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per la restituzione al mittente previo pagamento resi.



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

# THE ITALIAN FOOD MAGAZINE BUYER'S • GUIDE

YEAR 10 - N° 4 • MAY 2022  
MANAGING DIRECTOR: ANGELO FRIGERIO

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**ZOOM**  
**Italians  
like it  
plant-based**

The market is rapidly growing in the boot-shaped country, as more and more consumers seek healthier and eco-friendlier products. Burgers and vegetal drinks are among the most widespread categories, as explained by a Bva-Doxa report.

pages 10-11

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## THE ITALIAN FOOD MAGAZINE

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**INSIGHT**  
**Pasta lovers  
all around  
the world**

The Peninsula is the leading country worldwide in the production of spaghetti, fettuccine and Co. High-quality products are more and more demanded abroad, especially when produced with 100% Italian durum wheat.

pages 20-22

## SCENARIO Building tomorrow's interconnected retail



E-commerce is growing at a rapid rate, allowing large-scale distribution to compensate for the losses recorded in stores. And offering new chances to SMEs. We discuss about the present and the future of e-shops with Roberto Liscia, president of Netcomm.

page 12

## REPORTAGE

# Cibus: back to business

Great success for the International Food Exhibition, hosted by Fiere di Parma on the past 3-6 May. A high attendance of foreign buyers, as well as exhibitors, was recorded. For a back-to-normal trade show.

from page 30 to 34

**FOCUS ON**  
**Sustainability,  
a catalyst for change  
in the meat industry**

Whether declined in the environmental, economic or social version, the topic is high on the agenda of many companies in the segment. An overview of the best practices carried out by some innovative firms. Among animal welfare, circular economy, eco-pack trays, cutting-edge production processes and initiatives thought for the employees.

pages 24-26

## THE COMPANY Caseificio Longo: passion, tradition and taste



The company has been producing tomini since 1950. What once began as a small laboratory in Northern Piedmont is now a steady firm which exports its high-quality cheeses worldwide. And where craftsmanship is still crucial.

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**PRODUCT SHOWCASE**

## Have yourself a merry Italian Christmas!

from page 14 to page 18



# EDITORIAL

by Angelo Frigerio

## Greta and her supporters: where are they now?

It was August 2015 when Greta Thunberg, a 15-year-old student from Sweden, stepped into the limelight. In a few months, she became a worldwide phenomenon. How? Every Friday she used to skip school to sit outside the Swedish parliament with a sign that stated: "School strike for climate". The 15-year-old activist started to post what she was doing on social media and her face began to be all over the international media. In a very short time, Greta became the leader of a youth-led movement which demanded concrete action on environment from world leaders. On March 15, 2019 the new-born movement promoted a global strike for climate, which involved 1,639 cities across the world. Italian students protested too.

Global politics was not caught unprepared and immediately took action on climate change, following Greta's example. In particular, world leaders declared war to plastic, as well as polluting energy sources, such as coal and nuclear power plants. Sustainability became high on the agenda of the global powers, as it was more and more abused even in lectures and conventions.

Then came the pandemic. And the world suddenly stopped to count its victims. Plastic fortunately came to help, with syringes, straws and any kind of medical protection, and people under-

stood the importance of this despised material, invented by the Italian Nobel-laureate Giulio Natta. Without plastic, the number of victims would have been higher.

Then came the war. People all over the world suddenly found out that Russia was the main gas supplier for the Western Countries. European countries ran for cover, with French President Emmanuel Macron stating that nuclear energy is the main source of energy for France. Boris Johnson, Prime Minister of the UK, did the same, whereas Joe Biden went farther. The US President delayed restrictions against oil and gas leases, even in federal properties.

In Italy, on the contrary, it was crystal clear to everybody that the energy plans of the last 40 years had all gone wrong. Now they talk about going back to nuclear energy (thank God!) and reopening coal and diesel power plants. Without forgetting renewable energies. However, they already know that wind and solar energy will never replace most systems of intense-consuming companies.

Let's say it clear: they took a partial step back. And where have Greta and her supporters gone? They have been missing for a while now. So, what are we going to do in order to defeat Putin? We could freeze to death... Or we could decide to put off the ecological transition until better times.

### Greta e i gretini: dove sono finiti?

Agosto 2015: Greta Thunberg, una studentessa svedese di 15 anni compare prepotentemente sulla scena. E diventa, in pochi mesi, un fenomeno mondiale. Comincia "bigiando" dalla scuola ogni venerdì. Si mette davanti al parlamento svedese con un cartello che così recita: "Sciopero dalle lezioni per il clima". I media cominciano a interessarsi del fenomeno e, grazie anche a una massiccia campagna sui social, Greta diventa un'icona del movimento che chiede ai governi misure concrete sull'ambiente. Nasce un gruppo di pressione che il 15 marzo 2019 organizza uno sciopero globale per il futuro che coinvolge ben 1.639 città, comprese quelle italiane.

La politica, visto il consenso di massa, non tarda ad adottare misure che vanno nella direzione propugnata da Greta e i gretini, lungo due direttrici: lotta alla plastica e alle energie inquinanti e/o pericolose (centrali

a carbone e gasolio, nucleare). La parola sostenibilità s'impone a più non posso e ce la troviamo ripetuta all'infinito in consessi e convegni vari.

Poi arriva la pandemia. E il mondo si ferma. Inizia la conta di morti e feriti. Ma per fortuna c'è la plastica. Siringhe, cannucce, protezioni varie: senza il tanto vituperato materiale inventato da un chimico italiano, il premio Nobel Giulio Natta, il numero dei morti sarebbe stato molto più alto.

Ma non è finita qui, arriva la guerra. E scopriamo improvvisamente che il gas che ci arriva dalla Russia è fondamentale per quasi tutte le economie occidentali. Ecco allora i governi europei correre tutti ai ripari. Macron, il premier francese, in un recente comizio, dichiara che il nucleare rappresenta la fonte di energia primaria per il paese. La stessa cosa l'ha promessa il premier britan-

nico Johnson. Biden è andato oltre. Il presidente americano ha rinviato le restrizioni contro le estrazioni di petrolio e gas, anche nelle terre di proprietà federale.

In Italia si ammette tranquillamente che i piani energetici di tutti i governi, da circa 40 anni, sono stati tutti sbagliati. Si parla di ritorno al nucleare (era ora!) e della riapertura di centrali a carbone e gasolio. Non mancano richiami all'incremento delle energie rinnovabili. Ben sapendo però che l'eolico o il solare non potranno mai sostituire gli impianti della stragrande maggioranza delle aziende energivore.

Insomma, una retromarcia a 180 gradi. Alla faccia di Greta e i gretini, ormai scomparsi dalla circolazione. Anche perché non ci sono alternative: se vogliamo colpire pesantemente Putin, o moriamo di freddo e stenti oppure rimandiamo a tempi migliori la transizione ecologica. Amen.



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.



  
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## NEWS

### PALM OIL EXPORTS BANNED IN INDONESIA

Indonesia, among the world's biggest palm oil producers, imposed a complete ban on palm oil exports. According to national authorities, this measure – which entered into force on April 28 – was introduced to prevent the shortage of domestic supplies of cooking oil, which mostly comes from palm trees.

#### L'Indonesia blocca l'export di olio di palma

L'Indonesia, tra i maggiori produttori mondiali di olio di palma, ha reso nota la decisione di bloccare l'export verso i Paesi esteri. Secondo quanto dichiarato dalle autorità nazionali, il provvedimento, che diventerà effettivo dal prossimo 28 aprile, rappresenta una misura per contrastare la carenza di olio da cottura che starebbe colpendo il mercato interno, olio che il Paese ricava in gran parte dalla palma.



### CIRIO LAUNCHES THE FIRST CLIMATE-NEUTRAL TOMATO PULP IN THE UK

A 100% sustainable and climate-neutral tomato pulp. This is the novelty that Cirio, brand owned by the Cooperative Group Conserve Italia, introduced in the UK market. Starting from last January, all the packages of 400-gram cans of Chopped Tomatoes Pulp – 100% Italian Tomatoes can boast the recognition of 'Climate Neutral'. "We have set ourselves the ambitious goal of completely neutralizing the effects on the planet of a leading product such as tomato pulp, which accounts for the majority of our sales in the UK", states Diego Pariotti, foreign sales director of Conserve Italia. "With this initiative we bring our green commitment directly to the tables of millions of consumers", adds Pariotti. The result, which was made possible thanks to the collaboration with the University of Genoa, allowed Conserve Italia to obtain the EPD Process certification and publish its environmental declarations.



#### Uk: Cirio presenta la polpa di pomodoro 'climate neutral'

Una polpa di pomodoro 100% sostenibile perché a emissioni neutralizzate. È questa la novità che Cirio, marchio appartenente al gruppo cooperativo Conserve Italia, ha introdotto sul mercato britannico. A partire dallo scorso gennaio, tutte le confezioni da 400 g di Polpa Cirio Chopped Tomatoes – 100% Pomodoro Italiano presentano infatti in etichetta il riconoscimento 'Climate Neutral'. "Ci siamo posti l'ambizioso obiettivo di neutralizzare completamente gli effetti sul Pianeta di un prodotto di punta come la Polpa di Pomodoro Cirio, che rappresenta la maggior parte delle nostre vendite nel Regno Unito", spiega Diego Pariotti, direttore commerciale estero di Conserve Italia. "Con questa iniziativa portiamo il nostro impegno green direttamente sulle tavole di milioni di consumatori". Il risultato, reso possibile dal percorso avviato in collaborazione con l'Università di Genova, ha consentito a Conserve Italia di ottenere la certificazione Epd Process e di pubblicare le proprie Dichiarazioni ambientali.

### MIPAAF PROVIDES 100 MILLION EURO FOR THE MODERNIZATION OF ITALIAN OLIVE-OIL MILLS

Green light to the 100 million euro provided by the NRP for the modernization of oil mills in Italy after the directorial decree of the Ministry of Agricultural Policies (MIPAAF) was signed on 31 March. The resources - destined to farms and agro-industrial companies that own oil mills, registered with the SIAN (the National Agricultural Information System) – are directed towards investments to replace or modernize the most obsolete mills with the introduction of the latest 4.0 eco-friendly technologies. "The measure", explains MIPAAF's official press release "is to strengthen the competitiveness of the food system, modernize the structures for processing extra virgin olive oil, improve the quality of the product and the sustainability of the production process through the energy transition, reduce by-products and encourage their reuse for energy purposes".

#### Dal Mipaaf 100 milioni di euro destinati all'ammodernamento dei frantoi italiani

È stato approvato il 31 marzo scorso il decreto direttoriale Mipaaf che mette a disposizione dei frantoi italiani 100 milioni di euro di contributi. Il finanziamento – destinato alle aziende agricole e ai frantoi oleari iscritti al Sian (Sistema informativo agricolo nazionale) – permetterà la sostituzione o l'ammodernamento di impianti di molitura ad estrazione a due o tre fasi di ultima generazione, così come l'introduzione di macchinari e tecnologie 4.0 ecosostenibili. "Obiettivo della misura", spiega una nota del Mipaaf, "è quella di rafforzare la competitività del sistema alimentare, ammodernare le strutture di trasformazione dell'olio extravergine di oliva, settore strategico per l'industria agroalimentare italiana, migliorare la qualità del prodotto e la sostenibilità del processo produttivo attraverso la transizione energetica, ridurre i sottoprodotti e favorirne il riutilizzo a fini energetici".

### NEW PROMOTIONAL CAMPAIGN FOR THE ASIAGO PDO CONSORTIUM IN EUROPE AND IN THE US

The Consortium for the protection of PDO Asiago cheese has undertaken a new round of investments in foreign markets. The main purpose is to promote and strengthen the presence of the Veneto-Trentino delicacy in Europe and in the US in order to back up the +30.8% growth in Asiago cheese exports scored in January 2022 over the same month in the previous year. The campaign started in the US, which in January 2022 were the main destination market for the Asiago cheese exports. Overseas the Consortium has launched a new promotional project dedicated to communicate the recent novelties introduced in the official guidelines. New opportunities for Europe too, especially in Germany and the Czech Republic. The Consortium has decided to involve the two countries in a further three-year-long project cofounded by the EU, called 'European Lifestyle: Taste Wonderfood – E.L.T.W.', worth over 3.7 million euro. However, Asiago PDO is not the only product promoted by the project. There are other specialties produced in the Veneto region, such as the Valpolicella DOC DCG wines, Riso Vialone Nano PGI and the Extra-Virgin Olive Oil of the Garda area.

#### Il Consorzio dell'Asiago punta sulla promozione in Europa e negli Usa

Una nuova campagna di investimenti all'estero per il Consorzio tutela formaggio Asiago. L'obiettivo è valorizzare e rafforzare la presenza della specialità veneto-trentina negli Stati Uniti e in Europa, per consolidare il +30,8% di crescita delle esportazioni del formaggio Asiago a gennaio 2022 rispetto allo stesso mese dell'anno precedente. Si parte dagli Usa che, a gennaio 2022, mantengono il primo posto nella classifica internazionale delle esportazioni di formaggio Asiago. Oltreoceano il Consorzio lancia un nuovo progetto promozionale dedicato a comunicare nei punti vendita le recenti novità introdotte nel disciplinare. Nuove opportunità anche in Europa, in particolare in Germania e Repubblica Ceca. Il Consorzio ha scelto di coinvolgere i due Paesi in un ulteriore progetto triennale cofinanziato dall'Ue, denominato European Lifestyle: Taste Wonderfood – E.L.T.W., del valore di oltre 3,7 milioni di euro. Il progetto unisce l'Asiago Dop ad altre eccellenze venete come i vini rossi della Valpolicella Doc e Dcgc, il Riso Vialone Nano Igp e l'Olio Extravergine del Garda.



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### COPPA DI PARMA PGI: REVENUE GROWTH IN 2021

Good performances for Coppa di Parma PGI, whose turnover passed from 68 million euro in 2020 to 70 million euro in 2021, recording a 12% increase. According to the data released by the certification body ECEPA, later spread by the Consortium, in 2021 approximately 4.25 million kg of pork were processed, with a 1.2% growth compared to 2020. Large-scale distribution remained the main channel with a 70% share, whereas pre-sliced trays of Coppa di Parma PGI increased their popularity among Italians. Exports grew 8%, following a difficult 2020 caused by the outbreak of the pandemic. Among the most relevant countries per exports share, Germany, France and the Benelux ranked first. In general, Europe accounts for 55.6% of the exports. Canada, on the other hand, is the main importer of Coppa di Parma PGI and it accounts for 38.6% of the total exports. It is followed by the UK, with a 2.1% export share.

#### Coppa di Parma Igp: cresce il fatturato nel 2021

Buon andamento della Coppa di Parma Igp, il cui fatturato al consumo passa dai 68 milioni di euro del 2020 ai 70 milioni di euro del 2021: +2,9% in 12 mesi. Dal report diffuso dal Consorzio, emerge la crescita dei volumi di produzione: secondo i dati forniti da Ecepa – Ente di certificazione prodotti agro-alimentari – nel 2021 i kg di carne suina lavorata sono stati 4,25 milioni (+1,2% rispetto al 2020). Con una quota pari al 70% del turnover del comparto, la grande distribuzione rimane il canale di commercializzazione principale. In aumento l'apprezzamento dei consumatori per le vaschette di Coppa di Parma Igp. Buone le notizie sul fronte export: dopo un 2020 complicato causa Covid-19, l'incidenza delle esportazioni cresce, sfiorando l'8%. La principale area di destinazione è rappresentata dai Paesi di area Ue, con una quota export del 55,6%: i più importanti partner commerciali stranieri sono Germania, Francia e Benelux. Il Canada è il maggior importatore di Coppa di Parma Igp, con una quota export del 38,6%. Il Regno Unito rappresenta una quota export del 2,1%.

### UNILEVER TO STOP MARKETING FOOD AND DRINK TO UNDER-16S BY 2023

Starting from January 2023, Unilever will stop its marketing activities related to the F&B sector destined for children under-16 across all of its media channels, both traditional and digital. The giant will also stop collecting data on users under-16. Furthermore, it will not involve in its commercials under-16 influencers or celebrities who might appeal to young people. Lastly, Unilever will not promote its brands in schools, unless they specifically require it for educational purposes. Two years ago, the corporation had already stopped its marketing activities for radio and TV destined for under-12s. "Our goal is to continue to reduce children's exposure to advertising from the food and beverage industry, and instead support parents to select appropriate treats, to be enjoyed from time to time," claimed Matt Close, Unilever's president of Ice Cream.

#### Unilever, dal 2023 stop alle attività di marketing destinate ai minori di 16 anni

Il colosso dell'alimentare Unilever ha annunciato la cancellazione, a partire dal 1° gennaio 2023, di tutte le attività di comunicazione e marketing destinate ai minori di 16 anni. La nuova misura, che riguarderà tutti i contenuti a tema food&beverage sia sui mezzi tradizionali che sui social media, prevede inoltre lo stop alla raccolta di dati degli utenti under 16. Tra le nuove misure adottate, l'azienda non farà più ricorso, per le proprie pubblicità, a influencer minori di 16 anni, e limiterà l'apparizione di personaggi che possano fungere da attrazione per questa specifica fascia d'età. Inoltre, si impegna a evitare la promozione dei propri brand all'interno dell'ambiente scolastico, se non espressamente richiesto per campagne educative. La decisione arriva dopo il blocco, già adottato due anni fa, sulle attività di marketing destinate agli under 12 sui mezzi Tv e radio. "Il nostro obiettivo", specifica Matt Close, president Ice Cream Unilever, "è continuare a ridurre l'esposizione dei bambini alla pubblicità di cibo e bevande e, nel mentre, supportare i genitori nella scelta degli snack più appropriati".





## THE COMPANY

www.caseificio longo.it

# Caseificio Longo: passion, tradition and taste

The company has been producing tomini since 1950. What once began as a small laboratory in Northern Piedmont is now a steady firm which exports its high-quality cheeses worldwide. And where craftsmanship is still crucial.

Taking the best of Piedmont cheeses all over the world. Especially when it comes to tomini, the most beloved fresh and matured cheeses of the Italian region. This is the main purpose of Caseificio Longo, the company founded by Antonio Longo and his wife Franca in the early '50s in the town of Bosconero, in the province of Turin. Over 70 years of tradition and passion for cheese, together with the love for its territory and the search for authentic flavors, enabled Caseificio Longo to bring the taste of Piedmontese tradition, and of course of its tomini, worldwide. With its own brand or through private label products.

### Bringing the Tomino taste to the world

It all began in the '50s with a small laboratory located in the beautiful Canavese valleys in Northern Piedmont. At the time, Caseificio Longo was run by Antonio and his wife Franca. It used to daily collect and process from the nearby farms approximately 200 liters of milk, exclusively destined for the production of Tomino del Canavese. The passion for cheese making was soon passed on to their kids, Maurizio, Dario and Silvana, which later continued to run the family business.

Throughout the years, Caseificio Longo introduced new products to its catalogue – such as Paglierina and Tomino del Boscaiolo – and inaugurated two production plants in Rivarolo Canavese and Alba, respectively in 2008 and 2010. The latter, in particular, was designed for the production of Robiola d'Alba, a characteristic cheese from the province of Cuneo with a chalky, very humid and slightly acid taste and a taste of fresh milk.

Today the company has grown significantly, as it processes more than 150,000 liters of Piedmontese milk per day. Longo's cheeses are not only destined to the Italian market, but they are also exported worldwide. As a matter of fact, Caseificio Longo can count on an integrated quality control management system, which allows the company to be certificated by international standards, such as IFS and BRC. Exports play a key role, as they account for 10% of the company's turnover.

### 100% Piedmontese quality

The search for excellence and high-quality standards lead the production of Caseificio Longo. The company only uses 100% Piedmontese milk to achieve goodness and freshness. Always faithful to its tradition, Longo's cheese makers continue to follow old recipes handed down from generation to generation. Despite tradition

being the cornerstone of the company, modern equipment and production lines are used in order to produce perfect cheeses without losing the craftsmanlike features.

The production is divided into four different categories, each of which is designed with a particular colorful packaging which makes it easier to recognize Longo's cheeses on the shelf: the 'seasoned' line is composed of sweet, spicy and pasty cheeses with a hard structure and full tastes, such as Tomino and Tomino del Boscaiolo; the 'fresh' line includes white soft and moist cheeses with compact texture, like Tomino a Rotolo; the 'specialties' is a range of high-quality and gourmet products, including Tomino in oil; lastly, the 'lactose-free' line gathers cheeses with less than 0,1 gr of lactose.

### Caseificio Longo: passione, gusto e tradizione

Artigianalità e ricerca dell'eccellenza guidano l'azienda, specializzata dal 1950 nella produzione di tomini. Quello che una volta era un piccolo laboratorio a Bosconero, in provincia di Torino, è oggi una realtà imprenditoriale di successo. Impegnata a esportare i propri formaggi in tutto il mondo.

### TOMINO DEL BOSCAIOLO



100% Piedmontese milk, traditional recipe and genuine goodness: these are the ingredients that make Tomino del Boscaiolo a unique cheese, containing all the essence of the Piedmont region. Its smooth and compact paste and the maturing process give Tomino del Boscaiolo its sweet and very slightly spicy flavor.

#### Ingredients

Milk, salt, rennet.

#### Packaging details

New eco-friendly pack of 180 gr., made with paper and plastic.

#### Certifications

BRC, FDA, HACCP, IFS.

#### Shelf life

37 days.

### TOMA PIEMONTESE PDO



Characteristic product of the oldest Piedmont cheese-making tradition, Toma Piemontese PDO has a straw, yellow paste with fine and even holes, and a dark, thin and supple rind. Its full and sweet flavor makes it one of the best-known Piedmontese cheeses, loved also beyond regional boundaries.

#### Ingredients

Milk, salt, rennet.

#### Certifications

BRC, FDA, HACCP, IFS.

#### Shelf life

90 days.

### PAGLIERINA



This cheese has a very soft paste and an even straw, yellow color. It is named after the traditional conservation process, which took place on straw. The light and slightly moldy rind and the short ripening period give Paglierina an unmistakable flavor and the appearance of cheeses matured on straw, maintaining the characteristic aroma of hay and almond.

#### Awards

'Grolla d'Oro Formaggi d'Autore 2010' and 'Silver World Cheese Award 2016/2017'.

#### Ingredients

Pasteurized milk, salt, rennet.

#### Certifications

BRC, FDA, HACCP, IFS.

#### Shelf life

30 days.



# ITALO, italian character

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# Italians like it plant-based

Plant-based food is slowly winning the heart of Italian consumers, as reported by the Bva-Doxa analysis conducted for Unione Italiana Food, the leading association in Italy for direct representation of food product categories.

It is curiosity which first encourages consumers to purchase plant-based products, which are secondly chosen because they are considered healthy, tasty and eco-friendly. In many cases, plant-based items, which most of the time are bought out of curiosity, then become a frequent ally for consumers.

## Growing success for plant-based food

As reported by the Coop report released in 2021, 22% of the protein consumed by Italians comes from plant sources. In this scenario, plant-based food seems to be considered a valid alternative to legumes. According to the Bva-Doxa report, 54% of consumers – more than half of the population of the Peninsula – buys plant-based products. 21% of Italians buy them habitually, whereas 33% eats them from time to time. A large share of frequent users – those shoppers who are already accustomed to buying plant food – is made up of people who are younger than 35 years old. 1 out of 2 people under the age of 35 believes that plant-based products are environmentally friendly, as they do not

damage the Earth. 47% of the panel also thinks that they have a lower carbon footprint compared to the rest of the food industry, while 46% appreciates them because they employ less quantitative of water and energy in their production process.

But what is driving this plant-based boom? Nutritional values (40%) seem to be the first reason which pushes Italians to purchase plant products, followed by taste (30%), which ranks second quite unexpectedly. As a matter of fact, only 11% of consumers complain about their taste. On the contrary, 32% of the panel appreciates the 'green' origin of the items, whereas 28% praises their palatability.

## Looking for health benefits

Plant-based food is mainly chosen for its health benefits, according to Italian consumers. It is then important to take a step back in order to understand the reasons behind the great success of the plant market. As a matter of fact, in the last five years, 60% of Italians have changed their eating habits. As far as people under 35 years of age are involved, this share rises to 66%. In particular, 40% of the inhabitants of the Peninsula have increased their consumption of fruit and vegetables, whereas 30% has decreased the purchase of meat. People

older than 55 years, in particular, have reduced their consumption of animal proteins.

The reason behind this change of habits has to be sought in a higher attention towards personal well-being, as claimed by 67% of consumers. Another important issue which encourages Italians to buy plant food is the impact it has on the environment (19%), followed by the desire to buy it just for the fun of it (18%) and the saving of money (16%). It is only at the bottom of the charts that we find food allergies and intolerances (11%) and ethical reasons (12%).

## Vegans, vegetarians... and more

In the last few years, plant-based food has not only been purchased by vegans and vegetarians, but also by 'flexitarians'. This term refers to those people whose normally meatless diet occasionally

includes meat or fish. Most of the times, they are well-informed consumers, as 60% of them know the nutritional values of the products they usually buy because they frequently read labels. 17% of 'flexitarians' adequately seek information about what they eat, whereas 10% discusses it with their nutritionist.

Another acknowledgment should be given to plant products. Based on the Bva-Doxa report, 15% of Italian households buy plant-based foods to encourage their children to eat more vegetables. Generally speaking, 34% of the panel appreciates this kind of items because they can easily substitute vegetables. Lastly, 40% of Italians keeps buying plant products because of their nutritional value and because they are low-fat foods.

## Plant-based burgers and much else

Among the most widespread categories,

plant-based burgers, meatballs, nuggets and outlets surely are the most popular. As a matter of fact, 57% of consumers buy them. Furthermore, they seem to be mostly appreciated by women between 35 and 54 years of age (61%) who praise their practicality and quickness of preparation. Plant-based meat is followed by vegetal milks (47%), ice creams and desserts (25%), particularly spread in the South of Italy, Sicily and Sardinia, and sauces and condiments (25%). Consumers who are younger than 35 years old are particularly attracted to plant-based biscuits and confectionery (25%), whereas creamy desserts with probiotics are chosen by people over the age of 55 (23%).

Lastly, 58% of Italian consumers eat plant foods at home. However, a considerable share of people (22%) chooses plant-based alternatives also at the restaurant.

## Se è green... piace!

Nel Bel Paese aumentano le vendite di prodotti plant-based. Acquistati sempre più frequentemente da consumatori attenti al proprio benessere e alla propria salute. In particolare, la fascia degli under 35 sembra prediligere prodotti di origine vegetale perché li ritiene particolarmente attenti al pianeta. Tra le categorie più gettonate spiccano burger e cotolette, ma anche bevande vegetali e dolci. La ricerca di Bva-Doxa per Unione Italiana Food.



The market is rapidly growing in the boot-shaped country, as more and more consumers seek healthier and eco-friendlier products. Burgers and vegetal drinks are among the most widespread categories, as explained by a Bva-Doxa report.

by Aurora Erba



## WHAT ABOUT PLANT MILKS?

78% of Italians have tried, at least once, plant milks. This is what emerges from a report conducted by Everli, the online marketplace for grocery shopping. Among the most beloved categories of plant drinks there are almond milk and coconut milk. According to the analysis, many consumers (40%) approach plant drinks because they are curious to test them. 35% believes that they are easier to digest compared to cow's milk (35%), healthier (22%) or even tastier (20%). It also appears that one third of consumers usually drinks both animal and plant milk, whereas 11% of the panel has completely substituted 'traditional' milk with plant-based alternatives.



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## SCENARIO

# Building tomorrow's interconnected retail

**E-commerce is growing at a rapid rate, allowing large-scale distribution to compensate for the losses recorded in stores. And offering new chances to SMEs. We discuss about the present and the future of e-shops with Roberto Liscia, president of Netcomm.**

Online sales play an increasingly significant role in the large-scale distribution sector. As a matter of fact, in 2021, digital sales compensated for the slowdown recorded by physical stores, which came unexpectedly after the 2020 boost.

According to the latest report released by the Digital FMCG Observatory of Netcomm, conducted in collaboration with NielsenIQ, in 2021 online sales in the large-scale distribution recorded a 23.5% increase, reaching 1.8 billion euro. This figure accounts for 2.5% of the turnover of the whole retail sector. Within this scenario, SMEs are offered a strategic chance to grow and expand their business as long as they are able to satisfy the needs of consumers, whose number keeps growing and whose habits keep changing. More and more Italian households – approximately 10.7 million families – already buy fast-moving consumer goods (FMCG). Why? First of all because they want to save time, but also because they look for healthy and customized products, which can easily be found online.

It is hence clear that the increasingly growth of e-commerce is not destined to stop. Therefore, if brands want to survive, they must be able to adopt a multi-channel strategy. We discuss about it all with Roberto Liscia, president of Netcomm, the Italian Digital Commerce Consortium.



Roberto Liscia

**In 2021, e-commerce retail sales grew by 23.5%. Are we heading towards an increasingly online-dominated scenario?**

With the outbreak of the pandemic, mass retailers recorded a significant increase in sales on their e-commerce platforms. In 2021, online sales accounted for 2.5% of the whole turnover of the retail sector. This figure rose to 2.9% in the early months of 2022.

**What kind of consumer is more willing to purchase products online?**

In the last few months, 43% of Italian households have bought products online. It means that more than 11 million families are now accustomed to purchasing items on e-commerce platforms (+2.4 families compared to 2020). Furthermore, there is no longer any distinction among age groups, in particular in the food and retail sector: in each of those 11 million families already accustomed to online purchasing, there is at least one person who is able to do the shopping online.

**Did purchasing behavior change throughout the years?**

Recently, in the large-scale distribution, many products which were previously purchased in physical stores started to be bought online. Digital sales, in particular, allow SMEs to promote their organic or craftmanslike products. As for ni-

che brands, the most sold categories are groceries, beverage and personal care products. Sales of private label items increased too: in physical stores, they account for 20.4% of the whole sales, whereas their share online reaches 24.1%.

**What do consumers like about e-commerce?**

E-commerce platforms allow consumers to choose among a very wide variety of products. As a matter of fact, they are always more able to provide shoppers with the specific items they need, such as food, home and personal care products, as well as pet food. Consumers are also more and more attracted to the services provided by e-retailers, including deliveries and in-store pickups. Lastly, our research showed that online users are more willing to buy premium quality products.

### Retail: il domani è interconnesso

Cresce l'e-commerce della Gdo. E compensa le perdite dei negozi fisici. Aprendo, così, nuove opportunità per i piccoli brand. In un'intervista con Roberto Liscia, presidente di Netcomm (Consorzio del commercio digitale italiano), indagiamo il presente e il futuro dei punti vendita offline.

**Let's talk about products for a moment... According to Italians, what features should food items have in order to be bought online more easily?**

Online products should be affordable and high-quality. Now the need to have more specialized platforms is emerging, as consumers have understood that, for instance, they can buy bottles of wine on wine e-shops. The same happens with pet food, which has now some dedicated e-shops. Shoppers have finally found out that specialized platforms offer a wider variety of products in comparison to e-retailers.

**What digital marketing strategies are mostly used by companies?**

Food companies and retailers – especially big ones – usually adopt a multi-channel strategy, as they have to deal with new emerging channels. On one hand, they use trade marketing tactics to make their products more accessible. On the other hand, we should take into consideration that offline stores are fundamental to showcase online products, so it is important for brands to communicate their positioning to customers. Furthermore, the importance of influencers and social media marketing is now coming to light. As a matter of fact, many brands have already invested in those channels to communicate their values to customers.

**How do you picture the FMCG market in five years?**

Online shops will surely become more and more technological, as we can already see the first attempts of digital transformation in retail. In the future, there will be no difference between online and physical stores, or better, digital shops will have more similarities with physical stores. Smartphones will be more and more involved in the shopping experience, as they will be used to search, select and buy products. Consumers will also have the chance to get to know more information about the items they want to purchase. Lastly, the whole experience will not just revolve around products, but it will also include some fulfilling experiences, such as having breakfast in the store.

**So, what will happen to physical stores instead?**

Physical stores and online shops will be interconnected. They will have to find common solutions to satisfy the needs of their customers, starting from quick deliveries and samples in stores. However, what really matters in the offline-online integration is the introduction of new technologies able to make products more accessible and to increase the range of experiences available. Metaverse, for instance, will be the perfect merger between the physical environment and the digital space.

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FHA-Food & Beverage  
5/8 September

Sial  
15/19 October



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## 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  
export@vicenzi.it



\*Source: Nielsen YE 2021 Italy



SHOWCASE

# Have yourself a merry Italian Christmas!

Now that summer is coming, the countdown to the 2022 winter season has started. So let's forget for a second about tanning, waves and flip flops and let's jump straight into the Christmas mood. The inebriating smell of cinnamon filling the air. The bright lights decorating the cozy atmosphere of the living room. And the sound of children singing traditional Christmas carols.

The spirit of Christmas fills the heart with joy and happiness. People gather around the table for a cheerful family get-together, as their bellies get filled too. And what is better than finishing a tasty, rich banquet on a sweet note? Much better if the guests have a sweet tooth too.

Italy is worldwide famous for its beloved desserts. Whether is panettone or pandoro, a chocolate bar or a whole box, they are absolute deliciousness... impossible to resist! In this special edition of The Italian Food Magazine you will find some unique Christmas specialties to give the shelf a glamorous, Italian touch.

**SORINI**  
www.sorini.it

**KNITTED CHRISTMAS BOX**  
Cardboard box with witty Christmas pictures, closed with a satin bow. Inside a tray of stuffed chocolates.

**Ingredients list**  
Milk chocolate filled with hazelnut cream and cereals.

**Shelf life**  
18 months

**Packaging details**  
Hard carton box coated with printed paper, 300 gr of chocolates

**Palletization**  
49 (7x7)

**International certifications**  
BRS, Rainforest, Rspo, Fairtrade, IFS

**MESSORI CIOCCOLATERIA**  
www.messoricioccolato.it

**HANGING CONES**  
Christmas hanging cones, caramel flavour.

**Ingredients list**  
Crunchy wafer cone, premium dark chocolate, delicious Italian caramel cream, caramel crunch topping.

**Shelf life**  
15 months

**Packaging details**  
Carton with 12 displays of 8 pcs

**Palletization**  
108 cartons in one pallet (carton measures: 320Lx235Wx220H)

**International certifications**  
IFS

**DOLCERIE VENEZIANE**  
www.dolcerveneziane.it

**CHRISTMAS LOLLIPOP**  
High quality milk chocolate lollipop with sugar decoration, 100% hand made.

**Shelf life**  
30 months

**Packaging details**  
Transparent pvc bag, weight: 60 gr

**Palletization**  
15 pcs disply/carton, 192 ctn per pallet

**International certifications**  
IFS

**FLAMIGNI**  
www.flamigni.it

**PANETTONE COCKTAIL ASSORTMENT**  
Panettone Cocktail Assortment: three original recipes dedicated to the most iconic drinks: Spritz Panettone with Spritz cream and covered with delicious dark chocolate and sugar grains; Gin Tonic Panettone with gin tonic cream, covered with white chocolate and meringue; and Martini Cocktail Panettone with Martini and Vermouth cream, enriched with candied green olives.

**Shelf life**  
6 months

**Packaging details**  
350 gr each box

**International certifications**  
Haccp

follow



## ITALIA BULGARI marshmallow

# ...TO THE MOON AND BACK





# CHRISTMAS SHOWCASE

## VICENZI

www.matildevicenzi.com



### MILLEFOGLIE TIN WITH CHRISTMAS SLEEVE

Millefoglie di Matilde Tin provides you with the opportunity to taste all the most famous Matilde Vicenzi bite-sized puff pastry cookies, the only ones on the market composed of 192 layers of pastry. The tin contains an assortment of 4 different kind of puff pastry cookies: Puff pastry filled with chocolate cream, Puff pastry filled with milk cream, Puff pastry with butter, Puff pastry with raspberry filling. Fine, crispy and delicate cookies to enjoy at home or as the ideal Christmas gift, expression of Matilde Vicenzi's traditional experience and quality pastry making. The red sleeve is specifically designed for the holiday season, to be applied on the tin and is removable.

#### Shelf life

12 months

#### Packaging details

Tin, 375 gr

#### Palletization

80x120

#### International certifications

DNV-GL ISO 9001, BRC, IFS

## BHB ITALIA

www.bhb.name



### DECORATED ROULÉ

Decorated roulé with Christmas trees, format 38\*56 h 0,7 cm, neutral taste.

#### Shelf life

180 days

#### Packaging details

Flowpack +label

#### International certifications

BRC, IFS, UTZ, Organic

## I.N.C.A.P.

www.incap.it/en/



### PREMIUM CHRISTMAS GIFT BOXES BY CESARE CARRARO

Since 2010 I.N.C.A.P. customizes metal and wooden boxes. Its great expertise makes it possible to produce private label packaging in small quantities without printing costs at a very competitive price and in a rich variety of colours, shapes and sizes. The premium Christmas edition line by Cesare Carraro is made of elegant metal or wooden boxes, available in many different designs, filled in assorted hard candies or fruit jellies.

#### Shelf life

36 months

#### Packaging details

Wooden box: hard candies 300 gr (square box) / 400 gr (rect. box); fruit jellies 250 gr (square box) / 350 gr (rect. box). Metal box: hard candies:150 gr (small rect. box) / 300 gr (medium rect. box) / 400 gr (square box); fruit jellies 125 gr (small rect. box) / 250 gr (medium rect. box) / 350 gr (square box).

#### Palletization

Metal boxes (small rectangular): 108 cartons (9 cartons x 12 layers). All other wooden/metal boxes: 56 cartons (8 cartons x 7 layers).

## BRUSA

www.brusa.com



### ITALIAN XMAS BISCUITS - BACI DI DAMA

Brusa created special xmas biscuits & cakes made with the finest ingredients and packed in a beautiful packaging. From the famous Baci di Dama (Lady's Kisses), to the amazing Canestrelli. With its confectionery assortment, Brusa wants to enhance the long history of the Piedmont tradition.

#### Shelf life

12 months

#### Packaging details

150/200 gr

#### International certifications

IFS

## BAULI

www.bauli.it



### BAULI PANETTONE

Panettone is an Italian sweet cake usually prepared and enjoyed for Christmas and New Year. It is one of the key products for Christmas for gifting and sharing.

#### Shelf life

June / Year following date of production (9 months)

#### Packaging details

500 gr

#### Palletization

10 units per cartons (4 x 11; 44 cartons per pallets)

#### International certifications

ISO 9001 Vision, SA 8000, OHSAS 18001, ISO 14001, BRC A Grade, IFS High level

## I.D.B. - CONDORELLI

www.condorelli.it



### CONFEZIONE PRALINE 'GRAN SICILIA'

Dark chocolate pralines filled with orange cream, Pistachio chocolate pralines filled with pistachio cream, Dark chocolate pralines filled with chocolate cream of Modica PGI, and White chocolate pralines filled with lemon cream.

#### Shelf life

12 months

#### Packaging details

240 gr, carton box, plastic display, aluminium foil. 100% recyclable.

#### Palletization

Product dimensions: cm 26x23x3,5 h, pieces per box: 8, box weight: 2,4 kg, box dimensions: m. 33x28x24 h, boxes per pallet: 40m boxes per layer: 8, number of layers: 5. product ean code: 8004494319145

#### International certifications

BFC, IFS

## SOCADO

www.socado.com



### YOU LOVE ME 'NUTS EMOTION' - 'DARK INSIDE' - 'PISTACCHIO RELATION'

A new line of spreadable creams in three delicious variations: hazelnut, dark chocolate and pistachio. No added sugar (just naturally contains sugar - contains maltitol), palm oil free, gluten free, with certified cocoa and high fiber content. Designed for consumers who are careful not to exceed with sugar, but who do not want to give up the pleasures of taste.

#### Ingredients list

100% Italian hazelnuts, pistachios, cocoa.

#### Shelf life

18 months

#### Packaging details

'Nuts Emotion' and 'Dark Inside': 330 gr glass jar with metal lid. 'Pistacchio Relation': 270 gr glass jar with metal lid.

#### Palletization

12 units per carton, 11 cartons per layer x 14 layers, 154 cartons per pallet

#### International certifications

Rainforest Alliance Cocoa

## FIASCONARO

www.fiasconaro.com



### PANETTONE ORO DI MANNA

Flagship product of 'I Territoriali', the Panettone Oro di Manna celebrates the encounter between Glandia chocolate and Manna cream and is embellished with a greedy coating of white chocolate and mannetti casting. A unique reinterpretation of panettone, thanks to the use of Manna, a sweet resin of biblical tradition. A real treasure for the Madonie peasants, who extract it from the Ash trees in the mountains between Castelbuono and Pollina, overlooking the sea of Cefalù.

#### Packaging details

Recyclable cardboard packaging with illustrations that recall the moments of the harvest and the craftsmanship of the ingredients processing process

#### Shelf life

4 months



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.



## HOW TRADITION TASTES LIKE



## 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.

### 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.

## A MODERN TWIST ON AN ANCIENT FLAVOR



### 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



## CHRISTMAS SHOWCASE

### PAOLO LAZZARONI&FIGLI

www.chiostrodisarono.it



**CHRISTMAS VAN WITH CANTUCCI**  
Italian PGI Cantucci in a reproduction of a real old company van tin with real moving wheels. According to the tradition, they perfectly match with a sweet raisin wine. A crisp cookie that melts in the wine, giving a fine and intense feeling.

**Ingredients list**  
Wheat flour, sugar, almonds (17%), eggs, egg yolk, butter, honey, partially skimmed milk, raising agent: ammonium bicarbonate, salt, flavours.

**Shelf life**  
12 months

**Packaging details**  
Metal tin, 100 gr

**Palletization**  
12 per case/49 cases per pallet

**International certifications**  
BRC

### LA PERLA DI TORINO

www.laperladitorino.it/en



#### LA PERLA DI NATALE – CHRISTMAS TREE

The iconic product of Christmas in an innovative version. White chocolate Christmas tree with salted pistachio paste and precious decorations in the three chocolate flavours, reminding of the spheres embellishing our home trees. A unique creation treasured by a see-through box for a delicious and elegant gift to share with your beloved ones in the festive season.

**Shelf life**  
10-12 months

**Packaging details**  
200 gr, 14 x 14 x 20 cm

**Palletization**  
6 pieces per box

**International certifications**  
BRC

### MAJANI 1796

www.majani.com



**CLASSIC CREMINO CHRISTMAS**  
Cremino in 4 layers of hazelnuts and almonds, weight 10,13 gr, in a stylish Christmas leaf.

**Ingredients list**  
Sugar, hazelnuts, almonds, cocoa butter, cocoa paste, emulsifier soya lecithin, vanilla.

**Shelf life**  
22 months

**Packaging details**  
Aluminium and coated paper

**Palletization**  
15 boxes x 8 layers; 120 boxes/plt

**International certifications**  
Haccp, FSSC22000

### FREDDI DOLCIARIA

www.freddi.it



#### FREDDI BÛCHE DE NOËL

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

**Shelf life**  
9 months from production date

**Packaging details**  
Luxury box with a small handle. Carton display by 8 Bûche de Noël 300 gr for an exposition "ready to sell".

**Palletization**  
1 pallet on floor (80x120x120h), 63 cartons (9 cartons per layer x 7 layers), double stacked 126 cartons (80x120x224h)

**International certifications**  
Haccp, IBS, BRC, Rspo

### ANTICA TORRONERIA PIEMONTESE

www.torrone.it



**CHRISTMAS SMALL SWEET TRUFFLES**  
A joyful, colourful paper to wrap a small delicious sweet truffle, the classic one. A cool box to make a gift during the most magic period of the year: Christmas.

**Ingredients list**  
Chocolate and hazelnuts

**Shelf life**  
360 days

**Packaging details**  
Bulk 3000 gr and box 180 gr

**Palletization**  
Bulk 12 cts x 6 layers; box 17 ct sx 7 layers

**International certifications**  
BRC, IFS, Smeta

### LAICA

www.laica.eu



#### 'IT'S CHRISTMAS TIME' BAR AND CHRISTMAS ASSORTED BOULES

The unmistakable products of the Christmas tradition. The pleasure of real chocolate for all moments of celebration: milk chocolate bar with soft milky cream filling and milk chocolate boules with assorted fillings: hazelnut cream with cereals and milky cream with cereals.

**Shelf life**  
18 months

**Packaging details**  
Flowpack bar 100 gr, Christmas Pralines bag 1 Kg

**Palletization**  
Bar 100 gr: EXPO X 28 PCS, CT X PALLET > 144; Bag 1 kg: EXPO X 6 PCS, CT X PALLET > 64

**International certifications**  
ISO 22000, BRC, IFS, UTZ, Rspo, Kosher, Sedex, Fairtrade

### TEDESCO

www.orelieteperugia.it



**ORE LIETE PANETTONE HAND-WRAPPED 'CITTÀ D'ITALIA LINE'**  
The line of Panettoni Ore Liete 'Città d'Italia' comes from the ancient recipes of the company' master confectioners. Inside there is a soft, fragrant and highly digestible heart, thanks to the yeast that is daily refreshed and regenerated. Four different packages that tell the story of four beloved Italian cities: Milano (Panettone Classic), Palermo (Panettone with Limoncello cream), Napoli (Panettone with Coffee chips and Tiramisù cream) and Venezia (Panettone with Chocolate chips and salted caramel).

**Shelf life**  
6 months

**Packaging details**  
Weight: 750 gr. Paper wrap.

**Palletization**  
Pcs/cts 6, cts/layers 4, layers/plt 6, cts/plt 24, pcs/plt 144

**International certifications**  
BRC, IFS

### BARBERO DAVIDE

www.barberodavide.it



**LOLLIPOP**  
Milk, extra dark and white chocolate lollipops.

**Shelf life**  
20 months

**Packaging details**  
Cellophan, 25 gr

**Palletization**  
21 pieces per carton

**International certifications**  
FDA

# NEGRI®

ALTA SALUMERIA ITALIANA

## NOVECENTO

NOVECENTO is an Italian cooked ham product made from large-size pig thighs handcrafted.

The peculiarity of this fantastic product is the smoothness on the palate, the slice made up of a lean heart with a delicate taste and a white rim of very sweet and very soft fat which makes the product truly exceptional.



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GUARDA IL SITO

# NEGRI®

ALTA SALUMERIA ITALIANA

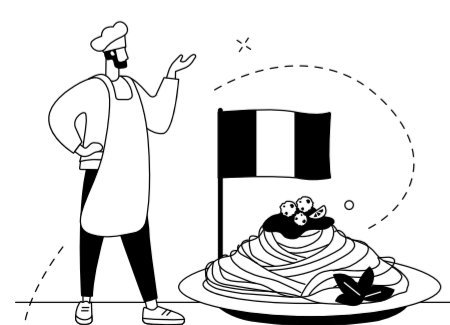


## INSIGHT



# Pasta lovers all around the world

The Peninsula is the leading country worldwide in the production of spaghetti, fettuccine and Co. High-quality products are more and more demanded abroad, especially when produced with 100% Italian durum wheat.



by Aurora Erba



**UK: IT IS A PASTA SUCCESS!**

According to the Italian newspaper Il Sole 24 Ore, in 2021 Britons bought approximately 150 million packages of pasta. The sector was worth 95 million pounds. The latest data released by the Italian Trade Agency highlight that in the UK fresh pasta accounts for 13% of the whole sector. Traditional dry pasta is much more appealing to British people. However, fresh pasta is slowly arousing the curiosity of consumers. In 2020 Pasta Evangelists, a UK fresh pasta maker, generated more than 10 million pounds in sales. The number of fresh pasta restaurants is increasing too. For instance, the fresh pasta restaurant group Miscusi, which already operates in seven Italian cities, made its UK debut in London's Covent Garden. The 400 sqm new restaurant holds 163 covers in total.

### Pasta, un amore globale

L'Italia si conferma il punto di riferimento per l'industria mondiale. Anche sui mercati stranieri cresce la richiesta di prodotti dalla Penisola, con particolare attenzione a quelli realizzati con grano 100% nazionale. Le esportazioni ne traggono vantaggio. E anche il food delivery sembra seguire questo trend di successo.

Pasta is the true queen of the Italian cuisine. Besides being appreciated all over the world, from Venezuela to Russia, it is celebrated every year during the World Pasta Day, brought into existence in 1995 to highlight the world's panorama of pasta. Furthermore, in 2010, it was also included, together with the Mediterranean Diet, in the Intangible Cultural Heritage List of Unesco.

Whether long or short, fresh or dry, pasta stands out in the global scenario as it is considered a true masterpiece. With more than 1,000 existing shapes, it is the final result of an important industry which produces more than 3.9 million tons every year and employs around 10,000 workers.

According to a report released by Euler Hermes, world leader in trade credit insurance belonging to Allianz Trade, in the last 10 years pasta consumption has doubled worldwide, passing from 9 to 15 million tons per year. Within this flourishing market, Italy once again proves to be the leading country as far as pasta production and exports are concerned.

### The Italian industry of pasta

The study conducted by Euler Hermes highlights the fundamental role played by the Italian Peninsula in the global pasta industry. Based on the data

follow



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## INSIGHT

released, Italians eat approximately 23 kg of pasta per-capita per year. In general, the annual Italian production of pasta is estimated to exceed 5.035 million euro: 43.5% of this production is destined to the Italian market, whereas the majority (56.5%) goes abroad. Furthermore, the pasta sector accounts for 3.5% of the overall turnover of the Italian agri-food industry.

Many important players contribute to the success of the pasta industry. The Italian durum wheat sector includes 200,000 farms and it covers approximately 1.28 million hectares of land. It also counts on 7,500 employees and 125 mills, which daily process pasta wheat.

As far as geography is concerned, there are three particular areas where pasta production is gathered. 30% of the Italian production is located between Apulia and Basilicata, 22% in Sicily and 15% in the area between Emilia-Romagna and Marche. The other pasta-makers are spread all over the Peninsula, with a particular concentration in the South, where the weather is particularly suitable for the cultivation of durum wheat.

### Growing consumption worldwide

Italy is the par-excellence country for the production of pasta. It is also confirmed by the growth recorded in the consumption of spaghetti, fettuccine and Co. in the last two years of pandemic. In 2020, with people forced to be at home, consumers started to pay more and more attention to pasta produced with 100% Italian durum wheat semolina. As a consequence, the sector recorded a 23% volume growth and a 29% volume increase.

The rest of the world, however, seems to keep up with the 'Bel Paese'. As a matter of fact, in the last 20 years, the global production of pasta has increased by 63%, going from 9.1 to 14.8 million tons. The data released by the Euler Hermes report also highlight that 1 out of 4 pasta dishes prepared around the world is made with Italian pasta. Even though Italians are really keen on eating pasta, Tunisians and Venezuelans eat a considerable amount of pasta too.

In the last 20 years, furthermore, the number of countries where the quantity of pasta consumed in a year has exceeded 1 kg per-capita has considerably increased. Behind Italy – with 23 kg per-capita – there is Tunisia (17 kg), followed by Venezuela (12 kg), Greece (11 kg), Chile (9.4 kg), the US (8.8 kg), Argentina and Turkey (both 8.7 kg). Peru (7.8 kg), Russia (7.2 kg), Canada (6.3 kg) and Brazil (5.8 kg) close the list of international countries which consume the highest amount of pasta every year. As for Europe, France (8 kg), Germany (7.7 kg), Hungary (7.5 kg) and Portugal (6.5 kg) show the highest quantities of pasta per-capita per year.



### SOME OF THE MANY SHAPES OF PASTA (AS ITALIANS CALL THEM)



### New producers on the rise

Italian dry pasta accounts for 67% of the European production and 25% of the global one. However, it has been a while now since some other international markets have started to produce their own pasta, competing thus directly with Italy. In the US, for instance, the yearly production of pasta is estimated at 2 million tons. Brazil produces 1.1 million tons of pasta per year, followed by Russia (1 million tons) and Turkey (850,000 tons).

Nevertheless, made in Italy pasta still finds space on foreign tables. During the pandemic, the durum wheat 'jewel' was the most exported Italian food in the world, as exports grew by +16% – differently from the rest of the industry – reaching 3.1 billion euro. In the US the demand of pasta increased by +40%. Germany recorded a +16% growth, the UK a +19% increase, whereas France accomplished a +4.3% increase.

### Pasta crowned as the queen of food delivery

Even Deliveroo, the British online food delivery company founded by Will Shu and Greg Orlowski in 2013, confirms the great success of pasta worldwide. In 2021, online pasta orders grew by +135%, recording a real boost (+163%) in the fresh pasta sector, which is worth 892 million euro in Italy according to the daily newspaper Il Sole 24 Ore. Among the 4,000 pasta specialties which can be found on the platform, coming from more than 1,000 different restaurants, the most appreciated shapes of pasta are: spaghetti, paccheri, fusilli – also known as 'rutini' in the US – gnocchi, linguini, penne, noodles, Ligurian trofie and cappelletti (handmade pasta from Romagna).

end



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## FOCUS ON



### Carni e salumi: le principali innovazioni sostenibili

Declinato in versione ambientale, economica e sociale, il tema è in cima all'agenda di numerose aziende del comparto carni e salumi. Una vetrina sulle best practice di alcune realtà innovative. Tra benessere animale, economia circolare, vaschette eco-pack, processi di produzione all'avanguardia e iniziative destinate ai dipendenti o ad associazioni impegnate sul territorio.

# Sustainability, a catalyst for change in the meat industry

Whether declined in the environmental, economic or social version, the topic is high on the agenda of many companies in the segment. An overview of the best practices carried out by some innovative firms. Among animal welfare, circular economy, eco-pack trays, cutting-edge production processes and initiatives thought for the employees.

## DANISH CROWN



In 2021, Danish Crown presented the new business strategy. It is called 'Feeding the Future' and the company plans to follow it until 2026. Danish Crown will invest almost 12 million euro in total. Among the objectives there is halving the greenhouse gases by 2030 and becoming climate neutral before 2050. The farmers will invest 1.5 million euro in technology solutions and

new facilities, whereas the other 10.5 million euro will be invested in the company, of which 50% will be destined for production. In the short run, three of the largest production facilities of Danish Crown are expected to become climate neutral in the next 12 months. The use of water, heat and electricity is monitored and the Group is focused on curbing plastic use as well.

## SALUMIFICIO PAVONCELLI

### Marco Pavoncelli

"Salumificio Pavoncelli has always been engaged in respecting the environment, constantly improving its production processes and, in the last years, it has focused on packaging as well. The current facility has been designed since the beginning to become ever more sustainable, lowering its carbon footprint. An example is given by the latest photovoltaic system, which has been significantly reinforced in the last months and it



is now able to produce yearly 500 MWh, which equal to almost 200,000 kg of CO2 emissions spared or to approximately 6,000 planted trees. In 2021, we made a further step ahead with the trays of the Ecopack range. They are 100% recyclable and can be fully disposed in paper.

Notwithstanding the packaging change, the shelf life remains unaltered. In 2022, working once again with Sacchital Group, we were able to introduce a small window in the pack that enables consumers to see the product, making it still 100% disposable in paper".

follow



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## FOCUS ON



### GUALERZI



"Gualerzi invested greatly in energy-efficient solutions. The new slicing facility, entirely built according to eco-building principles, is equipped with innovative technologies for refrigeration, with compressors with low levels of ammonia that enable high efficiency and the respect for the territory. Whereas on the facility's roof, the company has installed a 330 kW-photovoltaic system which transforms solar energy into clean energy. In the old plant, in order to generate electric, heating and cooling energy a 425 kW

cogenerator has been installed. It enables to produce approximately 60% of the electricity needed for production, water heating and refrigeration. An enthalpic system, which takes advantage of the weather conditions, is used for drying Prosciuttos and delis. The solution, moreover, has made it possible to reduce to almost zero the use of the boiler to generate heat. Furthermore, Gualerzi has embarked on the reduction of all type of acoustic contamination below laws' limits", explains Romeo Gualerzi, the CEO of the company.

### GRUPPO CHIOLA

The company, which is based in the Cuneo province in Piedmont, has been breeding pigs for the production of Prosciutto di Parma PDO and San Daniele PDO for almost 50 years. All products are realized in respect with the environment. As far as sustainable innovations are concerned: certified packaging, a responsible use of antibiotics and animal welfare are the guide lines of a sustainable and high-quality production. The packaging of Chiola's products



is only made of two fully recyclable materials: paper and a thin layer of preformed plastic to keep the products vacuum-sealed. The pack of the fresh products is certified by Carbon Trust, an independent organization whose

mission is to accelerate the transition to a sustainable and low-carbon economy. With Chiola's packaging, the company obtains 80% less plastic and a 68% reduction of CO2 emissions compared to the standard packs on the market.

### PARMAFOOD GROUP

#### Giulio Gherri

"The first step we have taken towards sustainability is our Sustainability Report 2020 which we issued in 2021. We have been working in a green direction for many years now, investing our energy, time and money in order to conform our production to the standards required by the main laws, pursuing both quality and innovation. We set up a photovoltaic system and a cogenerator for the production of electricity. We have also installed machinery

which enables us to use less energy and/or convert it. Furthermore, we have been investing in R&D to detect recyclable materials based on paper and 100% recyclable single-materials for the primary packaging of our products. And we put the greatest efforts in managing water and waste, re-using even the processing waste in a circular economy perspective. In this sustainable direction, the company has adopted HPP (High Pressure Processing) technology, a cold pasteurization technique

### GRUPPO FELSINEO

#### Emanuela Raimondi

"For Gruppo Felsineo sustainability is at the core of the business. On our facility's roof there are photovoltaic panels which convert solar energy into energy we use for the production process. Another system is going to be implemented soon. Moreover, we have invested in a cogenerator which enables us to produce the needed vapor to cook our products. As far as packaging is concerned, our goal is plastic reduction. We are studying solutions with 100% recyclable plastic for our packaged range, whereas as of our trays, certain products are already available in packaging made of paper coming from responsible managed forests, which entail 80% less plastics compared to the previous



Emanuela Raimondi

versions. To lower our carbon footprint and curb greenhouse gas emissions, we have also embarked on varied projects with 'green' organizations".

### PIGGLY

#### Sergio Visini

The ever-growing sensibility and attention towards the products' quality and the animal welfare led Piggly, founded between 2010 and 2011 by Sergio Visini, to become the first 100% antibiotic free and sustainable Italian pig farm. "Our pigs are born in the green hills of Verona (Italy) and then bred in the latest generation farm in Pegognaga (Mn): a complex full of innovative solutions for maximum animal comfort, environmental sustainability and renewable energy", explains Visini. Who on March 4 has been awarded the 'Allevatore dell'anno' ('Breeder of the year') title in the pigs' category by the recent edition of Fieragricola. "Our main sources of energy come from the photovoltaic system built on top of the roofs of each pigsty, and from the biogas system, fed with the residues from the farm and from affiliated cattle sheds. The biogas heats both specific areas of the farm (for example the weaning departments) and the operating



Sergio Visini

offices of Piggly. A formula of active microorganisms is sprayed in the stables to eliminate odors, flies, ammonia emissions, and to raise the levels of social sustainability. From the biogas plant we obtain the digestate that we use as a 100% natural fertilizer on the land, eliminating chemical fertilizers".



From left: Giorgio, Giulio e Giancarlo Gherri

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## FOCUS ON

# Prosecco, a toast to 2021

**The Consortium presented the results for the last year. The sparkling wine grew both in terms of volume and in value. With the companies increasingly committed to sustainability and to the research of new sales channels.**

During Vinitaly, the wine exhibition that took place in Verona from 10 to 13 April 2022, the Consortium for the Protection of Conegliano Valdobbiadene Prosecco DOCG presented the results for 2021.

The Consortium is the private body, founded in 1962, that guarantees and controls the respect of the procedural guidelines for the production of Prosecco Superiore DOCG, the Italian sparkling wine produced only in an area of 15 municipalities located between Veneto and Friuli Venezia Giulia. The headquarters are currently settled in Solighetto in Pieve di Soligo (near Treviso), and the institution brings together 198 sparkling wine producers, 337 winemakers and 3,400 families of winegrowers.

The presentation of the Economic Report, by professor Eugenio Pomarici of the Interdepartmental Center for Research in Viticulture and Oenology (CIRVE), highlighted the double goal achieved by the Denomination in 2021. Which grew both in terms of volume, with 104.7 million bottles, and in terms of value, with 621.4 million euros, reaching a growth of 18% compared to the previous year.

### The results

Elvira Bortolomiel, president of the Consortium, proudly commented on the results: "The increase of 18% in value, which exceeds the growth in volume (14%), is the recognition of the commitment of an entire community that has been working in our vineyards for generations. Moreover, the positive results achieved in 2021 have been possible thanks to the great effort that the Denomination has made in 2020 to maintain and renew the relationships with the market, including the search for new sales channels and for innovations in the activities of promotion".

"Focusing on Spumante DOCG - which in terms of volume represents almost completely the offer of the

Denomination - Italy accounts for 59% of sales in 2021, while the other 41% comes from the other countries", explained Professor Eugenio Pomarici, responsible for the Economic Report. "In absolute terms, both the domestic (+16.5% in volume and +24.7% in value) and the foreign market (+11.4% in volume and +8.9% in value) are growing".

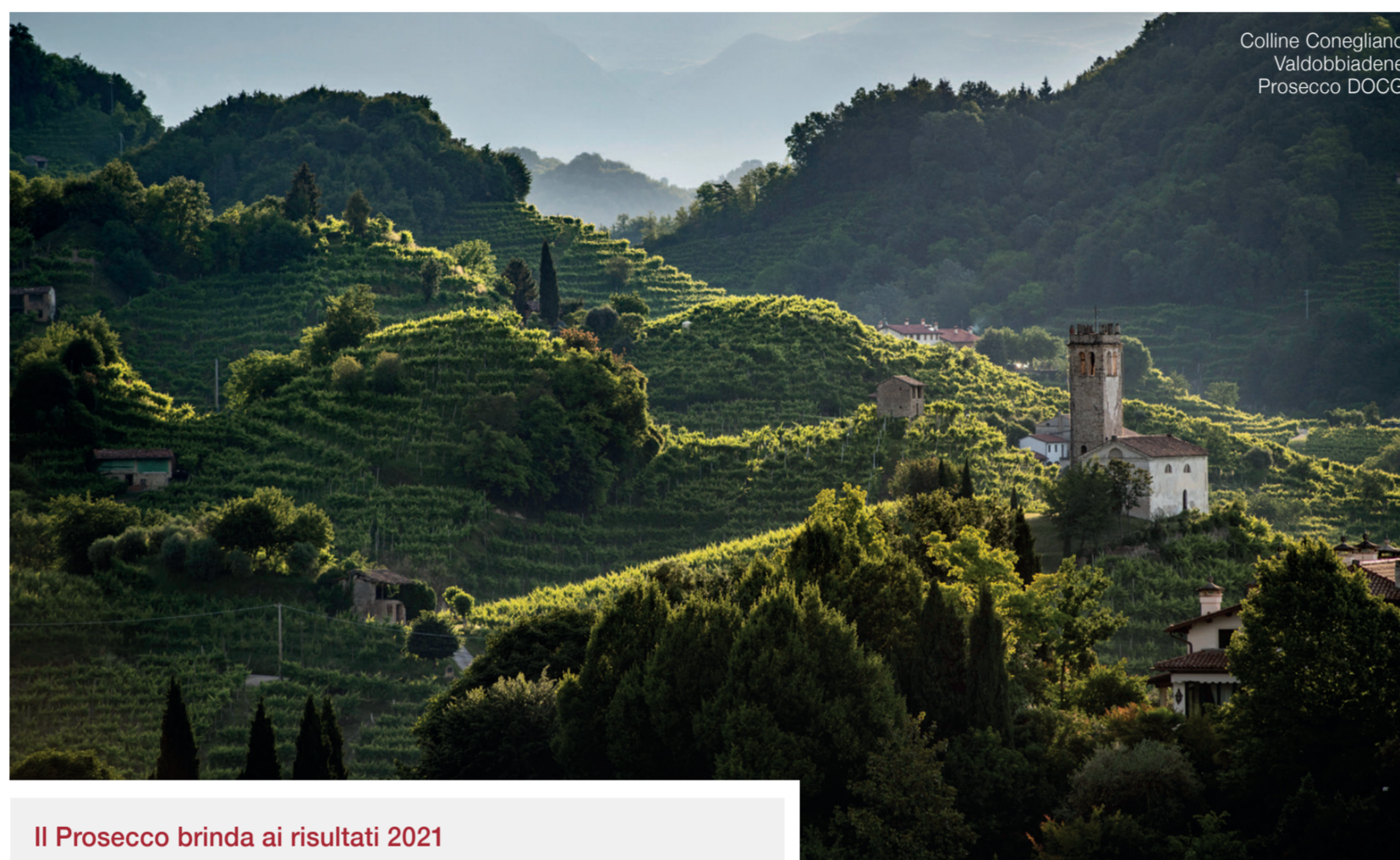
Analyzing sales by single channels, in Italy, the biggest part of the market is still represented by Central Purchasing Departments, as they account for 46.3% in volume and 40.8% in value. They are followed by Horeca (25.8% in volume and 30.3% in value) and wholesalers (18.7% in volume and 17.2% in value). Compared to 2020, e-commerce (2.4% volume share) grew by 39.8% in volume and 52.5% in value, testifying to the consolidation of this channel.

The UK represents the leading market abroad: it grew by 18.2% in volume, for 9.6 million bottles and 50.2 million euros in value (+7.5%). Germany takes the second place, with 7.6 million bottles (+10.5%) and 47.2 million euros (+10.4%), followed by Switzerland, with 6.2 million bottles (+9.2%) and 31.3 million euros in value (+8%). Just out of the podium, the US market, which was heavily affected by the pandemic and is now recording a strong increase of 43.5% in volume and 40.6% in value.

### Great attention to sustainability

According to the research, the majority of sparkling wine producers follow environmental-friendly standards already during the operations in the vineyards. These include the system of verified quality of the Veneto Region and the Viticultural Protocol.

"Today we boast 2,884 SQNPI-certified hectares, which represent 33.1% of the total area planted with vines", explained Diego Tomasi, director of the Consorzio di Tutela.



Colline Conegliano  
Valdobbiadene  
Prosecco DOCG

### Il Prosecco brinda ai risultati 2021

Nel corso di Vinitaly, la fiera vinicola andata in scena a Verona dal 10 al 13 aprile 2022, il Consorzio di Tutela del Conegliano Valdobbiadene Prosecco DOCG ha presentato i risultati del 2021.

Il Consorzio è l'ente privato, fondato nel 1962, che garantisce e controlla il rispetto del Disciplinare per la produzione del Prosecco Superiore DOCG, attualmente limitata a un'area di soli 15 comuni situati tra Veneto e Friuli Venezia Giulia. Con sede a Solighetto a Pieve di Soligo (TV), riunisce 198 produttori di spumante, 337 viticoltori e 3.400 famiglie di viticoltori.

La presentazione del Rapporto economico, a cura del professor Eugenio Pomarici del Centro interdisciplinare di ricerca in viticoltura ed enologia (CIRVE), ha evidenziato il doppio traguardo raggiunto dalla Denominazione nel 2021. Che è cresciuta sia in termini di volume, con 104,7 milioni di bottiglie, sia a valore, con 621,4 milioni di bottiglie, segnando una crescita del 18% rispetto all'anno precedente.



The presentation of the results during Vinitaly 2022

"Our goal is to reach 45% by the end of the year, and the total number of companies in 2029. In the meantime, we started our Bio-district project and many others aimed at improving the biodiversity of vines and, more generally, the health of our hills". Overall, in 2021, wineries increased their use of renewable energy by 16.6%, which highlights a growing sensibility towards environmental issues.

### The wine sector after 2020

After 2020, many wineries had to reorganize their sales and business methods. Today 35.4% of companies have consolidated sales through e-commerce platforms, and 34.7% work directly by email,

corporate website or home delivery. 27.8% adopted a new sales approach, especially trying to expand to new channels, and 23.6% developed their own e-commerce platform to manage online sales independently.

In general, companies show a certain propensity to change and innovate, in particular with short-term investments in the business information system (34.9%). Among these: 39.2% are working on the digitalization of the operations in the winery; 35.3% are planning to improve the software and hardware system; 33.3% will renew the administration management system.

The increased attention to sustainability has also encouraged the

companies to innovate on the corporate social topics. 73.5% of them are working to enhance the quality of workplaces; 54.4% offer technical meetings to improve the quality of raw materials; 51% support cultural and sports projects; 47.6% promote charity events.

In addition to product sales, 35.4% of the companies already use the wine business as a tourist attraction and 57.5% aim to further develop the eno-touristic offer for spring and summer 2022. In 2021 there was an increase of 44.5% of visits in wineries, for a total of 25 million euros gained by the Denomination. The visitors' expenditure also increased by 31.6% on the previous year.

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REPORTAGE

# Cibus: back to business

Great success for the International Food Exhibition, hosted by Fiere di Parma on the past 3-6 May. A high attendance of foreign buyers, as well as exhibitors, was recorded. For a back-to-normal trade show.

Cibus is finally back in 'grand style'. The Italian International Food Exhibition, which was held from 3 to 6 May in Parma – in the heart of the Food Valley – has made a great comeback after the subdued edition of 2021. It was a real return to normality, as demonstrated by the crowded halls and the partial lack of face masks.

According to the latest data, more than 60,000 people attended the trade show. A high attendance of foreign buyers was recorded too, as well as a large number of Italian exhibitors. As a matter of fact, more than 3,000 companies came to Parma to have a taste of normality.

The wish to get back on track with business filled the air, but it was the current worldwide scenario which held the stage among the booths. Buyers and exhibitors from the Eastern Countries could not take part in the manifestation because of the recent rise of Covid infections. Furthermore, the shadows of the Russo-Ukraine war could not be ignored, as well as the rise of commodity prices, utilities and inflation. However, the wish to get back to normality was stronger, as confirmed by the many companies we had the chance to meet. Let's get a taste of this back-to-normal scenario.

## Cibus: back to business

Grande successo per la fiera internazionale dell'agroalimentare, svoltasi a Fiere di Parma dal 3 al 6 maggio. Una folta rappresentanza di buyer esteri e un'ampia schiera di espositori – circa 3mila quelli italiani – hanno affollato i padiglioni della manifestazione. Un evento in grande stile e, finalmente, un ritorno alla normalità.

### DELIZIA



The team

### STOPPATO 1887



From left: Giulia Visentin and Sabrina Stoppato

### MASTER



From left: Marco Ferrarese, Davide Dittadi and Alberto Bianco

### CA.FORM



Margit Kissa and Enrico Chiomento

### LATTERIA SOCIALE MANTOVA



Alessandro Bassani

### LA CONTADINA SOC. COOP.



Anastasia Diana and Gennaro Garofalo

### CASTELLI



Alessandro La Malfa

### CASEIFICIO LONGO



Edoardo Giacometti

### CASEIFICIO PALAZZO



The team

### INALPI



Ambrogio Invernizzi

### LATTERIA SORESINA



Gianluca Boschetti

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From left: Giuseppe Candido, Giuseppe Mastrolia and Claudio Pierluigi

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# REPORTAGE

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From left: Giovanni Boncompagni and Antonello Sorrentino

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Matteo Ghidi

## ZANETTI



Daniele Bassi

## AGROZOOTECNICA MARCHESA



Marenza and Giovanni Parente

## BRAZZALE



The booth

## IGOR GORGONZOLA



Fabio Leonardi

## DEVODIER



Michele Devodier

## FUMAGALLI



Arnaldo Santi

## NEGRI



From left: Giuliano Trevisani and Filippo Barbolini

## RIGAMONTI



Francesco Magliano

## TERRE DUCALI



Igor Furlotti

## VERONI



Maria Vittoria Zini

## COATI



The booth

## GUALERZI



The booth

## ITALIANA CAPERS SUD



Maria Angela Natoli

## MARTINOROSSI



Manuel Sirgiiovanni

## TERRE DI PUGLIA



Nicola Visaggio and Luciana De Bellis

## JOE&CO



From left: Silvia Pantano and Elena Matticari

## STERILGARDA



The booth

## THE BRIDGE



Eva Pfeffer

## LA PIZZA+1



Raffaella Dessi

## ROLLI INDUSTRIE ALIMENTARI



Giulio Anceschi

## RENNA



Francesco Renna

## BOTALLA



Andrea and Simona Bonino

## POGGIO DEL FARRO



From left: Silvia Forte and Michela Paolini

## BISCOTTIFICIO VERONA



The team

## MADAMA OLIVA



Manuela Tili

## LAGO GROUP



Andrea Pianca

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# REPORTAGE

## LAICA



From left: Eugenio Lombardo and Roberto Filippelli

## RISERIA VIGNOLA



Silvia Garbarino

## GUSTIBUS



Mariano Stancampiano and Federica Adamo

## ALIS - CASA RINALDI



Alice Rinaldi

## LUCIANA MOSCONI



Marcello Pennazzi

## TERRA DEL TUONO



Jessica Ghidoni

## SACLÀ



Elena Garnero

## CONSORZIO GRANA PADANO



Renato Zaghini

## AVESANI



Alessandro Chiarini

## MARE APERTO



Costanza Levera

## OLIO RANIERI



Valentina Paoloni

## TEDESCO



From left: Maria Laura Bedini, Eleonora Cecchetti and Sergio Cerbella

## CAMPO D'ORO



Paolo Licata

## ACETIFICIO MENGGAZZOLI



Elda Mengazzoli

## NORD SALSE



From left: Jenny Bonamico and Martina Minetti

## ANTIMO CAPUTO



Francesco Miccù

## MOLINO PEILA



Danilo and Marina Peila

## GIULIANO TARTUFI



Giuliano Martinelli

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## PRODUCTS

### MOLINO DE VITA www.molinidevita.it



#### ORGANIC DURUM WHEAT SEMOLINA 100% ITALY HIGH IN PROTEIN

Molino De Vita takes the expression 'made in Italy' literally: only Italian wheat processed in Italy. In collaboration with farms and agricultural cooperatives, the company has implemented sustainable cultivation programs with seeds of high-quality varieties in areas with a vocation for the best durum wheat. The whole process is guaranteed by a certified tracking system conforming to ISO 22005 by DNV Italia to obtain durum wheat semolina for the production of high-quality pasta made exclusively from Italian durum wheat.

##### Packaging details

Bulk truck, 25 kg bags, 800 kg bags.

##### Shelf life

6 or 12 months.

##### International certifications

Organic CEE 834/07, IFS Food, UNI EN ISO 9001, production chain traced from field to production by UNI EN ISO 22005 - DNW Italy certified traceability system.

### MOLINO PASINI www.molinopasini.com



#### GNOCCHI MIX

Mix for an easy and quick preparation of this typical Italian dish. The balanced doses of the ingredients are the secret for making gnocchi exactly as grandma does. You just have to add cold water and gnocchi are ready.

##### Packaging details

400 gr (ideal for a family of 4) and 10 kg paper bag.

##### Shelf life

12 months

##### International certifications

BRC, IFS, Halal, Kosher, UNI EN ISO22005:2008, FSSC 22000

### FARMO www.farmo.com



#### LEGUME CRUNCH

Tasty organic crackers made with legumes, naturally gluten-free, available in two variants: chickpeas and red lentils. Spicy and aromatic, they are a real panacea for those who pay attention to a healthy and proper diet. High content of fibers and source of proteins.

##### Ingredients

Legume Crunch Chickpea: chickpea flour, sesame seeds, extra virgin olive oil and spices (cumin, coriander, sweet paprika). Legume Crunch Red Lentils: red lentils flour, sesame seeds, extra virgin olive oil and spices (cumin, coriander, sweet paprika). Both organic.

##### Packaging details

150 gr paper box.

##### Shelf life

9 months.

##### International certifications

BRC, IFS High Level, BIO, Kosher, Gluten-Free, NonGMOProject Verified.

### TERRE DI PUGLIA www.terredipuglia.it



#### 'TARALLI SCHIACCIATI' CLASSIC FLAVOR

Tarallo, the most popular snack of the Apulian tradition, is reborn in a new dimension of texture, taste and consumption. Made according to an articulated process of forming and pressing, Taralli Schiacciati have a hybrid texture, between crumbly and crunchy, and a solidity that makes it versatile in multiple ways of consumption. Ideal as a base for cheeses and pates, aperitifs and as a substitute for bread.

##### Ingredients

Wheat flour, white wine, olive oil, extra virgin olive oil, salt.

##### Packaging details

250 gr

##### Shelf life

12 months

##### International certifications

BRC, IFS, Organic, Kosher

### MOLINI PIVETTI www.pivetti.it



#### TYPE 0 FLOUR FROM SUSTAINABLE FARMING

Sustainable line flours derive from the wish to offer 100% Italian products, processed in a planet-friendly way and grown using farming practices that minimise environmental impact.

Complex calculation systems have enabled Molini Pivetti to measure CO2 emission per kg of flour, and in 2019, with the appropriate changes to working practices directly in the fields, the company was awarded sustainability certification by international body CSQA. Type 0 flour from sustainable farming is suitable above all for making bread, pizza, fresh pasta and confectionery.

##### Ingredients

Soft wheat flour.

##### Packaging details

1 kg. Paper pack

##### Shelf life

12 months

### BARBERO DAVIDE www.barberodavide.it



#### TOASTED AND SMOKED PIEDMONT HAZELNUT

The best quality of Piedmont hazelnuts combined with the countercurrent and perfect fine smoked salmon by the entrepreneur Claudio Cerati. Delicious and tasty aperitifs. Intense and strong taste ideal with the most sparkling bubbles.

##### Ingredients

Toasted and smoked Piedmont hazelnut.

##### Packaging details

100 gr glass jar. 200 gr vacuum bag.

##### Shelf life

12 months



### PASTIGLIE LEONE www.pastiglieleone.com



#### NATHALIE LÉTÉ COLLECTION

The colorful, naive, poetic and sometimes bizarre universe of the world famous Parisian artist Nathalie Lété meets the authentic and refined taste of Leone for a collaboration of unique elegance. Nathalie Lété has designed the classic 45 gr cans of mixed pastilles, violet flavored drops and fruit jellies in assorted flavors.

##### Ingredients

Mixed flavors pastilles: sugar, thickening agents: Arabic gum, tragacanth. Citrus fruit essential oils, fruit juices, flavors. Acidifier: tartaric acid. Natural coloring agents. Fruit jellies: sugar, glucose syrup, fruit in variable proportion 20%, juice of orange, lemon, tangerine essences, natural flavors. Gelling agent: fruit pectin. Acidifier: citric acid.

##### Packaging details

Tin boxes

##### Shelf life

24 months

##### International certifications

FSSC 22000

### CASEIFICIO COMELLINI www.caseificiocomellini.com



#### SQUACQUERONE DI ROMAGNA PDO

Soft cheese with a rapid maturation. The Comellini dairy makes the Squacquerone di Romagna using cow's milk from nearby farms located in the countryside around the city of Castel San Pietro Terme, near Bologna. The Squacquerone di Romagna's peculiar features, which make it different from any other soft cheese, are the pearl white color of the pasta, the creamy consistency and high spreadability, as well as its delicate aroma of milk, with herbaceous note.

##### Ingredients

Pasteurized cow's milk, autochthonous selected enzymes, rennet and salt.

##### Packaging details

300 gr and 650 gr size packed in flow pack with modified atmosphere, as well as in the large hand wrapped size of 1,200 gr

##### Shelf life

18 days

##### International certifications

PDO

### SERRA INDUSTRIA DOLCIARIA www.serradolciaria.it



#### THE 'SUGAR FREE'

Sugar-free candies with a strong and natural taste, without artificial aftertaste. Available in many versions, in two lines characterized respectively by the spicy note of ginger and the supply of Vitamin C, precious help to the immune system.

##### Ingredients

Isomalt, natural flavors.

##### Packaging details

80 gr pillow bag

##### Shelf life

2 years

##### International certifications

IFS, ISO14001

### DALTERFOOD GROUP www.dalterfood.com



#### PARMIGIANO REGGIANO PDO 'ONLY FROM ITALIAN PEZZATA ROSSA COWS'

Parmigiano Reggiano 'Only from Italian Pezzata Rossa Cows' produced by DalterFood is a PDO cheese aged for 24 months and made in the facilities located in the Reggio Emilia Apennines with milk sourced from only one farm: the 'Le Boccede' livestock farm. The raw materials are processed only in the Colline del Cigarello and Canossa cheese factory owned by the DalterFood Group. A certified organic and 'mountain product', the Parmigiano Reggiano made from this milk has been awarded the 'Solo di Pezzata Rossa Italiana' label (i.e. 'only from Italian Pezzata Rossa cows'), issued by the National Association of Italian Pezzata Rossa Cattle Breeders (ANAPRI). The cheese is a very good source of high-quality proteins and has a balanced fat content, making it highly palatable and particularly easy to digest and absorb even by people who suffer from cow's milk protein intolerance. With no additives, it is naturally gluten-free.

##### Ingredients

Milk, rennet, salt

##### Packaging details

Whole wheel and various sized wedges (including 500 and 750 gr). Other formats and sizes available on request

##### Shelf life

180 days

### THE BRIDGE www.thebridgebio.com



#### BIO VEGGY CAFÉ

The new Veggy Café 'to go' is now available in its new practical format that will make you feel like holding a real cup of coffee. Taste and qualities remain the same: it is naturally gluten-free and sweet thanks to the combination of its Italian rice basis and the addition of Italian almond paste. The amount of coffee corresponds to the right dose of espresso you need in your day. It is with no added sugars.

##### Ingredients

Spring water, Italian rice\* (14%), Italian almond paste\* (1,5%), sunflower oil\*, soluble coffee\* (0,6%), emulsifier: sunflower lecithin\*, thickener: locust bean gum\*, seaweed\* (Lithothamnion), sea salt.

##### Packaging details

New packaging with no plastic topper and no plastic cap. Instead, we use the more sustainable and environmentally friendly 'comforlid', a thin aluminium layer which is easy to remove. It comes in a different size with 220 ml instead of 200 ml.

##### Shelf life

9 months from packing date

##### International certifications

Organic ICEA, Kosher.

### PLAC PRODUTTORI LATTE ASSOCIATI CREMONA www.fattoriecremona.it



#### PROVOLINA CHEESE VACUUM PACKED

The master cheesemakers at Fattorie Cremona prepare Provolina, still by hand, only with the freshest milk of their farmers. Naturally free of lactose and without added preservatives, Provolina stands out for its soft texture and delicate flavor. The convenient vacuum packaging keeps the real genuine taste of the milk unaltered. You can enjoy it alone, with fresh vegetables or as a delicious ingredient in many recipes.

##### Ingredients

Milk, salt, rennet.

##### Packaging details

600 gr vacuum packed

##### Shelf life

150 days from packaging date

##### International certifications

BRC Global Standard for Food Safety, IFS Food Version

**CAFFÈ BORBONE**  
www.caffeborbone.com



**Ingredients**  
 Capriccio Line: Ginseng, Bitter Ginseng, Hazelnut Cappuccino, Cortado Biscuit, Pistachio, Chocolate, Creme Brulee, Irish Coffee, Lemon Tea Sambuca.  
 Natura Line: Chamomile and Melatonin, Red Fruit Infusion, Ginger and Lemon Infusion.  
 Vita Line: Ginseng Zero, Cappuccino Zero, Barley.  
 Junior Line: Dj Chocolate Flavor, Dj Cheesecake Flavor.

**Packaging details**  
 Available in capsule systems.

**Shelf life**  
 24-36 months

make any dish precious and crunchy.

**Ingredients**  
Swine meat, salt flavors spices dextrose E250 E252 E301. Gluten-free and allergen-free.

**Packaging details**  
Whole aged 1,5-3 kg

**International certifications**  
IFS

## A collection of five 'Naked' brand noodle cans. From left to right: a can of 'Naked Curry' with a green and black pattern; a can of 'Naked Curry' with a green and black pattern; a can of 'Naked Sweet Chili' with a pink and black pattern; a can of 'Naked Chow Mein' with a blue and black pattern; and a can of 'Naked Curry' with a black and gold pattern. Each can features a bowl of noodles and a small image of a person eating.

**Ingredients**  
Naked products are inspired by real traditional Asian cuisine, with Thai, Japanese, Chinese and Vietnamese influences. They are all made with premium quality ingredients and no use of artificial colors.

**Packaging details**  
Single serving pots ready to use just adding hot boiling water. Weight: 78 or 104 gr.

**Shelf life**  
12 months.

**100%  
SALAMI  
ITALIANO**

**NEGRI**

ALTA SALUMERIA ITALIANA

**LA DIVINA**

"OPERA D'ARTE E TRADIZIONE SALUMERIESE"  
AL TROCEN QUARTO

filagati a terra nel rispetto  
del benessere animale

**NEGRI**

ALTA SALUMERIA ITALIANA - 100% ITALIANO

**Ingredients**  
Turkey breast (86%), water, salt, vegetable fibers, sucrose, natural aromas, dextrose, antioxidant: E301, preservative: E250

**Packaging details**  
6 kg - Vacuum pack made by aluminum bag, 1 piece per box

**Shelf life**  
120 days

**Ingredients**  
Onions 50%, water, sunflower oil, Balsamic Vinegar of Modena 5%, sugar, tomato paste, corn starch, toasted onion powder 1%, salt.

**Packaging details**  
200 gr glass jar. Innovative packaging with strong visual impact and with a modern and elegant design

**Shelf life**  
24 months

**International certifications**  
BRC, IFS

## A bundle of Coppia Prosciutto Toscano, a dry-cured ham, tied with twine and featuring a black label with the brand name.

**Ingredients**  
Italian meat, salt, spices.

**Packaging details**  
2 kg

**Shelf life**  
150 days

**International certifications**  
FSSC 22000 / ISO 9001:2015



Stracciatella is a spun paste cheese made up of strips of buffalo mozzarella with UHT cream that makes it creamy. It has no crust, it is pearl white and its texture is very soft.

**Ingredients**

Strips of buffalo milk mozzarella (buffalo milk, salt, rennet of animal origin), UHT cow's milk cream.

**Packaging details**

150 gr cup

**Shelf life**

20 days

Milk flakes naturally coming to surface, gently raised by artisans, to deliver an incredibly soft and tasty fresh cheese. Today available also in the lactose-free version, for those who are intolerant, but do not want any compromise on the real taste of traditional ricotta.

**Ingredients**  
Lactose-free cow's milk whey, lactose-free milk, salt, acidity regulator: lactic acid (E270).

**Packaging details**  
300 gr, plastic tray

**International certifications**  
BCS, IFS, ISO 14001

**Shelf life**  
14 days

Acidulous and aromatic taste. Pearly white color and lactic smell.

**Ingredients**

Buffalo pasteurized milk, buffalo milk cream, natural whey, salt, rennet.

**Packaging details**

125 gr in thermoformed cup

**Shelf life**

19 days

**International certifications**

BRCGS, ISO, IFS, Sedex, Halal

Videogratia Comunicazione

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.**





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

# MILK POWDER LATTERIE INALPI THE RIGHT PATH

LATTERIE  
**inalpi**



SALUMI  
**COATI**



**SAN MICHELE**  
SALUMIFICIO



**B**  
**BORDONI**  
L'ARTE DELLA BRESAOLA



**Felsineo**



**Felsineo**  
Veg



# LE FAMIGLIE DEL GUSTO

TRADITION. PASSION  
INNOVATION.

## PRIDE, PASSION AND STRONG ITALIAN TRADITIONS

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

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

**10**

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MIO EUROS  
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