

Editore: Edizioni Turbo Srl - Corso della Resistenza, 23 - 20821 Meda (MB)
Tel. +39 0362 600463/4 Fax. +39.0362.600616 - Stampa: Ingraph - Seregno (MB)
Poste Italiane Spa - Sped. in Abbonamento Postale DL 353/2003
(conv. in L. 27.02.2004, n.46) art. 1, comma 1, LO/MI -
In caso di mancato recapito inviare al CMP di Milano Rosterio
per la restituzione al mittente previo pagamento resi.



In partnership with



ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

THE ITALIAN FOOD BUYER'S • GUIDE

YEAR 10 - N° 5 • JUNE 2022
MANAGING DIRECTOR: ANGELO FRIGERIO



Moser Srl • Via Stein 17 • 39025 Naturno • Italia
T +39 0473 671 000 • F+39 0473 671 001 • info@moser.it • www.moser.it



R. Messner



The bacon of the Alpino line was developed with the aim of delighting even the most demanding palate. It is made from the meat of pigs born, raised and slaughtered in Italy. Thanks to the unique characteristics of the meat used for its production, it is tasty and soft on the palate.

- Only Italian meat
- Light and gentle cold smoking (20°C)
- Slow maturation



The Speck Alto Adige PGI line owes its taste to the region it comes from. In this sunny land, where Alpine tradition and Mediterranean culture meet, selected hams of pork are processed according to ancient tradition for a „guaranteed“ result.

- Guarantee of quality and authenticity
- Traditional processing
- Flavoured with spices and fine herbs
- Slow maturing



The Speck in the Light line was created to offer nutrition-conscious customers a product that has the typical taste of South Tyrolean Speck, but with 50% less fat than traditional Moser Speck.

- Rich in flavour and skilfully flavoured with spices and fine herbs
- Allergen-free
- Medium maturation

INSIGHT HPP Italia at the service of food safety



The company is the biggest third-party tolling center in Europe. Its innovative high pressure processing is a cold pasteurization method. It can be applied to all fresh food&beverage segments, including the dairy industry. It guarantees greater security and a prolonged shelf life.

page 38

edition **turbo** In partnership with **ITTA** ITALIAN TRADE AGENCY
YEAR 10 - N° 5 • JUNE 2022
MANAGING DIRECTOR: ANGELO FRIGERIO

THE ITALIAN FOOD MAGAZINE

BUYER'S • GUIDE

Editore: Edizioni Turbo Srl - Corso della Resistenza, 23 - 20821 Meda (MB)
Tel. +39 0362 600463/4 Fax. +39 0362 600616 - Stampa: Ingraph - Seregno (MB)
Poste Italiane Spa - Sped. in Abbonamento Postale DL 353/2003
(conv. in L. 27.02.2004, n.46) art. 1, comma 1, LO/Mil -
In caso di mancato recapito inviare al CMP di Milano Roserio per la restituzione al mittente previo pagamento resi.

ZOOM

Italian pizza: beware of imitations



A quality mark aimed at identifying, protecting and enhancing Italian pizzerias around the world is born. A business generating a yearly turnover of 27 billion euro.

page 12

CHEESES AND DELIS

Authentic masterpieces

Despite the undergoing revolution in consumption and purchasing habits, cheeses and delis are still among the most prized and wanted Italian food specialties abroad. Here is a selection of top products and producers.

from page 16 to page 24

THE INTERVIEW

Prosciutto di Parma: the 'one and only'



The growth of the pre-sliced segment, the boom in e-commerce, the promotional campaigns targeted at both buyers and consumers. Facts, figures and trends of the 'King' of Italian deli meats. In an interview with Paolo Tramelli, International Marketing Manager.

pages 14-15

DAIRY

Grana Padano: 'The Tough Get Going'



Showcased in a workshop at the 2022 edition of Cibus the outcomes of the project 'Life TTGG'. Among them the design of a software, in compliance with the PEF methodology, which ensures a more efficient and sustainable production of the world's most consumed PDO cheese, and not only.

page 28

THE EVENT

Say yes to the dress...ing

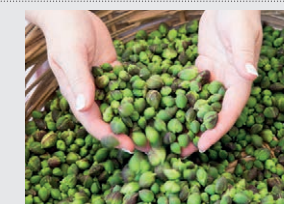


On stage at Cibus Parma the official presentation of IVACI, the new Institute for the valorization of vinegar, dressing and seasoning. Whose purpose is to promote and protect the specialties of this sector. Focus also on gender equality with the Committee 'The Women of the Balsamic'.

page 8

THE COMPANY

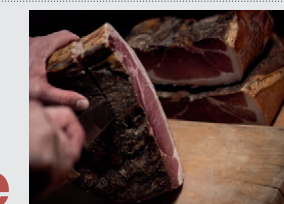
The 'green gems' of the Aeolian Islands



Authentic, typical and with an unmistakable taste. For over 40 years, Italiana Capers Sud has been producing and packaging capers in the splendid background of Lipari, providing a modern twist on an ancient flavor. We talked about it with vice president Maria Angela Natoli.

page 10

Moser: Alpine tradition and Mediterranean culture



The family business based in Naturno (Bozen) produces Speck Alto Adige PGI and other local specialties. They are made with high-quality raw materials, selected with the greatest attention.

pages 26-27



EDITORIAL

by Angelo Frigerio

Cibus-Tuttofood: it's (almost) done. All the ins and outs

We're almost there. There is still a long way to go, yet the outlines of the operation have been defined: the big partnership between the Milan and Parma trade shows is in the pipeline. The new event which will merge the combined expertise of Cibus and Tuttofood could become a reality. And Italy will have its own super show, which will counter the hegemony of Sial (Paris) and Anuga (Cologne). More the first than the second, actually. According to well-informed sources the first ever big (Italian) food trade show will take place in September 2024. Fiere di Parma will be the organizer and the event will be hosted in the halls of Fiera di Milano. It was about time. For years, Italian companies have wished for such a solution, tired of swelling the exhibitors' queues of the trade shows abroad, always first for number of participants.

It is time to start acknowledging the ones who enabled and pursued the hypothesis of the partnership. First of all the two managers: Antonio Cellie (Fiere Parma) and Luca Palermo (Fiera Milano). The first had been following what seemed like an unfulfilled dream for years. His expertise and his abilities as an all-around player are well known. Luca Palermo, who has been leading Fiere Milano for two years, instead, has brought his know-how to the business. The manager grasped the fact that an event dedicated to the food segment with a global reach could have been a cornerstone to relaunch Fiera Milano. Up until now, we talked about the two protagonists. However, behind the scenes many efforts had to be made in order to reach the turning point. It was indeed Carlo Bonomi, president of Confindustria and Fiera Milano, who turned up the heat. He understood the potential of the operation since the beginning. And, thus, he embarked Federalimentare – which owns 50% of the shares in Cibus. Besides, he has convinced the political class that the Milan-Parma axis would

have been an asset for everyone. Persuading Stefano Bonaccini, president of Emilia-Romagna, who at the beginning balked at the prospect, that the added value of the operation would have been beneficial to everyone.

But that's not all. Behind it there is also an Italian-German axis that played its part. As a matter of fact, Koelnmesse has been allied to Fiere di Parma for years. During Anuga, the event that took place last October in Cologne, the two staffs have developed, thanks to Koeln Parma Exhibitions, a specific networking with the European and foreign buyers in view of Cibus 2022. The other objective of the networking was Expo Dubai (started on October 1st, for a six-month period) where both players were present: Fiere di Parma with M-Eating Italy and Koelnmesse as official provider of the German pavilion.

Truth be told, the partnership with Parma was and is almost mandatory. The other bodies have long made their move. Especially in the Emilia-Romagna region, which in the short term will see the merge between Rimini and Bologna. If it took place (the conditional is required, considering the political-administrative issues, as well as diligence ones, mainly in Bologna), the new hub would become the most important in Italy.

Lastly, two NBs. One for the Government that needs to stop rewarding regional trade shows, mostly with electoral incentives, to work towards the big international events. The other one goes to ITA. The Agency made all the right moves in the post-pandemic period, and it should be acknowledged. Many the companies that were supported in their internationalization aim, in the form of contributions to provide booths at international trade shows. Well, at this stage a quality leap is needed. The Agency can actually be the driving force to promote the 'made in Italy' in the world with a strenuous incoming work for the foreign buyers.

Cibus-Tuttofood: è (quasi) fatta. Tutti i retroscena

Ormai ci siamo. La strada è ancora lunga ma i contorni dell'operazione sono definiti: il grande accordo fra le fiere di Milano e Parma è in dirittura d'arrivo. Il nuovo evento che unirà le expertise combinate di Cibus e Tuttofood potrebbe diventare realtà. E finalmente l'Italia avrà una sua superfiera in grado di contrastare l'egemonia di Sial (Parigi) e Anuga (Colonia). Più la prima che la seconda a dire il vero. Secondo fonti solitamente bene informate sarà settembre del 2024 il mese in cui si svolgerà la prima grande fiera mondiale (italiana) del food che vedrà Fiere Parma nelle vesti di organizzatore, ospitata nei padiglioni di Fiera Milano. Era ora. Da anni le aziende italiane auspicavano una soluzione di questo tipo, stanche di andare a ingrossare (e ingrossare) le file degli espositori alle manifestazioni all'estero, sempre al primo posto come numero di partecipanti.

Precisati i contorni dell'operazione, bisogna cominciare a mettere qualche medaglietta a chi ha permesso e portato avanti l'ipotesi di accordo. In primis i due manager: Antonio Cellie (Fiere Parma) e Luca Palermo (Fiera Milano). Il primo da anni inseguiva quello che sembrava un sogno mai realizzato. La sua expertise è nota come pure le sue qualità di giocatore a tutto campo. Luca Palermo, da due anni alla guida

di Fiera Milano, ha portato invece in azienda le sue competenze. Il manager ha compreso che una manifestazione con un respiro mondiale come quella sul food poteva essere una chiave di volta per rilanciare Fiera Milano. Fin qui i due protagonisti. Ma alle spalle c'è stato un intenso lavoro per arrivare alla svolta. Un carico da novanta l'ha messo certamente Carlo Bonomi, presidente di Confindustria e Fiera Milano, che da subito ha compreso le potenzialità dell'operazione. E ha, di conseguenza, imbarcato Federalimentare che, lo ricordo, possiede il 50% delle quote di Cibus. Non solo, ha convinto la politica che la strada dell'asse Milano/Parma sarebbe stato un bene per tutti. Convincendo un recalcitrante, all'inizio, Stefano Bonaccini, presidente dell'Emilia Romagna, che il valore aggiunto dell'operazione avrebbe portato vantaggi a tutti.

Ma non è finita qui. Alle spalle c'è anche un asse italo/tedesco che ha fatto la sua parte. La Fiera di Colonia infatti da anni è alleata con Fiere Parma. Durante Anuga, evento che si è tenuto lo scorso ottobre a Colonia, i due staff hanno sviluppato, grazie a Koeln Parma Exhibitions, uno specifico networking con i buyer europei ed esteri in previsione di Cibus 2022. L'altro obiettivo del networking è stato l'Expo

Dubai (aperto il 1° ottobre, con una durata di sei mesi) dove entrambi i player erano presenti: Fiere di Parma con M-Eating Italy e Fiere di Colonia in veste di provider ufficiale del padiglione della Germania.

A onor del vero l'accordo con Parma era ed è quasi obbligato. Gli altri enti da tempo si sono mossi. Soprattutto in Emilia Romagna che vedrà a breve la fusione fra Rimini e Bologna. Se verrà attuato (il condizionale conoscendo le problematiche politico-amministrative e di diligenza, soprattutto della città felsinea, è d'obbligo), il nuovo polo diventerà il più importante d'Italia.

Due note bene infine. Uno al Governo che deve smettere di premiare fiere e fiere regionali, perlopiù con mance elettorali, per puntare decisamente sulle grandi manifestazioni internazionali. L'altro a Icel/Ita. L'agenzia si è mossa bene nel post pandemia e questo le va riconosciuto. Molte le aziende che sono state aiutate nel loro lavoro per l'internazionalizzazione, sotto forma di contributi per la realizzazione di stand alle fiere internazionali. Bene, a questo punto occorre un salto di qualità. L'agenzia può essere davvero il volano per promuovere il Made in Italy nel mondo con un pesante lavoro di incoming per i buyer esteri.

COME VISIT US:

FHA-Food & Beverage
5/8 SeptemberSial
15/19 OctoberFine Pastry
Since 1905

VICENZOVO

*Italy's most popular Ladyfinger**

The most famous Italian dessert in the world
is made with ladyfingers according to the traditional recipe.



#originaltiramisù

Our Vicenzovo Ladyfingers have the highest absorption capacity and are produced with high quality ingredients:

- ✓ Fresh eggs
- ✓ Best selected flours
- ✓ High quality sugar



www.matildevicenzi.com/us/
export@vicenzi.it



FOLLOW US ON OUR
NEW OFFICIAL INSTAGRAM PAGE
@matildevicenziusa



COMPANY WITH
QUALITY SYSTEM
CERTIFIED BY DNV GL
= ISO 9001 =



*Source: Nielsen YE 2021 Italy

NEWS

LATTERIA DI CHIURO BRINGS ITS VALTELLINA CASERA PDO TO THE US

After a long process of validation, Latteria di Chiuro has announced that its Valtellina Casera PDO, which is seasoned minimum 300 days, will be available also in the US, starting from California and North Carolina. "We are very pleased with this achievement: the quality of our cheese, together with the care and professionalism of those who make it, have allowed Latteria di Chiuro to put its delicacies even on the Americans' tables," they state from the company. "As confirmed by the latest research, consumers are more and more interested not only in the high-quality of raw materials, but also in the safety of food products and process controls guaranteed by voluntary certifications, which we have been undergoing for years now."

La Latteria di Chiuro porta il Valtellina Casera Dop negli Usa

Dopo un lungo processo di validazione, la Latteria di Chiuro annuncia che il suo Valtellina Casera Dop, stagionato oltre 300 giorni, sarà presente anche negli Stati Uniti. La distribuzione inizierà da California e North Carolina. "Siamo molto soddisfatti di questo passaggio: la qualità del prodotto, unita a grande impegno e professionalità, ha permesso alla Latteria di Chiuro di conquistarsi un posto anche sulle tavole degli americani", fanno sapere dall'azienda. "Recenti ricerche confermano la tendenza dei consumatori a porre sempre maggior attenzione non solo alla qualità delle materie prime, ma anche alla sicurezza alimentare e ai controlli di processo, garantiti dalle certificazioni volontarie a cui ci sottoponiamo ormai da anni".

MCDONALD'S IS LEAVING RUSSIA ALTOGETHER

After shutting down 850 restaurants in March, McDonald's has announced that it is going to leave Russia altogether. In the last few months, the burger chain guaranteed that all of its 62,000 employees would have been paid. However, the restaurants will no longer use the name, logo and branding of McDonald's. The fast food giant has recently highlighted that the humanitarian crisis caused by the war in Ukraine "has led McDonald's to conclude that the ownership of the business in Russia is no longer tenable, nor is it consistent with its values." Chris Kempczinski, the CEO of McDonald's, also stated that "we have a commitment to our global community and we must remain steadfast in our values. And our commitment to our values means that we can no longer keep the Arches shining there." Local rumor has it that those restaurants may be sold to a Russian tycoon and be replaced with Russian fast-food chain Uncle Vanya's. "Next June McDonald's will reopen in Russia with a brand-new name, maintaining its restaurants, menu and employees," told an insider to the Russian news agency TASS. "More than 90% of its suppliers are Russian, and they will continue to work with McDonald's. It is just the name which is going to change."

McDonald's abbandona definitivamente la Russia

Dopo la chiusura dei suoi 850 locali in Russia, decisa in marzo, McDonald's annuncia che lascerà definitivamente il Paese. In questi mesi la multinazionale ha anche garantito lo stipendio dei 62mila dipendenti. I locali non utilizzeranno più il nome, il logo, il marchio di McDonald's. Il colosso americano dei fast food ha sottolineato che la crisi umanitaria causata dalla guerra ha reso di fatto "insostenibile, né coerente con i nostri valori" mantenere le attività in Russia. L'amministratore delegato Chris Kempczinski ha evidenziato come la "dedizione e la fedeltà dei dipendenti e delle centinaia di fornitori russi abbiano reso difficile la decisione di andarsene". Tuttavia, "abbiamo un impegno nei confronti della nostra comunità globale e dobbiamo rimanere saldi nei nostri valori", ha detto, aggiungendo che "il nostro impegno nei confronti dei nostri valori significa che non possiamo più far brillare i nostri archi lì". Da quanto si apprende, i McDonald's potrebbero diventare 'Zio Vanya', con la vendita a un imprenditore locale: "McDonald's tornerà in Russia sotto un nuovo marchio a giugno, mantenendo la catena di ristoranti e il menu, così come i posti di lavoro", ha detto una fonte della società all'agenzia russa Tass. "Oltre il 90% dei fornitori sono russi, lavorano con loro e continueranno a farlo. Di fatto solo il nome cambierà", ha spiegato la fonte.

GERMANY ONCE AGAIN PROVES TO BE THE TOP DESTINATION FOR THE WINES OF ABRUZZO

On stage at Prowein – the world's leading trade fair for wines and spirits, which took place in Düsseldorf (May, 15-17) – the wines of Abruzzo. In 2021, they scored a 24.63% growth in value, for a total worth of 43.7 million euro, superior by 6.5 million euro to the figures recorded in 2019. In terms of export, Germany is the top destination market for the wines of Abruzzo. However, strong performances have been recorded in France and the Netherlands too, where exports increased by 25%. Despite being a minor market, exports to Austria grew 43% (Source: Istat.)

La Germania si conferma primo mercato per i vini d'Abruzzo

I vini abruzzesi sono pronti a tornare a Prowein, dopo due anni di stop, forti della crescita del 24,63% in valore dell'export in Germania messo a segno nel 2021, per un importo pari a 43,7 milioni di euro e superiore di 6,5 milioni di euro anche al risultato ottenuto nel 2019. Il Paese si conferma così il primo mercato dell'Abruzzo enologico. Ottime prestazioni anche nei Paesi vicini alla Germania, con Francia e Paesi Bassi dove l'export dei vini abruzzesi cresce di oltre il 25% e l'Austria che – pur essendo un mercato più piccolo – segna un +43% (fonte Istat).

CAMPARI GROUP ACQUIRES FRENCH BRAND PICON FOR 119 MILLION EURO

Campari, the Italian company active in the beverage segment, has agreed to acquire French bitter aperitif brand Picon. The business based in Sesto San Giovanni, in the province of Milan, has signed and closed an agreement with Diageo, which previously owned Picon, to acquire the French brand and its assets. The operation was worth 119 million euro and it allows Campari Group to widen its brand offering and strengthen its positioning in France, following the acquisitions of French rums Trois Rivières and La Mauny in 2019, as well as Champagne Lallier in 2020. France became part of Campari's direct distribution network in 2020 after the acquisition of the local distributor Baron Philippe de Rothschild France Distribution. The country is currently the Group's 4th largest market accounting for 5.9% of the net sales in 2021. For the fiscal year ended on 30 June 2021, on the other hand, Picon achieved net sales for 21.5 million euro. Almost 80% of its sales are generated in France.

Campari rileva il bitter francese Picon per 119 milioni di euro

Campari fa shopping all'estero e compra Picon, marchio di aperitivi bitter tra i leader di mercato in Francia. L'azienda di Sesto San Giovanni ha firmato e perfezionato un accordo con Diageo, precedente proprietaria di Picon, pagando per il marchio e le relative attività una somma di 119 milioni di euro. Con questa operazione, Campari amplia ulteriormente il proprio portfolio e rafforza la propria presenza nel mercato francese, dopo l'acquisizione dei rum francesi Trois Rivières e La Mauny nel 2019, e di Champagne Lallier nel 2020. La Francia è entrata a far parte della rete di distribuzione diretta di Campari nel 2020, a seguito dell'acquisizione del distributore locale Baron Philippe de Rothschild France Distribution. Attualmente il Paese è il quarto più grande mercato del gruppo, pari al 5,9% delle vendite nette consolidate nell'esercizio 2021. Quanto a Picon, il brand ha messo a segno, al 30 giugno 2021, vendite nette per 21,5 milioni di euro, con l'80% delle vendite provenienti dalla sola Francia.



THE ITALIAN FOOD MAGAZINE
Managing director: ANGELO FRIGERIO
Edited by: Edizioni Turbo Srl - Palazzo di Vetro
Corso della Resistenza, 23 - 20821 - Meda (MB)
Tel. +39 0362 600463/4/5/9 Fax. +39 0362 600616
e-mail: info@tespi.net
Anno 10 - numero 5 - giugno 2022
Periodico bimestrale - Registrazione al Tribunale
di Milano n. 38 del 25 febbraio 2015
Stampa: Ingraph - Seregno (MB)

Poste Italiane Spa - Sped. in Abbbonamento Postale
DL 353/2003 (conv. in L. 27.02.2004, n.46) art. 1, comma 1, LO/MI

Una copia 2,00 euro - Abbonamento annuo 50,00 euro
L'editore garantisce la massima riservatezza dei dati personali in suo possesso. Tali dati saranno utilizzati per la gestione degli abbonamenti e per l'invio di informazioni commerciali. In base all'Art. 13 della Legge n° 196/2003, i dati potranno essere rettificati o cancellati in qualsiasi momento scrivendo a: Edizioni Turbo S.r.l.

Responsabile dati: Angelo Frigerio
Corso della Resistenza, 23 - 20821 Meda (MB)

GNOCCHI AND FILLED PASTA: BERTONCELLO ACQUIRES REGGIANA GOURMET

Bertoncello, Vicenza-based gnocchi producer controlled by the Alcedo IV fund, has acquired 100% of Reggiana Gourmet, a company based in Bagnolo in Piano (Re) active in the production of fresh stuffed pasta (ravioli, tortelli, tortellini and cappelletti). Hence, now that the two product ranges have completed each other, a new hub for the production of gnocchi and fresh pasta is born. With this latest operation Bertoncello - which had already acquired Carlo Crivellin, producer of traditional gluten-free gnocchi and fresh pasta in March 2021 - achieves a consolidated turnover of 35 million euros. Reggiana Gourmet will further increase its production capacity, thanks to a new plant of over 6,000 square meters in Parma.



Gnocchi e pasta ripiena: Bertoncello acquisisce Reggiana Gourmet

Bertoncello, lo specialista vicentino degli gnocchi controllato dal fondo Alcedo IV, ha acquisito il 100% di Reggiana Gourmet, azienda emiliana attiva nella produzione di pasta fresca ripiena (ravioli, tortelli, tortellini e cappelletti). Nasce così un nuovo polo volto a rafforzare il posizionamento delle due aziende nel settore degli gnocchi e della pasta fresca, grazie a un importante completamento reciproco di gamma. Con quest'ultima operazione Bertoncello, che già a marzo 2021 aveva acquisito Carlo Crivellin, produttore di gnocchi e pasta fresca tradizionale e gluten free, raggiunge un fatturato consolidato di 35 milioni di euro. Reggiana Gourmet potrà invece contare su un nuovo stabilimento di oltre 6mila mq a Parma.

INDONESIA RELIEVES PALM OIL EXPORT BAN

Palm oil exports from Indonesia finally resumed on May the 23rd. The ban had been imposed on April 28th by the Indonesian President Joko Widodo, with the aim of countering the shortage of cooking oil that was affecting the domestic market. The protectionist measure, harshly criticized by local farmers and companies, has now been officially revoked. The palm oil industry employs over 17 million people in Indonesia, whose production accounts for about 60% of the global demand for this vegetable oil.

Olio di palma: l'Indonesia revoca il blocco delle esportazioni

Sono riprese il 23 maggio le esportazioni di olio di palma dall'Indonesia, dopo che lo scorso 28 aprile il presidente indonesiano Joko Widodo aveva imposto un blocco all'export per contrastare la carenza di olio da cottura che stava colpendo il mercato interno. La misura protezionistica, ampiamente criticata da agricoltori e imprenditori locali, è stata ora ufficialmente revocata. L'industria dell'olio di palma dà lavoro a oltre 17 milioni di persone in Indonesia, che produce il 60% del fabbisogno mondiale di questo olio vegetale.



SALES OF READY-MADE SAUCES RISE BY 10% IN ITALY. 'PESTO ALLA GENOVESE' IS THE MOST BELOVED ONE

The love of Italians for ready-made sauces is growing: according to a research conducted by the online marketplace Everli, in 2021 the sector recorded a 10% increase in sales. Lombardy and Veneto are the regions where consumers spend the most on the purchase of ready-made sauces. Among the cities stand out Venice (+44% on 2020), Udine (+40.5%) and Urbino (+27%). For what concerns tastes, 'Pesto alla genovese' without garlic proves to be the most popular among Italians, followed by the classic Pesto alla genovese (with garlic) and Ragù alla bolognese.

Aumenta del 10% l'acquisto di sughi pronti in Italia. Il più amato è il pesto alla Genovese

Cresce l'amore degli italiani nei confronti dei sughi pronti. Lo dimostra una ricerca condotta da Everli, marketplace della spesa online. Nel Bel Paese, nel 2021, il comparto ha registrato un aumento di spesa del 10%, ed è cresciuto del +7% il numero di utenti unici che ha acquistato tali referenze. Tra le città che hanno riportato un significativo incremento di spesa per questi prodotti spiccano Venezia (+44% sul 2020), Udine (+40,5%) e Urbino (+27%). In merito alle tipologie, il pesto alla genovese – rigorosamente senza aglio – si è rivelato il sugo pronto più amato dagli italiani, seguito dal pesto classico alla genovese e dal ragù alla bolognese.



ILLY'S GROWTH STRATEGIES ARE FOCUSED ABROAD

Illy, historic Trieste-based roasting company owned 20% by the Rhône Capital fund, ended 2021 with a consolidated turnover of over 500 million euros, up 17.4% on the previous year. Italy, in particular, recorded a +16.7% increase over 2020 and +2.4% over 2019. The demand was mainly driven by the recovery of the out-of-home business, and by the great performance of in-home channel. With regard to future plans, Illy aims at growing on global market. As confirmer by Cristina Scocchia, CEO of IllyCaffè: "We want to grow in France, Spain and the UK and almost double our business in the US, which already represent our second major market after Italy, with a 15% share".



Illy punta a crescere nei mercati esteri

Illy, storica torrefazione triestina partecipata per il 20% dal fondo Rhône Capital, ha concluso il 2021 con ricavi consolidati superiori ai 500 milioni di euro, in aumento del 17,4% sull'anno precedente. L'Italia, nello specifico, ha registrato un incremento del +16,7% sul 2020 e del +2,4% sul 2019. A trainare la domanda sono stati, in particolare, la ripresa del Fuori casa e le ottime performance del canale Home. In merito alle prospettive future, Illy intende concentrare i propri sforzi di crescita oltreoconfine, come confermato da Cristina Scocchia, Ad di IllyCaffè: "Oltre a rafforzare la nostra posizione in Italia, puntiamo ad accelerare in Francia, Spagna e UK". L'azienda, inoltre, "intende raddoppiare negli Usa, che già rappresentano con una quota del 15% il nostro secondo mercato dopo quello nazionale".

ICE-ALIBABA: 1,000 MORE ITALIAN SMES LAND ON THE PLATFORM

The agreement between the Alibaba e-commerce platform and the Italian Trade Agency (ITA), launched in November 2020, initially involved 300 Italian companies. In April 2021 the number had grown to 950 and in these days the agreement has been renewed to welcome another 1,000 SMEs that will have free access, for 24 months, to the 'Italian Pavilion': the virtual showcase dedicated to made in Italy on Alibaba. The platform welcomes nearly 26 million buyers and a total of 2,000 Italian companies.

Rinnovato l'accordo Ice-Alibaba:

altre 1.000 Pmi italiane sulla piattaforma b2b

È stato rinnovato in questi giorni l'accordo, lanciato nel novembre 2020, tra la piattaforma online Alibaba e l'Italian Trade Agency, che coinvolgeva inizialmente 300 aziende italiane. Nell'aprile 2021 il numero era cresciuto fino a 950 e grazie all'accordo ora siglato altre 1.000 Pmi potranno accedere gratuitamente per 24 mesi all'Italian Pavilion, il padiglione virtuale dedicato al made in Italy su Alibaba. Sono potenzialmente 26 milioni i buyer coinvolti e circa 2mila, nel complesso, le realtà italiane presenti sulla piattaforma b2b.



THE EVENT

Say yes to the dress...ing

On stage at Cibus Parma the official presentation of IVACI, the new Institute for the valorization of vinegar, dressing and seasoning. Whose purpose is to promote and protect the specialties of this sector. Focus also on gender equality with the Committee 'The Women of the Balsamic'.

IVACI, the new-born Institute for the valorization and promotion of Italian vinegar, dressing and seasoning, was officially presented to the public during the latest edition of Cibus Parma, which took place in May, 3-6. The nonprofit association was recently founded to spread the culture of vinegar and other dressings worldwide, as well as stressing their strict connection with the territory where they are produced. It is hence composed of vinegar manufacturers, vine growers, companies, associations, consortia and institutions which cooperate to promote the excellence of this products all over the world.

Enrico Campedelli, former mayor of the Italian town of Carpi, in the province of Modena, has been appointed president of IVACI, whereas Armando De Nigris, owner of the homonymous company, will perform his duties as general manager.

Bringing 'the Italian way' to the world

The foundation of IVACI required effective teamwork. As a matter of fact, the new-born Institute came to light in collaboration with the Italian Ministries of Agricultural, Food and Forestry Policies, Health and Economic Development. ITA (the Italian Trade Agency) and the Italian embassies and consulates abroad were involved too. The main purpose of this cooperation was – and still is – to provide citizens of the whole world with correct information about vinegars, dressing and seasoning of Italian origin, promoting their high-quality culture and their relationship with the territory. It is the area located between Modena and Reggio Emilia which is particularly involved, as it is the only territory designated for the production of the Balsamic Vinegar of Modena PGI.

In the boot-shaped Peninsula, vinegar is worth 843 million euro and it accounts for 22% of the whole export of Italian PDOs and PGIs. Furthermore, Italian balsamic vinegar is exported to more than 120 countries in the world. We are talking of record-breaking figures, considering that 92% of the certified vinegar is exported worldwide.

A wide range of activities...

IVACI will promote and enhance one of the most important specialties of Italy. In order to achieve this goal, it will provide Italian and international consumers with correct information about vinegar, dressing and seasoning through training courses and consulting. It will also promote the identification of new PDOs



IVACI PROTECTS AND PROMOTES:

- Wine vinegar
- Fruit vinegar
- Alcohol vinegar
- Grape must seasoning
- Dressing
- PGIs and PDOs

Ivaci racconta l'eccellenza del Bel Paese

A Cibus Parma (3-6 maggio) la presentazione ufficiale dell'Istituto valorizzazione aceti e condimenti italiani. Nato per promuovere e tutelare il comparto del celebre 'oro nero' nel mondo. Una ricchezza che, nel complesso, vale 843 milioni di euro. Spazio anche alle quote rosa con la nascita del comitato 'Le Donne del Balsamico'.

and PGIs, as well as the establishment of a technical-scientific Committee which will give assistance – whether required – to the members of the new-born Association. Lastly, it will offer grants and sponsor awards and contests aimed at improving the technical knowledge of their participants.

...and goals

Sustainability is high on the agenda of IVACI, which is why the Association is supporting the green economy with dedicated activities addressed to companies with the main purpose of attracting top talents. However, this is just one of the goals set by the Institute, as there are many others.

"A wide network of companies, vine growers, winemakers, tourist associations and public authorities will allow IVACI to increase the awareness of those who consume vinegar. The craftsmanlike tradition of vinegar making will also be told through the story this specialty has with its territory," states Enrico Campedelli, President of IVACI. "Therefore, we will encourage companies to meet high-quality standards and to promote local tourism to strengthen the identity of the geographical areas involved."

Consortia will also play an essential role within the Association, as explained by the general manager Armando De Nigris. "In addition to promoting and safeguarding these Italian delicacies, IVACI will help companies acquire new marketing knowledge. Its main purpose, furthermore, is to protect vinegar and seasoning manufacturers from the speculative attack of foreign corporate giants, which aim to demolish our future."

The Women of Balsamic

Another important issue which is high on the agenda of the sector is gender equality. This was among the main reasons which led to the foundation of the Committee 'The Women of the Balsamic.' The all-female association aims at enhancing the social, cultural and professional role of women within the sector. At the same time, it intends to recognize the value of gender diversity as a sign of growth and innovation. "Many important women have always been involved in the art of vinegar making, such as Matilda of Tuscany and Lucrezia Borgia," highlights Patrizia Marchi, who leads the Committee. "We have the chance to stress the important role women play within the food industry, in particular in this sector, which is full of ancient traditions and habits."



PDO Mozzarella di Gioia del Colle

Spectacular goodness.



Every PDO Mozzarella di Gioia del Colle is made by hand using selected unpasteurised whole milk, collected daily from farms that provide a healthy life and carefully controlled diet for their cows. Try it. The taste is truly spectacular.



UN SAPORE CHE TI PUGLIA



The 'green gems' of the Aeolian Islands

Authentic, typical and with an unmistakable taste. For over 40 years, Italiana Capers Sud has been producing and packaging capers in the splendid background of Lipari, providing a modern twist on an ancient flavor. We talked about it with vice president Maria Angela Natoli.



Rising out of the cobalt-blue seas off Sicily's Northeastern coast, the Aeolian Islands are one of Southern Italy's greatest natural and cultural treasures. Formed by volcanic eruptions over the past million years, the seven-island archipelago – comprising Lipari, Vulcano, Salina, Panarea, Stromboli, Filicudi and Alicudi – was listed among UNESCO's World Heritage sites in 2000. The islands feature charming black-sand beaches, smoldering craters, as well as splintered and rocky coastlines. It is precisely in the splendid background of Lipari, in the hamlet of Pianogreca, at the very heart of the Mediterranean scrub, that Italiana Capers Sud was founded back in 1981 by a group of passionate and strong-willed professionals with the objective of keeping the island's traditions alive, moved by their overwhelming desire to protect and promote the fruits of their land: capers. Maria Angela Natoli, the vice president of the company, illustrates the history and peculiarities of the Southern delicacy.

A modern twist on an ancient flavor

It has been widely demonstrated that the "Capparis Spinosa", best known as the caper bush, has been growing on the Aeolian Islands since ancient times. "The particularly favorable soils and cli-

mate provide the fruits with an unmistakably intense and aromatic flavor, which differentiates them from other productions," states Maria Angela Natoli, vice president of Italiana Capers Sud. The company produces, packages and markets both conventional and organic capers, offering a vast assortment of calibers and packs, in order to meet any need and request coming from both Italian and international customers. The Italiana Capers Sud factory is equipped with cutting-edge technology that guarantees accurate manufacturing processes and enables to meet high quality standards. Yet, as Natoli highlights "the harvest takes place exclusively by hand, and it is carried out as an ancestral rite between early April and the end of August in the coolest hours of the day." As a matter of fact, it is a very delicate activity that only very skilled and patient hands are able to perform. Capers' buds are indeed collected one by one without damaging the twigs, and thus preserving the next harvest. "We produce conventional products

treated with salt or vinegar, but we also grow and process the 'Cappero delle Isole Eolie PDO' from organic farming." The Protected Designation of Origin has been recently awarded by the European Commission. "The capers we produce are grown according to the organic farming method, moreover, they boast an additional quality recognition that makes us particularly proud," adds the vice president.

A reliable partner across all markets

"Our collaborators' daily commitment on the island and the environmental context in which we operate enable us to grow high-quality capers, as well as ensure punctuality and continuity in supplies and service, which thus makes us a reliable partner on all markets," explains the vice president. Promoting and enhancing the Aeolian Island's ancient fruit has always been at the core of the business, as well as providing traditional products with an innovative twist. And over the years, the com-

pany's wide range has enjoyed a huge success on global markets, where 30% of the total turnover is generated. A business that is set to keep on growing, also thanks to the constant appreciation shown by foreign customers, which are mainly importers and distributors. In promoting the Aeolian Islands' typical fruit, events also play a crucial role. "We have been attending national and international trade shows for many years now. After the unmatched situation we have experienced due to the Covid-19 emergency, in May we were finally able to take part to Cibus in Parma. And we already have other events such as Sana in Bologna on our agenda for the next few months. Notwithstanding the current situation, characterized by high levels of uncertainty due to the soaring costs and the Ukrainian war, our foreign customers especially have kept showing interest in our wide range of products," states Natoli. And in order to meet the ever-changing customers' needs, the company has developed a new product, which was actually presented during Cibus. "On the occasion, we launched and promoted our new 'Crushed capers'. Dried using an innovative system, which preserves and enhances their unmistakable aroma, the product is very versatile in use and practical in dosage. And it is ideal to enrich numerous cooked dishes."

Le 'perle verdi' delle Eolie

Tradizione, autenticità e sapore inconfondibile. Da 40 anni, la Italiana Capers Sud produce e commercializza capperi, sia convenzionali che biologici, nella splendida cornice delle Isole Eolie. Contribuendo così alla promozione di un prodotto antico, anche grazie all'impegno quotidiano degli esperti collaboratori isolani.

mamma emma

the best selling fresh potato gnocchi in the world



Traditional Italian gnocchi made from real potatoes steamed in their own peel.
No preservatives, no additives, no GMO.
Suitable to be cooked directly in a pan, no boiling water needed.



We only use energy from 100% renewable sources



gnocchimaster.com
mammaemma.it



ZOOM

Italian pizza: beware of imitations

A quality mark aimed at identifying, protecting and enhancing Italian pizzerias around the world is born. A business generating a yearly turnover of 27 billion euro.

You say Italy, you think of pizza (among other things, of course). And since pizza is with no doubt one of the most exquisite and popular food options around the world, it is also one of the most imitated. And if sometimes imitations lead to good pizza options, other times consumers are "tricked" by the use of Italian names and flags, while it is obvious that there is nothing of Italy in it.

For this very reason, in the past weeks the Italian Hospitality mark has been created to identify Italian pizzerias around the world. The initiative, promoted by Unioncamere with the support of the National Tourism Research Institute, aims to identify, qualify and enhance the activities that make quality, distinctiveness and the combination of destination-tourist product the central elements of their offer.

According to data, there is around 72,000 restaurants and pizzerias managed by Italians abroad, for a yearly turnover exceeding 27 billion euros. 8 million pizzas are sold in Italy every day, and around the world this figures rises to 5 billions. Americans occupy first place in the ranking for pizza consumption, standing at about 13 kilos per person a year. In Europe, the leadership belongs to Italians, standing at 7.6 kilos, followed by the Spanish, the French and the Germans (the latter on an equal footing).

The new disciplinary

After restaurants and ice cream parlors, also pizzerias will therefore boast a distinctive recognition capable of making them stand out in the market betting on elements like quality and Italian roots, according to objective and impartial controls. The disciplinary for Italian pizzerias in the world takes into account every typical pizza characteristic of the different Italian regions (e.g. Neapolitan pizza, pinsa, Roman pizza, etc.) and consists of 10 major rules ranging from the professionalism of pizza chefs to the service offered, to the ingredients selected as well as the use of the Italian language for some specific communication initiatives. Pizzerias will be provided with 'tangible' tools like certificates and plaques, and 'virtual' tools to boost the digital promotion of activities that want to state their Italian roots.

Nasce il marchio che identifica le pizzerie italiane all'estero

Il marchio Ospitalità Italiana identificherà e valorizzerà le pizzerie italiane nel mondo che lavorano attenendosi ad alti standard qualitativi. Sono 72mila le pizzerie gestite da italiani all'estero, per un giro d'affari superiore ai 27 miliardi di euro l'anno.

A SELECTION OF HIGH-QUALITY PIZZAS AND FOCACCIAS, FROZEN OR AMBIENT, BY SOME OF THE MOST RENOWNED ITALIAN PRODUCERS

ITALPIZZA
www.italpizza.it

26x38 Salame Gran Gusto
'Salame' is Italpizza's legendary 'meaty' pizza of the range, and the most loved one, thanks to the selection of premium traditional salame without preservatives and of matured hard cheese. Sold in a rectangular pack, weight 535 gr, made of compostable film and recycled paper case 100% recyclable. **Shelf life:** 12 months.



LA PIZZA +1
www.lapizzapiuuno.it



Focaccia with cherry tomatoes and extra virgin olive oil

The company developed a line of focaccias in a protective atmosphere (to be stored out of the fridge) packaged at a fixed weight which, without the use of any preservatives, can offer a level of quality which meets the consumer's expectations not just for immediate consumption, but also for possible consumption at a later time. 170 gr (6.0 OZ), packaged in a MAP in paper-like flow pack wrappers. **Shelf life:** 15 months.

OROPAN
www.oropaninternational.com

Frozen part-baked Altamura focaccia with fresh tomatoes and olives

An authentic Italian bakery product from the rich baking-tradition of Altamura in the sunny Apulia. Made according to a traditional recipe with remilled durum wheat semolina for a rich taste experience and topped by hand with juicy Italian tomatoes and olives. Seasoned with extra virgin olive oil. It's very easy to make, just pop in the oven for a few minutes. Ideal for in-store bakeries and foodservice outlets. Case net weight: 6 kg (24 pcs X 250 gr). **Shelf life:** 12 months.



VALPIZZA
www.valpizza.it

Margherita Stove Top + BBQ Pizza

The first pizza you can cook in a pan on the stove or on barbeque in just 5 minutes. Made in Italy, naturally leavened and hand stretched, GMO free, with only 100% Italian tomato and flours from 100% Italian grains. Flavors in the range: Margherita, 4 Cheese, Grilled Vegetables Mix, Cacio & Pepe, Spicy Salami. 220 gr, single serve, in folding box. **Shelf life:** 12 months.

Innovation is our passion.



NEW!
(COOKED HAM WITH TRUFFLES)

We label us as **"fresh ideas"** for many good reasons. We bear innovation into fresh products thanks to new cutting-edge technologies such as high-pressure that assures great flavor, high-quality ingredients and nutritional values. We are always looking for innovative products, also into the world of packaging, to put together flavor and genuineness.



Innovation: it's just natural for us!
parmais.it



THE INTERVIEW

Prosciutto di Parma: the 'one and only'

The growth of the pre-sliced segment, the boom in e-commerce, the promotional campaigns targeted at both buyers and consumers. Facts, figures and trends of the 'King' of Italian deli meats. In an interview with Paolo Tramelli, International Marketing Manager.

COME TO VISIT US
AT THE SUMMER
FANCY FOOD
SHOW 2022
LEVEL 3
2729 - ITALY

Its solely name, 'Prosciutto di Parma', recalls to mind Italy and its unique lifestyle. A name that is exclusively reserved for hams bearing the Ducal Crown, the indelible brand given at the end of the ageing period, which certifies total traceability and rigorous quality controls. But not only: the Ducal Crown also shows the identification code of the producer, that is to say 1 of the 150 manufacturers that belong to the 'Consorzio del Prosciutto di Parma', the Parma Ham Protection Consortium, set up in 1963 on the initiative of 23 producers with the aim of safeguarding its tradition and image. Today, Parma Ham is an undisputed protagonist in the specialty food market, and renowned among consumers around the world also thanks to the promotional campaigns carried out by the Consortium, as Paolo Tramelli, International Marketing Manager, told us.

How many Parma Hams are produced every year?

In 2021, our production was 7.800.000 hams, with a production value of 750 million.

How much of production is exported?

With 64% absorbed by the domestic market, 36% of the total production is exported, that is 2.8 million hams. The estimated revenue of Prosciutto di Parma export is 290 million euros.

Which are your key destination markets?

Definitely the U.S., France, Germany, UK, Australia, Belgium and the Netherlands. North America, in particular, is



THE BEST PAIRINGS FOR THE SUMMER SEASON
With its full-bodied flavour and silky texture, Parma Ham is a world-class specialty food. Favoured by chefs, this ham from the heartland of Italy can quickly enhance any summer recipe: from appetizers to pasta dishes, from salads to sandwiches and cold entrées

PARMA HAM + MOZZARELLA
The encounter between two Italian products of excellence. The perfect marriage of traditions and flavors.

PARMA HAM + MELON
Probably the most famous combination. On all Italian tables almost once a week from June until September.

PARMA HAM + SALAD
There is no better ingredient to 'pimp' any fresh lunch break, even the most healthy ones.

very important for us, with the U.S. having been our first market for the last 10 years, since it overtook France, Germany and the UK which are our most important markets in the European area. The combined export figure for the U.S. and Canada is 830,000 hams, around 87 million euros in value.

Did you implement communication and marketing activities targeted at local operators?

We work closely with im-

porters, distributors and their customers to coordinate training and promotional activities with retailers and restaurants, focusing intensely on staff training, in-store promotion and communication, e-commerce promotions, customer communications, participation in professional events and shows. In addition, we are collaborating with foodservice chains with the aim to maintain or increase menu usage of Prosciutto di Parma and with supermar-

ket chains to drive sales and achieve broader awareness of the distinctive qualities of our product.

And for consumers?

Our activities targeting consumers include partnerships with influencers and ambassadors, speaking directly to consumers from our social media platforms, and integrated advertising.

Over the last 3 years, consumption habits and consumers themselves have un-

Prosciutto di Parma: unico e inimitabile

La crescita del pre-affettato e il boom dell'e-commerce. Le attività promozionali per operatori e grande pubblico. Dati e trend del 'principale' dei prosciutti italiani nel mondo in un'intervista con Paolo Tramelli, International Marketing Manager del Consorzio di tutela.

dergone profound changes. What has changed for Parma Ham in North America?

Besides the acceleration of some strong trends, such as online shopping and a very significant increase in sales of pre-sliced packets, in the U.S. the actual geography of consumption has changed as a direct effect of the huge change in the work world.

Let's talk more in detail about the pre-sliced segment, which has experienced strong growth also in Italy...

In the American market we have observed a big increase in the sales of pre-sliced Prosciutto di Parma, which now add up to 36% of the total export to the U.S. Thus, the producing companies' efforts in this segment are concentrated on logistic efficiency and price competitiveness.

Did the current disruption in logistics, ongoing by now for the last two years, severely impact your business?

The disruption in logistics is no doubt affecting the supply flow and creating critical issues: it has become difficult to find containers, costs have multiplied by five, delivery timings have stretched considerably.

Going back to market trends, do you see some unexplored potential in the North American market?

As with all brands, we need to be good at tapping into trends but our belief is that as regards the United States, a vast area, our biggest development opportunity lies in the broadening of our consumer base and in-

PROSCIUTTO DI PARMA'S ID CARD

Country of origin

Italy

Place of birth

Hills around Parma

Date of birth

Ancient Rome. 'Prosciutto' is from the Latin 'per-succutum', which means 'dried'. In 100 BC Cato the 'Censor' first mentioned the extraordinary flavour of the air cured ham made around Parma.

Personal profile

The hams are made from the rear haunches of the pig. The curing is controlled carefully so that the ham absorbs only enough salt to preserve it. By the end, a trimmed ham will have lost more than a quarter of its weight through moisture loss, helping to concentrate the flavour. The meat becomes tender and the distinctive aroma and flavour of Parma Ham emerge.

Distinguishing marks

100% Natural. No Nitrates, No nitrites, No additives

Production volumes

7.800.000 hams produced in 2021, with a production value of 750 million euro.

Export share

2.8 million hams (36% of production) were exported in 2021, for an estimated revenue of 290 million euros.



www.prosciuttodiparma.com

Why not? Drink it!

The Apple Balsamic Vinegar

A FAMILY COMPANY
ACETIFICIO MENGGAZZOLI SNC
Via della Costituzione, 41/43 - 46010 Levata di Curtatone (Mantova) - Italy
Via Manuzio Aldo il Vecchio, 12 - 41037 Mirandola (Modena) - Italy
Phone +39 0376 47444 - e-mail: commerciale@mengazzoli.it - www.mengazzoli.it



CHEESES AND DELIS



Authentic masterpieces

Despite the undergoing revolution in consumption and purchasing habits, cheeses and delis are still among the most prized and wanted Italian food specialties abroad. Here is a selection of top products and producers.

They are the result of Century-old production techniques, perfected over generations and faithful portrait of local cultures and traditions. And maybe for this very reason today, in a fast-changing market environment, they look like firm points in our country's culture and lifestyle. And not only in Italy: the appreciation for authentic Italian cheese and deli meats - in a market that is moving toward plant-based diets and protein alternatives - is still incredibly high. How is that possible? Their goodness is undeniable, but their connection with people, territories, and history is probably one of their greatest value added.

"We are always looking for new products and new opportunities. Currently, the meat market, especially Prosciutto, is becoming increasingly important in North America", Rosario Cammalleri, president of Alfa Food Service in Canada, recently told to the organizers of Tuttofood, one of the most important Italian food&beverage trade shows.

And in order to favor the match between demand and offer, in North America and other

regions where export of Italian cheeses and delis is growing fast, we have gathered a selection of products that represents the best that Italian producers have to offer. And where tradition, in some cases, has paved the way for a lot of innovation in formats, flavors, packaging and pairing suggestions.

Production and export is surging

In 2021, cheese exports from Italy generated a total revenue of 3.6 billion euro, rising 12.3% in value and 10.6% in volume on 2020, according to Istat data. Outside the EU, the

Formaggi e salumi: capolavori italiani

Sono tra le specialità italiane più amate e richieste all'estero. Risultato di processi e ricette messi a punto nel corso dei secoli, e profondamente radicati sia nella cultura, sia nello stile di vita italiano. In queste pagine, una selezione rappresentativa del meglio che la Penisola può offrire.

most important results were achieved in the United States (+34.4% in value and +19.7% in volume), where Italian cheeses have reached pre-Pandemic levels, and China (+35.1% in value and +26.4% in volume). Export to the UK, due to Brexit, recorded a slight setback (-4.5% in volume and -2.7% in value), just like Japan (-3.2% in volume and -1.8% in value). All major cheese categories are growing abroad, starting from mozzarella (+12.5%), Grana Padano and Parmigiano Reggiano (+5.3%). Together, they generate a turnover exceeding 1 billion euro (more than 30% of the total).

As for Italian deli meats, a market analysis by Clal shows that in the first 11 months of 2021 exports were up by 15.3%. Germany, France, the US and UK are among the most important destination markets. Unfortunately, starting from the past January, due to the detection of African swine fever (ASF) in wild boars in some Italian regions exports of Italian pork meat and pork products are undergoing severe restrictions in many countries.

follow

#PERFECTTOMATCH

UHT MASCARPONE CHEESE



STERILGARDA.IT



PRODUCT SHOWCASE



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



GRANA PADANO PDO GIRA & GRATTA AGRIFORM

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

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

Shelf life
120 days

Packaging details
The plastic grater contains Grana Padano PDO 150 g packed in a protective atmosphere.

Also available in a 250 g format and with a shaving grater for flakes.

Palletization
10 pc per box, 96 boxes per pallet

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

BOTALLA
www.botallaformaggi.com



FORMAGGIO ITALO

Italo cheese represents one of the high-quality cheeses of Botalla. Italo represents the Italian dairy tradition. A secret recipe based on equilibrium: Italo is made with 100% pure Piedmont milk, aged on pinewood plank in a special cellar. Unique scent and wonderful taste.

Ingredients
Cow milk, salt, rennet.

Packaging details
Weight 1,8 kg, 1 piece per box

Shelf life
90 days

International certifications
IFS

CA.FORM
www.fiordimaso.it



ITALIAN CHEESE EXPERIENCE - VENETIAN CHEESE SET

Skinfresh packed cheese set with 3 Venetian cheeses is a good combination to introduce to your market the most important PDO cheeses from Veneto, North Italy. An ideal selection of cheeses for the aperitif time, and a nice gift for any occasion or 'must have' present during the Christmas period. Skinfresh packaging is a new and environmental friendly way to present the product.

Shelf life
150 days.

Packaging details
35.5x36.5x24 cm, plastic film and paper tray.

Palletization
8 pcs/crt, 6 crt/layer, 30 crt/pallet

International certifications
FSSC2200

CASEIFICIO LONGO
www.caseificiolongo.it/en



TOMINO DEL BOSCAIOLO

100% Piedmont milk, traditional recipe, and genuine goodness: these are the ingredients that make Tomino del Boscaiolo a unique cheese, containing all the essence of Piedmont, where excellent food and wine are part of everyday life. Thanks to a relationship with Piedmont's dairy farmers that goes back decades, Caseificio Longo can rely on the supply on the finest quality milk, guaranteeing the creation of an unmistakable product, known and loved in and outside Italy.

Ingredients
Milk, salt, rennet.

Shelf life
30 days

Packaging details
New eco-friendly pack of 180 g, made with paper and plastic.

Palletization
72 boxes with 8 pieces each.

International certifications
Brc, Fda, Haccp, Ifs

follow



A TASTE OF ITALIAN HISTORY.

GRANA PADANO, LIFE IS THERE TO BE SAVORED!

A Grana Padano wheel of cheese speaks for itself. It tells us to enjoy life, to embrace a delicate and delicious flavor and to celebrate age-old Italian traditions. Intrinsically linked to the climate, culture and people of Northern Italy, Grana Padano reminds us that life has a wonderful taste.

PDO: Protected Designation of Origin

NATURALLY
LACTOSE-FREE

The absence of lactose is a natural consequence of the traditional Grana Padano production process. It contains less than 10mg/100g of galactose.





PRODUCT SHOWCASE

DELIZIA

www.deliziaspa.com



MOZZARELLA DI GIOIA DEL COLLE PDO 'BOCCONE'

Stretched-curd cheese, cow's milk. Appearance: smooth or slightly fibrous and shiny surface, milky white with possible shades of straw color; elastic consistency. Odor: lactic, sour with possible hints of butter. Taste: delicately sour milk with a pleasant aftertaste of fermented / acid whey.

Ingredients

Pasteurized cow milk, natural whey, salt, rennet.

Packaging details

Plastic film (bag) 200 gr

Shelf life

18 days

International certifications

BRC, IFS, Organic, PDO

PARMAREGGIO

www.agriform.it

www.parmareggio.it



AGRIFORM GRANA PADANO PDO SNACKS

Five practical Grana Padano bars, individually packaged, for a quick break at work or for a boost of energy after a workout. They can be kept out of the fridge for up to 4 hours, for a good and natural snack wherever and wherever needed.

Ingredients

Milk, salt, rennet, lysozyme from egg.

Packaging details

A plastic bag with modified atmosphere, containing 5 single 20g packs of Grana Padano. Total weight: 100 gr (20 gr x 5 pcs).

Shelf life

120 days

International certifications

IFS, FSSC:22000, Haccp

INALPI

www.inalpi.it



LATTERIE INALPI GOURMET CHEESE SLICES

Gourmet cheese slices are meant for the home consume of elaborated recipes or delicious sandwiches enhancing PDO cheese varieties and highly appreciated local specialties. Gourmet cheese slices offered in the tastes of Grana Padano PDO, matured Pecorino, smoked Sca-morza are references adding prestige to the displays in modern large retail and in free-service shelves.

Packaging details

Packs of 6 slices per 25 g each (tot 150 g) individually wrapped in peelable polypropylene.

Shelf life

270 days

STERILGARDA ALIMENTI

www.sterilgarda.it



MASCARPONE CHEESE

Fresh cheese made with high quality milk cream. Excellent to prepare delicious recipes and not only in patisserie.

Ingredients

Milk pasteurized cream, acidity corrector: citric acid. Allergens: milk and milk products (including lactose).

Shelf life

60 days after production date.

Packaging details

250 gr plastic bowl closed at the top by a film and a cover.

Palletization

250 boxes (25 layers/ 10 boxes for each layer).

International certifications

BRC-IFS Certification, Sedex Certification, FDA, Halal

LATTERIA SOCIALE MANTOVA

www.lsmgroup.it



GRANA PADANO GRATED

The Grana Padano grated range produced by LSM Group is wide and includes several formats, from smaller bags (100 gr to 500 gr), to larger (1 kg, 2 kg, 5 kg), specific for retail and catering services. One of the most successful item is the fresh grated Grana Padano 100 gr, in the Doypack aluminium resealable bag. A captivating and functional packaging that preserves the flavour and the quality of the product, easy to store and ready to use.

Ingredients

Milk, salt, rennet, lysozyme from egg.

Packaging details

Doypack aluminium resealable 100 gr bag.

Shelf life

90 days

International certifications

BRS, IFS, Haccp, Icea, Halal, Kosher.

TONIOLO CASEARIA

www.toniolo.it



PERBACCO INBRIAGO DE SELVA

Cow's milk table cheese ripened for a minimum of 16 months, typical of the Treviso province in Veneto. After a period of ripening, cheese is submitted to a treatment called 'ubriacatura' (drunkenness) during which it is placed in vats and covered with red wine for a long time. Thanks to this exclusive process, the rind takes on a bark burgundy colour, the paste shows a particular texture and flavor is aromatic, spicy pleasant and inviting.

Ingredients

Cow's milk, salt, rennet, lactic acid bacteria, preservative: lysozyme (from egg).

Shelf life

90 days

Certifications

IFS, BRC.

LUIGI GUFFANTI FORMAGGI 1876

www.guffantiformaggi.com



CHESELLA

When the legendary Mozzarella (made with Water Buffalo milk) is literally preserved in the rich stringy pasta of Cacio-cavallo (from cow's milk) the fabulous Cheesella is born: the perfect meeting of two spectacular dairy traditions. The marriage between buffalo's milk and cow's milk pasta. A novelty with more than 200 years of history behind it. (Re) discovered by Guffanti.

Ingredients list

Buffalo milk and pasteurized cow's milk, rennet, salt.

Shelf life

60 days

Packaging details

Single pack, 500/600 g

International certifications

FSSC 22000

PEZZETTA

www.pezzetta.it



LATTERIA DI GROTTA

Thanks to its aging in a 1700 tuff cave, the cheese Latteria di Grotta has a unique intensity of perfume and flavor. It is a Friulian cheese produced with raw milk, aged for 6-7 months in maturing cells at controlled temperature and moisture, and then refined in a cave located in a hilly area of Tuscany, where it stays for 3-4 months. The result is a cheese characterized by a compact and slightly crumbly texture with scents of undergrowth thanks to its particular type of ageing.

Ingredients

Cow's milk, salt, rennet, lysozyme preservative (egg protein). Surface treated with preservative E203, E235 and straw.

Packaging details

6,50 kg, vacuum-packed.

Shelf life

6 months

follow



TERREDUCALI.IT



A real Italian taste

For someone it's a ritual, for all a pleasure, a chance to sit down together and toast to past exploits, or to a new love. It's ready with one gesture, true and with a down-to-earth style, with the delicious cured-meats of our hills, cheese, breadsticks and olives: **100% authentic Italian.**

GOOD NEWS
APERITIAMO
Ready to IT

Try something new.

Aperitiamo with seasoned Fiocco or Salami, Parmigiano Reggiano PDO and two Spritz.

Real Italian experience!



TERRE DUCALI is a trademark of **PARMAFOOD**



PRODUCT SHOWCASE

PRAMSTRAHLER www.pramstrahler.eu



SPECK 100% NAZIONALE

100% Italian speck produced from heavy legs of Italian pork (born, bred and cut in Italy). The raw material is salted and spiced by hand. This is followed by cold smoking with fine beech wood. As the last stage of the production process, the speck undergoes a long curing process of 8-10 months, to mature slowly and achieve its unmistakable taste.

Ingredients

Pork leg meat (IT), salt, spices, dextrose. Antioxidant: sodium iso-ascorbate. Preserving agent: sodium nitrite. Raw seasoned product. Natural smoking with beech wood.

Packaging details

70 gr tray packed in protective atmosphere

Shelf life

50 days from delivery date
International certifications
IFS, BIO

FELSINEO www.felsineo.com



'LA SCICCOSA' FDAI MORTADELLA

La Sciccosa now bears the FDAI brand (Firmato Dagli Agricoltori Italiani - signed by Italian agricultural manufacturers), 100% Italian supply chain guaranteed. The FDAI brand promotes in Italy and abroad a model of ethical management of the entire production chain based on the complete traceability of the raw materials, ensuring the use of all-Italian ingredients as well as important social safeguards.

Ingredients

Pork, pork tripe, salt, pistachios (0,5%) - in recipes where foreseen, pepper, natural flavours, antioxidant: sodium ascorbate, preservative: sodium nitrite.

Packaging details

Different take away or deli counter formats available.

International certifications

IFS e BRC (GSFS), UNI EN ISO 14001:2015, ISO 22005

CAPANNA ALBERTO www.capannaprosciutti.com



CAPANNA PROSCIUTTO 20 MONTHS MATURED

This ham is left to dry up to 20 months, dedicated to high-class gastronomy.

Ingredients

Pork meat, salt

Shelf life

365 days

Packaging details

Weight: 11 kg. Available bonein, boneless, pre-sliced.

International certifications

BRC, IFS

SEP VALTELLINA - GIO' PORRO GROUP

www.gioporro.com



BRESAOLA ZEROZERO

Bresaola Zerozero (registered) is produced through an innovative production method (patent pending) called Metodozero (registered) ('zero method'). It's a 100% natural product, made starting from premium extra-lean European cattle. Only the top side fresh cuts (not frozen) are selected and minimally processed through a secret family recipe of pure rock salt, aromatic herbs and spices, without using any preservatives (Zero added nitrates and zero added nitrates) and other allergens (gluten, lactose, etc.).

Shelf life

150 days

Packaging details

Whole & half piece: vacuum packed in aluminium bag. Pre-sliced tray: vacuum packed tray, inserted in a luxury cardboard envelope.

Palletization

Whole & half piece: 144 boxes per pallet. Each box contain 1 whole or 2 half pieces. Pre-sliced tray: 252 boxes per pallet. Each box contains 10 trays.

International certifications

IFS, BRC, Halal Italia, EJ - Eligible for Japan

COATI www.salumificiocoati.it



MILANO SALAMI - SLOW SEASONING

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

Shelf life

120 days

Packaging details

Vacuum-packed

Palletization

2 pieces per case, 7 cases per layer, 7 layers per pallet, 49 cases per pallet.

International certifications

BRC, IFS, ISO

FUMAGALLI INDUSTRIA ALIMENTARI www.fumagallisalumi.it



PARMA SLICED ORGANIC

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

Ingredients

Pork*, salt (*organic).

Packaging details

70 gr, ecofriendly pack with more than 75% sustainable paper and with tray completely recyclable.

Shelf life

60 days

International certifications

IT BIO 007

DEVODIER PROSCIUTTI www.devodier.com/en



PARMA HAM PDO DEVODIER MIN. 30 MONTHS - ANIMAL WELFARE

The product is born from a bigger supply chain project developed in collaboration with the best Italian farmers who follow strengthened biosafety and environmental enrichment standards and who ensure rigorous animal welfare requirements even more protective than the current regulations. The entire supply chain is controlled by an external certification body with complete traceability. The final product has all the guarantees of the Parma Ham PDO because it is made with Italian meat and salt only and without preservatives.

Ingredients

Italian pork, salt

Packaging details

MAP tray 80 gr

Shelf life

90 days

International certifications

BRC, IFS, animal welfare

GUALERZI www.arcagualerzi.it



'ANTIPASTO ANTICA EMILIA'

A gift box consisting of 6 mini paper trays with a selection of the best cured meats of the Emilian tradition. It includes: Prosciutto crudo italiano, Pancetta con pepe, Strolghino, Culatta, Antica Emilia salami and Coppa. Each product, made with 100% Italian pork, is sliced and placed in an 80% FSC paper tray.

Packaging details

Gift box in 80% FSC paper trays and reduced environmental impact.

Shelf life

60 days

International certifications

IFS, BRC.

#PERFECTTOMATCH

TASTE AND FRESHNESS

The advertisement for Sterilgarda features a central image of three milk cartons: 'latte parzialmente scremato', '100% TROPICALE', and 'Ricotta'. The cartons are surrounded by fresh fruit, including oranges, lemons, and berries, and a splash of orange juice. In the top left corner, there are cookies and a pitcher of milk. In the top right corner, there is a glass of juice and more fruit. In the bottom left corner, there is a small dish of yogurt with fruit. In the bottom right corner, there is a small dish of yogurt with fruit. The Sterilgarda logo is prominently displayed at the bottom center.

follow



PRODUCT SHOWCASE

MOSER

www.moser.it



SPECK ALTO ADIGE PGI

The Speck Alto Adige PGI combines the Mediterranean ham-production process, with salt and air drying at fresh mountain air, and the Northern production process of seasoning and smoking. The result is a unique and authentic product with less than 5% salt, flavored with fine herbs and spices, smoked at cold temperatures and cured slowly for at least 22 weeks.

Ingredients

Pork, salt, spices, dextrose, sodium ascorbate, sodium nitrite.

Packaging details

Vacuum packed.

Shelf life

180 days

International certifications

IFS, USA

NEGRI

www.negrisalumi.it



GRAN PRAGA NAZIONALE

Gran Praga Nazionale, the latest product launched by Negri Salumi, is a Prague cooked ham made from high quality Italian pig thighs. It is characterised by its natural smoking obtained from beech wood chips, which gives the product an amazing balance between the thigh sweetness and the strong smoked aroma. The high quality of this product makes it perfect for the most innovative deli counters. Gran Praga Nazionale is gluten free and it does not contain lactose nor polyphosphates.

Ingredients

Italian pork thigh, salt, natural flavouring, antioxidant: E301, preservative: E250.

Packaging details

8,5/9 kg - Vacuum Pack made by Aluminium Bag, 1 piece per box.

Shelf life

120 days

PAGANONI

www.paganoni.com



BRESAOLA WAGYU - SELEZIONE DIAMOND

As a result of 200 years of selection wagyu meat is one of the finest in the world. This Bresaola, made with wagyu meat, is easily recognizable by its marbling: an intense texture of narrow fat lines that reminds a wonderful red marble. Soft, tasty and juicy: every slice gives a unique experience while is melting in your mouth.

Ingredients list

Wagyu meat, salt, dextrose, natural flavor, E251, E250.

Shelf life

120 days

Packaging details

Vacuum packed, whole or in a half. Average weight 4 kg (whole).

Palletization

2 pieces (4 half)/box, 56 box/pallet.

International certifications

IFS.

RASPINI

www.raspinisalumi.it



RICCAFETTA PRE-SLICED DELIS IN PET

The new line of Riccafetta pre-sliced delis, packaged in mono-material PET, is an innovative transversal brand including various products and sales formats. The new tray with a wide transparent surface allows consumers to see and distinguish the product clearly and immediately. PET is obtained by recycling used plastic, collected, selected, cleaned and transformed. This process allows maintaining the plastic in a closed virtuous cycle of use and recycling. The ideal combination of the safety, stability and sustainability of the product.

Packaging details

Mono material PET Plastic

Shelf life

30 days

International certifications

BRC Food Certified, IFS Food, ISO 14001:2015, ISO 45001

SALUMIFICIO SORRENTINO

www.salumisorrentino.com



TRUFFLE SALAME

Salami with black summer truffle with whole and small pieces. In natural casing, it has an irresistible aroma and a mild and delicate taste.

Ingredients

Pork meat, salt, milk protein, skimmed milk powder, lactose, dextrose, sugar, natural flavorings. Antioxidants: E 300, E 301. Preservatives: E 252, E 250. Casing not edible. Gluten free. Meat origin: EU.

Packaging details

0,350 kg, available in vacuum and flow pack packaging.

Shelf life

120 days

International certifications

BRC, IFS

SALUMIFICIO SOSIO

www.labresaoladebaita.it



BRESAOLA DE 'BAITA' - AIR DRIED CURED BEEF

For its customers, Salumificio Sosio selects the best meats and uses secret traditional recipes. Utmost care accompanies the entire drying and curing process and the company personally checks every phase that leads to the birth of its special bresaola. Hence, De 'Baita' is not just a bresaola. Its unmistakable taste is the result of all the passion that only the artisans who have been cultivating a love for tradition for generations know how to put into their creations.

Shelf life

90 days from packing date.

Ingredients list

Ingredients: beef, salt, dextrose, saccharose, natural flavours. Preservatives: sodium nitrite, potassium nitrate. Gluten free, lactose free, GMOs free.

Packing details

First packaging: vacuum-packaging. Second packaging: cardboard box.

TERRE DUCALI - PROSCIUTTIFICIO SAN MICHELE

www.terreducali.it



SALAME DUCALE

The long and well-established experience of Terre Ducali's artisans gives birth to Salame Ducale. This is a unique salami characterized by the finest and carefully selected pork meats adding tightest fatty parts. It is dressed only with salt, black pepper and garlic. The slow drying process contributes to enhancing its gentle and sweet taste.

Ingredients

Pork meat, salt, dextrose, natural flavours, antioxidant: sodium ascorbate (E301); preservatives: potassium nitrate (E252), sodium nitrite (E250). Gluten and lactose free.

Shelf life

Salame Ducale bulk 180 days, pre-sliced 100 days.

Packaging details

Salame Ducale bulk: vacuum packed, weight 300 g; pre-sliced: preformed trays (modified atmosphere) 90 g and 50 g.

Palletization

Cartons per layers: 8, layers per pallet: 8, cartons per pallet: 64

SALUMIFICIO VAL RENDENA

www.salumificiovalrendena.it



CARNE SALADA

It comes from a careful selection of the best beef topside rumps available on the Italian and South American markets. Processing begins with manual grooming of the topside rump followed by a massage and dry salting. The topside rumps rest in a dry mixture of salt, herbs and spices for about 15 days, gathering flavours and fragrances. As per tradition, no topside rump is syringed. Carne Salada has a tender texture and ruby red colour, a delicate scent and it is slightly aromatic and spicy on the palate.

Shelf life

60 days in vacuum pack, 45/50 days in MAP

Packaging details

1,9 - 2,5 - 5 kg in vacuum pack. 100 - 110 - 150 - 170 gr sliced in MAP tray.

International certifications

IFS Food



ITALIANA CAPERS SUD s.r.l.

Italiana Capers Sud srl offers quality products that it packs and sells in salt, vinegar and brine in a vast assortment of calibers (sizes) and packages capable of satisfying any need and request of customers. Capers, for their unmistakable aroma and intense fragrance, give flavor and sapidity to the dishes, enriching them.



THE EXCELLENCE OF OUR LAND

"Caper of the Aeolian Islands DOP" from organic farming

La Italiana Capers Sud srl, certified organic for decades and proud to offer its customers also a recognized and certified DOP product. 500 g or 5 kg or in brine in buckets of various weights.

A MODERN TWIST ON AN ANCIENT FLAVOR



HOW TRADITION TASTES LIKE



Crushed capers

This is a new product that the company produces from dried capers using an innovative system that preserves intact and enhances their remarkable and unmistakable aromatic capacity. It is a seasoning, which keeps the scented notes of the caper unaltered and is characterized by ease of use, practical in dosage and versatile in use, suitable for multiple preparations, perfect for enriching numerous dishes. It is used on cold or hot ready-made dishes after cooking. Excellent on white meats, on grilled fish fillets. Also perfect on fresh, steamed and grilled vegetables, on bruschetta etc. When cooked, sprinkle with crushed dried capers and season with a drizzle of extra virgin olive oil. The company offers them in a 50 g glass jar or in bags of various weights.

Capers in sea salt

SALT The Italiana Capers Sud srl, in the wide range of capers offered for sale, also offers them in salt. This method of conservation respects the traditions handed down from generation to generation and allows the product to keep its peculiar qualitative and organoleptic characteristics intact over time, enhancing its aroma and also guaranteeing a longer conservation. The company offers them in plastic bags and buckets of various weights and different calibers, in order to satisfy any need of its customers. For correct use, desalt well before use.

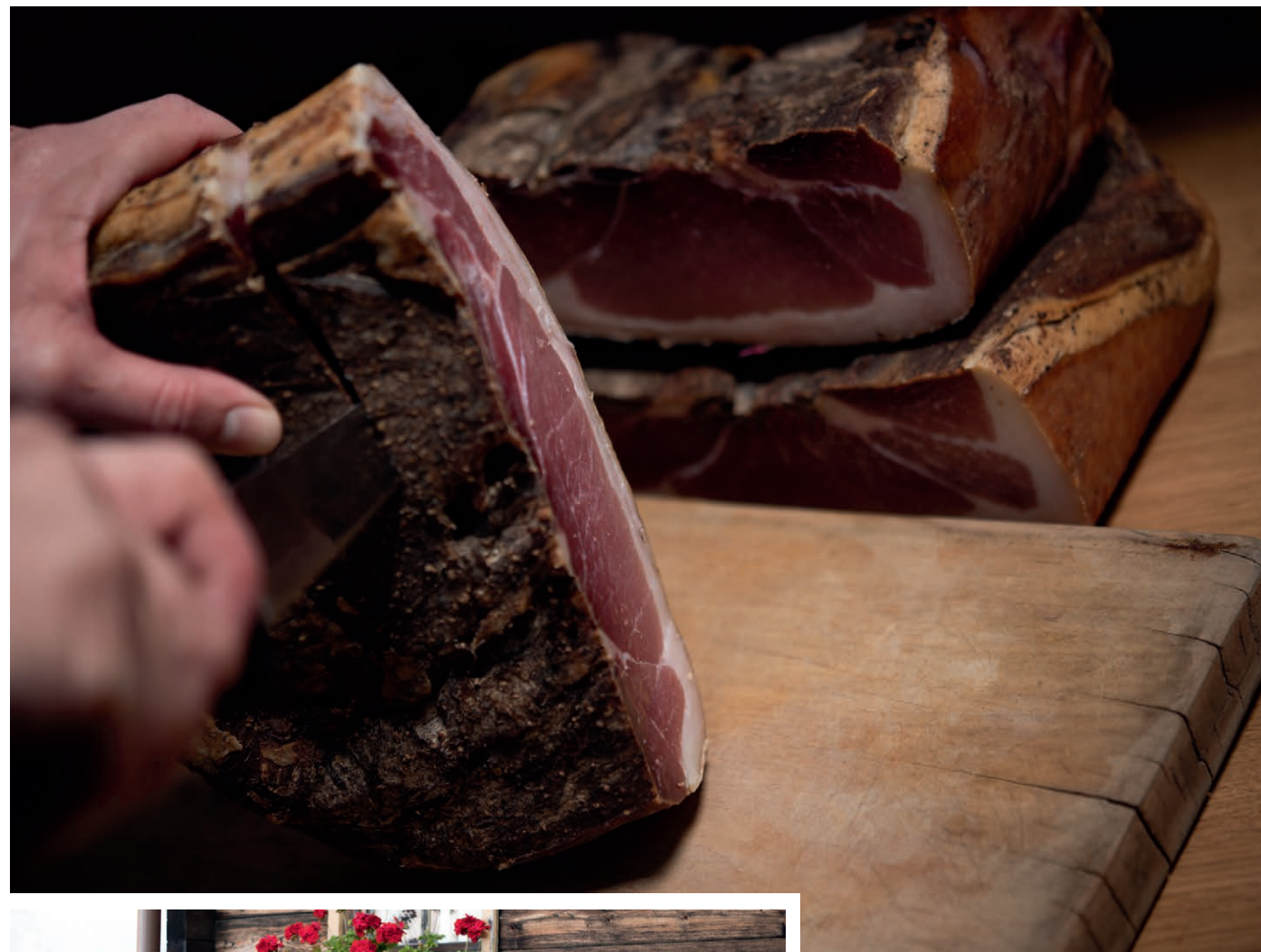
www.capersud.it

THE COMPANY

www.moser.it

Moser: Alpine tradition and Mediterranean culture

The family business based in Naturno (Bozen) produces Speck Alto Adige PGI and other local specialties. They are made with high-quality raw materials selected with the greatest attention.



Moser: tradizione alpina e cultura mediterranea

Lo Speck Alto Adige Igp e le altre specialità prodotte dall'azienda familiare di Naturno (Bolzano). Sono realizzate solo da materia prima di alta qualità e selezionata con cura.

From Left: Matthias Philipp Moser, Adolf Moser, Reinhold Messner (ambassador), Peter Moser (owner) and Joachim Moser

The brothers Adolf and Walter Moser founded Moser Speck OHG back in 1974 and then succeeded in developing and managing their business prosperously. Walter used to take care of all the financial matters, while Adolf, who was a specialized butcher, familiarized with the secrets of speck production processes. Nowadays, the firm is run by Peter Moser together with his sons Joachim and Matthias.

Moser is one of the main Speck Alto Adige PGI producers and offers a wide range of different types of speck, bacon and cooked products such as cooked speck, porchetta and lyoner, which can be bought in Italy as well as in other European and far away countries like the United States and Japan.

The company's core values are the essentiality and the quality of the ingredients its products are made of: clean air of the mountains, slight and delicate smoking, reduced salt content, fine spices and herbs, care and passion.

It's the area where Moser's products are made that gives them their special taste: it's a place where Alpine traditions meet the Mediterranean culture and which is typified by its peculiar microclimate granting over 300 sunny days every year and fresh mountain air. South Tyrol is also renowned for its expectational food tradition. Surrounded by breath-taking mountains, the province of Bozen is the northernmost province in Italy, where the Alpine landscapes meet the Mediterranean climate: here, people have produced for centuries a typical ham with an unmistakable flavor, thus creating a real speck culture.

Moser's products are smoked using virgin timber, which hasn't been processed with leftovers or by-products. The Mosers only use non-resinous timber that gives the product a delicate taste, never sour nor pungent, making the smoked taste particularly pleasant also for those who are not used to such flavors.

Speck Alto Adige PGI

Moser is one of the founding members of the Speck Alto Adige Consortium which was established in 1992. Speck Alto Adige PGI is produced only with lean and juicy pork thigh. Raw materials are selected accurately in compliance with strict criteria that guarantee the right amount of fat, the exact weight and the most adequate temperature ensuring the correct pH. Each thigh is marked on the rind indicating the production start date. Then, it is marinated in a rub made of marine salt, fine spices and herbs, cold smoked and cured for at least 22 weeks. The logo 'Speck Alto Adige IGP' on the packs guarantees the product's quality, authenticity and the traditional production process.

Alpine Speck

The Alpine Speck is a premium pro-

duct created for those consumers who can appreciate its absolute quality and unicity. This speck is produced with meat from average-weight pigs that were born, raised, slaughtered and sectioned exclusively in Italy. Coming from adult pigs, meat is firm and has a reduced content of water compared to younger animals. Muscles are well-strengthened and marbled, thus ensuring a more intense flavor and a rich taste. This product boasts excellent organoleptic qualities, such as its taste and softness. Time and a lot of care and attention are the secret ingredients to cure this speck of Italian origin. In fact, around 26 weeks are needed to make such an excellent product. This period of time is necessary for the speck to reach an ideal level of drying and for the enzymes to spread the unique and unmistakable flavor of this product.

Light

The Speck of the Light range is produced with the whole thigh to give consumers who care the most about their nutrition a product having the typical taste of the South Tyrolean

speck with 50% less of fat than the traditional Moser speck.

Bacon

Moser's bacon is produced removing the cartilage and enriching the meat, which is delicately massaged to let the spices penetrate, with allergen-free seasonings. It is finally smoked with beech wood and slowly cured.

Cooked products

In South Tyrol, ham production is mainly characterized by the high quality standards, as well as by the traditional wood smoking process. In the range of local hams, cooked speck is the finest because it was traditionally produced with selected pork thigh having the heart-shaped cut typical of cured Speck. The meat, once it is seasoned with the spices, is delicately massaged and steam-cooked in ovens 100% powered by renewable sources. The cooking process is slow in order to make the conditions for the meat to spread all its natural flavors. Moser usually cooks its speck for even 10 hours on average.



Peter Moser



Real Sicilian Taste!
























See us in New York
Javits Center
LEVEL 3
BOOTH 2639



DAIRY

www.granapadano.it

Grana Padano: 'The Tough Get Going'



Showcased in a workshop at the 2022 edition of Cibus the outcomes of the project 'Life TTGG'. Among them the design of a software, in compliance with the PEF methodology, which ensures a more efficient and sustainable production of the world's most consumed PDO cheese, and not only.

Years of hard work and investments have made it possible for the Grana Padano PDO production chain to be ahead of time as far as environmental sustainability is concerned. In the last two years, in particular, the Grana Padano Protection Consortium has carried out the project 'Life TTGG - The Tough Get Going', realized in collaboration with the partners of the Qualivita Foundation and with the participation of the Politecnico di Milano, the Catholic University of the Sacred Heart in Piacenza, oriGIn, ENERSEM, spinoff of the Politecnico, and CNIEL, the institution responsible for the organization of the entire French dairy sector. A successful synergy among universities, start-up companies, manufacturers, Italian and French training and research institutions. With the aim of orientating the development of the dairy sector towards a more efficient production, to ensure growth and preserve quality, with an environmental sustainability perspective. The final results of the project were presented at the 2022 edition of Cibus, one of the main international food exhibitions on a global scale, which took place at Fiere di Parma from 3 to 6 May. Among the breakthrough accomplishments of the 'Life TTGG' project, there is the design of a strategic software which in the future could apply to the whole PDO and PGI dairy industry.

The aims of the 'Life TTGG' project

The project 'Life TTGG - The Tough Get Going' was carried out by the Consortium from 2017 until 2021. And it fits perfectly with the Grana Padano Protection Consortium dedication to a more sustainable production chain. Indeed, the presentation of the results of the project comes just a few days after the Consortium received the "Bio safety certification", awarded by Legambiente, an Italian non-profit organization. Which honors the producers who ever more invest in researching green productive solutions. "In the over 3,700 stables that provide the milk destined for the Grana Padano production, it was acknowledged that the cattle's welfare is at the top of our agenda," says Stefano Berni, managing director of the Consortium. Which "guarantees the respect of the environment, shares the best practices, and focuses on energy saving and renewable sources."

As far as the 'Life TTGG' project is

concerned, the Consortium was able to collect data on a representative sample of the entire production chain of Grana Padano PDO, consisting of 68 farms, 19 dairies and 18 packagers, which has enabled to take an updated picture of the Grana Padano production chain. By addressing the environmental performance of the entire Grana Padano PDO industry, from the farms to the packaging facilities, the Consortium created a set of strategic tools to stimulate the learning and innovative capacity of the companies in production chain.

"A software for the whole PDO and PGI dairy industry"

As already stated, among the main accomplishments of the 'Life TTGG - The Tough Get Going' project, there is the development of an innovative software. With the objective of supporting the green decisions of the Grana Padano PDO producers, granting them easy to use tools, thus reducing their environmental footprint. In compliance with the EU 'Product

Environmental Footprint methodology' (PEF), the software is the first to actually combine environmental footprint estimates with the identification of concrete and specific measures. Aiming at optimizing the whole environmental and economic performance of the involved players (farms, dairies and packaging manufacturers). Apart from providing better practices on how to preserve products and curbing food waste too. "The Consortium started investing in R&D aiming to reduce its environmental footprint back in 2007," recalls the President of the Consortium Renato Zaghini. "With this new international project we have achieved a significant and concrete milestone that will affect the daily management of the cheese companies and consortia. It was specifically designed for Grana Padano and the French Comté PDO, yet, in the future, it will surely be at the service of the whole PDO and PGI dairy segment, unjustly and long accused of being insensitive towards the environmental issue," states the President of the Consortium. "The set of innovative tools will become a crucial solution in complying with the European Green Deal requirements. But our commitment does not stop here. We will continue to supply consortia and businesses, the whole dairy supply chain, with cutting-edge services to ease the ecological transition, the ultimate goal being energy independence," concludes Stefano Berni.

Grana Padano Dop: 'I (formaggi) duri cominciano a giocare'

In un workshop a Cibus 2022 a Fiere di Parma, il Consorzio Grana Padano ha illustrato i risultati del progetto 'Life TTGG - The Tough Get Going', presentando il software di supporto alle decisioni ambientali. Ideato per il Grana Padano Dop, si è avvalso della collaborazione del Comté francese, ma in futuro permetterà a tutte le aziende produttrici di formaggi Dop di ottimizzare le prestazioni ambientali ed economiche, mediante proposte di efficientamento energetico e diminuendo gli sprechi.



Anna has little time to cook. Mattia is the house chef. Paola wants a quality snack. Leonardo is looking for long-aged DOP cheeses. Sofia, on the other hand, loves... Thanks to its versatility and completeness, the new range of Agriform cheeses responds to all the needs of taste and use by offering unique products on the market.




AGRIFORM
discovering Italian cheese

INQUIRE ON THE AGRIFORM PRODUCTS @ SUMMER FANCY FOOD SHOW - ATALANTA CORP. BOOTH #2835

MARKETS & DATA

Made in Italy: soaring digital exports

The B2C online exports account for 15.5 billion euro, scoring a +15% increase. The B2B, instead, amount to 146 billions. After fashion, food&beverage is the most significant segment. The potential stop to all commercial relationships with Russia could cost overall 430 millions.

2021 was a very successful year for the made in Italy export. The proof was provided by the detailed analysis of the Digital Innovation Observatories by the Politecnico di Milano on the online exports of consumer goods. The digital exports, realized through private sites, a marketplace, a private sales website or through an online retailer, grew +15% in 2021, reaching 15.5 billion euro. The B2C online exports accounted for 9% of the overall exports in Italy. The research findings of the Digital Export Observatory by the School of Management of the Politecnico di Milano were presented during the online convention 'The digital export deals with the usual and new uncertainties'.

Food&beverage ranks second

The most significant segment, which equals to 56% of the overall market of the digital B2C and B2B2C exports, once again proves to be fashion, reaching 8.6 billion euro in 2021, +20% over 2020, exceeding the pre-Covid levels. Food&beverage ranks second, with an online export which is worth 2.2 billion euro, accounting for 14% of the total, continuing on the growth path (+10%), yet it slows down compared to the boom reached in 2020 (+46%). The third sector is represented by furniture, worth 1.2 billion euro (+12%), which accounts for 7% of the overall online exports of consumer goods. Hi-tech, beauty, stationery, toys, sports equipment and the other segments overall account for 23% of the B2C digital export, yet individually they are marginal. Unfortunately, the initial predictions for the current year are proving to be too optimistic, also due to the repercussions caused by the war between Russia and Ukraine. A potential total stop to the digital exports towards the Russian market, in the worst-case scenario, could lead to a loss for 430 million euro of B2C exports. Over 80%

of this value derives from fashion, whereas the remaining 20% is generated by food&beverage and furniture.

Instead, the B2B digital export (that is through the digital channels such as EDI or Web EDI, Extranet, Marketplace) in 2021 recorded 146 billion euro, also growing 15% compared to 2020 and accounting for 28.3% of the overall products export. With the exception of the pharmaceutical industry, in sharp decline after the 2020 boom, for all the B2B segments the online export has grown significantly and has exceeded the pre-Covid levels (in 2019 it was worth 134 billions).

As far as B2B, the most digitized sector is the automotive one, with digital exports amounting to 33 billion euro, accounting for 22.6% of the total, with a near double-digit growth compared to the overall export (+40% versus 22.6% of the total export). Textile and fashion follow behind (14.8%), then come machinery (10.8%), commodities (6.9%), electrical equipment (4.8%), and electronics (3.3%). In regards to B2B, the losses caused by the stop of digital exports to Russia amount to almost 2.1 billion euro. Over 40% of this is attributable to fashion, almost 20% to machinery, just over 8% to the automotive and more than 5% to food&beverage.

The importance of the digital lever

"The digital component of the Italian exports has become an ever more crucial lever for the Ita-

lian companies", states Riccardo Mangiaracina, director of the Digital Export Observatory. "The Italian digital exports in 2021 grew at a rapid pace, equally for the B2C and B2B channels, +15%. The increase involved almost all segments and has led the extraordinary momentum of the overall export. Now, the international uncertainty could promote the 'regionalization' of the global value chains, that is a re-configuration of the productive activities within certain macro areas, where digital can play a crucial role in order to ease the return of the companies, increase the competitiveness of the businesses and help match supply and demand of 'suitable' suppliers through the digital B2B and B2C platforms".

The macroeconomic scenario

2021 was characterized by a rebound of the global growth and trade, even if slightly heading downward compared to the initial estimates. The figures registered in 2021 prove the recovery of the loss recorded in 2020 on a global scale. Thanks to the international recovery, 2021 saw an increase in the Italian international exchanges: compared to 2020, the exports grew 18.2%, exceeding the figure registered in 2021, and the imports increased by 24.7%. Last year, the export growth was especially rapid towards the EU countries (+20%), and slightly lower towards the extra EU markets (+16.3%).

"The initial predictions for 2022 are proving to be too optimistic",

explains Lucia Tajoli, member of the Scientific Committee of the Digital Exports Observatory of Politecnico di Milano. "The war has significantly increased the level of uncertainty perceived by all the players, with visible economic damages: the upswing in prices of energy and agricultural raw materials, the slowdown in consumption, the monetary policy uncertainty, the amplification of logistic and supplying issues, the increased volatility on the financial markets. Currently, all this has not produced a recession neither at a global nor at a European level, however, the alterations in the international equilibrium are relevant for the digital market too. The creation of a potential online gap between geographical areas which fragment the e-commerce market and the ever-growing isolation of Russia might hinder the Italian enterprises, especially small and medium sized ones, and for this purpose the investments to accelerate the digitization of the economy set forth by the National recovery and resilience plan (NRRP) and the Next Generation EU funds are crucial".

E-commerce towards foreign markets

The Observatory has developed an indicator to detect the main destination countries for the Italian digital export, focusing on the ones with an untapped potential from an e-commerce point of view. Based on the performance of each nation, a ranking which places countries according to their attractiveness for the Italian digital export has been developed.

At the forefront, in this specific chart, place the USA, Switzerland, Germany, and France. The same countries, even if in a slightly different order, appear in the first four places of the ranking of the major Italian export importers. Going through the two ranks, however, there are also results that,

to some extent, are surprising.

Denmark, for instance, places on a par with China, coming fifth, in the ranking of the countries of major interest for the Italian digital exports, even if in the list regarding the importing countries of the Italian export, it does not even show in the first 17 positions. It is the opposite for Spain: ranking sixth as importer of our country's export, yet it appears further than

the 17th position as far as the indicator developed by the Observatory of the Politecnico.

SMEs are the protagonists

The Observatory has developed a pattern for the evaluation of the main functional areas in support of a digital export strategy, which on the basis of the percentage of the online export on the turnover

has identified three profiles (basic, intermediate and advanced), characterized by different development levels. The basic and intermediate profiles correspond to the enterprises with a digital export rate on the total turnover respectively ranging from 0-3.5% and 3.5-10%. The companies characterized by a percentage of digital export out of the total revenues over 10%, instead, equal to the advanced profile. "The

internationalization through digital channels represents a significant growth opportunity for the Italian SMEs", explains Tommaso Valloine, researcher of the Digital Export Observatory. The advanced profile does not disclose a maximum development for each pillar of the roadmap, this means that the potential of the digital export has not been fully exploited yet and there is still plenty of room for growth".

**GOURMET SLICES
LATTERIE INALPI
THE RIGHT PATH**

INALPI WORKS EVERY DAY TO MAKE ITS OWN CONTRIBUTION TO ACHIEVE THE 17 GLOBAL GOALS DESIGNED BY THE UN IN THE "SUSTAINABLE DEVELOPMENT GOALS", IN FAVOUR OF SOCIAL, ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY.

From the valleys of Monviso to the table of Italian families, the milk of the Inalpi supply chain moves according to a unique protocol shared with farmers. A large Italian supply chain where suppliers and industry work side by side while respecting the environment, the animals and the people.
From good milk and from goodwill.

inalpi

www.inalpi.it



FOCUS ON



Keep an eye on the label

A piece of research carried out by the University of Glasgow shows that an average of nine promotional claims can be found on the packaging of baby foods. With vague and oftentimes quite unrealistic, if not even misleading claims.

On the one hand the risk of chemical contaminants, on the other an industry which ever more often pushes for the good and natural concept, at least from a marketing point of view. Baby food, as it should, is carefully chosen by new parents. However, the latter can be misled by a series of purely promotional endorsements, whose effectiveness is able to draw them to a product at the expense of another.

In the United Kingdom, the matter has been thoroughly analyzed by the researchers of the University of Glasgow, in Scotland, in a study published online in the Archives of Disease in Childhood.

The collected information has exposed a staggering figure: baby food products intended for infants up to the age of 12 months contain, on average, nine promotional claims. Such messages are intended to amplify the so called 'healthy halo', that is the idea, justified or not, that a given product might have beneficial effects on the health.

The authors of the research investigated the offering online or in store for manufactured baby foods from seven major UK supermarkets – Aldi, Asda, Lidl, Tesco, Sainsbury's, Waitrose, Morrisons, plus Amazon – in

the period of time between June and September 2020. The analysis focused on all the information printed on the packaging, including health and promotional claims, which were collected into four categories: health, nutrient, composition, and marketing.

In the latter case, the claims were further divided into those for baby-led weaning, convenience, meeting dietary goals, endorsements by some type of expert or scientific society, ideals on feeding, lifestyle, quality, texture, taste, and other.

A total of 724 products from 34 brands were recorded, 99% carried marketing claims on the packaging, 97% one on composition, and 85% a nutritional claim; just 6% of the products carried direct health claims, for a total of over 6,200 promotional endorsements. This means that the average

number of total claims on each product was nine, with marketing claims totaling five (mainly regarding taste), normally. In some cases, there were up to 17 promotional claims on a single product.

As far as composition is concerned, many were the claims referring to organic production. Immediately followed by the ones highlighting the 'free from' aspect, implying the absence of some ingredient, such as sugar and salt. 7 products out of 10 mentioned a crucial and delicate topic like the baby-led weaning, with a significantly higher number of these claims on snacks.

Apart from a whole series of claims which were not justified by any kind of scientific evidence, the researchers of the University of Glasgow were alarmed by the presence of intention-

nally ambiguous ones. For instance, 'vegetable taste' suggests foods are made of vegetables when in reality the percentage contained in the product was very low, this way making babies accustomed to sweet tastes, promoting obesity and cavities without parents fully knowing it, believing they have purchased a 'healthy' product.

Furthermore, the researchers criticized the claims referring to the 5 portions of fruit and vegetables a day which the WHO recommends eating, which actually should apply to children from the age of 2 years. Particularly deplorable, moreover, are endorsements such as 'nutritionist approved' or 'dietitian approved', which sometimes are too vague to be further scrutinized.

The real issue, underline the researchers, lies within the fact that this field is still not well regulated. This calls for the need of updated guidelines, legislation, and policies to safeguard parents, and consumers in general, from such an aggressive marketing, which is often based on inconsistent data as the World Health Organization indeed recommends doing, which suggests to merely comply with the nutritional indications.

Annalisa Pozzoli

Occhio all'etichetta

Da un lato il rischio di tracce di sostanze chimiche, dall'altro un'industria che spinge sempre più sul concetto di buono e naturale, almeno a livello di marketing. Il baby food, com'è giusto che sia, viene scelto con particolare attenzione dai neo genitori. Ma questi ultimi possono essere tratti in inganno da una serie di diciture puramente promozionali. In UK la questione è stata analizzata dai ricercatori dell'Università di Glasgow, in un'indagine pubblicata sugli Archives of Disease in Childhood. La quale portato alla luce un dato sconcertante: le confezioni degli alimenti per bambini fino a un anno contengono, in media, nove diciture promozionali.



GOOD AS ALWAYS BEAUTIFUL AS EVER










**come to visit us
fancy food show
STAND 2720**

orelieteperugia.it

A brand-new chapter for Prosciutto Toscano

Fabio Viani, recently reelected president of the Consortium, sets out the priorities of his mandate. To promote the PDO delicacy on foreign markets even further.

The bodies of the Tuscan Ham Consortium have just been renewed for the period of time 2022-2024. Fabio Viani has been reelected president, and he is fresh from a particularly intense three-year mandate, characterized by a complex international scenario which has not eased the promotion and the enhancement of the made in Tuscany delicacy. Owner of the Salumificio Viani, the family business which was founded by his grandfather Sollecito in Certaldo in 1922, the president is also among the founding members of the Consortium, in 1990. Which today is one of the biggest producers of Prosciutto Toscano PDO.

Let's give some figures in regards to the recent production and sales of Prosciutto Toscano PDO.

The latest figures as far as production is concerned are slightly decreasing: we should not forget that we are going through a complex period, which has coincided with my term as president of the Consortium. At the beginning of 2019 the swine fever hit China, causing a sharp increase in raw materials prices; 2020, as we all know, was marked by the Covid-19 emergency. The pandemic has hindered a product which is particularly appreciated at the deli counter, such as Prosciutto Toscano. In many stores, indeed, the counters were closed off. Anyways, the consumers opted for deli trays out of safety and convenience reasons. Our product has benefited from this trend too.

However, in 2021, the situation did not get better, on the contrary...

Correct. Last year complicated the picture even further: let's think about the increase, at a double digit, of all the raw and subsidiary materials (plastics, paper packaging), of energy costs (electricity and gas), and transportation. Moreover, in 2022 another complicating factor added up: the war in Ukraine. The Prosciutto Toscano PDO segment, however, is proving to be able to face these difficulties, achieving significant figures in the pre-sliced world (3.5 million trays sold in 2021) and many others. It does not



change the fact that we are experiencing an unprecedented situation: the cyclical pattern that characterizes the raw material segment is nothing new; yet in the current scenario sharp increases are condensed on all fronts, as it had never happened before.

How much does export account for and which are the main destination markets?

Export is very high on our agenda. The room for growth is significant, up to this day exports account for 15% of our turnover. We have to commit to promoting all the distinctive elements of Prosciutto Toscano PDO, starting from its distinctive features, through its simplicity to the authenticity. And we have to work to safeguard it against counterfeit goods, with the objective of protecting and surveilling the denomination. We have noticed positive signs coming from different markets, both Europeans and extra Europeans. Among the main destination countries, stand out in particular the US (+30%) and Canada: these are

Prosciutto Toscano alla riscossa

Sono stati appena rinnovati gli organi del Consorzio del Prosciutto Toscano Dop per il periodo 2022-2024. Fabio Viani è stato confermato presidente, ed è reduce da un triennio particolarmente intenso, segnato da uno scenario internazionale complesso che non ha facilitato il lavoro di promozione e valorizzazione dell'eccellenza made in Tuscany. Titolare del Salumificio Viani, l'azienda di famiglia fondata dal nonno Sollecito a Certaldo nel 1922, il presidente è anche tra i soci fondatori del Consorzio, nel 1990. Oggi uno dei maggiori produttori di Prosciutto Toscano Dop.



the target nations of the three-year-long project Cut&Share, co-funded by the European Union, that also features another delicacy of the territory such as the Pecorino Toscano PDO. The project has great potential, however it has not been fully exploited due to the pandemic: many events, indeed, took place online, a mean that is only partially suitable to two products which give their best in convivial situations, like Prosciutto Toscano PDO and Pecorino Toscano PDO.

What are the priorities of your mandate for the period 2022-2024?

It will be an intense term, particularly focused on trade shows and the communication and promotional activities. 2022 has started with Winter Fancy Food in February in Las Vegas (it usually takes place in San Francisco) and a masterclass held in the Miami Culinary Institute, then it was the turn for Cibus in Parma and RC Show in Toronto, the trade show that specializes in food service, and we

will also take part in Summer Fancy Food in New York in June. A rich program especially destined for North America, yet with a focus on Europe and naturally on Tuscany as well. We have been working with the Tuscan Economic Development Department, keeping in mind the importance of strengthening our brand more and more even on a local level.

How is the Consortium going to review the production Disciplinary?

We are already working on reviewing the Disciplinary alongside the board of directors: the sensitive issues have to do with the origin and the traceability of the pigs' meat, the segment's sustainability and the animal well-being. As usual, we are talking about long and complex processes, hence at the moment it is difficult to understand when they will become a reality.

The last question takes us back to recent events: what do you think about the swine fever emergency and the measures put in place up until now to prevent the spread of the virus?

This situation runs the risk of being explosive. From my perspective, I know that the Tuscan Region has adopted measures in time: with double fences in order to keep out the boars, main vectors of the virus. The only solution, as a matter of fact, is keeping the wild cattle strictly separate from farmed pigs. Nevertheless, the alert is high on all fronts.

UNMISTAKABLE



THE ART OF PROSCIUTTO

www.devodier.com



www.uggiano.it

WINE Azienda Uggiano: the growth continues

**New labels, 4.0 investments and a calendar full of events.
For the Florentine winery, 2022 began at full speed.
We talked about this with the sales and export director, Giacomo Fossati.**

After leaving behind an exceptional 2020 as for the business growth, Azienda Uggiano closed 2021 with equally positive results, and a 25% increase in turnover. The opportunity to take stock of what has been achieved in the last months and of future plans is a talk with Giacomo Fossati, sales and export director. "Last year we did a good job overall and laid a solid foundation for what the future has in store for us. We hope this to be the year of definitive recovery", stresses Fossati. This optimism could also be found in the participation of Azienda Uggiano in the major wine events during the first four months of the year. Starting with Wine Paris in the French capital, in February, followed by Vinitaly in Verona (10-13 April) and ProWein in Düsseldorf (15-17 May), where Uggiano was present for the first time with its own stand.

Investments in production

For Azienda Uggiano, based in San Vincenzo a Torri, on the hillside around Florence, 2021 ended in a significantly positive way, recording a 25% increase in turnover. "Given the period, it is an extremely encouraging figure. Which represents an example of the positive response of the markets to our products, to the services we offer and to the quality-price ratio we propose. This means that we are going in the right direction. And it is an incentive for us to continue along this path", explains Giacomo Fossati who, besides being the company's sales and export director, is, together with Fabio Martelli and Daniele Prosperi, one of the three partners who took over Azienda Uggiano from the previous management in 2015, giving it a renewed identity and new objectives. Between 2021 and 2022, the company has also worked on a major investment of more than one million euros to modernize production according to 4.0 standards. The aim is to increase and improve the productivity of the plants and the quality of the products. First and foremost, through

Multichannel: a rewarding choice

The flexibility that characterizes Azienda Uggiano's business has also been reflected in the successful choice to diversify its distribution channels. Since 2020, this has enabled it to survive the crisis triggered by the closure of the Horeca channel, benefiting instead from the growth recorded by modern distribution, but also by specialized e-commerce. The presence of the company on the main marketplaces of the Italian market has brought the incidence on sales of this channel to 3% in 2020, a result which has been confirmed in 2021. "A proof that those who bought online under lockdown continued to do it afterwards", underlines Fossati. "I am convinced that this market is going to grow further". For the winery, foreign sales are also stable, accounting for 60% of the company's turnover.

The 'new entry' Governo all'Uso Toscano

For the modern distribution channel, Azienda Uggiano has launched in January the brand new Toscana IGT 'Governo all'Uso Toscano'. A wine made with the technique of drying, very popular and 'trendy' both in Italy and abroad. "We are thus expanding the range with a product with well-defined characteristics sought after by consumers, characterized by a premium identity but with an affordable price", explains the sales manager. After the first alcoholic fermentation, the drying technique involves a second, very slow, fermentation using must from slightly dried grapes, which gives the wine a particular vivacity. The result is a supple wine, very intense, with a fruity and round taste.

Azienda Uggiano: la crescita continua

Dopo essersi lasciata alle spalle un 2020 eccezionale, dal punto di vista della crescita del business, Azienda Uggiano chiude il 2021 con risultati altrettanto positivi. E un incremento di fatturato del 25%. L'occasione per tirare le somme di quanto realizzato negli ultimi 12 mesi e dei progetti per il futuro è una chiacchierata con Giacomo Fossati, direttore commerciale ed export. "Quest'anno pensiamo di aver fatto, nel complesso, un buon lavoro e di aver gettato solide basi anche per quello che ci riserverà il 2022, che speriamo sarà l'anno della ripresa definitiva", sottolinea Fossati. Un ottimismo che si vince anche dalla nostra partecipazione ai grandi eventi del vino".

Tenuta Aquilaia launches the first SuperTuscan



Tenuta Aquilaia, the Maremma estate acquired by Azienda Uggiano in 2019, has opened in 2022, after a slowdown caused by the pandemic. The estate, located in the green heart of the most authentic Maremma, consists of 40 hectares, 15 of which are planted with vines, for a production of around 60,000 bottles divided into five different labels. And in January 2022, Tenuta Aquilaia's first SuperTuscan has been released, named after the river that flows through the estate: 'Fosso Sanguinaio'. "A perfect name to describe a red wine with depth, body and structure that can be considered the flagship of the winery", points out Giacomo Fossati. Fosso Sanguinaio is a blend of 75% Sangiovese, 15% Petit Verdot and 10% Alicante, which settles for six months in French barrique and one year in 30-hectolitre Slavonian oak casks. The first production, the 2019 vintage, counted around 8,000 bottles and, like the other Tenuta Aquilaia wines, was reserved for the restaurant, wine shop and e-commerce channels.



La Pinsa wins over further aficionados with its new recipe with wholegrain flour!



WITH WHOLE GRAIN FLOUR



Wholly meets market trends.

Crunchy outside and soft inside, it's a healthy taste explosion for all.

- Fresh, ready in 5 minutes!
- Processed by hand
- With sour dough
- Cooked on stone
- Enjoy plain or stuffed to taste





INSIGHT

www.hppitalia.com

HPP Italia at the service of food safety

The company is the biggest third-party tolling center in Europe. Its innovative high pressure processing is a cold pasteurization method. It can be applied to all fresh food&beverage segments, including the dairy industry. It guarantees greater security and a prolonged shelf life.

HPP Italia is a family business. As a matter of fact it was born from an idea by the Gherri brothers, who have believed and invested in high pressure processing in the first place, bringing it to Italy. They installed the first system in Italy in 2014 and later on they placed a second one, strengthening the production capacity and raising the level of reliability of the service, which they provide for third parties. Therefore the company has become the first tolling center in Europe in the processing of food through the high pressure processing.

HPP Italia stems from the idea of collaborating with producers of foods from the most varied categories in order to offer the high pressure processing service and, especially, to support them throughout the entire application procedure of the high pressure processing (HPP) to their products, from the feasibility study to the integration of the treatment as a key element and added value of the production process.

HPP Italia's main objective is to develop an implementation plan of this technology for the agro-food products in the easiest and most effective way possible. As a matter of fact, the company provides its support to its clients when choosing all the technical and scientific solutions, as well as throughout the customization of the application to the products in the food&beverage world, in order to guarantee the highest level possible of food safety and maintain the nutritional and organoleptic qualities intact.

What is the HPP technology?

HPP stands for 'high pressure processing', that is a processing technique based on the application of high levels of pressure. HPP is an innovative technology which subjects foods, sealed in its final packaging, to a high level of isostatic pressure (up to 6,000 bar). That is a hundred times greater than the atmospheric one. This way, without a significant heat input, the microorganisms present in foods, both solid

and liquid, are inactivated, thus making the products processed, in particular the fresh ones become safer and acquire a longer shelf life. The effects on foods processed through high pressures have been known in the USA since the end of 1800, however, it is only from 1990 that the first foods processed this way appear on the market in Japan. Later on, Italians were the ones who gave a crucial contribution in developing such technologies in the food segment: it was precisely in our country that the first food pasteurized with HPP was produced. And the first meal to be stabilized with the HPP method and sent in the space on the MIR space station was also Italian. Today, the HPP technology is widely used in the USA and it is present in Japan and Australia.

Where to apply the HPP technology

The high pressure technology has many applications in the food segment nowadays: it is successfully used, for instance, to process cold pressed fruit and vegetables (juices, smoothies, purées); ready-made meals containing pasta, meat, fish and vegetables; ready-to-eat vegetable preparations such as salsas and creams; tomato sauce; fish, both ready and to be cooked; traditional deli meats, mainly to be exported, seasoned and cooked. But the technology can also be applied in the dairy segment.

Moreover, the high pressures are implemented in the processing of products with a delicate and particular flavor such as, for instance, infusions or spices and herbs extracts. The HPP method can be used both on solid and liquid foods. The best results are obtained by applying the technique to the products sealed in their final packaging, because this way they are stabilized and they cannot be subject to further contamination. For its isostatic feature, the processing does not cause the crushing or the destruction of the products, unless the latter entail a significant gas content.



Giorgio Gherri

WHAT ARE THE REQUIREMENTS FOR HPP FOODS?

- High content of free water
- Sufficiently low pH (naturally acidic)
- Not too rigid or spongy structure (low gas content)

WHY CHOOSING HPP?

- Safer food
- Longer shelf life
- Intact nutritional and organoleptic characteristics

HPP Italia al servizio della sicurezza alimentare

Quella di HPP Italia è una storia di famiglia. Nasce infatti da un'idea dei fratelli Gherri, che per primi hanno creduto e investito nella tecnologia delle alte pressioni, portandola nel Bel Paese. Hanno installato il primo impianto per la pastorizzazione a freddo in Italia nel 2014 e ne hanno poi disposto un secondo, potenziando la capacità produttiva e innalzando il livello di affidabilità del servizio, che propongono conto terzi. L'azienda è diventata così il primo tolling center d'Europa nel trattamento ad alte pressioni, il quale garantisce maggiore sicurezza alimentare e una shelf life prolungata.



HPP Italia's high pressure processing system



DISCOVER

Krapfen: a fritter that made history



Soft, fried, luscious. It is one of the most famous sweet treats in the world. And over the centuries it satisfied the palates of all Europe, taking on many names (and recipes).

Krapfen is a deep-fried yeast dough in the shape of a flattened ball and typical of Carnival (a Catholic festive season that occurs before the liturgical season of Lent, the 40 days period before Easter). Although theories about its origins abound, its creation is commonly dated back to 1600s, in Austria-Germany. Since then, it has conquered the palates of adults and children all over Europe and, in every place, the local culture has adapted its recipe and name according to the tastes and habits of its inhabitants. A passion that never stopped burning and that today knows no borders, also thanks to a wide range of frozen solutions.

'Bomba' or 'Bombole': the Italian-style Krapfen

In Italy, the love for Krapfen first spread to the North, in the Dolomites area, where it is called 'Faschingskrapfen', literally the 'Carnival fritter'. Going South it has been called 'Bombole' or 'Frate' in Tuscany and Emilia Romagna, and 'Bomba' in Lazio. Although similar, these sweets have important

differences compared to the original Krapfen. In fact, if the latter has a 'thick' dough, rich in eggs and butter and is filled with jam or pastry cream, 'Bombole' is made with a lighter dough and is usually empty. In Tuscany and Emilia it has long been the favorite mid-afternoon snack for adults and children on the beaches of the Tyrrhenian and Adriatic Seas. The Roman 'Bomba', for its part, is still different: made with a 'light' dough too, it is filled with pastry cream or chocolate and is very beloved by the inhabitants of the capital at any time of the day (and night).

Krapfen: una frittella che ha fatto la storia

Soffice, fritto, goloso. È uno dei dolci più famosi al mondo. Capace di conquistare, nel corso dei secoli, i palati di tutta Europa. Assumendo molti nomi (e molte ricette).

The rumors on the origin

In Austria, people say that the first woman to prepare Krapfen was a Viennese pastry chef, Cecilia Krapf, in 1690. According to the legend, her apprentice had behaved badly that day and then Cecilia had thrown at her a piece of yeast dough. The girl managed to lower her head and the ball ended up in a pan of frying hot fat. As soon as Cecilia Krapf calmed down, she discovered that she had created a delicious fritter.

Another story attributes the authorship of Krapfen to a Berlin pastry chef who, in 1750, was to be drafted into the Prussian army as a gunner. Classified as unsuitable, he was allowed to serve only as a field baker. He was so happy that he made small cannonballs with the yeast dough which he then placed in a pan full of frying fat. Through the conquest campaigns of the Prussian army, these sweet fried balls conquered all of Germany. This must be the reason why in the country the Krapfen is called Berliner.

biofach.de/en/newsletter

Nuremberg, Germany
26-29.7.2022

BIOFACH2022

into organic

World's Leading Trade Fair
for Organic Food

One-off
Summer Edition

BIOFACH

Nourishment for all your senses

We're finally back to real-life encounters! At last, you can immerse yourself once again in the vast organic community: live, up close and in person. See, touch, smell and taste a colourful and diverse range of products as you enjoy a feast for the senses, the likes of which we've all been missing for so long. BIOFACH 2022 is all of this and more - including lots of happy moments!

#intoorganic



Trade visitors only

In association with **VIVANESS2022**
International Trade Fair for Natural and
Organic Personal Care



ITALO, italian character

Italy is a country rich in beauty, creativity, exceptional flavors and unique products. Italo, a Botalla cheese which thanks to its delicate taste and its marked personality, has become the symbol of flavor which unites without any compromises. For every table.

A FAMILY PASSION



www.botallaformaggi.com