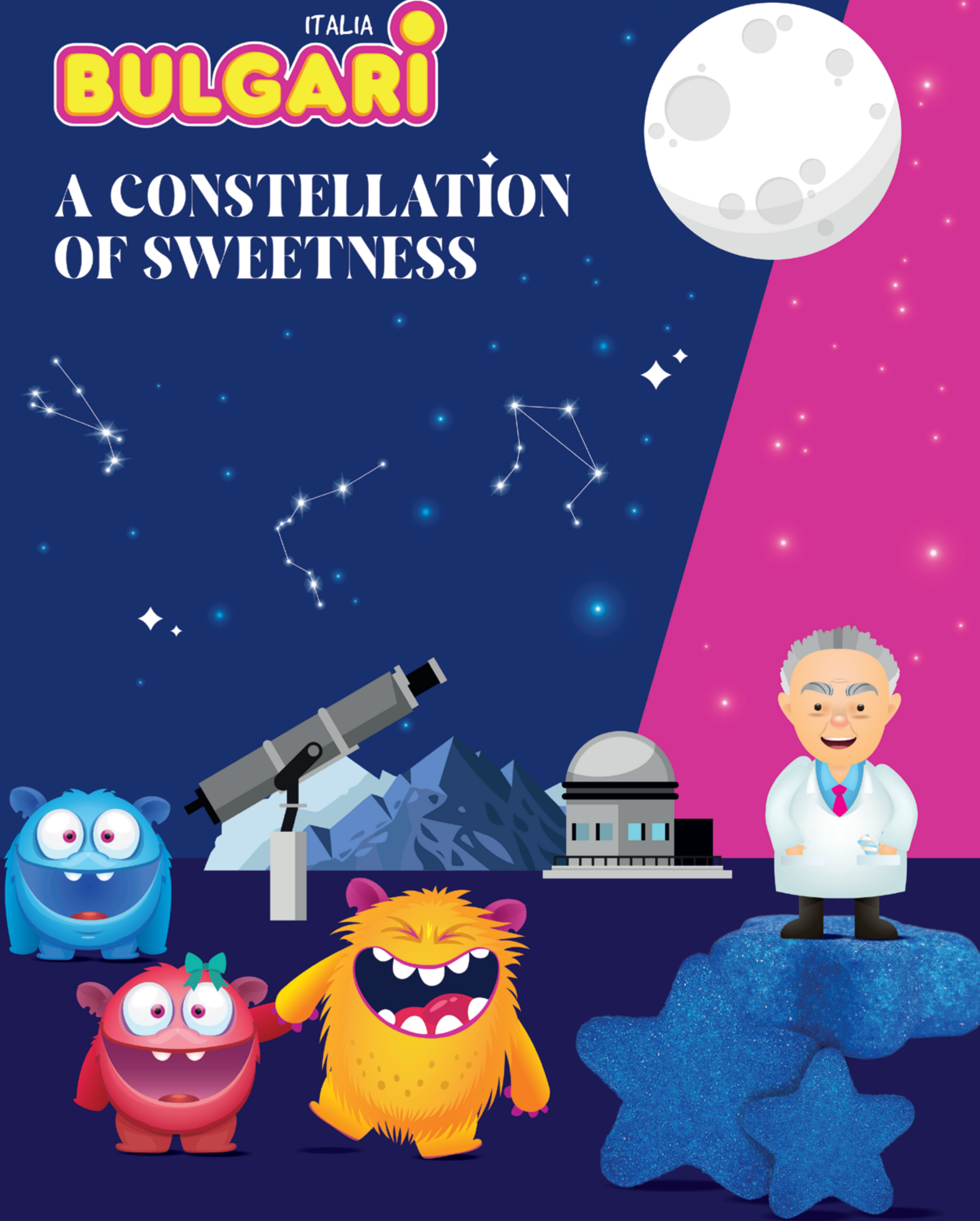
**GIANDUIOTTO**  
Gianduja nut chocolate pralines with Italian hazelnuts.  
**Ingredients**  
Sugar, hazelnuts 28%, cocoa paste, cocoa butter, emulsifier: Soy lecithin, natural vanilla flavouring. It may contain milk and other nuts. Gluten free.  
**Packaging details**  
140 g bag  
**Shelf life**  
Best before 18 months  
**International certifications**  
IFS, BRCS, FSSC 22000



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## CHOCOLATE & BONBONS

### SOCADO

[www.socado.com](http://www.socado.com)



#### DARK CHOCOLATE 75%

A new line created for the most demanding tastes, with a new elegant and refined graphic design. The new Socado Dark Chocolate 75% pralines promise an explosive dark taste experience, enclosed in three different bags with assorted flavours: Coconut and mint; Orange, cocoa and almond; Cocoa and cocoa with cocoa nibs.

##### Ingredients

Extra dark chocolate 75%, cocoa cream, caramelized almond grains, candied orange cubes, desiccated coconut, mint essential oil, cocoa nibs.

##### Packaging details

230 g, self-standing bags

##### Shelf life

18 months (coconut and mint) or 24 months (orange, cocoa and almond; cocoa and cocoa with cocoa nibs).

### VERGANI SECONDO

[www.vergani.it](http://www.vergani.it)



#### CHOCO GIANDUIA PRALINES

Extra dark chocolate pralines filled with milk and Gianduia hazelnut chocolate with chopped hazelnuts.

##### Ingredients

Dark chocolate, chopped hazelnuts, Gianduia hazelnuts.

##### Packaging details

175 g self-standing bag

##### Shelf life

18 months

##### International certifications

BRC, IFS, ISO, Rspo, Smeta

## PÂTISSERIE

### LA SASSELLESE

[www.sassellese.it](http://www.sassellese.it)



#### SASSELLESI

Delicious fine pastries born from the encounter between the dough of 'Baci di Sassello' and the dark chocolate, which covers these 'S'-shaped sweet delicacies, which recall the country of origin of this specialty, Sassello. All ingredients are carefully selected and of Italian origin.

##### Ingredients

Wheat flour, anhydrous butter, sugar, hazelnut Piedmont PGI, chocolate, cocoa Rainforest Alliance.

##### Packaging details

115 g box

##### Shelf life

8 months

### VICENZI

[www.matildevicenzi.com](http://www.matildevicenzi.com)



#### MILLEFOGLIE FILLED BITE-SIZED PUFF PASTRY RANGE

The filled Millefoglie puff pastries by Matilde Vicenzi, with its 192 thin crispy layers of fine puff pastry with butter and their Chocolate, Milk, Raspberry or Apricot filling, are among the symbols of Matilde Vicenzi's puff pastry tradition. The traditional recipe requires a layer of butter between the folds of puff pastry dough; then, you must gently fold the dough back on itself many times. These crisp and fragrant bite-size filled puff pastries – the only ones on the market composed of 192 layers – can only be obtained through this process.

##### Packaging details

Flow pack. Weight: 100 g (for Chocolate and Milk) - 90 g (for Raspberry and Apricot)

##### Shelf life

12 months

##### International certifications

ISO 9001, Brcs, IFS, Kosher, Halal, Gluten free

### ASOLO DOLCE

[www.asolodolce.it](http://www.asolodolce.it)



#### TINDY CARAMEL CREAM

Small puff pastries filled with caramel flavoured cream, a new entry in the Tindy Range. An over-baked delicacy to enjoy alone as a sweet snack or to share with friends.

##### Ingredients

Caramel flavoured cream 41%, wheat flour, vegetable margarine, sugar, skimmed milk powder, salt, stabilizer: maltitols, dextrose, fructose, starches, cocoa butter, honey. Thickener pectins and flavourings.

##### Packaging details

110 g tray

##### Shelf life

14 months

##### International certifications

IFS, BRC, FDA, Sedex-Smeta

### INDUSTRIA DOLCIARIA QUARANTA

[www.quaranta.it](http://www.quaranta.it)



#### SOFT NOUGATS

Case of individually wrapped soft nougats, available in two delicious mono-flavour variants: pistachio & forest fruits.

##### Ingredients

Pistachio: sugar, glucose syrup, honey, corn starch, almonds, hazelnuts, pistachio nuts 4%, sunflower oil, skimmed milk powder, potato starch, egg white, milk whey powder, lactose, cocoa butter, salt, concentrated (pumpkin, spirulina, apple), water, natural flavourings, emulsifier: sunflower lecithins. May contain other tree nuts, peanuts, soy and sesame seeds.

##### Packaging details

156 g paper case

##### Shelf life

24 months from production date, 12 months minimum granted at delivery.

##### International certifications

BRC, IFS, Smeta Sedex

## SPECIALTIES

### LA PERLA DI TORINO

[www.laperladitorino.it/en](http://www.laperladitorino.it/en)



#### UOVO

Chocolate Easter eggs lined with a double inner layer of chocolate truffle. From the success of these chocolate truffles, four new delicious Easter eggs were born in 100 g size: Limoncello and Meringue, Pistachio and Raspberry, Triple Chocolate, Latte senza Latte (vegan).

##### Packaging details

Weight: 100 g

##### Shelf life

12 pieces per box

##### International certifications

BRCGS

### PAOLO LAZZARONI & FIGLI

[www.lazzaroni.it](http://www.lazzaroni.it)



#### PANETTONE HAZELNUT AND CHOCOLATE

Panettone filled with hazelnut & chocolate cream.

##### Ingredients

Wheat flour type '0', butter (milk), sugar, sourdough (wheat flour type '0', water), egg yolk, emulsifiers: mono and diglycerides of fatty acids, honey, sea salt, natural flavors. Ingredients cream Gianduia filling 20%: water, sugar, glucose syrup, sunflower seed oil, hazelnut paste (9.5%), chocolate (5.3%) (cocoa powder 60%, sugar), skimmed milk powder, milk protein powder, flavorings (contains ethyl alcohol), thickeners: modified starch, pectin; preservative: potassium sorbate.

##### Packaging details

750 g Luxury metal tin

##### Shelf life

8 months

##### International certifications

ISO, IFS

VERONA  DAL 1975  
**SOCADO**

The good chocolate of Verona, since 1975.



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## SPECIALTIES

**WALCOR**  
www.wal-cor.it



### CHOCOLATE GHOST

The ghost is a shape figure of milk chocolate.

#### Ingredients

Sugar, cocoa butter, dried whole milk, cocoa mass, whey powder (milk), emulsifier: soya lecithin, natural vanilla (flavour).

#### Packaging details

31,31 g

#### Shelf life

Best before 24 months

#### International certifications

IFS, BRCS and IMQ

**CEREALITALIA I.D.**  
www.cerealitalia.it



### CHOCOLATE EASTER EGG - PAW PATROL

Finest milk chocolate egg by Dolci Preziosi in collaboration with Paw Patrol, the beloved team of pups for boys and girls. The egg contains one of three branded Paw Patrol surprise varieties.

#### Ingredients

Sugar, cocoa butter, whole milk powder, cocoa mass, emulsifier: lecithins (soya); natural vanilla flavoring. May contain traces of nuts. Gluten-free. Suitable for coeliacs.

#### Packaging details

Weight: 280 g

#### Shelf life

24 months

#### International certifications

Recyclable plastic wrapping and recyclable cardboard collar.

**IL FORNAIO DEL CASALE**  
www.gecchele.com



### SEGRETI DI PULCINELLA

Typical carnival dessert, fried in sunflower seed oil and then baked in the oven to dry. The consistency is crumbly and the taste delicate. It is prepared with 16% wholemeal flour and refined ingredients such as Sicilian Marsala. It is palm oil free.

#### Ingredients

Wheat flour, whole wheat flour, eggs, sunflower oil, butter, Marsala.

#### Packaging details

125 g in a paper tray and plastic foil.

#### Shelf life

120 days

#### International certifications

IFS

**VALENTINO**  
www.valentinodolciaria.com



### ITALIAN SPECIALTY CAKE FILLED WITH LIMONCELLO CREAM

This panettone is made according to the traditional recipe. Panettone with a fragrant and scented dough rich in butter and eggs and characterized by an exclusive taste of limoncello cream. Hand wrapped with an elegant paper foil.

#### Ingredients

Wheat flour, eggs, butter, sugar, limoncello cream.

#### Packaging details

1000 g paper foil wrapped

#### Shelf life

9 months

#### International certifications

BRC, IFS, Non GMO kiwa

**CAMPO D'ORO**  
www.campodoro.com



### PISTACHIO BUTTER WITH ROASTED PISTACHIO

A spreadable sweet cream made with pistachio Verde di Bronte PDO which gives this cream an emerald green color and a unique taste. The Campo d'Oro Pistachio Cream is produced only with toasted pistachios from Bronte PDO, without palm oil. Ideal for breakfast, on a slice of toast, to fill croissants or panettone, for a delicious cheesecake, or to garnish shortbread biscuits.

#### Ingredients

Sugar, vegetable oil and fats, Pistachio 22%, skimmed milk powder, whey powder from milk.

#### Packaging details

Weight: 180 g (6.3 oz)

#### Shelf life

36 months

#### International certifications

BRC, IFS, ISO 2200, Fda, Kosher Skis, Halal, Carbon Neutral, Ecovadis

**CONDORELLI - I.D.B. INDUSTRIA DOLCIARIA BELPASSO**  
www.condorelli.it



### TORRONCINI

The original soft torroncini with almonds and pistachios in 14 tasty chocolate coatings. All torroncini are gluten-free, single-packed and made with Sicilian honey.

#### Ingredients

Almonds, pistachios, egg whites, honey, chocolate in various flavours.

#### Packaging details

Available loose, in envelopes or in hand-sealed gift boxes.

#### Shelf life

18 months

#### International certifications

BRC, IFS, ISO 22000

**MAJANI 1796**  
www.majani.it



### UOVO FIAT MINI

Mix of Classic, Noir and Pistachios. Two layers Easter Egg: shell made by finest extra milk, dark or white chocolate and pistachio grains, inner shell made by Fiat cream or Fiat Noir cream.

#### Ingredients

Uovo Fiat Classic: sugar, cocoa butter, whole milk powder, hazelnuts, cocoa paste, almonds, emulsifier soya lecithin, vanilla. May contain traces of pistachios. Keep cool and dry. Gluten free.

#### Packaging details

65 g each. Eggs packed in paper boxes with a plastic free packaging.

#### Shelf life

18 months

#### International certifications

Food Safety System Certification 22000

**DOLCERIE VENEZIANE**  
www.dolcerveneziane.it



### CIOCOZUCCA HALLOWEEN

Chocolate pumpkin, white and milk chocolate. Hand-made, high quality chocolate. Trademark design.

#### Ingredients

Extra fine milk chocolate and white chocolate.

#### Packaging details

Net weight: 70 g, 8 pieces per display

#### Shelf life

30 months

#### International certifications

IFS, Rainforest Alliance

# A neapolitan Masterpiece

A Neapolitan pizza characterized by a light dough, a fluffy crust and air pockets: 100% "Made in Italy".

Haven't you always dreamt of it? It's here now and the name's Smorfia, a unique mix of selected Italian wheat only, chosen as the perfect flour for a traditional Neapolitan pizza by the most expert pizza chefs and approved by the Verace Pizza Napoletana Association.



**NEW SIZE  
AVAILABLE  
5 KG**

**GULFOOD 2024**  
Dubai World Trade Centre  
February, 19<sup>th</sup>-23<sup>rd</sup>, 2024  
ZA'ABEEL HALL 4  
STAND Z4-G31

PACKAGING  
FIRST AWARD



TUTTOFOOD



[molinsonaldoni.it](http://molinsonaldoni.it)





## SWEET SNACKS

### FRACCARO SPUMADORO

[www.italiangreenbakery.it](http://www.italiangreenbakery.it)



#### VEGAN BRIOCHE WITH COCONUT CREAM AND CHOCOLATE CHIPS - ITALIAN GREEN BAKERY

Vegan Brioche bun with coconut cream and chocolate chips, made without milk, eggs or any other ingredients of animal origin. Long leavening period of 72 hours. Naturally soft and fragrant.

##### Ingredients

Vegetable margarine, pea flour, extract of malted barley and corn, natural flavouring.

##### Packaging details

180 g (4x45 g), 1 box with 4 buns

##### Shelf life

6 months

### NUOVA RUGGERI

[www.nuovaruggeri.it](http://www.nuovaruggeri.it)



#### KRAPPEN WITH CONFECTIONER'S CUSTARD FILLING

Sweet, naturally leavened bakery product with confectioner's custard filling.

##### Ingredients

Wheat flour 38%, custard filling 20% (sugar, water, glucose syrup, palm fat, sweetened eggs yolk (barn eggs) 6% (egg yolk 50%, sugar 50%)), powdered skimmed milk, flavourings, gelling agent: pectin, preservative: potassium sorbate, salt), water, eggs 8% (barn eggs), sugar, inverted sugar syrup, sunflower oil, margarine (vegetable fats and oils (palm and sunflower), water, salt, flavourings, acidity corrector: citric acid), natural yeast (wheat flour, water), dietary fibre (wheat), emulsifiers: E471, E481; salt, flavourings. May contain nuts, soy and mustard.

##### Packaging details

210 g (5x42 g)

##### Shelf life

180 days

### FREDDI DOLCIARIA

[www.freddi.it](http://www.freddi.it)



#### FREDDI BARBIE SNACK FRESH MILK

Freddi presents the restyling of Barbie Snack, with new doll images for each flavour: Fresh Milk, Cocoa & Honey, Strawberry & Yogurt. The glamour gift surprise is a set of 70 collectable Barbie Nail Stickers. The set is available in 8 different assortments. Moreover, in each pack there is 1 glamour tray with Barbie games that can be colored and cut out.

##### Ingredients

Sugar, wheat flour, fresh eggs 13.8%, glucose-fructose syrup, nonhydrogenated vegetable fats (palm, palmkernel), water, fresh pasteurized milk 4.1%, palm oil, skimmed milk powder 2.9%, milk proteins, natural flavouring (vanilla), emulsifiers (mono and diglycerides of fatty acids\*, soy lecithin), gelling agent (agar), raising agents (disodium diphosphate, sodium hydrogen carbonate), salt. \*vegetable origin. Contains: wheat, eggs, milk, soy. May contain mustard, lupin and nuts.

##### Packaging details

Pack by 250 g (10x25 g, individually wrapped in printed pack)

##### Shelf life

9 months from production date

##### International certifications

Haccp, IBS, BRC, Rspo, Kosher

### LAGO GROUP

[www.lagogroup.it](http://www.lagogroup.it)



#### COCOA CROISSANT

Naturally leavened bakery product with 22% cocoa filling.

##### Ingredients

Wheat flour, sugar, egg, sourdough.

##### Packaging details

270 g (6x45 g)

##### Shelf life

6 months

### POGGIO DEL FARRO

[www.poggiodelfarro.com](http://www.poggiodelfarro.com)



#### SNACK BAR LINE

Poggio del Farro bars are prepared in small productions in Tuscany by the expert hands of the company's bakers, worked slowly and with care. The virtues of wholegrain oats have been combined with those of an ancient cereal, wholegrain Farro, to achieve genuine and natural goodness and deliver a truly clean label product. Available in 2 lines: Classic (Seeds and fruit bars, Dry nuts bars), and Protein (Coconut and almond protein bar, Chocolate protein bar). Made with wildflower honey, these bars are rich in fiber and protein.

##### Ingredients

Wholegrain Farro and oat, fruit, nuts, seeds, chocolate, coconut and wildflower honey.

##### Packaging details

100 g (4x25g)

##### Shelf life

8 months

##### International certifications

BRC certification, Organic

### TEDESCCO - ORE LIETE

[www.orelieteperugia.it](http://www.orelieteperugia.it)



#### VOGLIA DI EXTRA! CACAO

Tasty cocoa shortbread filled with cocoa and hazelnut cream for truly tasty moments, according to the pastry making tradition. For an extra creamy experience.

##### Ingredients

Cocoa and hazelnuts.

##### Packaging details

200 g bag pack

##### Shelf life

12 months

### MONVISO GROUP

[www.monviso1936.it](http://www.monviso1936.it)



#### DARK CHOCOLATE MONBREAK

Rusks covered with a layer of dark chocolate with a rich and intense flavour. MonBreak rusks are ideal for breakfast or as a break at any time of day. Packaged in 6 handy single portions with two rusks inside.

##### Ingredients

Rusk 56% (type "0" soft wheat flour, sugar, sunflower oil, glucose-fructose syrup, yeast, whole milk powder, salt), 44% dark chocolate (cocoa mass, sugar, cocoa butter, butter, emulsifier: soy lecithin, natural vanilla flavour).

##### Packaging details

180 g bag (6 single portions)

##### Shelf life

12 months

### VALLEDORO

[www.valledorospa.it](http://www.valledorospa.it)



#### ZULU' DARK CHOCOLATE COVERED CORN STICKS - GLUTEN FREE

Corn sticks covered with extra dark chocolate. A fantastic gluten-free chocolate snack for both children and adults, which melts in the mouth in and releases all the strong flavour of extra dark chocolate. Thanks to the convenient single portion of 2 breadsticks, they are a perfect on-the-go snack.

##### Ingredients

Extra dark chocolate 85% (cocoa liquor, sugar, cocoa butter, anhydrous milk fat, emulsifier: soya lecithin, natural vanilla flavouring. Cocoa: 51,9% min.), cornmeal 14.5%, salt.

##### Packaging details

120 g box containing 6 individual portions x 2 sticks

##### Shelf life

240 days

##### International certifications

IFS, BRC



## FOCUS ON

# Pasta without boundaries

**Nutritious, versatile, affordable, increasingly sustainable. There is plenty of reasons why the industry has boomed over the past 25 years, and why consumers around the world love to eat it for lunch and dinner (and breakfast).**



Global pasta production has reached almost 17 million tons, nearly double the 9 million tons of 1998, when the first World Pasta Day was held in Naples. Ever since, this celebration has been held on a yearly basis in different cities in Italy and around the world, with the aim of building knowledge around this delicious, healthy, nutritious, accessible and increasingly sustainable food.

During these 25 years, pasta has undergone an enormous transformation in material terms and otherwise: it has been adapted to diverse lifestyles with new types - from wholegrain to specialty pastas and gluten-free options - and shapes. And yet two things have never changed: pasta was and still remains a healthy and affordable food, as well as the 'star' of coun-

less recipes. An Italian classic, with an increasingly global appeal.

#### Pasta evolution in 25 years

Since 1998 world pasta production has almost doubled, passing from 9 to 17 million tons. According to data from the IPO (International Pasta Organisation), there are 40 countries producing over 20,000 tons of pasta every year, while the number of countries where per capita consumption exceeds 1 kilo a year has almost doubled: from 30 to 52. Per capita consumption in Italy is 23.2 kilos, compared with 17 in Tunisia, at second place in the rank, and followed by Venezuela with 13.6 kilos.

Italy is therefore the country that eats most pasta but is also the one where more pasta is produced: in

2022 total production amounted to 3.6 million tons (+3,2% over 2021), for a value of 7 billion euro (+24,3%). Exports account for 2.3 million tons, equal to nearly 62.7% of production. Major destination countries are Germany, the UK, France, the US and Japan. Together, they account for roughly 60% of total Italian pasta exports, worth 2,187 million euro. Among the emerging markets, Saudi Arabia (+51%), Poland (+25%) and Canada (+208) are showing the most dynamic growth rates. One in four pasta dishes eaten around the world (three out of four in Europe) is made with Italian pasta.

#### The keys to success

In 2010, Unesco declared the Mediterranean Diet an Intangible Cultural Heritage of Humanity.

**ITALY IS THE WORLD'S LEADING PASTA PRODUCER: 3.6 MLN TONS IN 2022**

**GLOBAL PASTA PRODUCTION HAS INCREASED BY 210% IN 25 YEARS**

**IN EUROPE, 3 OUT OF 4 PASTA DISHES ARE MADE WITH ITALIAN PASTA**

**WORLDWIDE, 1 OUT OF 4 PASTA DISHES ARE MADE WITH ITALIAN PASTA**

**ITALY EXPORTED 2.3 MLN TONS OF PASTA IN 2022  
GERMANY, UK, FRANCE, THE US AND JAPAN ARE THE TOP DESTINATION COUNTRIES**



FOCUS ON

And as part of that diet, pasta plays a starring role. As demonstrated by various scientific studies, a healthy and balanced diet focusing mainly on a wide variety of plant-based foods helps to prevent common chronic illnesses such as cardiovascular disease, diabetes, eating disorders, obesity and cancer. Over time, and partly due to calls by nutritionists and health authorities for a healthier, more informed diet, the simplicity and frugal nature of dried pasta have become an incentive to consume it.

In 25 years pasta makers also managed to meet the changing consumers' needs by focusing on innovation and diversification: wholewheat, gluten-free, organic, fortified with vitamins, made with legumes and superfoods, quick-cooking etc. But the most important innovation can't be seen on the plate. Over the years, thanks to improvements in processes and growers' agreements that stipulate sustainability and good agricultural practices, pasta manufacturers have considerably reduced water use and CO2 emissions in their processes. This food has an extremely low environmental impact (the overall carbon footprint per portion is 1 m2).

**How does the future look like?**  
According to the Unione Italiana Food association, pasta's future is written: it will be more and more 'consumer friendly' with regard to shapes, recipes and eating occasions, leaving room for everyone's free interpretation. It will be increasingly global and at the same time traditional: there will be indeed great attention towards 3D pasta and 'morphing pasta' (pasta prepared to have compact dimensions at the time of packaging and to change in volume and shape during boiling), but there are also those who believe that classic spaghetti, penne and fusilli will always be at the top of consumers' choices. Among the most unexpected innovations, we will see new consumption opportunities, or better new consumption moments: let's try to imagine a world where pasta is served for breakfast, as a snack, or used as an ingredient in dessert. Well, this is actually happening already: 'Breakfast Carbonara' is a fancy in the US while chefs are currently working at sweet pasta recipes.

Federica Bartesaghi

**La pasta non conosce confini**

Nutriente, versatile, economica, sempre più sostenibile. Negli ultimi 25 anni il settore ha conosciuto una crescita esponenziale su scala globale, merito anche delle sue tante virtù. Come del fatto che consumatori di ogni latitudine la scelgono sempre più spesso come pranzo, cena e... colazione.

A DEEP LOOK INTO THE GERMAN MARKET

Pasta is highly appreciated by German consumers, and deeply linked to local culture, especially in the southern regions. In 2022, the Italian Trade Agency (ITA) reports that domestic retail sales totaled 613 million euros, up by 25% on 2021. With a value of 1,034 billion euros - a 24% increase compared to the previous year - 2022 also recorded a record of imports for the category, with Italy confirming itself as the leading pasta supplier (imports from Italy were also up by 25% on the previous year). An even more evident record if you look at market shares: 54% of all pasta imported by Germany comes from Italy. The data does not differ even in volume: with 401,674 tons imported in 2022 - the highest figure recorded in 10 years - Italy accounts from almost 70% of total German pasta imports. There was also a notable increase (almost 30%) in imports from Vietnam, which ranks third among supplier countries. Among the different types, dried pasta represents

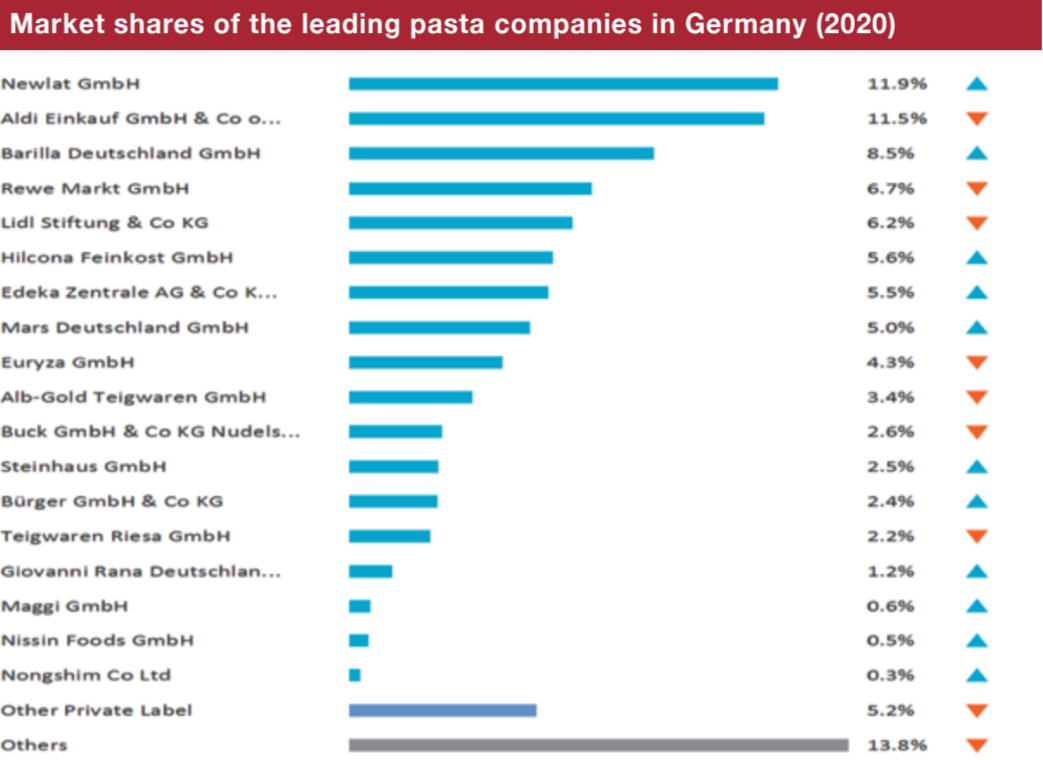
as much as 48% of the category's total imports in 2022, rising 30%. It is followed by not stuffed cooked pasta (250 million euros, +20% in 2022) and stuffed pasta or otherwise prepared (215.4 millions). A 8.6% increase was also recorded in for uncooked or stuffed pasta containing eggs, accompanied by a small increase in couscous imports (3.6%). What do German consumers love the most about pasta? The ease of preparation (49% of respondents) and the convenient price (47%), according to a survey conducted by Mintel in 2020. Among the other criteria that consumers take into account when purchasing pasta are the content of natural, wholemeal, locally produced or organic ingredients, and the content of carbohydrates and proteins. Vegan and vegetarian dietary patterns are increasingly popular in Germany, which might determine in the future a higher request for fresh pasta with vegetable-based fillings, as well as egg-free alternatives.

German imports of pasta – Top 10 suppliers (value)								
Partner country	Jan-Dec (Value: thousand euros)			Market share (%)			Δ 2021/2022	
	2020	2021	2022	2020	2021	2022	Value	%
World	795.456	836.123	1.034.224	100	100	100	198.101	23,69
Italy	429.890	447.752	558.282	54,04	53,55	53,98	110.530	24,69
Austria	85.416	90.166	95.879	10,74	10,78	9,27	5.713	6,34
Vietnam	36.215	30.573	51.072	4,55	3,66	4,94	20.499	67,05
the Netherlands	41.296	38.567	41.077	5,19	4,61	3,97	2.510	6,51
Switzerland	33.015	37.411	40.931	4,15	4,47	3,96	3.520	9,41
Belgium	28.019	31.597	39.812	3,52	3,78	3,85	8.215	26
China	17.932	23.622	36.456	2,25	2,83	3,53	12.834	54,33
Thailand	17.902	20.247	29.134	2,25	2,42	2,82	8.887	43,89
South Korea	14.961	20.913	26.461	1,88	2,5	2,56	5.548	26,53
Poland	16.805	15.833	16.959	2,11	1,89	1,64	1.126	7,11

Source: TDM, elaborations ITA Berlin

German imports of pasta – Top 10 suppliers (volume)								
Partner country	Jan-Dec (UOM: T)			Market share (%)			Δ 2021/2022	
	2020	2021	2022	2020	2021	2022	Volume	%
World	590.875	569.256	605.159	100	100	100	35.902	6,31
Italy	396.160	377.489	401.674	67,05	66,31	66,38	24.185	6,41
Austria	40.267	42.523	40.361	6,82	7,47	6,67	-2.161	-5,08
Vietnam	22.698	16.031	20.674	3,84	2,82	3,42	4.643	28,96
Belgium	17.485	19.324	20.156	2,96	3,4	3,33	833	4,31
Switzerland	14.724	17.111	17.688	2,49	3,01	2,92	577	3,37
China	12.732	12.013	15.494	2,16	2,11	2,56	3.481	28,98
the Netherlands	20.110	16.170	13.907	3,4	2,84	2,3	-2.263	-13,99
Turkey	8.564	7.663	8.610	1,45	1,35	1,42	947	12,36
Thailand	6.054	6.430	8.063	1,03	1,13	1,33	1.633	25,39
Greece	5.497	6.135	7.302	0,93	1,08	1,21	1.168	19,03

Source: TDM, elaborations ITA Berlin



Source: Euromonitor, elaborations ITA Berlin



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# Ingredients under attack

Same price, less quality. Skimpflation is even sneakier than shrinkflation (downsizing), because noticing and proving it is way more difficult.

It has been written many times about the extremely unpleasant phenomenon called shrinkflation, that is the reduction in quantity of the product instead of rising its price. But there is also a new word in the field of aiming at cheating consumers at all costs. Less known, more dangerous: **skimpflation**. In this case, price and weight stay the same, but the ingredient quality changes, being downgraded, of course. In fact, **skimpflation** comes from the verb 'to skimp': being stingy by using poor resources.

The phenomenon is even sneakier than shrinkflation, because it is difficult to spot. It is easy to check weight and measures for a trained eye, but what are the factors allowing to evaluate a change in quality from an objective point of view? Only one. The list of the ingredients. In this way, some **skimpflation-swindlers** couldn't get away with murder.

## First warning sign: taste

Let's take a step back: differing from shrinkflation, **skimpflation** does not only refer to consumer goods, but also to products and services of any kind. If we look at our everyday life, we will notice that the list of the situations where the quality of a product or service has been reduced for the same price (or higher) is long: automatic checkout, price of luggage overcoming that of the ticket, lack of toiletry sets in hotels and so on.

In the food industry, this refers to a decrease in quality through reduction or substitution of some ingredients with poorer alternatives. Finding out this downgrading by reading the labels can be complicated, but there is an initial warning sign: taste. Daniel Noël, living in the Canadian city of Sherbrooke, knows it: he stopped buying his beloved Quaker Dipps granola bars after taking a bite and noticing a different taste, "very old". As he reports to CBC News, at first, he thought they were way over expiration date, but they were



not. Therefore, he checked the list of ingredients, comparing it to the one on a box he had purchased earlier. Mystery revealed: what was originally called "chocolate coating" is now "chocolatey coating", made with palm oil instead of cocoa butter.

The American lawyer Edgar Dworsky, specializing in consumer's rights, follows the phenomena shrinkflation and **skimpflation** with particular interest on his portal, Consumer World. He tells a similar story about a salad dressing: Wish-Bone House Italian salad dressing, sold in the USA and Canada by the American Conagra. In this case, consumers noticed a significantly lower level of oil compared to the past by looking at the

bottle. A proof by checking the label confirmed a reduction of 22% and an increase of water and salt of 30%.

## Companies pilloried

Is it an isolated case? Not really. One year before, Conagra had already been caught applying this practice on another product, a butter substitute of vegetable origin called Smart Butter. New York post wrote in 2022: "Over the summer, Conagra Brands tinkered with the ingredients of its dairy-free spread and now water is the primary ingredient instead of coming second". The article continues: "The label reports 39% vegetable oil in the content, compared to the previous label, stating 64% instead."

ad. About 836 consumers rated the product with one star out of five, defining the new spread "inedible", "horrible", "disgusting". Conagra could not help going back and reintroducing the old formula.

Other cases have been reported in the UK: a gin that had an alcohol content of 43.1% becoming 41.3% (a casual number choice?), a South African wine previously having an alcohol content of 13%, changed then to 11%. Tax above 11.5% is higher: still casualty? Sectors different than food do not do that well either. Similar cases have already happened in soap and detergent formulas. Finding them out is not always easy, though. For example, a customer claimed that Tesco had changed the formula of a hand soap, so that water is now the second ingredient instead of the third. "The change in the formula is the result of the move from tallow, an animal derived ingredient, to another vegetable-based ingredient, suitable for vegans", explained Tesco. "With this change, the order in the INCI altered slightly because of the chemistry involved". Truth or shrewdness? Hard to say.

In Italy, striking **skimpflation** cases have not been reported yet.

Or, they did not come to our ears. The image of the company would suffer an even more serious damage, compared to the unpleasant shrinkflation. In France, it ended up in a real sabotage: in September, Alexandre Bompard, CEO of Carrefour, declared war to the companies applying weight reduction. In this way, some stickers appeared on the shelves, where you can read: "This product has seen its volume or weight fall and the effective price from the supplier rise". So, coffee capsules by Nestlé, Viennetta by Unilever, Lay's chips and Lipton's cold tea (both owned by PepsiCo) have been pilloried. **Skimpflation-cheaters** had better watch out. Forewarned is forearmed.

Federica Bartesaghi

## Ingredienti sotto attacco

Stesso prezzo, minore qualità. La **skimpflation** è persino più subdola della già odiosa **shrinkflation** (sgrammatura). Perché accorgersene - e dimostrarlo - è molto, molto più difficile.



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## REPORTAGE

# Postcards from Dubai

From our reporter: Alessandro Rigamonti



The 2023 edition of Gulfood Manufacturing was the largest ever. Co-located with ISM Middle East and the Speciality Food Festival, once again, it proved to be an undisputed global business hub. During our visit from 7 to 9 November we met very satisfied Italian exhibitors.

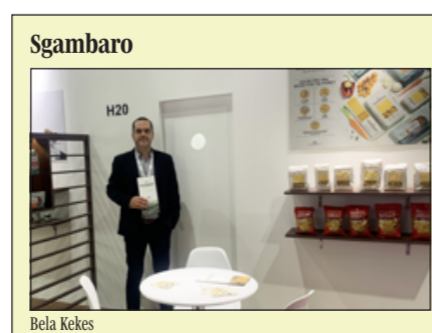
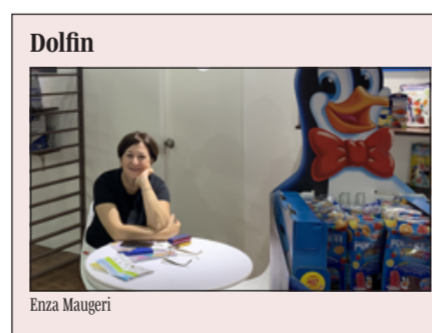
On show from 7 to 9 November 2023 at the Dubai World Trade Centre (DWTC), the 2023 edition of Gulfood Manufacturing was "the largest ever" according to organizers. Once again the event proved to be the most influential annual F&B manufacturing event in the MENA Region. A verdict backed up by numbers: 3,000 exhibitors from 80 countries showcased their latest innovations to over 36,000 visitors. Three other events were co-located with Gulfood Manufacturing from 7 to 9 November 2023: the Speciality Food Festival, MENA region's only dedicated gourmet and fine food trade show; and ISM Middle East, the region's largest trade fair for sweets and snacks. Last but not least, Private Label Licensing ME.

The Italian exhibitors we met during our visit in Dubai appeared to be very satisfied both with the high number as well as the quality of trade visitors, even if some lamented the marginal location reserved to the Speciality Food Festival and ISM Middle East pavilion, unusually far from the GM's halls.

The next edition of Gulfood Manufacturing, together with the Speciality Food Festival, is now set for 5-7 November 2024 at DWTC. Whereas next year's edition of ISM Middle East will take place from September 24 to 26, as always at the Dubai World Trade Centre.

### Cartoline da Dubai

È stata la più grande edizione di sempre quella di Gulfood Manufacturing 2023. In scena dal 7 al 9 novembre a Dubai, come sempre, è andata in scena contemporaneamente con ISM Middle East e lo Speciality Food Festival. Ancora una volta la tre giorni si è confermata l'evento numero uno nella regione Mena e oltre.



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