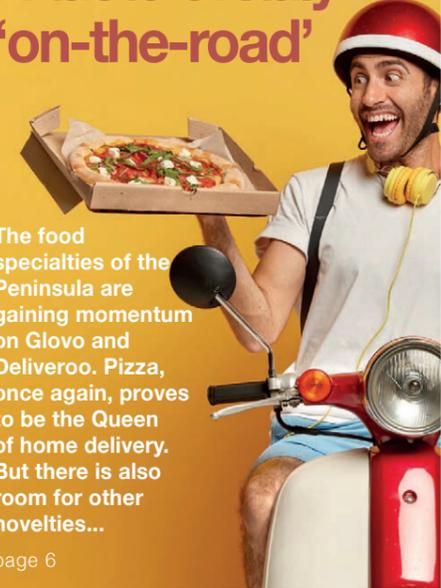


SCENARIO

A taste of Italy 'on-the-road'



The food specialties of the Peninsula are gaining momentum on Glovo and Deliveroo. Pizza, once again, proves to be the Queen of home delivery. But there is also room for other novelties...

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FOCUS ON

Martino Rossi: when innovation rhymes with sustainability

The launch of two new brands, destined for food service and retail. The growth of the plant-based segment. The significant investments in eco-friendly projects. The new general director Manuel Sirgiovanni showcases the future of the company.

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COMING SOON

Vinitaly, back to the future



The 54th edition of the Verona-based trade show is generating high expectations. Organizers invested 4 million euro in the incoming of buyers and operators.

Cibus, as we used to know it



The 21st edition of Parma's most important trade show for food & beverage is about to begin. 3,000 exhibitors and about 60,000 visitors are expected.

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INSIGHT

New values for new consumers



What do shoppers look like and what do they search for in 2022? Euromonitor International tries to figure it out in its yearly report. Where 'action' and 'access' are the keywords to keep firmly in mind.

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THE EVENT

Italy stands out at Gulfood 2022



A large flux of visitors and a high number of optimistic exhibitors livened up the 2022 edition of the n.1 food & beverage event in the MENA region. The secret behind its success? "Buyers, of course".

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ZOOM

Know the dangers, plan your business

The risk of non-payment is on average stable, in spite of very unstable governments. And the world public debt is growing, also due to the costs of the pandemic. Sace publishes the 16th edition of its annual Map. A useful tool for planning future export strategies.

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MARKETS&DATA

Italian f&b exports leap the 50 billion euro threshold

In 2021 the sector set a new, long-awaited record. But the real challenge starts now, with inflation hurting margins of companies and retailers. The analysis of the sixth Agrifood Monitor by Nomisma and Crif.



pages 22 and 23



EDITORIAL

by Federica Bartesaghi

Company brands: champions of trust

A leadership gained on-ground, similar to that of heads of state facing a war (or a pandemic). In dark times like the ones we are going through, company brands rediscover their role towards the society and consumers: that of inspiring trust (with their actions and products); and that of being strong (in values and goals) to withstand unpredictable market 'shocks'.

Leadership is not intended as the authority exercised over others, but rather as the ability to communicate a set of values and transfer, to others, a collective identity. Is it within a country or a company. Modern history gives us some clear examples: Putin's 'harsh', archaic leadership is contrasted by the modern one of Zelensky, who speaks to the world from his smartphone and presents himself just the way he is: a hunted leader, but not afraid of losing the support and trust of his people.

Because true leaders emerge in moments of discontinuity, of change. To bring order where there is chaos, serenity where there is uncertainty. And today, between skyrocketing energy costs, unavailable raw materials and disrupted logistics, uncertainty rules. This is confirmed by a survey conducted by our company on a sample of 150 Italian food & beverage companies. It emerged that, for 1 in 10 companies, 2022 will close with a drop in turnover. For about 4 out of 10, with a decrease in profits.

For 44% of respondents, energy costs increased by more than 50% compared to January 2021. As con-

cerns raw materials (milk, pigs, grapes, wheat, other commodities), more than half of the companies estimate increases of up to 20%; about 10% higher than 50%. For packaging materials, 30% report cost increases between 20 and 30%, more than 14% between 40 and 50%; 10% exceeding 50%. Figures that, however, still do not take into account the war between Russia and Ukraine. Together, the two countries make up 70% of all the sunflower oil produced in the world, along with many other fundamental raw materials.

In 2021, Italian exports to Russia were worth 7.7 billion euro, to Ukraine 2.2 billions (up by 27% on 2020). For wine alone - of which Italy is the Federation's main supplier - there are 375 million dollars of exports at risk.

"The value of a leadership and of a brand are strengthened in hard times because they select the leaders, make new ones emerge and accelerate the innovation processes", the historian and journalist, Paoli Mieli, explains. "Over the past 70 years, the world has been 'kept busy' with minor issues. In the collective imagination, conflicts and diseases could only affect the poorest countries. The pandemic and the war have sent us a message: we need a new ruling class, we need reliable companies and products, capable of withstanding the impact of the earthquake". For our country, for the whole of Europe, for companies and for individuals, supporting Ukraine in this war will come at a cost. "But this", Mieli adds, "is a leadership that creates trust and, over time, value".

Marchi aziendali: campioni di fiducia

Una leadership guadagnata 'sul campo', paragonabile a quella dei capi di stato in guerra (o durante una pandemia). In tempi bui come quelli che stiamo vivendo, la Marca industriale riscopre il proprio ruolo nei confronti della società e dei consumatori: quello di ispirare fiducia (con le sue azioni e con i suoi prodotti); e quello di essere forte (nei valori e negli obiettivi) per reggere agli 'urti', imprevedibili, del mercato.

Leadership non intesa come autorità che si esercita sugli altri, ma piuttosto come capacità di comunicare un insieme di valori e trasferire, agli altri, un'identità. Che sia all'interno di una società o di un'azienda. Alcuni esempi ce li mostra anche la storia moderna: alla leadership 'dura', arcaica di Putin si contrappone quella moderna di Zelensky, che parla al mondo dal suo smartphone e si presenta così com'è, come un leader braccato ma senza paura di perdere il sostegno, e la fiducia, del suo popolo.

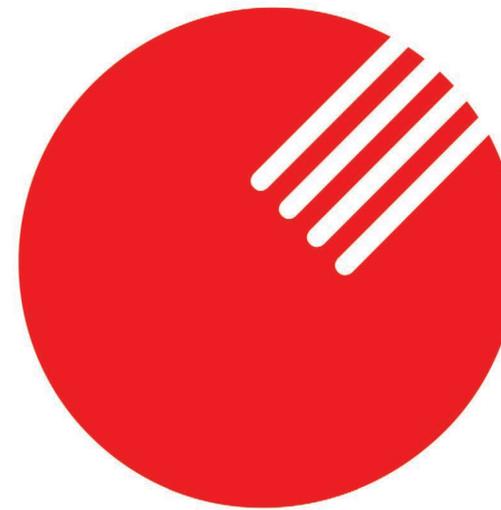
Perché i veri leader emergono nei momenti di discontinuità, di cambiamento. Per portare ordine dove c'è caos, sere-

nità dove c'è incertezza. E oggi, tra costi energetici alle stelle, materie prime introvabili e logistica in panne, di incertezza ce n'è fin troppa. Lo conferma un'indagine condotta dalla nostra società su un campione di 150 aziende italiane del food & beverage. Da cui emerge che, per un'azienda su 10, il 2022 chiuderà con un calo del fatturato. Per circa 4 su 10, con una diminuzione degli utili.

Per il 44% del campione i costi energetici sono aumentati di oltre il 50% rispetto a gennaio 2021. Sul fronte materie prime (latte, suini, uve, grano, commodities varie), oltre la metà delle imprese stima incrementi fino al 20% e un 10% circa superiori al 50%. Nell'ambito dei materiali per il confezionamento il 30% riscontra aumenti tra il 20 e il 30%, più del 14% rileva incrementi tra il 40 e il 50%. Il 10% registra incrementi superiori al 50%. Dati che ancora non tengono conto della guerra tra Russia e Ucraina. Insieme, i due Paesi realizzano il 70% di tutto l'olio di girasole prodotto nel mondo. Insieme a molte altre materie prime fondamentali.

Nel 2021 l'Italia ha realizzato 7,7 miliardi di export verso la Russia e 2,2 miliardi verso l'Ucraina (in crescita del 27% sul 2020). Per il solo mondo del vino, per cui l'Italia è primo fornitore della Federazione, a rischio ci sono 375 milioni di dollari di esportazioni.

"Il valore della leadership e della marca si fortificano nei periodi difficili perché selezionano i leader, ne fanno emergere di nuovi e accelerano i processi di modernizzazione", commenta lo storico e giornalista Paoli Mieli. "Negli ultimi 70 anni il mondo si è 'trastullato' con questioni minoritarie. Nell'immaginario, conflitti e malattie potevano colpire solo i Paesi più poveri. La pandemia e la guerra ci hanno mandato un messaggio: serve una nuova classe dirigente, servono aziende e prodotti affidabili, capaci di reggere l'urto del terremoto". Per il nostro Paese, per l'Europa intera, per le aziende e per i singoli individui sostenere l'Ucraina in questa guerra avrà un costo. "Ma questa", aggiunge Mieli, "è una leadership che crea fiducia e, nel tempo, valore".



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NEWS

PROSCIUTTO DI SAN DANIELE PDO, SALES AND EXPORT GREW IN 2021

Last year, the total production of the Prosciutto di San Daniele PDO grew by 3% with 2,630,000 pork thighs produced, deriving from 45 slaughterhouses and processed by the 3,626 authorized Italian farms. The thighs sold in 2021 amounted to 2.8 millions, thus creating a 350-million-euro total turnover, which grew by 14% compared to 2020. 83% of the total production has been destined to Italian consumption, whereas 17% crossed the national borders. Export performed well, registering for the products shipped outside the Italian market a 17% increase in sales compared to the previous year. 56% of foreign shares reached the markets of the European Union member states. Among the most relevant nations per exports shares, France, the USA, Germany, Australia and Belgium ranked first. Positive outcomes come from Poland, Austria, The Netherlands, Canada and Brasil as well. The total production of the pre-sliced trays registered an 8% increase with over 23.1 million certified packs, which equal to 465,000 prosciuttos and for a total of over 2.15 million kilos. Prosciutto di San Daniele, compared to all others, amounts to 14% of the total, scoring an increase over the previous period.

Prosciutto di San Daniele Dop, nel 2021 crescono le vendite e l'export

La produzione totale del Prosciutto di San Daniele lo scorso anno è incrementata del 3% con 2.630.000 cosce di suino prodotte, provenienti dai 45 macelli e lavorate dai 3.626 allevamenti italiani autorizzati. Le cosce vendute nel 2021 sono state 2,8 milioni generando un fatturato totale di 350 milioni di euro, che registra un aumento del 14% rispetto al 2020. L'83% della produzione totale è stata destinata al consumo interno, mentre il 17% ha varcato i confini nazionali. L'export vede ottimi risultati facendo registrare, per il prodotto diretto al mercato extra Italia, un aumento del 17% delle vendite rispetto all'anno precedente. Il 56% delle quote estere ha raggiunto i mercati di Paesi facenti capo all'Unione europea. Tra le nazioni più rilevanti per l'esportazione si confermano, in testa, la Francia, gli Stati Uniti, la Germania, l'Australia e il Belgio. Risultati positivi giungono anche da Polonia, Austria, Paesi Bassi, Canada e Brasile. Il totale della produzione delle vaschette di preaffettato ha registrato un aumento dell'8% con oltre 23,1 milioni di confezione certificate, pari a 465mila prosciutti e per un totale di oltre 2,15 milioni di chilogrammi. La quota del Prosciutto di San Daniele rispetto a tutti i prosciutti crudi italiani è pari al 14% del totale, registrando un incremento rispetto al periodo precedente.



THE ITALIAN DAIRY EXPORT WAS WORTH 3.6 BILLION EUROS IN 2021

The export of made in Italy cheeses reached 3.6 billion euro in 2021. It equals to a growth by 12.3% in value and 10.6% in volume compared to 2020. These are the main results that stand out from the Italian national statistical institute (ISTAT) updated to December 2021, and processed by Alleanza Cooperative Agroalimentari (which represents more than 5,000 Italian agri-food associations). Among the sales outside the European borders, the results scored by the USA are particularly positive (+34,4% value and +19,7% volume), where the Italian cheeses reached pre-tariff levels, as well as the ones scored by China (+35,1% value and +26,4% volume). The exports towards the United Kingdom register a small setback (-4,5% value and -2,7% value) due to the Brexit. Slight decline for Japan as well (-3,2% volume and -1,8% value). As for the European market, instead, Alleanza Cooperative Agroalimentari showcases the excellent results scored by France, where export amounts to 705 million euro. In 2021, the orders for all Italian cheeses grew: the sales of mozzarella continue to increase abroad (+12,5%) and the Grana Padano and Parmigiano Reggiano (+5,3%) markets strengthen, reaching a total turnover of over 1 billion euro – more than 30% of the total.

Valore 3,6 miliardi di euro l'export caseario italiano nel 2021

Ha raggiunto quota 3,6 miliardi l'export dei formaggi made in Italy nel 2021. Si tratta di una crescita pari al 12,3% in valore e del 10,6% in volume rispetto al 2020. Sono questi i principali risultati che emergono dai dati Istat del commercio con l'estero aggiornati a dicembre 2021, elaborati da Alleanza Cooperative Agroalimentari. Tra le vendite fuori dai confini europei, sono particolarmente positivi i risultati ottenuti negli Stati Uniti (+34,4% in valore e +19,7% in volume), dove i formaggi italiani hanno raggiunto i livelli pre-dazi, e quelli in Cina (+35,1% in valore e +26,4% in volume). Registrano invece una lieve battuta d'arresto le esportazioni verso il Regno Unito (-4,5% in volume e -2,7% in valore) per le conseguenze della Brexit. Leggera flessione anche in Giappone (-3,2% in volume e -1,8% in valore). Per quanto riguarda il mercato europeo, invece, Alleanza Cooperative Agroalimentari segnala il buon risultato ottenuto in Francia, dove l'export è stato pari a 705 milioni di euro. Nel 2021 sono aumentati gli ordini per tutti i formaggi italiani: continuano a crescere le vendite all'estero della mozzarella (+12,5%) e si consolidano i mercati del Grana Padano e del Parmigiano Reggiano (+5,3%), che insieme fatturano oltre un miliardo di euro – più del 30% del totale.



ITALIAN ESPRESSO COFFEE NOMINATED TO BECOME UNESCO'S INTANGIBLE HERITAGE OF HUMANITY

MIPAAF, the Italian Ministry of Agricultural, Food and Forestry Policies presented the Italian Espresso Coffee among the candidates to become UNESCO's Intangible Heritage of Humanity. It was Gian Marco Centinaio, undersecretary at the MIPAAF, who announced it: "In Italy, coffee is much more than just a drink: it is a true ritual, part of our national identity and an expression of our sociability that makes us stand out in the world. We are extremely pleased to have been able to achieve a unitary candidacy". The formalization has put an end to the recent controversy between the nomination of the Neapolitan coffee and the one started by the national delegation – which comprises Gruppo italiano torrefattori caffè, the Consortium of Protection of Traditional Italian Espresso Coffee, Comitato italiano del caffè by Unione italiana food, Istitituto espresso italiano, Fipe-Confindustria, Associazione caffè Trieste and Consorzio torrefattori delle tre Venezie – which, instead, proposed a unified nomination for the Italian Espresso Coffee. MIPAAF's decision promoted Italian Espresso Coffee and, as Centinaio himself says, "the candidacy of Italian espresso coffee will be transmitted to the Italian National Commission for UNESCO and we trust that it will be approved and transmitted to Paris by 31 March".

Il Mipaaf candida il caffè espresso italiano a patrimonio immateriale dell'Unesco

Il Mipaaf candida l'espresso italiano a patrimonio immateriale dell'Unesco. A dare la notizia è Gian Marco Centinaio, sottosegretario al ministero delle Politiche agricole alimentari e forestali, che spiega: "In Italia il caffè è molto di più di una semplice bevanda: è un vero e proprio rito, è parte integrante della nostra identità nazionale ed è espressione della nostra socialità che ci contraddistingue nel mondo. Siamo molto soddisfatti di essere arrivati a una candidatura unitaria". Giunge quindi al termine la disputa che, negli scorsi mesi, aveva visto contrapporsi Napoli e la candidatura del caffè partenopeo e la delegazione nazionale – composta da Gruppo italiano torrefattori caffè, Consorzio di tutela del caffè espresso italiano tradizionale, Comitato italiano del caffè di Unione italiana food, Istitituto espresso italiano, Fipe-Confindustria, Associazione caffè Trieste e Consorzio torrefattori delle tre Venezie – che proponeva invece una candidatura unificata a favore dell'espresso italiano. La decisione del Mipaaf ha favorito il caffè espresso italiano e, come riferisce lo stesso Centinaio, "la candidatura sarà trasmessa alla Commissione nazionale italiana per l'Unesco. Confidiamo che questa la approvi e la trasmetta entro il 31 marzo a Parigi".



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SPIRITS, THE NATIONAL CONSORTIUM FOR THE PROTECTION OF GRAPPA IS BORN

The National Consortium for the Protection of Grappa is officially born. The procedure that decreed the transformation of the Istituto Nazionale Grappa into the National Consortium for the Protection of Grappa took place at the AssoDistil (the main national association that represents distillers) headquarters in Rome. "From now on, it will be possible to work all together in order to protect and promote Grappa GI", says the president Sebastiano Caffo. "It is, therefore, of primary importance that the government passes the decree to recognize the legal status to the Consortia of spirits, as it has happened in the previous years with the wine and food specialties ones, so that the newborn Consortium can perform all of its functions". Such activities will be supported by AssoDistil's presence, a well-established reality, that will guarantee continuity to the objectives pursued by the Istituto Nazionale della Grappa. The distillate, which is very important on a national level, was recognized in 2008 as a Geographical Indication (GI), and as such can be safeguarded. "Apart from the protection, our Consortium will work for the promotion of this precious distillate, which embraces the history and the authentic Italian traditions", adds the president of AssoDistil Cesare Mazzetti.

Spirits, nasce il Consorzio Nazionale di Tutela della Grappa

Nasce ufficialmente il Consorzio Nazionale di Tutela della Grappa. Presso la sede di AssoDistil a Roma, si è concluso il procedimento di trasformazione dell'Istituto Nazionale Grappa in Consorzio Nazionale di Tutela della Grappa. "A partire da oggi, sarà possibile agire coralmente ai fini della tutela e della promozione della Grappa Igi", commenta il presidente Sebastiano Caffo. "È a questo punto della massima importanza che il governo varii il decreto per il riconoscimento della personalità giuridica ai Consorzi delle bevande spiritose, come già fatto da anni per quelli del vino e delle specialità alimentari, in modo che il Consorzio possa svolgere in pieno le proprie funzioni". Attività che saranno coadiuvate dalla presenza di AssoDistil, realtà già consolidata che garantirà la continuità con gli obiettivi portati avanti dall'Istituto Nazionale della Grappa. Il distillato, tra i più importanti in assoluto a livello nazionale, è registrato dal 2008 come Indicazione Geografica (Igi), e come tale potrà essere protetto e tutelato. "Il nostro Consorzio si impegnerà oltre che nella tutela, anche nella promozione di questa preziosa acquavite, che racchiude la storia e le autentiche tradizioni italiane", aggiunge il presidente di AssoDistil Cesare Mazzetti.

JAPAN RECOGNIZES FIVE NEW ITALIAN AGRI-FOOD GI PRODUCTS

The number of Italian agri-food products whose Geographical Indication (GIs) has now been recognized by Japan has gone up to 26, after the country recently added five new PDOs and PGIs. This results from the EU-Japan Economic Partnership Agreement, which entered into force in 2019 and establishes that "Every year, starting from 2020 and up until 2022, the co-chairs will select a maximum of 28 new names to be protected as GIs for the EU and Japan respectively and to add to the 14-B annex in the agreement", states an official release of the Italian Trade Agency (ITA). The new Italian protected GIs added in 2022 are: Monti Iblei PDO - EVO oil, Pecorino Sardo PDO, Prosciutto di Modena PDO, Italian salami alla cacciatora PDO and Speck Alto Adige PGI.

Il Giappone riconosce cinque nuove Igi alimentari italiane

Sale a 26 il numero di prodotti agroalimentari italiani le cui Indicazioni geografiche (Igi) sono riconosciute dal Paese asiatico, dopo la recente aggiunta di cinque prodotti Dop/Igp. Un'operazione "figlia" dell'accordo di partenariato economico raggiunto tra l'Ue e il Giappone nel 2019, dove si stabiliva che: "Ogni anno, a partire dal 2020 e fino al 2022, il comitato misto prenderà in considerazione fino a 28 nomi rispettivamente dell'Ue e del Giappone da proteggere come indicazioni geografiche e da aggiungere nell'allegato 14-B dell'accordo", riporta una nota dell'ufficio Ige. I cinque nuovi prodotti italiani protetti in Giappone dal 2022 sono quindi: olio d'oliva Monti Iblei Dop, Pecorino Sardo Dop, Prosciutto di Modena Dop, Salami italiani alla cacciatora Dop e Speck Alto Adige Igp.

ALTERNATIVE PROTEINS: RECORD-BREAKING INVESTMENTS AMOUNTING TO 5 BILLION DOLLARS IN 2021

In 2021, investments for the development of products based on alternative proteins - meat substitutes, dairy and eggs -, of cultivated meat and fermentation reached 5 billion dollars. This figure, released by The Good Food Institute (the main organization that promotes plant- and cell-based alternatives), reveals a growth of 61% in the investments compared to 2020 (3.1 billion dollars). In particular, cultivated meat companies received 1.4 billion dollars in 2021, instead of the 400 millions for 2020. Companies that specialize in fermentation raised 1.7 billion dollars, compared to 600 millions in 2020. However, the investments in the firms that manufacture plant-based goods – which include meat, dairy and egg alternatives – slowed down: 1.9 billion dollars in 2021, compared to 2.1 billions in 2020.

Proteine alternative: nel 2021 investimenti record per cinque miliardi di dollari

Nel 2021, gli investimenti per lo sviluppo di prodotti a base di proteine alternative – sostituti di carne, latticini e uova -, di carne coltivata e di fermentazione proteica alternativa hanno raggiunto i cinque miliardi di dollari. Il dato, pubblicato dal Good Food Institute (la maggior organizzazione che promuove le alternative vegetali e cellulari ai prodotti animali), rivela una crescita degli investimenti del 61% rispetto a quelli effettuati nel 2020 (pari a 3,1 miliardi di dollari). In particolare, le aziende di carne coltivata hanno ricevuto 1,4 miliardi di dollari nel 2021, rispetto ai 400 milioni del 2020. Le aziende di fermentazione che creano proteine alternative hanno raccolto 1,7 miliardi di dollari, rispetto ai 600 milioni del 2020. Sono rallentati, invece, gli investimenti nelle società che creano prodotti a base vegetale alternativi a carne, latticini e uova: 1,9 miliardi di dollari nel 2021, rispetto a 2,1 miliardi del 2020.

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SCENARIO

A taste of Italy 'on-the-road'

The food specialties of the Peninsula are gaining momentum on Glovo and Deliveroo. Pizza, once again, proves to be the Queen of home delivery. But there is also room for other novelties...



Pizza proved to be the Queen of takeout in the 2021 edition of the annual report released by Glovo, one of the world's leading delivery players. The data, which analyzed user consumption habits over the past year, revealed the great success of Italian food in home deliveries and new emerging trends worldwide. Glovo, which delivers food in more than 1,300 cities across Europe, Africa and Latin America, collaborates with over 130,000 restaurants and shops worldwide. In this scenario, Italy stands out for its well-known cuisine.

Pizza is the most delivered food, ramen follows right after

Not just food. Glovo delivers also flowers, books, pet items and medicines. The company, which was founded in Barcelona in 2015 by Oscar Pierre and Sacha Michaud, grew steadily all over the world in a very short time. However, food deliveries have always remained its core business.

As explained by the 'Glovo Delivered 2021' report, last year this very successful business reached 510 new cities and 8 new countries, including Bulgaria, Bosnia, Montenegro, Slovenia, Armenia, Belarus, Tunisia and Nigeria.

Romania, Spain and Croatia are the top tipping countries, whereas

Italy gains the first place in terms of culinary appreciation. As a matter of fact, pizza was the most delivered food from local restaurants in Bosnia, Ghana, Moldova, Montenegro, Romania, Ukraine and obviously Italy. Burgers, particularly appreciated in Bulgaria, Spain, Croatia, Morocco and Portugal, rank 2nd. Whereas chicken, which was mostly delivered in Kenya and Uganda, gains the 3rd place.

Pizza stands out also in the 'Top dishes' category, as a further proof that Italian specialties are delivered the most worldwide. Moreover, Italian cuisine gained the first place in the 'Top cuisines' ranking, winning over Japan, China, the US and Spain. However, the food which recorded the highest growth in 2021 was ramen. As a matter of fact, worldwide deliveries of the typical Japanese soup increased by 295%. Haute cuisine performed well too: Glovo - which delivers from 180 gourmet restaurants - recorded 350% more orders in premium re-

staurants. Among the significant trends which emerged in 2021 there are also Spanish cuisine (+73%) and burgers (+38%). Italian dishes grew by 31%, gaining the 5th position.

Italy among the most sustainable countries

Part of the 'Glovo Delivered 2021' report focuses on sustainability and the concept of green revolution. In 2021 the ultra-delivery service recorded a 71% increase of vegan orders and a 58% growth in stores and restaurants offering vegan products in comparison to 2020.

As for sustainability, 90% of orders were delivered without plastic cutlery. Moreover, bike deliveries allowed a reduction of more than 5,200 tons of CO2 emissions. But what are the most sustainable countries according to the report? Italy, with 53% of orders delivered with green vehicles, gained the silver medal, while the Central Asian country of Kyrgyzstan ranked 1st

(68%). Ukraine, instead, gained the bronze medal (48%).

Deliveroo: Florence at the top

Even the food delivery service Deliveroo confirms the great success of Italian traditional dishes in the world. The company, which was founded in 2013 by Will Shu, released the 'Deliveroo 100 Report', an annual ranking of the top trending dishes ordered on the platform. It turns out that, last year, the Salmon Poke from the Italian chain Pokeria by NIMA in Florence ranked 1st. In general, the Hawaiian bowl is the real star of 2021. It is considered consumers' favorite dish in six different countries and makes up 40% of the global top 10 list.

However, among the 100 trending dishes on Deliveroo, there are other Italian specialties, such as the famous 'schiacciata' (one of Tuscany's top sandwiches) of the Instagram-famous All'Antico Vinaio (ranking 21st and 86th), which opened in Florence, Milan, Los Angeles and New York. But also the roast chicken of the Giannasi 1967 food stall on Piazza Buozzi in Milan (which ranks 31st), the bacon cheeseburger of Five Guys in Rome (51st) and the Greek restaurant Ilios based in Rome, which, thanks to its 'gyros', ranks 97th.

Eccellenze italiane on the road

Su Glovo e Deliveroo spopolano le specialità del Bel Paese. La pizza si conferma la regina delle consegne. Ma c'è spazio anche per altre novità dal respiro internazionale, come il ramen e la poke. L'Italia, comunque, si impone anche sul fronte sostenibile. Nel segmento del food delivery, spicca infatti tra i paesi con il minor impatto ambientale.



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COMING SOON

Vinitaly & Cibus: the return

Vinitaly & Cibus: il ritorno

Vinitaly e Cibus, maggiori eventi fieristici italiani per il settore food & wine, si preparano a ospitare le prime edizioni 'in grande stile' del post pandemia. Tra aprile e maggio, una moltitudine di buyer arriverà nel nostro Paese per sancire, davvero, la ripresa del business 'in presenza'.

Two leading Italian trade shows, in the wine and food markets respectively, are about to take stage with their first, 'in grand style' edition after the outbreak of the Covid pandemic. Between April and May, a crowd of buyers is expected to arrive to Italy from around the world. To finally mark the restart of 'in person' meetings.

VERONA, 10-13 APRIL

www.vinitaly.com

Vinitaly, back to the future

THE 54TH EDITION OF THE VERONA-BASED TRADE SHOW IS GENERATING HIGH EXPECTATIONS. ORGANIZERS INVESTED 4 MILLION EURO IN THE INCOMING OF BUYERS AND OPERATORS.

GIOVANNI MANTOVANI (VERONAFIERE)

"THE FAIR WILL BE A BENCH TEST FOR GLOBAL TRADE"

"I see a great confidence: companies have shown a lot of enthusiasm which resulted in an high level of subscriptions. I would dare to say that, in terms of figures, we reached the same levels of attendees of Vinitaly 2019, before the pandemic. The war in Ukraine, of course, was the epicenter of a new crisis. Which determined an even greater instability on global markets. This Vinitaly will be, once again, a test bench for global trade: let's not forget that wine is among the top exported Italian agri-food products. For this edition of Vinitaly we have invested 4 million euros in the incoming of buyers, which represents with no doubt a historic record. Presentations of the event have been planned in New York, Munich and London. For obvious reasons, we had to give up the one scheduled in Moscow. We have compiled a list of 500 top buyers, with strong delegations from Canada, the USA, Singapore, Malaysia and Europe, of course. We are also taking important actions in the post-Brexit UK as well as emerging markets like Mexico, Kenya, Mozambique, and Cameroon. The presence of operators from Japan, a strategic destination market, is also confirmed. In Verona, visitors will find an increasingly business-to-business-oriented environment. On the exhibition ground, the thematic area dedicated to Mixology - the art of creating cocktails - will make its official debut, while the world of sustainable and organic wine will be even more under the spotlight. There will be a strong focus on orange too, which have passed from being a niche to a trend. And let's not forget the events of 'Vinitaly and The City', which will interest the whole city of Verona."



PARMA, 3-6 MAY

www.cibus.it

Cibus, as we used to know it

THE 21ST EDITION OF PARMA'S MOST IMPORTANT TRADE SHOW FOR FOOD & BEVERAGE IS ABOUT TO BEGIN. 3,000 EXHIBITORS AND ABOUT 60,000 VISITORS ARE EXPECTED.

ANTONIO CELLIE (FIERE PARMA):

"CIBUS A POINT OF REFERENCE FOR F&B EXPORTS"

"During the Covid pandemic, Italian companies showed a stunning flexibility, resilience and creativity. Virtues that will help them overcome even this complex moment. Thousands of buyers will come to Cibus with this aim: to understand, together with their suppliers, how to manage and, hopefully, get out of this new emergency. We must not forget that food is a primary good and I personally hope that the community debate, in the face of the humanitarian tragedy in Ukraine, will quickly turn from economic to social aspects. Hence, this will be the main theme at Cibus 2022: how the agri-food sector can and will contribute to the stability of the territories and the inclusion of people. In our vision, trade fairs will be less in number but more valuable moments, as well as more connected to the industry."



CARLO FERRO (ITA AGENCY):

"WE WILL TAKE TO PARMA 380 SPECIALIZED BUYERS"

"Our country's exports resumed in 2021 and so did the Italian agri-food sector, which recorded a +14.7% growth compared to 2019. However, unexpected and dramatic geopolitical tensions have added to the post-Covid challenges, further exacerbating the overall scenario. In this context, acting in synergy is even more important. The ITA Agency supports the 21st edition of Cibus with the greatest allocation of resources in the last six years. For this edition, our offices are planning to bring to Parma 380 specialized buyers and 10 journalists from 42 countries and will enhance the use of the My Business Cibus platform. These actions want to contribute to the success of Fiere di Parma and its exhibitors thus relieving the impact of this hard moment for exporting companies. With the hope that, well before the opening date of the fair, the world will have found peace."



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

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



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

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



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

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



FOCUS ON

MartinoRossi: when innovation rhymes with sustainability

The launch of two new brands, destined for food service and retail. The growth of the plant-based segment. The significant investments in eco-friendly projects. The new general director Manuel Sirgiovanni showcases the future of the company.



15,000 hectares of land worked in 100% Italian controlled supply chains. 600 supplied food companies in the whole world. 20 processed raw materials covering cereals, pulses and superfoods, for over 1,100 item codes. 100 processed goods from flours to functional ingredients. And two processing plants, in Cremona (Lombardy) and Grosseto (Tuscany), covering an area of 150,000 square meters. Apart from a subsidiary and a logistics center in the USA. MartinoRossi's figures do not go unnoticed. The company, headquartered in Malagnino, in the Cremona province, specializes in the production of functional ingredients and products from cereals and pulses without gluten, allergens and GMOs. Many are the initiatives that the firm wishes to drive forward, starting from the launch of two new brands, respectively destined for food service and retail, to the consolidation of the meat-free segment, with alternatives to animal proteins. Without overlooking the environmentally sustainable initiatives. We talked about it all with Manuel Sirgiovanni, the new general director of MartinoRossi.

How did the company perform in 2021?

2021 was a positive year for MartinoRossi. The company consolidated the significant increase of 2020, when we registered an over 30% growth compared to the previous year. We are talking about an over 57.5 million-euro turnover. This enabled us to lay solid foundations for 2022, which we expect to end with a double-digit increase.

Since you specialize in allergen-free products, which is the free-from segment with the strongest growth?

Apart from gluten, soy and dairy, customers are ever more often on the hunt for products that have a clean label and a short ingredient list. Furthermore, the growth of the meat-free segment is significant. It is leading to new developments in the plant-based branch, which can be valid protein alternatives to meat or other animal proteins. This is made possible thanks to protein ingredients such as, for instance, pulse flours, of which MartinoRossi is one of the main producers. I would like to highlight the fact that we are talking about meat alternatives, and not substitutes. Plant-based products should not be regarded as niche goods destined only for vegans and vegetarians, instead they can be perfectly introduced in the Mediterranean Diet.

Are you planning on launching new goods?

Of course. First of all, we will start focusing more on our channel vision. Apart from the industry, which remains the core business of the company, we will work on broadening our presence in the Horeca channel with the launch of the MartinoRossi Professional brand. We will provide restaurateurs with a wide range of corn and pulse flours, pulse grits, as well as a variety of ready-made mixes. Moreover, we will supply the end user with a line of totally allergen-free plant-based blends for veggie burgers, balls and Bolognese style sauce, with a really short ingredient list. They will represent an authentic revolution in the segment and they will be available for the industry as well. Lastly, we will introduce black



Manuel Sirgiovanni

corn 'Mais Corvino', which was rediscovered in 2010 by Carlo Maria Recchia. It is an ancient and refined cereal with which we produce flours and grits.

Which steps are you taking in order to achieve a more sustainable business?

Sustainability is a heartfelt topic in our company and many are the initiatives we are pursuing towards this direction. On an industrial scale, we are building an investment plan that can enable MartinoRossi to produce its own clean energy and develop new raw-material-conservation techniques, further improving on a quality and sustainability level. This year we will also start working on our very first Sustainability Report. Moreover, as far as packaging is concerned, the company has just been elected among the winners by Conai, the National Packaging Consortium, for the eco-design of its environmentally-friendly packs. In terms of circular economy, we are also developing a strategy in order to convert our waste materials into innovative packaging solutions. For example, we aim at using paper to produce corn waste.

How much does the export account for and which are the most interesting countries?

Currently, export accounts for 50% of the total turnover. For our company, Western Europe is the area where we export more, followed by the USA which, notwithstanding a slight downturn caused

by the rise in shipping costs, remains a country with high growth potential. This year, in fact, we will invest precisely in the development of the MartinoRossi subsidiary in America, which opened back in 2018.

Which trade shows are you attending in 2022?

The segment suffered greatly in the last years. However, the signs showed by the trade fairs in the second half of 2021 were positive and expressed a deep desire for restart of the whole segment. Therefore, this year we too will play our part by attending the most important global events, including Expo West and East in the USA, Free From in Barcelona, IFI in Chicago, Plant Based World in New York and London, Sial and Food Ingredients in Paris, and many more.

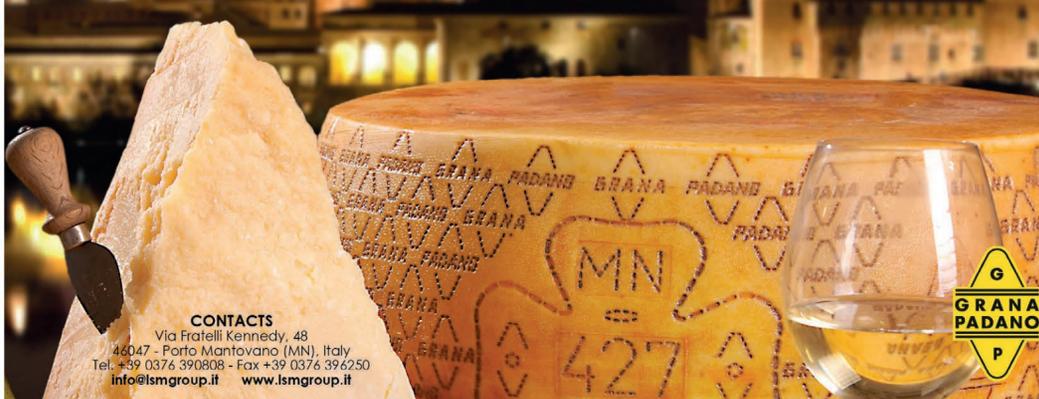


MartinoRossi: quando innovazione fa rima con sostenibilità

15mila ettari lavorati in filiere italiane 100% controllate. 600 industrie alimentari servite in tutto il mondo. 20 materie prime lavorate tra cereali, legumi e superfood, per oltre 1.100 codici articolo. 100 prodotti trasformati tra farine e ingredienti funzionali. E due impianti di lavorazione, a Cremona e a Grosseto, estesi su una superficie di 150mila mq. Oltre a una filiale e sede logistica negli Usa. Sono numeri importanti quelli di MartinoRossi, azienda con sede a Malagnino (Cr) specializzata nella produzione di ingredienti e prodotti funzionali da cereali e legumi senza glutine, allergeni e Ogm. Tante le iniziative della società, tra cui il lancio di due nuovi brand, destinati al Food Service e al retail, e il consolidamento del segmento free from meat, con soluzioni alternative alla carne tradizionale.



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THE EVENT

www.gulfood.com

Italy stands out at Gulfood 2022

A large flux of visitors and a high number of optimistic exhibitors livened up the 2022 edition of the n.1 food & beverage event in the MENA region. The secret behind its success? "Buyers, of course".

27th edition, in 2022, for Gulfood, the largest trade show for the food & beverage market in the Middle East and North Africa (MENA), which was held on the past February (13-17) at the Dubai World Trade Center. Exhibitors, including a nourished cluster from Italy, report great satisfaction for the amount and value of the contacts they had. Confirming once again the success of an event that – also thanks to the lucky positioning at the beginning of the year – never missed one edition since the outbreak of the pandemic. "What's Gulfood's

secret ingredient? Buyers, of course", said the show director, Mark Napier. "Nowhere else in the world you can bring buyers from 199 countries and 4,000 companies from 120 countries. What makes it possible is the unique environment that has been created here, also in terms of the safety, security and hospitality offered. The trade deals conducted on the floor of this show beats anything else in the world, and only buyers make it possible, that's the secret ingredient." Gulfood will be back in 2023, from 20 to 24 February.

L'Italia a Gulfood 2022

Un altro successo di pubblico ed espositore per il maggior evento fieristico dedicato al food & beverage della regione MENA. Il segreto del suo successo? "I buyer, naturalmente", sottolinea il direttore della kermesse, Mark Napier.

FIDA Alessandro Iannicelli and Gianluca Grovino	MASTER Davide Dittach and Alessandro Argento	BRAZZALE Nicola Copani and Lisa Cavaliere	GHIDETTI Giuseppe Sartori and Monica Cavalari	CASEIFICIO ALBIERO Marco Albiero
UNIONPLUS Francesco D'Apice	ZANETTI Paolo Zanetti	ICAM Andrea Rovarino	LAURETANA From left: Giovanni Vietti, Anna Vietti ed Edoardo Pampuro	TOGNI From left: Matteo Latini and Christian Johann Wolfgang Reintjes
MONINI Raffaella Bossitto and Guglielmo Giacconi	LUGLIO Chiara Luglio	MOLINO NICOLI Cristian Coramia and Olga Nicoli	LA SANFERMESE Isabella Franzaga	S.P. RICE MILL INDUSTRY Matteo Soppera
MOLINO NALDONI Vania Chiozzini and Marco Fuso	RISO MERLANO From left: Isabella Barison and Anna Godone	CEREALITALIA Grazia Morelli	GRANORO From left: Isabella Martinelli and Annalisa Makong	NOVA FRUTTA From left: Elvira Picarella, Salvatore Longobardo and Claudio Proppa
TONITTO Alberto Pacioneri	DE LUCIA Domenico De Lucia	LAICA From left: Andrea Saini ed Eugenio Lombardo	VICENZI Simona Marolla	DOLCERIA ALBA Debora Moretto



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THE EVENT

Italy stands out at Gulfood 2022

TEDESCO Luca Ceirani	CAMPIELLO Nicola Gioubo	FORNO BONOMI Luca Della Vecchia	HDI Alessandro Lameri	CASA RADICCI Simona Radicci and Gemaro Piscopo
LATTERIA SORESINA From left: Giovanni Amadio, Marco Capozzato and Vincenzo Capuano	EURICOM GROUP From left: Petros Pavlidis, Karameer Wadia, Paolo Lombardo	CAFFÈ CAGLIARI From left: Veronica Giovacchini and Giulio Barozzi	BOSCA Antonio Romeo and Raffaello Mascolo	CAFFÈ 1870 Alessandra Barbera
CAFFÈ CARRARO Andrea De Rosso	MOLINO PEILA From left: Elsa Ottino and Marina Peila	MAZZA ALIMENTARI From left: Giovanni Mazza and Angelo Chiozzato	ALIMENTA Simona Tagliarini and Alessandro Giannone	DELICIOUS RIZZOLI Alessandra Farneri and Beatrice Concarì
AZ. AGR. LEONARDI GIOVANNI From left: Sylvie Incognito and Lucia Fava	LA MOLISANA Giuseppe Sacco	PASTIFICIO LUCIO GAROFALO Emilio Viale	ALIMENTO Francesca Staempfli	LA MOLE From left: Marta Vettore Rais and Chiara Gioiello
CALLIPO Giacomo Cinelli	TARTUFI MARINI Giancarlo Marini	MARINI - BISCOTTIFICIO VERONA Claudio Rizzi	SORÌ ITALIA Giovanni Boncompagni	LAMERI - VERGANI From left: Christophe Laurent, Emanuele Bozzetti, Lia Diaz
PASTIFICIO DI BARI From left: Antonello Di Bari and Massimo Pino	AGROVER From left: Feliciano and Roberto Mattino	CAREMOLI From left: Salah Fery and Nicola Caremoli	INDUSTRIA DOLCIARIA QUARANTA Laura Donghi	RENNA Francesco Renno
DELLA PERUTA VINCENZO From left: Enzo and Antonio Della Peruta	CIRIO 	DE NIGRIS 1889 	LE 5 STAGIONI 	RISO VIGNOLA
				STERILGARDA

ZOOM

Know the dangers, plan your business

Conosci i pericoli, pianifica il business

Una fotografia dello 'stato di salute' del mondo. Per valutare (e possibilmente dominare) l'impatto di rischi evidenti o latenti sul commercio internazionale. È questo, sin dalla prima delle sue 16 edizioni, l'obiettivo della Mappa dei Rischi di Sace. Un appuntamento che assume un rilievo particolare data l'eccezionale congiuntura storico-politico-economica, che vede il mondo uscire da due lunghi anni di pandemia per trovarsi ad affrontare l'inatteso conflitto tra Russia e Ucraina.

The risk of non-payment is on average stable, in spite of very unstable governments. And the world public debt is growing, also due to the costs of the pandemic. Sace publishes the 16th edition of its annual Map. A useful tool for planning future export strategies.

A snapshot of the world's 'state of health'. In order to assess (and, if possible, control) the impact of evident or latent risks on international trade. This has been the objective of the Sace Risk Map since the first of its 16 editions. An appointment which takes on particular importance given the exceptional current situation, which sees the world emerge from two long years of pandemic to find itself facing the unexpected conflict between Russia and Ukraine.

According to Sace's chief economist, Alessandro Terzulli, "making long-term scenarios is a complex exercise, but it lets us make some considerations". One of these is the likely increase in credit risk, caused by military escalation and the imposition of new sanctions, as well as the restrictions on the international payments system. It is difficult, he explains, to imagine that the Russian economy will not go into recession. "According to first estimates, it could reach -3% this year. Although it was predicted to grow strongly, the eurozone economy will slow down, but still grow". Italian trade with foreign countries is also bound to be impacted by this crisis: in 2021 Italy exported 7.7 billion to Russia - where 750 Italian companies have holdings - and 2.2 billion to Ukraine (with a significant +27% on 2020).

Italian exports beat the pandemic
In 2021, Italian exports touched the historic value of 516 billion euros, with a record growth of 18% over 2020. "Given that growth on the pre-pandemic period is still +8%, this is an extraordinary increase that cannot simply

be attributed to the post-crisis rebound", commented Pierfrancesco Latini, CEO of Sace. "The pandemic has not changed our propensity to export, but it has certainly changed its dynamics. And thanks to the excellence of our supply chains, we have not only resisted, but also gained".

"The Italian entrepreneurial system has shown a profound and almost unexpected ability to adapt to the new context", adds the CEO of Banca BNL, Elena Goitini. "This reactivity has allowed companies to increase their shares and presence abroad, especially in the intermediate goods sector. However, what is happening in Eastern Europe will put the resilience of supply chains to the test again".

After the strong rebound in world GDP in 2021 (+5.8%, well above the 3.5% contraction recorded in 2020), growth in 2022 is expected to reach 4.2%. The recovery in global economic activity has been driven by robust demand conditions countered by problems with supply. These imbalances have generated an upward pressure on prices. Despite difficulties in global supply chains, compounded by high energy commodity prices, the international trade in goods is expanding strongly. Its volume has surpassed last year's loss recovery, surpassing pre-pandemic levels, and is expected to grow by 4.8% in 2022 (after an estimated +11% in 2021). While for services, the expected growth of 15% will not allow a full recovery of the 2020-21 'loss'. The global debt growth of recent years (at 350% of global GDP) continues to weigh heavily, also due to pandemic-related spending needs.

CREDIT RISK
Of the 194 analysed countries, 45 are improving, 78 are stable and 71 are increasing.

POLITICAL RISK
Of the 194 analysed countries: 38 are improving, 74 are stable, 82 are worsening.

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INSIGHT



New values for new consumers

What do shoppers look like and what do they search for in 2022? Euromonitor International tries to figure it out in its yearly report. Where 'action' and 'access' are the keywords to keep firmly in mind.

Every year, Euromonitor International identifies emerging and fast-moving trends expected to gain traction in the months ahead, and that provide useful insights into changing consumer values. And change, as Euromonitor points out, "was the only constant over the past two years". Traditional business models and logistic networks are being challenged,

and past purchasing habits do not necessarily imply brand loyalty. Hence, businesses could lose customers if the experience is not seamless and tailored. According to the research institute, 'access' and 'action' are the driving forces behind the top 10 global consumer trends in 2022, following the 2021 keywords 'resilience' and 'adaptability'.

Nuovi valori per nuovi consumatori

Euromonitor International identifica i 10 grandi trend di consumo che plasmeranno il retail mondiale nel 2022. 'Accessibilità' e 'azione' saranno le parole chiave a cui guardare, dopo 'resilienza' e 'adattabilità' che hanno caratterizzato il 2021.

1 BACKUP PLANNERS

Faced with challenges in securing their usual or desired products and services due to chain disruptions, Backup Planners are looking for ways to purchase similar items or finding creative solutions to obtain alternatives. Certain consumers are relying on subscription services or community group buying to secure deliveries. When thwarted, Backup Planners are reverting to the next best option, seeking alternatives and in some cases, delaying purchases or changing shopping habits. Two extremes are influencing shopping behaviours of Backup Planners - paying a premium or switching to cost-effective options, such as buying secondhand or renting.



28%

OF CONSUMERS TRIED TO PURCHASE LOCALLY SOURCED PRODUCTS AND SERVICES IN 2021

PepsiCo launched two direct-to-consumer sites in 2020. Consumers can order specialised bundles, such as 'Rise & Shine' and 'Workout & Recovery', on PantryShop.com or purchase individual items on Snacks.com from PepsiCo's food and beverage portfolio.

2 CLIMATE CHANGERS

67%

OF CONSUMERS TRIED TO HAVE A POSITIVE IMPACT ON THE ENVIRONMENT THROUGH THEIR EVERYDAY ACTIONS IN 2021

Swedish fintech company Klarna launched a CO₂ emissions tracker that offers carbon footprint insights for 90 million customers.

Green activism and low-carbon lifestyles are here to stay. Consumers are becoming aware of their individual contribution to climate change, and are taking action through the products they purchase. Millennials and Generation Z, especially, feel they can make a difference through their choices. To win over Climate Changers, companies should offer products that are carbon footprint certified. Transparent labelling of carbon-neutral products builds trust and enables consumers to make informed choices. Climate Changers make more sustainable choices whilst demanding action and transparency from brands. They are also reducing the use of plastic, cutting food waste and recycling.

follow

ITALIA BULGARI marshmallow



...TO THE MOON AND BACK



INSIGHT

3 DIGITAL SENIORS

Older consumers were forced online as the world shut down. Now, familiar and comfortable with technology, Digital Seniors are empowered to make purchases and use services through this channel. Businesses have an opportunity to tailor their digital experience to target and meet the needs of this expanded online audience. The global population aged 60+ will grow 65% from 2021 to 2040, reaching over two billion people. Optimising mobile apps, social networks and websites for Digital Seniors will be critical to capture their spending power.

82%

OF CONSUMERS
AGED 60+ OWNED
A SMARTPHONE IN 2021

China's **JD.com** launched a smartphone for the elderly, where users can set up video sessions with doctors and have prescriptions sent to their door.



THE GREAT LIFE REFRESH

5

The pandemic triggered consumers to make The Great Life Refresh, resulting in drastic personal changes and a collective reboot of values, lifestyles and goals. In the past year, consumers took inventory of their lives and are now actively trying to chart a new path forward. In 2015, only 12% of consumers prioritised time for themselves, which doubled to 24% in 2021. Consumers now have a higher appreciation for work-life balance. They are changing careers or leaving the workforce entirely to discover or pursue their purpose. Change will remain the dominant trend that characterizes lifestyle shifts in the short term. Companies implemented Workplaces in New Spaces and realized productivity levels were sustained, which permanently shifted how, when and where work can be done. Businesses need to accommodate consumer needs, wherever they are in life.

4

MILLION AMERICANS QUIT
THEIR JOBS IN JULY 2021
AND ANOTHER 4 MILLION
IN AUGUST (SOURCE: US BUREAU
OF LABOR STATISTICS)

Hyatt expanded the Work from Hyatt packages to attract remote workers who want a change of scenery.

FINANCIAL AFICIONADOS

The pandemic brought job market volatility and risked financial security. Uncertainty, instability and lockdowns caused certain consumers like Thoughtful Thrifters to spend less and save more. Consumers turned to apps to make smart money moves, are gaining confidence in investing and becoming savvy savers to strengthen financial security. Companies should provide tools and easy-to-use solutions to make any consumer feel financially empowered. There has been an influx of consumer-friendly retail trading platforms for Financial Aficionados to invest their money in the stock market. Offering educational resources within these platforms can help build consumer confidence and brand trust.

4

51%

OF CONSUMERS BELIEVE THEY
WILL BE BETTER OFF FINANCIALLY
IN THE NEXT FIVE YEARS

Nubank is a Brazilian neobank that offers simpler services to help financially underserved Latin Americans become banked.



6

THE METAVERSE MOVEMENT

56%

GLOBAL SALES GROWTH
OF AR / VR HEADSETS
FROM 2017 TO 2021

Gucci hosted a virtual multimedia experience on Roblox. Users' avatars were displayed as neutral mannequins that changed shape and colour whilst moving through themed rooms.

The digital world is evolving beyond virtual hangouts to immersive 3D realities. Consumers are embracing these digital spaces to socialise with communities. Brands at the centre of The Metaverse Movement can build equity. These immersive environments can drive e-commerce and virtual product sales as access expands. Physical and virtual worlds collided last year. With strict social distancing requirements, consumers learned how to stay connected, forming new online communities that offer a range of interactivity, from livestreaming to gaming. Brands are buying billboards and product placements, among other advertising space, within these online environments. In 2021, more than 30% of consumers bought goods or services after seeing an influencer post or company advertisement on TikTok.

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www.matildevicenzi.com
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*Source: Nielsen YE 2021 Italy

INSIGHT

7 PURSUIT OF PRELOVED

Thriftig is trending. Consumers are moving from an owning to an experiencing mindset. Sustainability and individuality are removing the stigma associated with secondhand shopping and driving peer-to-peer commerce. Businesses need to do more with less. Investing in circular economy initiatives, such as recycling, rental or resale programmes, will drive value whilst positively impacting the environment.

One-fifth of consumers will consider increasing purchases of secondhand items in the future. The plethora of apps available to sell and buy secondhand and the desire for sustainable options are influencing the Pursuit of Preloved. Business models are evolving to include buy-back programmes, reusable packaging initiatives, refurbished product offerings and peer-to-peer marketplaces.

33%

OF CONSUMERS BUY USED OR SECONDHAND ITEMS AT LEAST EVERY FEW MONTHS

IKEA upgraded their in-store Bargain Corner section to Circular Hub, which features used furniture as part of a buy-back programme.

37%

OF CONSUMERS EXPECT TO BE WORKING FROM HOME IN THE FUTURE

Singapore is building a green city out of a former industrial area to create sustainable, smart and less-polluted urban housing alternatives.

8 RURAL URBANITES

The benefits of city living, including proximity and convenience, were hindered due to lockdowns and remote work. Meanwhile, better air quality, less congestion and desire for simplicity and sustainability are becoming key selling points for the suburbs, countryside or smaller cities. The relocation trend is especially relevant in developed countries, but not all consumers are ready to give up urban life.

The need for green spaces near homes and faster, cleaner commutes is reshaping dwelling preferences for Rural Urbanites who stay in the city. In general, consumers are investing more in their homes and communities as they spend more time there. Businesses that strengthen e-commerce distribution, expand sustainable product lines and cater to Rural Urbanites will emerge as winners.



9 SELF-LOVE SEEKERS

Acceptance, self-care and inclusion are at the forefront of consumer lifestyles. Self-Love Seekers prioritise their happiness, feeling comfortable in their own skin and indulging in goods and services that elevate their sense of self. Businesses need to create deep connections with customers. Products that evoke physical, emotional or spiritual wellbeing will resonate and enhance the lives of Self-Love Seekers. Indulgent product innovations are booming globally across industries. Beauty brands are offering salon-quality products at home. Food and beverage manufacturers are investing in functional ingredients and low- or non-alcoholic drinks as consumers seek healthier options. Products and experiences that empower these consumers to be their best version will drive purchase decisions and loyalty. Personalisation will advance and shift towards mass acceptance across sectors.

54%

OF PROFESSIONALS BELIEVE THAT MORE PERSONALISED SHOPPER EXPERIENCES WILL HAVE A STRONG IMPACT ON RETAILING OVER THE NEXT FIVE YEARS

Interflora launched a collection of self-partnered bouquets, matching consumers with floral arrangements and self-love notes based on a quiz.

Consumers are approaching a return to pre-pandemic life in different ways based on their comfort levels. Certain consumers are eager, whilst others are hesitant, to resume their normal activities, creating The Socialisation Paradox. Certain consumers acclimated to life in lockdown and will continue to make purchases for at-home consumption. Others were Restless and Rebellious during the height of the pandemic and are ready to fully participate in society again. Between these two preferences are those who desire a form of normalcy - willing to venture out for select activities - but are still cautious and concerned about their health. Companies should provide seamless solutions and multiple options across channels without sacrificing the experience. Whilst consumers are shopping online for convenience or safety, they also crave meaningful interpersonal connections. Hybrid business models will put consumers in control of their desired experience. Using a blended approach to cater to consumers' new norm is crucial.

10 THE SOCIALISATION PARADOX

76%

OF CONSUMERS TOOK HEALTH AND SAFETY PRECAUTIONS WHEN LEAVING THEIR HOMES IN 2021

Carrefour City+ is the first store in the UAE that leverages AI to enable contactless shopping and payment.

end



Bresaola della Valtellina P.G.I.

TOPSIDE

A CENTURY LONG TRADITION OF EXCELLENCE.

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



RIGAMONTI

Qualità dal 1913



MARKETS&DATA

Italian f&b exports leap the 50 billion euro threshold

In 2021 the sector set a new, long-awaited record. But the real challenge starts now, with inflation hurting margins of companies and retailers. The analysis of the sixth Agrifood Monitor by Nomisma and Crif.



The goal has been set on the occasion of Expo Milano 2015: to take Italian food & beverage exports beyond the 50 billion euro threshold by 2020. With a two-years delay (and a pandemic in the midst) the goal has finally been reached and overcome. In 2021, Italian exports were worth 52 billion euro, rising 11% over 2020 and 15% over 2019. To introduce these data, on the past February, the analysts of Nomisma and Crif during the presentation of the sixth edition of their yearly Agrifood Monitor. A special focus was dedicated to the United Kingdom – fourth major destination markets for our f&b exports, yet affected by Brexit – and Australia, almost ‘an emerging markets’ for Italian f&b brands, but growing steadily over years. To better understand how Italian products are considered by local consumers, a survey has been conducted by Nomisma among 1,000 Brits and 1,000 Australians between November and December 2021, with a further in-depth focus dedicated to wine and olive oil.

Italian f&b on global markets: facts & figures

The exceeding of 50 billion in agri-food exports - +11% on 2020 and +15% on 2019 - marks a new all-time record for Italy. The best growth rates were recorded by meat and deli meats (+16% on 2020 and +14% on 2019), coffee (+14% and +11%), chocolate (+13.6% and +9.4%), wine (+12.7% and +10.3%), cheeses (+12.4% and +11%) followed by vegetable preserves (+8% and +8%). The growth of fresh fruit and vegetables, extra virgin olive oil, tomato products and pasta was particularly affected by the pandemic: if all these categories recorded double-digit growth in 2020 – due to a strong increase in household consumption - they underwent a sharp downsizing in 2021, with the gradual return to normality. Nevertheless, compared to 2019 data remain positive.

The geography of exports

The European Union is confirmed as the top destination market for Italian exports, since it ac-

counts for more than 60% of the total. Followed, outside the EU, by Asian countries and Russia (15%), and North America (13%). Southeast Asia accounts for just 6% but is growing fast. In detail, if we compare growth rates with 2019 data, South Korea shows the greatest increase (+60%), followed by China (+46%), Poland (+25%) and the United States (+20%).

So how are Italian agri-food exports positioned, globally? Italy occupies the ninth place in value, behind some major competitors in Europe – namely the Netherlands, France and Germany - but still growing at a higher rate than the latter. Large suppliers of agricultural commodities such as Canada, Brazil and the US do instead better than Italy. Looking at the ranking of the major f&b importers, China, up by 42% on 2019, surpassed the US with a value of 175.6 billion euros. Cereals are the country's most imported category, up 295% in 2021 compared to 2019 (January-October). Meat (+85%), vegetables (+68%), sugar (+66%), oils and fats (+61%), coffee and tea (+61%) also performed well.

What next?

"Exports are growing but margins are shrinking and some businesses are being forced to close", said Paolo De Castro, member of the EU Parliament and president of the scientific committee of Nomisma. "The effect of costs increases, primarily energy, but also of raw materials and transport cannot rest withing suppliers. Retailers are fighting these price increases to preserve consumers' purchasing power, but this is not always sustainable."

As Nomisma points out, the comparison between January 2022 and October 2020 shows a triple-digit increase in the price of commodities and transports: oil +112%, natural gas +320%, electricity +100% and container freight +230%. A situation destined to worsen. It is indeed worth noting that the report was presented two days before the start of the Russia- Ukraine war. A crisis that will inevitably have serious consequences on our international business.

THE SURVEY AMONG UK AND AUSTRALIAN CONSUMERS

Your most preferred imported f&b products come from:



Why do you prefer Italian products, with respect to products from other countries?



Which of these wines and foods do you recognize?



Over the past 2-3 year, which of the following characteristics have become crucial to you in the choice of a f&b product?



Source: Nomisma

L'export agroalimentare italiano supera i 50 miliardi

L'obiettivo era stato dichiarato in occasione dell'ormai lontano Expo Milano 2015: 50 miliardi di euro di fatturato dall'export agroalimentare italiano entro il 2020. Con due anni di ritardo (due anni caratterizzati dall'emergenza pandemica), l'obiettivo è stato infine raggiunto e superato. Nel 2021, le nostre esportazioni di settore hanno toccato i 52 miliardi di euro. Con una crescita dell'11% su 2020 e del +15% su 2019. A presentare questi dati, il 22 febbraio, gli analisti di Nomisma e Crif in occasione dell'annuale appuntamento con l'Agrifood Monitor, giunto alla sesta edizione.

The United Kingdom between Covid and Brexit

For Italian agri-food exports to the UK, Brexit seems to have represented more a bureaucratic burden than a real obstacle. Italy, unlike most supplying countries, closed the year positively (+2.4%). Two product categories for which Italy is the country's leading supplier grew by 10.5% and 7.6% respectively: oils & fats and wine. Wine, in particular, is the most exported Italian product to the UK and accounts for 20% of all agri-food exports, up 3.4% on 2020. Pasta holds a 10% share but after the exploit registered in 2020 the category has shrunk by 14.4% in 2021, just like tomato derivatives (-12.8%). On the other hand, exports of fresh fruit and vegetables (+10%), chocolate (+16.7%) and spirits (+18.4%) are on a rising trend. Nomisma asked British consumers if according to them Brexit had an effect on sales prices. 1 in 2 of respondents believe that Brexit has led to a price increase. According to Nomisma, to date Brexit has not resulted in a decline in the purchase of food products from the Europe.

Australia: 'small' but growing fast

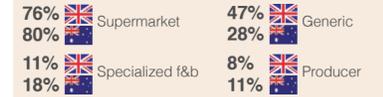
Definitely a smaller market, than the UK, for Italian agri-food exports, Australia imported about 600 million euros of f&b products in 2021: up by 5.4% on 2020 but by 28.4% if compared to six years ago, to 2015. A market small but growing steadily, then, and where Italian flagship products are wine (with a market share of 10.8% on tot. f&b exports) and tomato derivatives at 10.8%. They are followed by chocolate (9.3%), pasta (7.7%), cheeses and dairy products (7.4%). The product category that grew the most in 2021 is that of spirits (+44%) which, however, only has a 3% share. Dairy (+21%), chocolate (+17%) and wine (+16%) are also increasingly demanded.

E-COMMERCE

Regular online users (18-65 ys)



On what websites did you purchase f&b online?



- 40% of respondents uses the internet to get more information on products
 - 22% of respondents believes that online sales channel provide more information on companies and products
- Source: Nomisma

THE IDENTIKIT OF THE 'MADE IN ITALY ADDICTED'



34% of heavy users will increase their expenses for Italian f&b over the next 3-4 years

7% Heavy user of made in Italy



28% of heavy users will increase their expenses for Italian f&b over the next 3-4 years



Source: Nomisma

Delicious Gourmet slices for chef sandwich recipes

With the new Inalpi Gourmet Slices we want to enhance the Italian dairy tradition of DOP cheeses and our terroir. Gourmet ingredients to fill burgers, flavor recipes and invent delicious aperitifs.

DISCOVER THE ENTIRE INALPI RANGE ON OUR WEBSITE



SINCE 1966 GOOD, RIGHT AND SAFE VALUES

www.inalpi.it

PRODUCTS

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



ASIAGO FRESCO PDO RISERVA ORO DEL TEMPO

Asiago Fresco is a PDO cheese originating from the Asiago Alpine plateau, in the Veneto region of Italy. It is a semi-hard, semi-cooked cheese, white to slightly straw yellow in color, with marked and irregular holes and a thin and elastic rind. Among the innovations introduced by the new Consortium rules at the end of 2020, particular attention was paid to the enhancement of the various maturations: thus the new Asiago PDO Fresco Riserva was born, with 40 days or more of aging, and the typical, sweet and delicate taste of Asiago Fresco, paired with the more intense tones of a longer aged cheese.

Ingredients list
Milk, salt, rennet
Packaging details
Modified atmosphere flowpack, 350 g fix weight.
Shelf life
63 days
International certifications
IFS Food - Higher level, UNI EN ISO 9001:2015, FSSC 22000

BISCOTTI P GENTILINI
www.biscottigentilini.it



TRICOLORE BISCUIT TIN

This is the company's homage to Italy, the symbol of love and artistic production, with the Italian flag covering the entire box set. Inside, there is a truly irresistible selection of biscuits: Brasil, the delicious cocoa-flavoured shortbread, and Margherite, delicately scented with citrus.

Shelf life
365 days
Packaging details
250 gr
Palletization
250 gr x 6 pieces in a box (42 boxes in a pallet)
International certifications
ISO 22000/ISO 9001

BAZZARA ESPRESSO
www.bazzara.it/en



DODICIGRANCRU CAPSULES

An extraordinary balance among 12 of the most precious arabica origins in the world: this is Dodicigrancru, the luxury coffee blend by Bazzara Espresso. A refined product perfect for the ones who love gourmet coffee. Delicate roasted almonds melt with Caribbean flavours and tobacco hints, a spiced aftertaste alternates with tastes reminding of candied orange peels covered with dark chocolate. The whole aroma of Dodicigrancru is enclosed in capsules compatible with Nespresso (registered) and Lavazza (registered) A Modo Mio and Espresso Point.

Ingredients list
Premium coffee made of 12 origins (Jamaica Blue Mountain, Santo Domingo, Mexico, Guatemala, Salvador, Honduras, Nicaragua, Costa Rica, Colombia Supremo, Brazil, Ethiopia, India).
Shelf life
6 months
Sizes
Box of 100 capsules
Palletization
1 pallet contains 96 boxes

SEP VALTELLINA - GIO' PORRO GROUP
www.gioporro.com

BRESAOLA ZEROZERO

Bresaola Zerozero (registered) is produced through an innovative and patented production method (patent pending) called Metodozero ("zero method") (registered). It's a 100% natural product, made starting from premium extra-lean European cattle.

Only the top side fresh cuts are selected, that are minimally processed through a secret family recipe of pure rock salt, aromatic herbs and spices, without using any preservatives (zero added nitrites and zero added nitrates) and other allergens (gluten, lactose, etc.). Every single piece is hand rubbed and then dry-cured with maturation and aging that takes more than 4 months.

Ingredients list
Beef, salt, natural flavourings.
Shelf life
150 days under storage conditions laid down.
Packaging details
Whole & half piece: vacuum packed in aluminium bag. Pre-sliced tray: vacuum packed tray, inserted in a luxury cardboard envelope
Palletization
Whole & half piece: 144 boxes per pallet. Pre-sliced tray: 252 boxes per pallet.
International certifications
Ifs, Brc, Halal Italia, Ej - Eligible For Japan.

BENVOLIO 1938
www.benvolio.bio

SEASONING BASED ON ORGANIC EXTRA VIRGIN OLIVE OIL FLAVOURED WITH WHITE TRUFFLE

Benvolio 1938 extra virgin olive oil is extracted from a careful selection of the best olives from 100% organic farming. The seasoning based on organic extra virgin olive oil flavoured white truffle is ideal for pasta and risotto dishes, as well as for more refined fish and meat dishes, egg and cheese dishes.

Ingredients list
Organic extra virgin olive oil; 0,8% natural white truffle flavouring.
Shelf life
12 months.
Packaging details
In order to maintain maximum quality and allow a longer conservation the company chose a tin container which protects it from oxidation and is 100% recyclable. Weight: 250 milliliter.
Palletization
258 boxes per pallet with 6 bottles per box.
International certifications
Inspection body authorised by Mipaaf, code IT BIO 007.

INALPI
www.inalpi.it



SWEET MILK

Sweet Milk is Inalpi's innovative approach - for recipe and product - to an extremely competitive market, that of spreadable creams. The range of Spreadable milk in glass jars includes the following flavors: Milk, Dulche du Leche, Coconut, Strawberry.

Ingredients list
Milk from short supply chains with Inalpi certifications.
Shelf life
270 days
Packaging details
Glass jars with aluminium cap.
Palletization
180 gr jar.
International certifications
UNI EN ISO 9001, FSSC22000, BRC standard, IFS, UNI EN ISO 14001, SA8000, Halal, Kosher, UNI EN ISO 22005, ISO 45001, Organic, AEO.

MARINI
www.biscottificioverona.com



KRUMIRI CLASSICI, TYPICAL BUTTER BISCUITS

Beloved Italian biscuit, largely consumed by every family of the country. Their shape was inspired by the mustache of Vittorio Emanuele, king of Italy. With this classic recipe Marini aims at celebrating the Italian cooking concept of simplicity, since it's made only with wheat flour, butter, fresh eggs, maize flour, honey, and vanilla.

Packaging
140 gr
Shelf life
12 months
International certifications
IFS, BRC.

ITALGELATO
www.italgelato.it



MULTILAYER CHOCOLATE VANILLA COOKIE

Chocolate and vanilla gelato, with chocolate sauce and biscuit grains.

Ingredients list
Rehydrated skim milk, water, chocolate sauce 16% (sugar, water, cocoa mass, cocoa powder, cocoa butter, thickener: pectin, vanilla extract), biscuits 13,5% (soft wheat flour, sugar, vegetable oil and fats (coconut, sunflower), low fat milk, glucose-fructose syrup, salt, raising agent: ammonium hydrogen carbonate, sodium hydrogen carbonate; natural flavours), sugar, coconut oil, glucose syrup, lactose, cocoa powder 2%, dextrose, milk proteins, cocoa mass, cocoa butter, emulsifiers: mono- and diglycerides of fatty acids, soy lecithin; stabilizers: locust bean gum, guar gum; natural vanilla flavoring. May contain: eggs, tree nuts, peanuts, mustard.
Shelf life
24 months
Packaging details
Weight: 370 gr. Cylindrical pet jar with screw cap.
Palletization
Pallet 100x120 Chp. Units/carton: 6, cartons/layer: 20, numbers of layers: 19, units/pallet: 2280, cartons/pallet: 380
International certifications
BRC, IFS.



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

Production
Facilities

360

Employees

260

MIO EUROS
Total Turnover



LE FAMIGLIE DEL GUSTO

TRADITION. PASSION
INNOVATION.

Discover more on www.famigliedelgusto.com



PRODUCTS

LATTERIA SOCIALE MANTOVA

www.lsmgroup.it

GRANA PADANO GRATED

The Grana Padano grated range produced by LSM Group – one of Italy's leading producers of Grana Padano cheese and major wholesaler of other PDO Italian cheese types - is wide and includes several formats, from smaller bags (100 g to 500 g), to larger (1 kg, 2 kg, 5 kg), specific for retail and catering services. One of the most successful is the fresh grated Grana Padano 100 g, in the Doypack aluminium resealable bag. A captivating and functional packaging, recently renewed, that preserves the flavour and the quality of the product, but also easy to store and ready to use in the kitchen.



Ingredients list
Milk, salt, rennet, lysozyme from egg
Packaging details
100 g doypack aluminium resealable bag.
Shelf life
90 days
International certifications
BRS and IFS, Haccp, Icea, Halal, Kosher

NOVA FUNGHI

www.novafunghi.it



SALSIAMO RED CHICORY

Salsiamo Red Chicory is a veggie cream 100% vegetable and free from acidifiers, preservatives, milk and dairy, allergens, gluten. It can reach every kind of cuisine: fusion, traditional, fast food or restaurants. With a simple gesture Salsiamo becomes the perfect topping for your pizza, a delicious sauce for a gourmet pasta, a tasty filling for sandwiches and wraps or a ready-to-use base for your soup or risotto. Salsiamo products are available in a wide flavours' range, for create and season every kind of meal.

Ingredients list
Red chicory, sunflower oil, potatoes, modified starch, flavorings, sugar, onion, salt, beetroot extract, acidity regulator: tartaric acid
Packaging details
Pouches for retail (140 gr) and Horeca (800 gr)
Shelf life
36 months
International certifications
IFS

MARTELLI SALUMI

www.martelli.com



PROSCIUTTO CRUDO QTV

The antibiotic-free cured ham of the antibiotic-free line 'Qui Ti Voglio' is obtained exclusively from the thighs of Padano heavy pigs bred without the use of antibiotics from birth. Through the supply chain, 100% Italian, the company follows the entire production process and the respect of the best hygienic-sanitary standards: from the breeding of the pig to the finished product. The animals are all born from farms in the province of Treviso and bred in the province of Mantua. These farms are selected and approved by the Parma and San Daniele Ham Consortia. The result is a flavorful, tender, 100% Italian and antibiotic-free raw ham.

Ingredients list
The carefully selected legs are salted and aged without preservatives in the company's facilities.
Packaging details
100 g MAP
Shelf life
60 days

SUDALIMENTA

www.tiberino.com



MARINARA BOWL: SOY-CHUNKS WITH OREGANO TOMATO SAUCE

The company's One-pot plant-based meals respect both taste and sustainability, through our use of 100% natural ingredients, including Non-GMOs soy and delicious handpicked seasonings. These meals are ready to be cooked in minutes with no need for additional ingredients but water and oil.

Ingredients list
Soy chunks 62%, tomato 14%, potato flakes, broth (iodized salt: 45,8%, soy and corn protein extract for stock 29%, dehydrated vegetables in varying proportions (onion, carrot, garlic, celery, parsley, potatoes, tomato):19%, corn seeds oil), extra virgin olive oil, onion, oregano. May contain: gluten, almond, hazelnut, sesame seeds, tuna, squid, egg. Does not contain glutamate added, chemical additives or animal derivatives. All ingredients are bought already dried.
Packaging details
125 gr MAP
Shelf life
24 months
International certifications
IFS

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.
Shelf life
6 or 12 months.
Packaging details
Bulk truck, 25 kg bags, 800 kg bags.
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.



THE BRIDGE BIO

www.thebridgebio.com



BIO SOYA DRINK BARISTA

Soya Drink Barista is the brand-new entry in the company's 'Barista' range. It is gluten-free and you can get the perfect foam for your cappuccinos or coffees. It works perfectly both with professional machines and simple home milk frother (for e.g with Nespresso Aeroccino). It is then suitable for private households but also for bars, restaurants or canteens.

Ingredients list
Water, decorticated soybeans from Italy* (8%), cane sugar*, sea salt. *= organic. Gluten-free.
Shelf life
12 months
Sizes
1 lt
Palletization
Cartons of 12 pieces each.

MONARI FEDERZONI

www.monarifederzoni.it



GLAZE WITH 'MARSALA FINE DOC'

An aromatic taste and a pleasing dark amber color with a distinctive intense aroma. With Monari Federzoni's Glaze with Marsala fine DOC you will enjoy a unique sweet and savory taste. Ideal with beef and chicken, turkey, fresh and dried fruits. Gluten free.

Ingredients list
Cooked grape must, wine vinegar, Marsala Fine DOC 5%, modified starch, flavour.
Shelf life
36 months
Packaging details
200 ml PET Squeeze Bottle
Palletization
7 layers x 40 cases = 280 cases (units per pallet 1680)
International certifications
BRC, IFS

VALPIZZA

www.valpizzita.it



MARGHERITA STOVE TOP + BBQ PIZZA

The first pizza you can cook in a pan on the stove or on barbeque in just 5 minutes. A convenient solution: customer can complete the whole cooking process in few minutes saving time by cutting out the strenuous time of heating an oven. Made in Italy, naturally leavened and hand stretched, GMO free, with only 100% Italian tomato and flours from 100% Italian grains. Flavors in the range: Margherita, 4 Cheese, Grilled Vegetables Mix, Cacio & Pepe, Spicy Salami.

Ingredients list
Wheat flour, mozzarella cheese 23% (EU) (milk, salt, microbial rennet, lactic ferments), tomato purée 19%, water, sunflower seed oil, salt, yeast, malted wheat flour, sugar, oregano, black pepper.
Shelf life
12 months.
Packaging details
220 gr, single serve, in folding box.
Palletization
100x120 pallet, 10 selling units per box, 20 cartons x layer, 8 layer x pallet, total pallet height 236 cm
International certifications
BRC, IFS, USDA Organic, Kosher, Halal.



il buon cioccolato
the good chocolate



The ideal partner for your chocolate-based products.
El socio ideal para tus productos a base de chocolate.



Why choose them «with your eyes closed»

- 1 QUALITY AND PRODUCTION MADE IN ITALY.
- 2 SIMPLE AND NATURAL INGREDIENTS.
- 3 WITHOUT ADDITIVES AND ARTIFICIAL COLOURS.
- 4 WIDE RANGE OF SKUS AND SIZES.
- 5 LONG-STANDING SALES PERFORMANCE.

