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ZOOM

Balsamic Vinegar: a battle to the last drop

The Modena excellence is undermined. Slovenia and Cyprus' plans threaten a market worth 1 billion euro and the overall Italian PGI system. The warning of the Consortium and the formal opposition by the Italian government.

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Inflation awakens

People all over the world are facing the rising cost of living. And therefore rethink their household budget and cut their spending habits. The results of Ipsos' survey, which was conducted in 11 countries.

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To meat or not to meat...

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Italian charcuterie 'shines bright' in the US

From Times Square's digital screen to the Washington and Cincinnati ATP's tennis tournaments. Veroni's promotional campaign goes straight to the heart of one of the fastest-growing markets for made in Italy charcuterie.

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The CETA trade agreement, the war-related inflation, the quality certifications. But also market trends, labels and major trade shows. Today's Canadian food market in an interview with the buyer Armando Loiero.

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PRODUCT SHOWCASE

New @ Sial

Every two years, producers and importers, buyers and retailers meet at Paris' biggest trade show for the food & beverage industry, for five-days of inspiration, debate and business, of course. On stage from 15 to 19 October, the event welcomes, as usual, hundreds of Italian exhibitors.

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INSIGHT CANADA



The Land of opportunity

A stable financial market and a sophisticated logistics' network. An overview of the country of Maple Leaf's retail landscape. The top consumer-oriented imported products, and the fastest-growing categories. The benefits of the trade agreements.

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Ancient Rome's most beloved 'sauce'

Colatura di Alici's origins date back to the 2nd Century BC, even if the modern production technique was first introduced by the Cistercians Catholic monks. In 2020, it received the PDO status.

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Food & beverage, actually

A look at the trends that are shaping the industry, in Italy and beyond. Because now more than ever, market knowledge is crucial to build a winning business strategy.

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Have a Merry Italian Easter

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A taste of 'Eataly' in Munich

An overview of the main activities and corners available at the shop located in the heart of the Bavarian city. Which aims at promoting a real understanding of the Italian premium food&beverage heritage.

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EDITORIAL

by Federica Bartesaghi

The sustainability dilemma

It is the development path that allows to meet the needs of the present without compromising the ability of future generations to meet their own needs. The concept of sustainability, first introduced at the UN General Assembly in 1972, was so defined in the Brundtland Report, issued in 1987, which called for the adoption of a "sustainable development" to address the global challenges.

35 years have passed, and the world has undergone some massive changes. In 1987 'The Untouchables' by Brian De Palma was released, the world said goodbye to the father of pop art, Andy Warhol, and the US president Ronald Reagan, speaking at the Brandenburg Gate in Berlin, told Michail Gorbachov: "Tear down this wall!"

While remaining faithful to its basic principles, over time the concept of sustainability has also undergone an evolution that has led it to take on a broader meaning, which takes into account, in a synergistic way, the environmental, economic and social issues. Today, we face a new global challenge. And once again the concept of sustainability is questioned. On a fast-approaching horizon, there are the 17 sustainable development goals of the UN 2030 Agenda, established in 2015 by countries around the world. And yet, it seems that in 2021, for the first time, the progress of the indicators for the achievement of these goals has suffered a decline, mainly determined by the impact of the health emergency, as evidenced by the Europe sustainable development report.

In 2019 Europe, with its Green Deal, has certainly dropped a heavy weight on the shoulders of its member countries and on those of its industrial sector in the first place. The goal: to achieve by 2050 climate neutrality in Europe, "first in the world", in the ambitions of Brussels. And yet, today we see governments come to terms with the harsh reality: without gas and fossil fuels, people won't get warm, they won't eat, and companies will close their do-

ors. Bye bye well-being and welcome recession. Between regasification plants and coal power plants, EU countries are expected to spend at least 50 billion euros this winter to tackle the energy crisis with new, highly polluting infrastructures. And Germany has decided to postpone the closure of the country's last three nuclear power plants, whose shut down was scheduled for the end of the year. In this context, environmentalists are starting legal challenges against the EU Commission in a bid to stop the inclusion of natural gas and nuclear power generation in the bloc's list of sustainable activities.

And what about consumers? According to Kantar's yearly "Who cares? Who does?" report, 45% of respondents admitted that they found it harder, in recent times, to act sustainably: "Amidst a difficult world climate, from conflict to political instability to spiralling costs and inflation, environmental issues have dropped down the priority list for many people in their day-to-day worries." And adds: "Shoppers are likely to have less money to spend on sustainable products which are often priced at a premium. And when budgeting is front of mind, choosing discounts, volume over price, and cheaper alternatives become front of mind." In an ideal world, products with sustainability features should be enhanced or at least de-taxed in order to become more competitive. In an ideal world, as I said. The real world is instead making us face a 'sustainability dilemma': with the same money should I buy a one kilo package of pasta, which fills the stomach of the whole family, or a half a kilo one but packed in paper from responsibly managed forests, recycled and recyclable?

Too much of a simplification? A trivialization of the problem? Probably. But when environmental sustainability is detached from economic and social sustainability, when it is detached from people's immediate needs, can we still call it sustainability?

Il dilemma della sostenibilità

È la condizione di uno sviluppo in grado di assicurare il soddisfacimento dei bisogni della generazione presente senza compromettere la possibilità delle generazioni future di realizzare i propri. Il concetto di sostenibilità, introdotto nel corso della prima conferenza Onu sull'ambiente nel 1972, venne definito tale soltanto nel 1987 con la pubblicazione del cosiddetto rapporto Brundtland che invitava all'assunzione di un "modello di sviluppo sostenibile" per "far fronte alle sfide globali".

Da allora sono passati 35 anni. E il mondo è cambiato parecchio. Nel 1987 usciva al cinema 'Gli intoccabili' di Brian De Palma. Il mondo diceva addio al padre della pop art Andy Warhol. E l'allora presidente degli Stati Uniti Ronald Reagan, di fronte alla Porta di Brandeburgo, a Berlino, gridava a Michail Gorbachov: "Abbatti questo muro!"

Pur restando fedele ai suoi principi di base, nel corso del tempo anche il concetto di sostenibilità ha subito un'evoluzione che l'ha portato ad assumere un significato più ampio, che tenesse conto, in un rapporto sinergico, oltre che della dimensione ambientale anche di quella economica e sociale.

Oggi, ci troviamo di fronte a una nuova sfida globale. E ancora una volta il concetto di sostenibilità si trova a essere messo in discussione. In un orizzonte sempre meno lontano ci sono i

17 obiettivi di sviluppo sostenibili dell'Agenda 2030 dell'Onu, stabiliti nel 2015 dai Paesi di tutto il mondo. E tuttavia, pare che nel 2021 il progresso degli indicatori per il raggiungimento di questi obiettivi abbia subito per la prima volta un calo, come evidenzia lo Europe sustainable development report. A causa, principalmente, dell'impatto dell'emergenza sanitaria.

Con il suo Green Deal, nel 2019 l'Europa ha sicuramente aggiunto un carico da novanta sulle spalle dei suoi Paesi membri e su quelle del suo tessuto industriale in primis. L'obiettivo: raggiungere la neutralità climatica in Europa entro il 2050, "per primi nel mondo", nelle ambizioni di Bruxelles. E tuttavia, oggi vediamo i governi fare i conti con la dura realtà: senza gas e combustibili fossili non ci si scalda, non si mangia, le aziende chiudono i battenti. Bye bye benessere e benvenuta recessione. Tra rigasificatori e centrali a carbone, si prevede che i paesi Ue spenderanno almeno 50 miliardi di euro questo inverno per far fronte alla crisi energetica con nuove, inquinantissime infrastrutture. E la Germania ha deciso di tenere aperte le ultime tre centrali nucleari ancora attive nel Paese, la cui dismissione era prevista per la fine dell'anno. In questo contesto, gli ambientalisti già si stracciano le vesti e minacciano di portare in tribunale la Commissione europea per avere incluso gas e nucleare nell'elenco degli investi-

menti sostenibili della Tassonomia verde.

E i "comuni" consumatori? Secondo l'annuale report di Kantar, "Who cares? Who does?" il 45% dei rispondenti ha ammesso di aver faticato, nell'ultimo periodo, ad assumere comportamenti sostenibili: "In un contesto mondiale difficile, tra la guerra, l'instabilità politica e l'aumento vertiginoso dei costi e dell'inflazione, per molte persone le questioni ambientali hanno perso punti nella lista delle priorità". E aggiunge: "I consumatori hanno meno soldi da spendere per prodotti sostenibili, spesso venduti a prezzi premium. Quando a guidare le scelte d'acquisto è il portafoglio, a prevalere sono sconti e grandi formati". In un mondo ideale, i prodotti con credenziali di sostenibilità andrebbero valorizzati o almeno detassati per essere davvero competitivi. In un mondo ideale, appunto. La realtà ci pone invece di fronte a un 'dilemma di sostenibilità': con gli stessi soldi compro una confezione di pasta da un chilo, che riempie la pancia a tutta la famiglia, o una da mezzo chilo ma confezionata in carta proveniente da foreste gestite responsabilmente, riciclata e riciclabile?

Un'eccessiva semplificazione? Una banalizzazione del problema? Probabilmente sì. Ma quando la sostenibilità ambientale si scolla da quella economica e sociale, quando si scolla dai bisogni immediati delle persone, possiamo ancora chiamarla sostenibilità?

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NEW AT BORDONI: BRESAOLA JULIENNE 'BRESAOLA 2GO' IS BORN



It is called 'Bresaola 2GO' the new bresaola julienne created by Bordini in the convenient doypack format and therefore suitable for on-the-go consumption: a solution appealing to modern consumers, that are asking more and more for simple and effective solutions without giving up on taste. Bresaola 2GO is extremely versatile: perfect as a flavourful snack at all ages, as an unexpected topping for salads and pokès, and as a high protein snack for sportspeople. Bresaola 2GO is obtained from the best meat cuts processed according to the ancient Bordini's family recipe, and then skillfully aged. A product able to connect the past and future, the ancient traditions of Valtellina's charcuterie, technological innovation, and the new consumption habits as well. Bresaola 2GO will be officially launched on the market on the occasion of SIAL Paris (15-19 October), where it has been selected among the finalists of the SIAL Innovation Award, dedicated to the most interesting food innovations.

Novità in casa Bordini: nasce la julienne di bresaola 'Bresaola 2GO'

Bordini presenta Bresaola 2GO, la julienne di bresaola nel comodo formato doypack, perfetto per il consumo on-the-go del consumatore moderno, sempre alla ricerca di soluzioni semplici ed efficaci senza mai rinunciare al gusto. La particolarità di Bresaola 2GO è quella di essere un prodotto dalle infinite possibilità: può essere una merenda golosa per tutte le età, un topping inaspettato per insalate e pokè o uno snack proteico pre-allenamento. La julienne di bresaola è ottenuta dai migliori tagli di carne, lavorati secondo l'antica ricetta di famiglia Bordini e sapientemente stagionati. Bresaola 2GO unisce passato e futuro per un prodotto che è l'incontro tra l'antica arte salumiera della Valtellina, l'innovazione tecnologica e i nuovi food trend di consumo. Bresaola 2GO verrà presentata ufficialmente alla fiera SIAL Paris 2022 (15-19 ottobre) dove è stata selezionata tra i finalisti del premio Sial Innovation per le innovazioni e tendenze in campo alimentare.

THE DEMAND FOR ITALIAN FOOD INCREASES AMONG US GROCERS

The American one is a promising market for Italian food companies of all dimensions. With 5 billion euro a year, the US represent the first extra EU destination for Italian agri-food exports, which grow at a 20% rate each year. Thus the buyers of the top American grocers are on the hunt for made in Italy products that can meet the needs of their consumers. "Frozen convenience food consumption is on the rise in the US. Wine, cheese and ready-to-go sauces remain the most requested and purchased Italian goods," explains supermarket chain Roche Bros CEO, Kevin Barner. According to Barner, American buyers are also ever more looking for Private Label products, "since they allow consumers to save money." Packaging plays a key role too, both from a size and also an aesthetic point of view. "The images that recall Italian traditions too much are out of style nowadays. It is better to use elegant and essential illustrations," adds Muriel Nusbaumer, the CEO of ExportUsa.

Usa, cresce in Gdo la domanda di prodotti made in Italy

È un mercato promettente quello americano per le imprese del food italiane di tutte le dimensioni. Con 5 miliardi di euro l'anno, gli Usa rappresentano la prima destinazione extra Ue dell'export agroalimentare italiano. Che, ogni anno, in America cresce a un ritmo attorno al 20%. Anche i buyer dei grandi supermercati americani sono a caccia di prodotti made in Italy che possano soddisfare le esigenze dei loro consumatori. "Negli Usa sono in grande crescita i consumi di piatti pronti surgelati. Vino, formaggi e sughi restano un grande classico del made in Italy più acquistato", spiega il Ceo della catena di supermercati Roche Bros, Kevin Barner. Cresce in Gdo americana, stando a Barner, anche l'interesse per i prodotti a marchio del distributore, "perché consentono ai consumatori di risparmiare". Massima attenzione va posta sul packaging, sia dal punto di vista di grammature sia estetico. "Le immagini che richiamano troppo l'italianità sono passate di moda. Meglio disegni stilizzati ed eleganti", aggiunge Muriel Nusbaumer, Ceo di ExportUsa.

DELIVEROO LAUNCHES ITS FIRST BRICK-AND-MORTAR GROCERY STORE IN LONDON

The delivery company, founded by the entrepreneur Will Shu in 2013, has opened its first physical grocery outlet in the UK on central London's New Oxford Street in partnership with the British retail chain Wm Morrison Supermarkets. As stated by several local newspapers, the store will offer a range of over 1,750 grocery items. The new store will allow customers to shop for groceries by ordering directly on digital kiosks. Alternatively, they will have the chance to order products in advance via the Deliveroo app for in-store collection or local delivery. The shop will be open from 8 am to 11 pm every day and, according to Deliveroo, "it will meet the needs of residents and tourists by offering a new, quick and convenient way to shop."

Deliveroo inaugura a Londra il suo primo negozio fisico

Deliveroo sbarca nel retail fisico. La società di delivery, fondata nel 2013 dall'imprenditore Will Shu, ha inaugurato il suo primo punto vendita nel centro di Londra, in New Oxford Street, in collaborazione con la catena britannica Wm Morrison Supermarkets. Come riportato da numerose testate locali, l'assortimento sarà composto da circa 1.750 referenze alimentari. I consumatori potranno procedere all'acquisto dei prodotti direttamente in negozio grazie all'aiuto di chioschi digitali. In alternativa, potranno ordinarli in anticipo sull'app di Deliveroo, riceverli a casa o ritirarli nel punto vendita in un secondo momento. Aperto tutti i giorni dalle 8 alle 23, il nuovo store "andrà incontro alle esigenze di residenti e turisti con poco tempo a disposizione, offrendo una nuova, veloce e conveniente modalità di fare acquisti", riferisce Deliveroo.



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



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GRANA PADANO PDO CHANGES ITS LOOK: THE RESTYLING OF THE LOGO

The Grana Padano Protection Consortium announced the adoption of a new logo during the Fashion Week 2022. The previous logo had remained unvaried since 1954. Following the restyling, the logo appears to be more modern, yet it preserves the essential elements Grana Padano PDO has strengthened over the years. In addition to some graphic changes, the new logo presents a new font that has been conceived and designed for the brand specifically. The graphic design of the product's packaging will change too. Logo and captions will be positioned in a fixed order to make them immediately recognizable by the customer. As far as the aging process indications are concerned, moreover, a new category has been introduced: 'Riserva – Oltre 24 mesi'.

Il Grana Padano Dop si rifà il look: adottato il nuovo logo

Il Consorzio Grana Padano annuncia l'adozione del nuovo logo. Lo fa in occasione della Fashion Week 2022. Il precedente logo, infatti, era pressoché immutato dal 1954. Il restyling ha reso il logo più moderno, pur mantenendo gli elementi essenziali di identificabilità, riconoscibilità e distintività che il logo Grana Padano ha acquisito negli anni. Oltre a una leggera modifica grafica, il nuovo logo presenta un font appositamente ideato e realizzato per il Consorzio. Cambierà anche la grafica delle confezioni di Grana Padano Dop: è previsto il posizionamento fisso di loghi e diciture per renderli immediatamente distinguibili e riconoscibili dal consumatore. Per quanto riguarda l'indicazione delle stagionature, inoltre, è stata introdotta la nuova categoria 'Riserva – Oltre 24 mesi'.

PASTA: EXPORT REACHES 2.4 BILLION EURO IN 2021



In 2021, once again, Italy proved to be the main producer of pasta in the world. In our country, indeed, the average production of pasta reaches an amount of 3.3 million tons per year, accounting for a per-capita consumption of 24 kilograms. International markets play a really important role. As a matter of fact, in 2021, Italy exported more than two million tons of pasta (+18% compared to the last decade), for a total turnover of 2.4 billion euro (+35% over the last decade). These figures were presented during the institutional campaign "Pasta: happiness supplement", which was promoted by MIPAAF - the Ministry of agricultural food and forestry policies - in cooperation with ISMEA (the Institute of services for the agricultural food market).

Pasta: esportazioni per 2,4 miliardi di euro nel 2021

L'Italia si conferma il più grande produttore di pasta al mondo anche nel 2021. Nel nostro Paese, infatti, ogni anno vengono prodotte in media 3,3 milioni di tonnellate di pasta, per un consumo pro-capite di 24 chili. A giocare un ruolo fondamentale sono i mercati esteri: nel 2021, la Penisola ha infatti esportato oltre due milioni di tonnellate di pasta, una percentuale in aumento del 18% rispetto a dieci anni fa, per un controvalore di 2,4 miliardi di euro (+35% nell'ultima decade). I dati di settore sono stati presentati in occasione della campagna istituzionale 'La Pasta. Integratore di felicità' realizzata dal Mipaaf in collaborazione con Ismea.

COPA-COGECA: EU WINE PRODUCTION TO REMAIN STABLE IN 2022



The farmers and agri-cooperatives association in the EU has disclosed the predictions regarding the wine production in the Union's countries in 2022. It is expected to remain stable compared to the previous campaign, yet it will not reach the five-year average (2017-2021), "with significant national disparities because of drought and high temperatures recorded in spring and summer" as written in a note. The three main producing countries - Italy, France and Spain - are expected to produce 130.2 million hectoliters, +1.1% on the 128.7 million hectoliters produced in 2021-2022, yet in slight decrease (-2.1%) if compared with the five-year average: 132.9 million hectoliters. Luca Rigotti, chairman for the Working Party for Wine at Copa-Cogeca, highlighted: "notwithstanding the abundance of the 2022 production, the rising costs of transports, glass, cardboard, phytosanitary products and energy have worsened the situation, already characterized by high production costs."

Copa-Cogeca: la produzione vinicola europea rimane stabile

L'associazione degli agricoltori europei rende note le previsioni per la vendemmia 2022 nei paesi dell'Unione, che dovrebbe mantenersi in linea rispetto al 2021 ma al di sotto della media quinquennale (2017- 2021), "con sostanziali disparità a livello nazionale a causa della siccità e delle alte temperature registrate nei mesi primaverili ed estivi", recita una nota ufficiale. In dettaglio, i tre più grandi paesi produttori - Italia, Francia e Spagna - produrranno 130,2 milioni di ettolitri, un +1,1% rispetto ai 128,7 milioni di ettolitri prodotti nel 2021-22, ma in leggero calo (-2,1%) rispetto alla media quinquennale di 132,9 milioni di ettolitri. Luca Rigotti, presidente del gruppo di lavoro Vino del Copa-Cogeca, ha commentato: "Anche se la raccolta del 2022 è stata abbondante, l'aumento dei costi di trasporto, vetro, cartone, prodotti fitosanitari ed energia ha ulteriormente inasprito la situazione, caratterizzata da costi di produzione già alti".

THE GLUTEN-FREE MARKET WILL BE WORTH 12.7 BILLION EURO BY 2030

The gluten-free global market is constantly increasing. According to an analysis carried out by Polaris Market Research, the industry should reach a value of 12.7 billion euro by the end of 2030. As stated in the piece of research, the market is going to record a compound annual growth rate (CAGR) of 9.5% between 2022 and 2030. Increasing consumers' awareness towards these types of products and ever-changing food habits are driving the sales of the segment. Approximately 1% of the global population, indeed, suffers from coeliac disease, with a gluten intolerance rate which is more common in Asia or Africa rather than in Western countries. As reported by the research, the baked-good segment will record the highest turnover in the whole gluten-free market. Along with other two sectors: convenience food and beverages.

Senza glutine: entro il 2030, il comparto varrà 12,7 miliardi di euro

Il mercato globale dei prodotti senza glutine è in costante crescita. Secondo uno studio condotto da Polaris Market Research, il comparto dovrebbe raggiungere un valore di 12,7 miliardi di euro entro la fine del 2030. Secondo la società di ricerca, il mercato registrerà un tasso composto di crescita annuale (Cagr) del 9,5% tra il 2022 e il 2030. A spingere il consumo, la crescente consapevolezza dei consumatori verso questo tipo di referenze e il cambiamento delle abitudini alimentari. Oltre alle persone che seguono un determinato regime alimentare. Circa l'1% della popolazione mondiale, infatti, soffre di celiachia, con un'intolleranza al glutine più comune in regioni come l'Asia e l'Africa rispetto ai Paesi occidentali. Sempre secondo lo studio, il segmento dei prodotti da forno è destinato ad acquisire la quota di fatturato più elevata nel mercato del senza glutine. Così come il comparto dei piatti pronti e delle bevande.

KLUGE (WHO/EUROPE): "THERE IS NO SAFE LEVEL OF ALCOHOL CONSUMPTION"

Talking about "harmful alcohol consumption entails that there is also a non-harmful use," yet "a safe level of consumption does not exist, we must say that even the first drop increases health-related risks." This is what Hans Kluge, WHO regional office for Europe director, said in a videoconference during the European Health Forum Gastein, which took place in Austria from 26 to 29 September. Kluge's words come right after the recent statements actually released by the World Health Organization, which aims at reducing by 10% the alcohol per capita consumption by 2025. Through his intervention Kluge has indeed answered - even if indirectly - to companies and industry associations' appeals to distinguish between alcohol use and abuse, warning consumers against "a new wave of prohibition."

Kluge (Oms Europa): "Non esiste consumo sicuro di alcolici"

Parlare di "consumo nocivo di alcol significa che c'è anche un consumo non nocivo", ma "non esiste livello sicuro di consumo, dobbiamo dire che anche la prima goccia aumenta i rischi per la salute". Queste le parole di Hans Kluge, direttore dell'Oms Europa, nel corso di una videoconferenza in occasione dell'European Health Forum di Gastein, in scena in Austria dal 26 al 29 settembre. Parole che giungono dopo le recenti dichiarazioni della stessa Organizzazione mondiale della Sanità, che mirerebbe a ridurre del 10% il consumo pro capite di alcolici entro il 2025. Con il suo intervento Kluge ha di fatto risposto - seppur in maniera indiretta - agli inviti di aziende e associazioni di categoria a fare distinzione tra uso e abuso di alcolici, mettendo in guardia i consumatori nei confronti di "una nuova ondata di proibizionismo".

FOUNDED THE FOOD DISTRICT OF PROSCIUTTO DI MODENA PDO



The food district of the Prosciutto di Modena PDO has been founded. Districts are deeply-rooted structures with different aims, such as promoting the development of the territory, guaranteeing food safety, cohesion and social inclusion. Among the objectives, there are also preserving the environment, as well as promoting the high-quality agri-food production, thus encouraging the supply chain integration. "It represents a further recognition for our agricultural productions and their representativeness in the national landscape. A new and fundamental tool that might support partner companies and the whole supply chain, also considering the delicate moment in history we are going through," stated Giorgia Vitali, president of the Consortium.

Nasce il distretto del cibo del Prosciutto di Modena Dop

Nasce il distretto del Prosciutto di Modena Dop. I distretti sono strutture radicate nel territorio per promuoverne lo sviluppo, garantire la sicurezza alimentare, la coesione e l'inclusione sociale, ridurre l'impatto ambientale e lo spreco alimentare. Tra gli obiettivi, anche quello di salvaguardare il territorio e il paesaggio rurale, oltre a valorizzare le produzioni agroalimentari di qualità favorendo l'integrazione di filiera. "È un ulteriore riconoscimento delle nostre produzioni agroalimentari e della loro rappresentatività nel panorama nazionale. Un nuovo e fondamentale strumento che può essere di supporto alle aziende associate e all'intera filiera, considerando anche il delicato momento storico che stiamo attraversando", commenta la presidente del Consorzio Giorgia Vitali.

TASTE OF ITALY 2 FUND ACQUIRES 55% OF INTERNATIONAL FOOD

Taste of Italy 2 invests in the veg and organic market. The fund managed by Dea Capital Alternative Funds is said to have acquired 55% of Gallo's family International Food, which is specialized in the production of plant-based beverages. With headquarters in Santarcangelo di Romagna, in the Emilia-Romagna region and exports accounting for 70% of the overall turnover, with its brands International Food records a 15-million-euro turnover. Apart from still retaining a 45% share, the founders' sons will continue to be involved in the company's activities, supporting external managers in order to promote the development of the national and international market. According to the sources, the construction of another production site nearby the original one was also planned.

Il fondo Taste of Italy 2 acquisisce il 55% di International Food

Taste of Italy 2 investe nel mercato veg e bio. Il fondo gestito da Dea Capital Alternative Funds avrebbe acquisito il 55% di International Food, azienda specializzata nella produzione di bevande vegetali di proprietà della famiglia Gallo. Con sede a Santarcangelo di Romagna (Rn) e un fatturato proveniente al 70% dall'export, International Food con i suoi marchi genera ricavi complessivi per 15 milioni di euro. Oltre a rimanere nel capitale con una quota del 45%, i figli dei fondatori continueranno a essere coinvolti nelle attività dell'azienda, con l'affiancamento di manager esterni per accelerare lo sviluppo del mercato domestico e internazionale. Sarebbe inoltre prevista la costruzione di un nuovo stabilimento vicino a quello originario.



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THE COMPANY

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The constant research applied to innovative products and the adoption of cutting-edge technologies have always been a Sterilgarda Alimenti hallmark. A focus that, over time, has been successfully extended to a wide range of products. And which determined its undisputed success on global markets.

Food pioneers since 1969

Headquartered in Castiglione delle Stiviere, in the province of Mantua (Lombardy), Sterilgarda Alimenti is quite rightly considered as a pioneer in the food sector. Since its foundation, in 1969, the company has indeed constantly invested in the development of cutting-edge technologies in order to create innovative products that can meet the changing needs of consumers. For the selection of the best raw materials, Sterilgarda works only with high trusted suppliers.

Specialized producer of microfiltered milk, UHT cream, bechamel sauce and desserts, Sterilgarda Alimenti has indeed expanded its product range to include Nectars, Soft Drinks, Squeezed Juices and Smoothies, as well as premium fresh products – highly appreciated on global markets – such as Mascarpone and Ricotta cheese, Straki (soft fresh cheese delicate and creamy) and Yogurt.

UHT Mascarpone and UHT Ricotta, in particular, are among Sterilgarda's most popular products in the 170 world countries where the brand is distributed. Today, exports account for about 30% of the company's total turnover. A share that is destined to increase, also thanks to the presence of Sterilgarda, as an exhibitor, at the main international trade fairs in the food sector, such as the upcoming Sial, in Paris, from 15 to 16 October.

In the forefront, since the beginning

Sterilgarda Alimenti was established in 1969 when, thanks to the new emerging technologies, new opportunities arose for the Italian food industry. Hence, the chance to take milk for few seconds to high temperatures and to protect it in sterile Tetrapak briks represented an unexplored frontier. For the very first time, without the use of preservatives, milk could be drunk even months after it was packed without losing most of its nutritional and organoleptic values. A true revolution for millions of consumers: it immediately enjoyed great market success and called for more goods with the same level of convenience. Year after year new products joined milk and cream in the company's product range. Firstly Mascarpone, which still today is the key product of a production cycle that managed to develop and industrialize even the most ancient and established dairy traditions. The UHT technology was later applied also to fruit desserts and puddings, to cooking cream and pannacotta. Finally, the consumer tastes and the market requirements offered the chance to start producing also yogurts. Even in these times, despite the complications caused by the pandemic, the company is working on some interesting innovations, such as a new eco-friendly 200 ml pack whose use is widespread for drinks and juices, and in the dairy sector too.

Pionieri dell'alimentare dal 1969

La costante ricerca applicata a prodotti innovativi e tecnologie all'avanguardia è da sempre il miglior biglietto da visita di Sterilgarda Alimenti. Un principio che, negli anni, è stato applicato con successo a un'ampia gamma di prodotti, dal latte al mascarpone, fino alla ricotta UHT. E che ha decretato l'indiscusso successo dell'azienda mantovana sui mercati mondiali.

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ZOOM

Balsamic Vinegar: a battle to the last drop

It seems like there is no rest for Italian PDOs and PGIs. After last year the Slovenian government notified to the European Commission a national law about production and marketing of vinegars which aims to transform the denomination 'balsamic vinegar' into a product standard, now the Balsamic Vinegar of Modena PGI is once again under the spotlight. This time the attack comes from Cyprus. Hereafter, a brief summary of the latest developments on the matter. The most recent actions undertaken by the Government and the Consortium for the Protection of Balsamic Vinegar of Modena - which brings together 51 companies in the sector - that has been safeguarding and promoting the PGI specialty since its foundation in 1993.

When Italy turned sour over Slovenian vinegar

In 2021, relations between Slovenia and Italy turned sour when Ljubljana notified the European Commission of its plans to standardize its vinegar production, with the aim of producing and marketing any wine vinegar mixed with concentrated fruit juice or must under the name of 'balsamic vinegar'. The matter immediately became a priority for the Italian government, which deemed Slovenia's move a threat to the tradition of its excellence. As a matter of fact, the term 'Aceto Balsamico di Modena' has been in place since 2009 and can only be used by producers in Modena and the Emilia-Romagna region. The excellence boasts a certified production of over 97 million liters every year, and its market is worth about 1 billion euro. In August 2022, Italy launched infringement proceedings against Slovenia. After an initial consultation step with the EU Commission, if necessary, the case will be taken to the Court of justice of the European Union. "After months of waiting and worrying, we finally see a glimmer of light. We just need to wait until the formalization of the appeal. Yet we are sure that such a decision could finally lead to a successful resolution of the matter," highlighted Mariangela Grosoli, president of the Consortium.

Cyprus: history repeating itself

A year after Slovenia, last June 22nd the Cypriot government also notified the European Commission of a change in its food regulations, introducing the possibility of calling 'balsamic vinegar' a mixture of vinegar, grape must, and sugar. The Consortium learned of the notification only last September 7th. Though in order to formally oppose to the notification, the time on the Italian government's hands was limited (September 22nd). "Once again, Cypriot's act does not only seriously damage our Consortium and product, it also damages the entire European Geographical Indications' system and the credibility of our institutions," stated Mariangela Grosoli. "There is the need for a change of pace immediately in order to support the hard work carried out by our Consortium and all the producers." On September 19th, Italy's formal opposition to the Cypriot request on the 'balsamic vinegar' product reached Brussels. The documents, in which the incompatibility of the draft technical regulation presented by Cyprus is claimed to be contrary to the EU Regulations on product labeling and consumer information, the EU Regulations on PGI and PDO products and the EU principles, was strongly supported by the Italian Ministry of Agricultural, food and forestry policies.

Aceto balsamico: scontro all'ultima goccia

Dopo la Slovenia, l'Aceto balsamico di Modena Igp ha subito un nuovo attacco. È ora la volta di Cipro. Il monito del Consorzio Aceto balsamico di Modena Igp e l'attivazione delle procedure d'infrizione da parte del Governo italiano.

The Modena excellence is undermined. Slovenia and Cyprus' plans threaten a market worth 1 billion euro and the overall Italian PGI system. The warning of the Consortium and the formal opposition by the Italian government.



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THE COMPANY

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Matilde Vicenzi: timeless passion



**A strong expertise in the finest Italian patisserie,
handed-down for generations for more than a Century.
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Matilde Vicenzi's story begins in 1905 with a small but exquisite line of pastries – ladyfingers, amaretti and puff pastries – in San Giovanni Lupatoto, Verona, where the company's headquarters are still located. The passage from artisanal baking to small-scale industry happened rather quickly: inspired by his enduring passion for the family business, Giuseppe Vicenzi, president of the Group and grandchild of the founder, wanted to recreate Matilde's artisanal endeavour on a larger scale. Following in the footsteps of his predecessors, Giuseppe was able to expand the company into a state-of-the-art industry producing a wide range of premium baked goods, now appreciated by consumers all-over the world. The secret behind this success? Perseverance and passion, of course. A passion that has been handed down from generation to generation in Vicenzi's family.

A unique recipe

Perseverance and passion are probably the greatest but not the only secrets behind Vicenzi's success. The other one is quality, achieved thanks to the selection of excellent raw materials and through long-standing partnerships with historic suppliers. Ingredients are then blended to perfection according to an age-old Italian tradition, to ensure a premium product and treat consumers to a unique sensory experience. "Superior ingredients are combined to guarantee the unique flavour of the exquisite range of high-class pastries," explains the company, "delighting the palate at every bite, all thanks to expert craftsmanship and a focus on quality at every step".

Among Vicenzi's most historic products we find ladyfingers, amaretti, cantuccini, shortbread and cookies. But the most iconic of all, symbol of Matilde Vicenzi all over the world, is definitely the Millefoglie di Matilde puff pastries. The original recipe requires a veil of butter between the folds of the puff pastry dough and then to gently fold the dough back on itself many times. The result, is a butter puff pastry made of 192 thin crispy layers. "A long and complex process - it explains - the only one used by Matilde Vicenzi for all of its crisp and fragrant puff pastry delights."

The company is currently working on new and innovative projects, like the Soft Baked Cookies: "Available in two flavors - Double Chocolate and Oatmeal Raisin Chocolate Chip - they are dedicated to the US market", Vicenzi adds. "Cookies are cornerstones of the American pastry tradition, now further enhanced by Vicenzi's Centenary expertise."

Born in Italy, beloved the world over

Vicenzi's production is entirely carried out in Italy - through 3 production plants and 15 automated lines and ovens – but directed to more than 110 world countries. "Our international business was worth 38 million euro in 2021, and was mainly directed to countries like the US, Canada, Middle East, Germany and China", Vicenzi highlights. Besides, thanks to a complete range of pack sizes and premium solutions to choose among, it serves very different sales channels. "A key pillar of the our philosophy is to be present on the markets with a mix of strategic products and to diversify distribution, from clubs and classic supermarket chains to gourmet food shops, from vending and restaurant and hospitality to bars, train stations and airports with single-serve products".

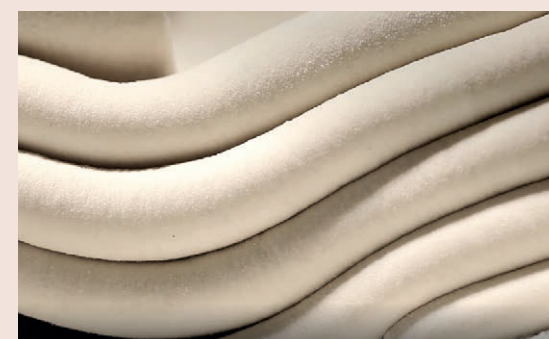
But which are foreign consumers' most beloved Vicenzi products? "Definitely the puff pastries or shortbread cookies, perfect as gifts and dedicated to several Festivities throughout the year". To spread the knowledge of its products around the world and further strengthen its brand awareness, Vicenzi carries on several in-store activities and social campaigns in many countries. In addition, in order to meet clients and new potential ones it also takes part in some of the sector's leading global trade shows. The next ones in calendar are Sial Paris (15-19 October 2022) and Ism Cologne (23-25 April 2023).



Matilde Vicenzi: passione senza tempo

Un'expertise affinata in oltre 100 anni di attività e tramandata, per generazioni, dal 1905. Il brand veronese, specialista nella pasticceria di alta qualità, offre soluzioni dedicate ai diversi canali distributivi. E capaci di conquistare il palato dei consumatori di tutto il mondo.

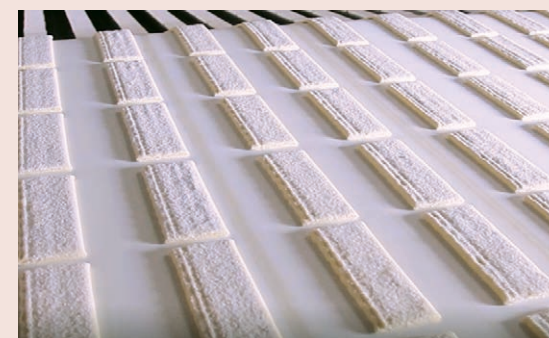
KEY PROCESSING STAGES OF THE PUFF PASTRY RANGE



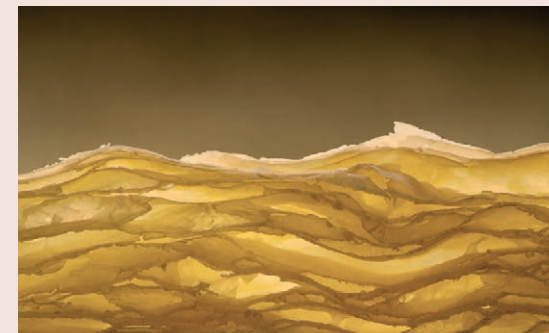
Flour, butter and sugar: this is how the dough is created



The layers of dough are folded over each other many times



The puff pastry takes shape



192 thin layers of crispy and delicate puff pastry with butter

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MARKETS & DATA

Inflation awakens

People all over the world are facing the rising cost of living.
And therefore rethink their household budget and cut their spending habits.
The results of Ipsos' survey, which was conducted in 11 countries.

Concern for inflation has risen sharply among consumers. Now the progressive increase in the cost of living is the biggest world worry. Even more than Covid-19, unemployment, poverty, corruption and crime.

These are the findings of the Ipsos online survey 'Inflation and the public', which was conducted between 7 and 18 April 2022 in 11 countries around the world: Australia, Canada, France, Germany, Great Britain, Italy, Japan, Poland, Spain, Turkey and the United States. The results are comprised of an international sample of 11,030 adults aged 16-74 in most countries. Canada, Turkey and the United States are an exception, in these countries the enquiry was conducted on individuals aged 18-74. Approximately 1,000 people participated on a country by country basis.

Concern has risen sharply

Globally concern about inflation slept for a decade. Yet the situation has drastically changed a year and a half ago. As a matter of fact, energy and raw material prices have started to hit all-time highs, thus influencing consumers' behaviors.

In parallel, the EU and global geopolitical landscape was marked by the conflict between Ukraine and Russia, causing even in this case several critical issues.

Therefore inflation has risen at the topline of consumers' concerns, even if with great variation by country. The country which is experiencing the biggest level of concern about inflation is Argentina (66%) where, according to the estimates processed by EcoGo, the inflation rate is expected to hit 99,6% by the end of the year. Following next there are Poland (60%), Turkey (55%) and Chile (51%), while in Italy the level of concern about inflation stalls at 27%. The lowest percentages have been recorded in South Africa (15%) and Saudi Arabia (12%). This specific question was extended to 27 countries in the world. For a 19,000 sample total.

Financial pessimism

According to Ipsos' survey, it seems like the majority of the global population is able to live comfortably from a financial point of view notwithstanding having to face inflation and soaring costs. Once again geographical context is key. In the US, Germany, Australia and Canada more than half feel financially comfortable, saying they are doing alright or living comforta-

bly despite the rising cost of living. The picture appears to be quite different in Poland, where 54% of the interviewees are finding it quite difficult to reach the end of the month and 12% is feeling stretched. The overall context is not that better in Italy. Only 7% of the panel lives comfortably despite the current economic situation, 42% states it is just about getting by, 20% finds it quite difficult to bear it, and 10% finds it very difficult. Nonetheless, Turkey is the country that experiences the biggest pessimism. Here 67% of consumers are struggling financially amidst the current situation. Consumers also feel pessimist regarding their future standard of living. Only the US, Australia and Canada look confidently at the future. All the other countries, instead, claim to be pessimistic: Italy (-16%), the UK (-21%), Japan (-27%), and Turkey (-44%). In Turkey, Britain, Italy, and France, especially, a majority say they expect their disposable income will fall over the next year.

Cutting discretionary spend and luxuries

As the picture appears to be ever gloomier, the interviewees adopt extraordinary measures in order to face the soaring prices. In the US, for instance, 42% of the panel will spend less on socializing, whereas 38% will delay large purchase decisions. 49% of British citizens will use less heating, electricity or water, while 41% of Japanese will spend less money on food. In Germany, people are worried about electricity and gas bills, with 46% of the panel ready to cut down on consumption, whereas 41% of Polish consumers will spend less money on other household shopping. Taking Italy into account, eventually, the majority of the population will spend less money on socializing (43%) and on holidays (37%).

Looking solely at those in employment globally the pattern is similar, 16% of the panel happens to be ready to look for another job if they could no longer afford their normal lifestyle. 11% will ask their employer for a pay rise.

The causes of inflation

Generally, when asked about the drivers of current price rises, the opinions collected by the survey are varied. 79% of Canadians and 80% of Australians see the outbreak of the Covid-19 pandemic as a contributing factor. 82% of the British, French and Spanish panel, instead, attributes it to the state of the global economy, whereas 80% of the Turkish citizens suggests

it is the policies of their national government's fault.

The Russian invasion of Ukraine and its consequences is mentioned by Italy (83%) and the UK (81%) as the main cause. The skyrocketing interest rate level is considered a cause by 78% of Polish consumers and 81% of the Turkish. Furthermore, 84% of the latter blames immigration flows for the rising inflation.

Notwithstanding the different answers to the survey, almost all countries are characterized by a common thread: looking to the future there is a widespread expectation of further increases in inflation, ranging from 85% of Britons to 84% in France.

Food and utility costs expected to rise most

Rising costs will be highest for food and utility bills. Or at least this is what emerges from Ipsos' survey. In 8 of 11 countries (the US, Canada, France, Germany, Australia, Poland, Spain, and Turkey) consumers think that it will actually be the cost of food shopping to increase the most. In Italy, the UK and Japan, instead, the cost of utilities are expected to rise more than everything else.

Turkey 'travels solo': the majority of the interviewees (84%), as a matter of fact, claims that the cost of their other household shopping will record the highest increases, on a par with the food shopping.

Among the other types of spend soaring due to inflation also the ever-growing motoring fuel costs, the overall cost of going out socializing, the subscriptions costs, and mortgage and rent are featured.

Overall, consumers of all the 11 countries taken into account for the survey appear to agree that increases in the cost of food, utilities and motoring fuel will affect their household budgets the most.

Il risveglio dell'inflazione

L'inflazione fa paura. L'aumento progressivo dei prezzi è in cima alla classifica degli argomenti che preoccupano maggiormente i consumatori. Ancora di più del Covid-19, della disoccupazione, della povertà, della corruzione e della criminalità. È ciò che emerge dall'indagine online 'Inflation and the public' condotta da Ipsos tra il 7 e il 18 aprile 2022 in 11 diversi paesi del mondo.

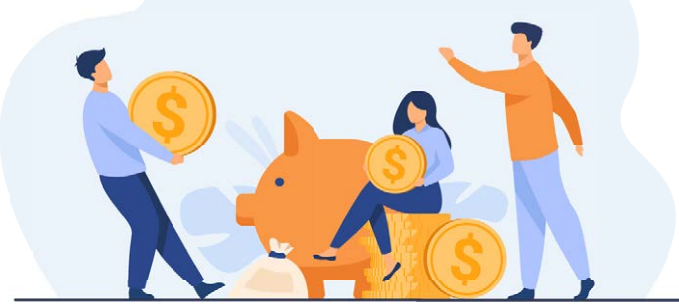
% of the contributing factors to the rising cost of living on a country by country basis

The chart highlights the most common answers among the panel



If price rises meant that consumers could no longer afford their normal lifestyle, which actions would they be likely to take?

The chart highlights the most common answers among the panel



Expectations for rising costs in the next six months on a country by country basis

The chart highlights the most common answer among the panel



	USA	GBR	CAN	FRA	ITA	DEU	JAP	AUS	POL	ESP	TUR
The COVID-19 pandemic	70%	79%	79%	74%	72%	61%	73%	80%	66%	70%	66%
The state of the global economy	76%	82%	78%	82%	81%	72%	77%	79%	72%	82%	71%
The policies of my national government	72%	76%	65%	71%	72%	61%	68%	68%	76%	69%	80%
The Russian invasion of Ukraine and its consequences	69%	81%	71%	81%	83%	78%	75%	73%	80%	78%	68%
Businesses making excessive profits	64%	70%	68%	73%	65%	52%	47%	68%	50%	72%	71%
Workers demanding pay rises	58%	43%	47%	35%	34%	35%	31%	43%	45%	31%	38%
The interest rate level in my country	67%	69%	63%	58%	70%	48%	48%	61%	78%	63%	81%
Immigration into my country	54%	45%	43%	47%	47%	47%	28%	41%	55%	41%	84%

	USA	GBR	CAN	FRA	ITA	DEU	JAP	AUS	POL	ESP	TUR
Spend less money on socialising	42%	47%	51%	47%	43%	42%	24%	47%	40%	50%	51%
Delay large purchase decisions	38%	39%	47%	45%	36%	43%	37%	42%	39%	39%	44%
Spend less money on other household shopping	37%	43%	44%	33%	34%	31%	38%	37%	41%	32%	44%
Spend less on holidays	29%	37%	39%	39%	37%	35%	28%	34%	34%	40%	41%
Use less heating, electricity or water	24%	49%	23%	40%	34%	46%	37%	27%	34%	34%	44%
Use a car/motor vehicle less often to spend less on fuel	26%	30%	28%	34%	20%	34%	16%	31%	30%	31%	42%
Spend less money on food	28%	34%	33%	29%	19%	25%	41%	30%	27%	16%	29%
Use savings	24%	29%	25%	24%	17%	20%	31%	25%	23%	17%	19%
Save less	21%	35%	24%	22%	16%	21%	19%	28%	17%	22%	20%
Check what benefits/support are available to me	14%	12%	14%	17%	14%	15%	7%	18%	16%	12%	19%

	USA	GBR	CAN	FRA	ITA	DEU	JAP	AUS	POL	ESP	TUR
The cost of your food shopping	75%	88%	83%	85%	79%	85%	45%	79%	85%	77%	84%
The cost of your utilities	71%	89%	75%	85%	80%	84%	55%	72%	84%	71%	83%
The cost of your other household shopping	72%	85%	77%	76%	74%	80%	41%	75%	83%	73%	84%
Your motoring fuel costs	73%	75%	75%	77%	78%	74%	41%	76%	79%	69%	81%
The overall cost of going out socialising	60%	70%	68%	64%	60%	65%	18%	65%	66%	67%	74%
The overall cost of your subscriptions	45%	55%	58%	44%	48%	42%	10%	47%	55%	45%	68%
Your mortgage/rent	35%	38%	40%	28%	25%	39%	10%	44%	53%	36%	75%

Source: Ipsos Global Perceptions of Inflation 2022 – 11,030 participants across 11 countries, interviewed online 7 - 18 April 2022.



MARKETING

Italian charcuterie 'shines bright' in the US

From Times Square's digital screen to the Washington and Cincinnati ATP's tennis tournaments. Veroni's promotional campaign goes straight to the heart of one of the fastest-growing markets for made in Italy charcuterie.

Exports of Italian deli meats kept on growing in 2021, and among the most performing destination markets the US delivered stunning results: +53% in volume and +43.3% in value, according to the data released by the trade association Assica. Right here, over the past weeks and months, one of the most important Italian charcuterie brands, Veroni, was protagonist of a promotional campaign that rolled out in New York, Washington and Cincinnati. And that will continue, from the 13 till the 16 of October, on the occasion of the New York City Wine & Food Festival, where Veroni will showcase its giant Mortadella: 300 kg (661 lb) of weight, around 2 meters (6.5 feet) of lengths, and 46 cm of diameter (18 in).

"As shown by the H1 results, Veroni confirms its leadership as the first Italian brand of Luncheon Meat (Iri data)", the company explains. "A record already achieved by the end of 2021, and that can be summed up in a well-defined strategy: currently, Veroni is the only producer to import cured meats made in Italy to the US."

Veroni's spot in New York

From the very first image of a slice of prosciutto carefully cut by an Italian 'salumiere' to the display of a selection of Veroni's pre-sliced charcuterie packs, Veroni's commercial highlights the excellence of the Italian cured meats and the tradition passed down within the company's family. Thanks to effective storytelling, rich in historical images that date back to the first years of activity, it traces the history of Veroni, born in Correggio (a small town in the Emilia Romagna region), that in 2025 will blow out 100 candles.

"It is so exciting to stroll in Times Square while looking up our ad that makes me relive the history of our fa-



mily and its great passion: the art of charcuterie, which is inspired by the ancient recipes of the Emilia-Romagna region tradition," explains Marco Veroni, president of Veroni USA. "With our efforts, we succeed to have a company that has firm roots in its history, while always keeping an eye on the future and successfully combining the excellence of made-in-Italy charcuterie tradition with the taste of



US consumers". From July to September, the spot has been displayed at 1500 Broadway screen and it will return from October 13 to 16, during the 2022 Food Network New York City Wine & Food Festival presented by Capital One.

The sponsorship activities at the US ATP tour

From New York, the video spot of

Veroni arrived in Washington, where it was displayed from 30 July to 7 August on the occasion of the Citi Open, one of the most important international tennis tournaments on the ATP 500 circuit. As the Official Sponsor of Italian charcuterie at the Citi Open, Veroni's logo was shown in the most strategic points at the Rock Creek Park Tennis Center: from the sideline banners at the Stadium Club – the VIP grandstand of the structure – to the Player Lounge, an exclusive space reserved for challenging champions. For this occasion, the Player Lounge was entirely branded by Veroni with images of charcuterie boards crafted with its best-selling products in the States.

During the days of the event, spectators and players were able to experience exclusive tasting experiences while enjoying the excellence of Veroni's charcuterie. "It's not the first time the Italian Food Valley brand has sponsored a top US tennis tournament", the company highlights. "Last March, Veroni was one of the official sponsors at the Miami Open.

Veroni's journey continued in Cincinnati where from August 13 to 21 the company repeated its Washington success as a sponsor of the Western & Southern Open, one of only five premier events globally to host an ATP Masters 1000 and WTA 1000 tournament in the same week at the same venue. At the Lindner Family Tennis Center, beside the presence of Veroni's logo strategically placed in a highly-visible location within the stadium, spectators and visitors were able to relax at the Veroni Lounge: an area located within the stadium and aimed to be the temple of the 'Italian aperitif', where fans could taste the excellent variety of curated meats paired with the Aperol Spritz.

La salumeria italiana 'risplende' negli States

Cresce, nel 2021, l'export di salumi italiani. E tra i mercati extra europei, a registrare le migliori performance sono senza dubbio gli Stati Uniti, che registrano un +53% a volume e +43,3% a valore. Proprio qui, nelle scorse settimane, uno dei maggiori brand della salumeria italiana, Veroni, è stato protagonista di un'intensa campagna promozionale che si è snodata tra New York, Washington e Cincinnati. Una campagna che proseguirà, dal 13 al 16 ottobre, in occasione del New York City Wine & Food Festival, dove Veroni sarà presente con la sua mortadella gigante da 300 kg di peso, circa 2 metri di lunghezza e con un diametro di 46 cm.



PALZOLA.IT



MILD OR SPICY
AN INIMITABLE GORGONZOLA



PALZOLA





THE COMPANY

www.alce.eu

Alce Group: it all started with Gorgonzola

For over 70 years the company has been a reference point for the the dairy sector, thanks to a complete range of cultures, rennet, coagulating enzymes, Penicillium for blue cheeses and other technological adjuvants. A story of success started in Novara (Lombardy) a long time ago, by combining tradition and technological innovation.

Trusted partner to some of the leading global dairy producers, since its establishment in 1948 Alce Group has been able to combine traditional production methods with scientific and technological progress to support market development and meet the changing tastes of consumers. On the background, the awareness that all cheeses, especially PDOs and PGI, are deeply connected with their land of origin and the respective agro-zootechnical practices. For this very reason, taking advantage of sophisticated control technologies, Alce is able to reproduce - in a constant and standardized way - the best traditional cultures found in the specific production areas, conforming with the microbiological complexity of the original cultures.

From Novara to the world

The history of the Alce Group, whose production is located between Novara and Quistello (province of Mantua), begins with Mr. Alfonso Mogna, in the years after the First World War. He started dealing with cheese and destined a historic building in the center of Novara, the heart of the typical production area of this type of cheese, in a Gorgonzola seasoning warehouse. In 1948, interpreting the market needs of local cheesemakers, his son Mario transformed the seasoning warehouses into the headquarters of the Alce Microbiological Laboratory. "He began to prepare liquid lactic ferments, ready to use, to be used as a replacement for natural lacto-grafting," the company explains. "At that time, the use of microbial cultures, later established in the world with the term of 'starters', was almost unknown and of absolutely sporadic use."

The decisive impetus came in the '80s when Dr. Giovanni Mogna replaced his father Mario in the management of the family business, creating a real revolution in the dairy world: the activity began to grow in the typical production area of Gorgonzola and then spread like wildfire, through Northern Italy and beyond. "Since its creation and still today," the company adds, "Alce is a partner of the many dairies producers of this PDO cheese. This activity has allowed, even if strictly respecting the tradition, to evolve over time the characteristics of Gorgonzola in order to meet the changing consumer preferences."

A top-class expertise in Gorgonzola

Alce provides dairies with a line of dedicated products - such as specific combinations of cultures-saccharomycetes-Penicillium - to



Alce Group: in principio era il Gorgonzola

Da oltre 70 anni l'azienda è punto di riferimento per l'industria lattiero casearia, grazie a una gamma completa di culture, caglio e coagulanti, Penicillium per l'erborinatura e altri coadiuvanti tecnologici. Una storia di successo che ha avuto inizio a Novara, tanti anni fa. E costruita sull'unione tra tradizione produttiva e innovazione tecnologica.

make quality cheese. In particular, various lactic ferments are available: from liquid lacto-grafts to freeze-dried cultures, both autochthonous and certified, which contribute from the first stages of production to affect the structure and moisture of the cheese paste. "We also provide the strains of Saccharomyces, that can be customized according to the different needs, as well as a complete range of Penicillium roqueforti 'wild type' of variable colouration, from very pale green to intense dark green, in some cases also with light blue shades."

Since 2005 the production of penicilli, until then developed on substrates based on wheat flour, has been realized with completely Gluten-free mode and thus patented 'Penicillium Cultures Gluten-free for blue dairy products intended for people suffering from celiac disease'. "The mould strains also differ in proteolysis and lipolysis enzymatic activities, that significantly affect both the structure and the sensory characteristics of the cheese at the end of the seasoning. In addition, the quality of the Alce natural calf rennet is essential in order to obtain an optimal coagulation and therefore and excellent final result. The combination of these products with high quality milk and skilled cheesemakers leads to the creation of superior-quality and unique cheeses."

A complete technical assistance

Besides products targeted at the different production needs, Alce also provides its clients with specialized technical assistance, sup-



The novelty that has conquered Italy, now storable at room temperature!

- Fresh, ready in 5 minutes!
- Hand made
- With mother yeast
- Preservative free
- Cooked on stone
- Good like this or ideal for stuffing



www.lapizzapiuuno.it



www.stoppato1887.com

THE COMPANY

Stoppato1887 at full speed

Longevity and commitment define the family business based in Northern Italy. From the latest investments in 4.0 and sustainability to the best-selling products on international markets. A glimpse of the future plans.

A century-old history of passionate farming. With a strong commitment to ensuring a minimal ecological footprint and establishing the shortest direct link possible between producer and consumer. This is Stoppato's main philosophy, whose motto 'Love for the land and its bounty since 1887' echoes clear and loud in the farm headquartered in the small village of Gazzo Veronese, in the Northern-Italian province of Verona. Now run by the sixth generation, the farm encompasses 800 hectares of fertile fields and it is specialized in the cultivation of rice and legumes for the food industry.

Stoppato1887, the latest of the family group's companies, was founded in 2013 with the main objective of manufacturing finished goods with raw materials cultivated in their fields or by other local farms. The business is currently undergoing a transitioning phase: by the end of 2023, it will become almost exclusively a production company.

From 2022 half-year performances, through the latest investments in 4.0 and sustainable agriculture, to the best-selling products on the international markets. We talked about it all with the CEO Sabrina Stoppato.

Flavors for every taste

Apart from being private label suppliers for important brands in the large-scale distribution, Stoppato1887 boasts a wide variety of high-selling products that end up in the Horeca channel. Moreover, the company has a solid online presence thanks to the e-shop. "All our products are gluten-free and truly 100% natural," highlights Sabrina Stoppato. "In the first six months of 2022, the best performing products have been chickpeas and rapeseed, without a doubt. We are currently harvesting soy, and we are just as much satisfied with it. As far as the finished goods are concerned, instead, our line of crispy cereal and legume chips is gaining a lot of success thanks to the added value given by the fact that they are low in fats (in many cases under 2%) and are made with 100% Italian raw materials," explains Stoppato. Aside from being gluten-free, the chips are also oil- and yeast-free. "The whole organic chip line alongside the readymade traditional risotto recipes (with truffle, porcini mushrooms, and the one with vegetables) are also especially appreciated by our internatio-



Stoppato 1887's site in Gazzo Veronese (Verona)

nal consumers." With global sales now accounting for around 25% of the total turnover, mainly directed to the UK, Austria, Spain and the Scandinavian countries, Stoppato1887's mission is also to meet the requests of foreign consumers, which are ever more on the hunt for organic, gluten-free products, which also need to be high in protein. "For this reason we have enriched our chip line with new options, which all have a spicy twist: curry, soy sauce, BBQ, and paprika," says Stoppato.

Sustainable agriculture that respects nature

"As for the most recent investments in sustainability and 4.0 technologies, we have purchased a new cutting-edge combine harvester for our farm. It enables us to be very precise while harvesting our crops thanks to the land mapping," explains Sabrina Stoppato. Moreover, by monitoring the crops, the company is able to limit waste. "In 2022, we invested in new 4.0 irrigation systems which enable us to reduce water waste," explains the CEO.

Speaking about sustainability, in the first half of 2022, a 1,000-square-meter area of the production plant's roof was covered with solar panels, which together with the cogenerator makes our plants energetically independent. "Moreover, we are also currently installing a new seed sorting machine - equipped with 4.0 optical selection - which, will also contribute to reduce wastes and obviously improving the final quality," states the CEO.

A look into the future

Despite the gloomy scenario determined by

the energetic crisis, the soaring costs of raw material, and the drought of the latest months, Stoppato1887 remains positive about the future. "The raw materials we use for our products mainly derive from our own cultivations. What impacts us most are the rising costs of agricultural diesel and fertilizers, without forgetting the difficulties caused by packaging increases (printed films, pouches, and cardboard boxes). Unfortunately, the drought we experienced during the last months also aggravated our rice and other legume cultivations to some extent," explains the CEO. "Yet in the first six months of 2022 we recorded good performances, aligned with 2021. And according to our predictions, we expect to end the year with a +40% volume growth." The plans for the future? "Stoppato1887 is currently undergoing a transitioning phase. By the end of 2023, it will become almost exclusively a production company. And in such times of transition, we are experiencing a volume increase in the light of a steady turnover," concludes Stoppato.

Stoppato1887: la crescita continua

Agricoltori per passione da oltre 130 anni, con un occhio di riguardo alla sostenibilità ambientale. Con sede a Gazzo Veronese, in provincia di Verona, l'azienda mira ad accorciare il più possibile la distanza tra produttore e consumatore. Nata come azienda commerciale del gruppo, entro il 2023 Stoppato1887 diventerà quasi esclusivamente azienda di produzione. Ne abbiamo parlato con l'Ad Sabrina Stoppato.



DISCOVER

Ancient Rome's most beloved 'sauce'

Colatura di Alici's origins date back to the 2nd Century BC, even if the modern production technique was first introduced by the Cistercians Catholic monks. In 2020, it received the PDO status.

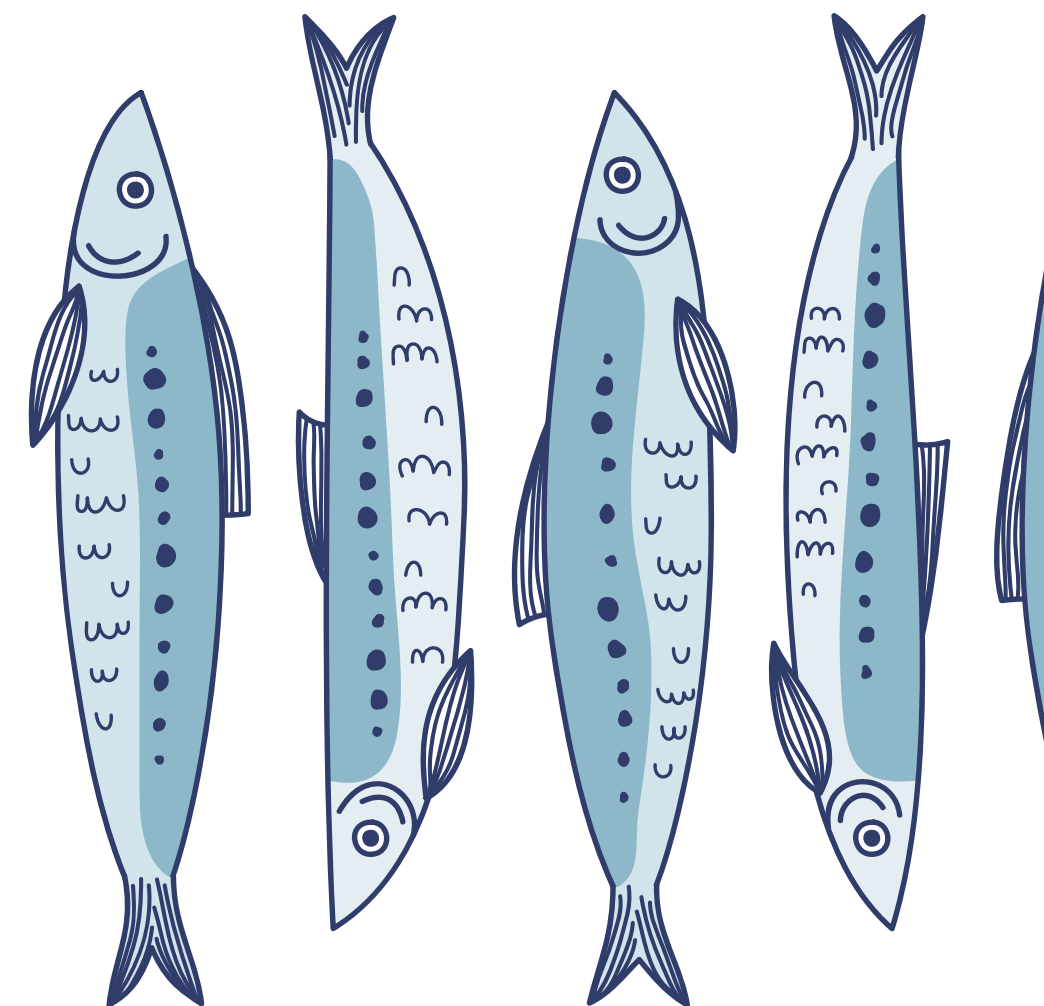
Savoury and sea-flavored. A true 'umami concentrate', but with a 100% Mediterranean style. It's Colatura di Alici, the typical fish-sauce from the Cetara village, in the Campania region. It comes from anchovies that are layered together with salt, weighted down and left to ferment in barrels until they release the precious 'liquid', which can be aged for up to three years. Today, Colatura is mainly used as a condiment for main course like spaghetti and risotto, or as dressing for green salads. A niche product with a millenary tradition, whose knowledge is, nevertheless, not much widespread.

In Ancient Rome (2nd Century BC), the imperial chef Apicio made wide use of a fish sauce for its banquets, whose recipe was first written down a few centuries later by the Latin writer Gargilio Marziale: put some aromatic herbs in a jar and then a layer of small fishes (probably anchovies) and large fished cut into pieces (perhaps mackerels or tunas); cover with a thick layer of coarse salt, put on a lid and leave to rest; stir after seven days and then repeat once a day for the following 20 days. The result was a creamy sauce, which was pressed to obtain a liquid called 'garum'. Colatura di Alici as we know it today was nevertheless invented in the XIII Century by the Cistercians monks living near Amalfi (Campania), who wanted to store and preserve the fish caught in Summer for later use. The 'discovery' of Colatura di Alici was almost accidental, when a liquid with a pleasant flavor came out from the space among two detached barrel staves.

And today? Colatura di Alici is made according to a specific production disciplinary and in 2020 it received the PDO (Protected Denomination of Origin) recognition. Only anchovies fished in the Gulf of Salerno between March and July are used. Head-off and gutted, they are layered down in a oak barrel, arranged with the classic 'head-tail' technique in alternating layers of salt and anchovies. The barrel is covered with a disk with weights placed on it. Due to the pressing and maturing, an amber-colored liquid with an intense flavor emerges: it's Colatura di Alici from Cetara PDO.

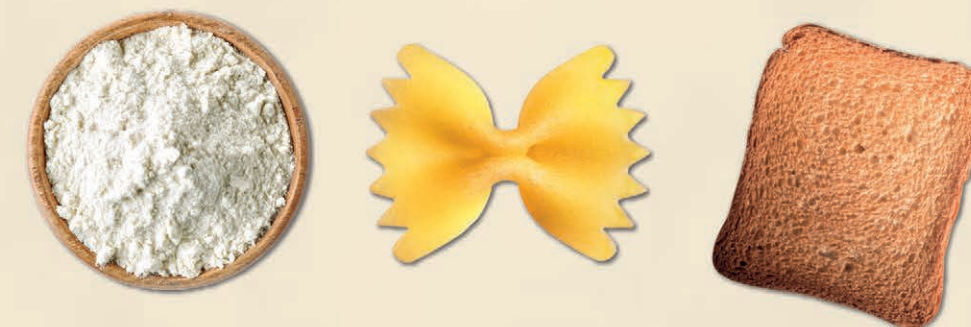
Colatura di alici: la salsa che piaceva agli antichi romani

La storia della colatura di alici risale ad almeno il II secolo a.C. Sono stati però i monaci cistercensi a 'scoprire' il metodo con cui viene realizzata ancora oggi. E nel 2020 il noto condimento ha ottenuto anche il riconoscimento Dop.



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Our activities



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PRODUCT SHOWCASE

www.sialparis.com

NEW @ SIAL

Every two years, producers and importers, buyers and retailers meet at Paris' biggest trade show for the food & beverage industry, for five-days of inspiration, debate and business, of course. On stage from 15 to 19 October, the event welcomes, as usual, hundreds of Italian exhibitors.

By Federica Bartesaghi



Novità da Sial

Torna dal 15 al 19 ottobre l'appuntamento biennale con la fiera numero uno, in Francia, per l'industria alimentare e delle bevande. Appuntamento imperdibile per buyer, retailer e importatori di tutto il mondo. Nutrita, come da tradizione, la schiera di aziende italiane presenti.

BAKERY & SALTY SNACKS

FIorentini ALIMENTARI
www.fiorentinalimentari.it



SNICK SNACK CHIPS SUPER PROTEIN

Fiorentini's Super Protein Chips, thanks to a high protein content, are the ideal snack for all the people who practice sports. Made with red lentils, they are crunchy and rich in nutritional properties. They are a good source of energy, high in fiber and low in saturated fat. Moreover, they are gluten-free and VeganOk certified.

Packaging details
65 g pillow package

Shelf life
9 months

International certifications
Vegan Ok, Gluten free



SIAL 2022
Hall: 5A
Booth: J 105

ITALPIZZA
www.italpizza.it



LA NUMERO UNO

A high quality pizza, extremely thin in the center, with a high, airy and crunchy crust that meets everyone's preferences. An iconic packaging with a timeless image to enhance the positioning and identity of a modern artisanal pizza.

Packaging details
Eco pack 100% recyclable and made of 80% recycled material. Weight: 410 g

Shelf life
12 months

International certifications
IFS Food, BRCGS, UNI ISO 45001:2018, UNI ISO 14001:2018



SIAL 2022
Hall: 5A
Booth: R 144

LA PIZZA +1
www.lapizzapiuuno.it



PINSa AMBIENT

Pinsa is a traditional recipe dating back to ancient Rome, with a characteristic crunch and a honeycomb heart, made from cereal flours, sourdough, water and salt. Its long leavening and our natural sourdough make it particularly light and digestible. Preservative free, stone baked, sour dough, suitable for vegans.

Packaging details
Packaged in Map in paper-like flow pack wrappers. To be stored out of the fridge.

Shelf life
20 days

International certifications
ISO 9001, ISO 22000, ISO 22005, IFS/BRC, ESG



SIAL 2022
Hall: 1
Booth: G 065

MACORITTO VALENTINO
www.imacoritti.it



I MACORITTI MINI BREADSTICKS

Product description: Mini breadsticks, tasty and genuine, perfect as snacks and to be combined with cold cuts, cheese platters and any other course. Made with selected ingredients of vegetable origin. Available in various flavors and packaging size, including organic flavors.

Packaging details
packaging size: 500g, 250g, 150g, 30g, multipack 7x30g PP5. Recyclable in plastic. FSC cardboard boxes

Shelf life
12 months

International certifications
IFS, Organic, Kosher



SIAL 2022
Hall: 1
Booth: F 112

follow

NEGRI[®]
ALTA SALUMERIA ITALIANA

The CENTENARIA salt and pepper is the mortadella with the unmistakable taste of pure national pork.

In natural bladder and with the traditional hand-tied form, in its two versions with or without pistachio.



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www.negrisalumi.it



GUARDA IL SITO

NEGRI[®]
ALTA SALUMERIA ITALIANA

PRODUCT SHOWCASE

BAKERY & SALTY SNACKS

MARGHERITA
www.margheritarepomodoro.it



PIZZA SNACKS
A complete range of frozen pizza based snacks: pizette, frusta, mini pizza pala, calzoncello, pizza toast and many other products in different formats and fillings. All products are hand-made and topped. Heat in a ventilated oven for a few minutes to ensure friability and taste.
Packaging details
From 120 to 220 g. Shrink-wrapped in bulk for foodservice or carton box for retail.
Shelf life
12 months
International certifications
BRC, IFS

SIAL 2022
Hall: 5A
Booth: S 179

PEDON
www.pedon.it



THE PULSE-BASED SNACK OVEN ROASTED NOT FRIED
Pedon's new pulses are oven-roasted, not fried, to preserve their natural shape and nutritional properties but also make them crunchy and flavourful. Rich in protein and fibre, they are also free from gluten, artificial aromas and preservatives. 2 clusters to satisfy different snacking occasions: five 100% natural varieties of pulses mixed with special fruits, as a perfect alternative to dried fruits and trail mixes; and three combinations of pulses seasoned with special flavourings, an ideal alternative to salty nuts, for a perfect happy hour.
Packaging details
Resealable doypack 90 g
Shelf life
14 months

SIAL 2022
Hall: 5B
Booth: K 97

TERRE DI PUGLIA
www.terredipuglia.it



TARALLI SCHIACCIATI CLASSIC FLAVOR
Terre di Puglia presents Taralli Schiacciati, the most popular snack of the Apulian tradition, 'tarallo', re-born in a new dimension of texture and taste. Made according to an articulated process of forming and pressing, the 'taralli schiacciati' have a hybrid texture, between crumbly and crunchy, and a solidity similar to that of a crouton. Versatile in multiple ways of consumption, it is ideal as a base for cheeses and pates, aperitifs and as a bread substitute.
Packaging details
250 g
Shelf life
12 months
International certifications
BRC, IFS, Organic, Kosher

SIAL 2022
Hall: 1
Booth: G163

VALLEDORO
www.valledorospa.it



APERIGRÌ WITH GRANA PADANO CHEESE
The new Valledoro Grana Padano cheese breadsticks are perfect at any time of the day. The light salting on the surface and the typical taste of Grana Padano Cheese make it a delicious product, ideal for a break or as a delicious appetizer.
Packaging details
100 g
Shelf life
240 days
International certifications
BRC, IFS

SIAL 2022
Hall: 5A
Booth: J 182

CHEESE & DAIRY

SORI' ITALIA
www.soritalia.com



BUFFALO BURRATA
Acidulous and aromatic taste, pearly white colour, lactic smell.
Packaging details
125 g in thermoformed cup
Shelf life
19 days
International certifications
Brcgs, ISO, IFS, Sedex, Halal, Gli Allevamenti del Benessere.

SIAL 2022
Hall: 7
Booth: F132

STERILGARDA ALIMENTI
www.sterilgarda.it



MASCARPONE
Fresh cheese made with high quality milk cream. Excellent to prepare delicious recipes, not only in confectionery.
Packaging details
500 g plastic bowl closed at the top by a film and a cover
Shelf life
60 days
International certifications
BRC, IFS, BRC, Sedex, Halal, IFS, FDA

SIAL 2022
Hall: 7
Booth: E 066

COOPERLAT
www.trevalli.cooperlat.it



I TIPICI - FLAVORED MIXED CHEESE
Creamy texture and little holes. It is lightly ripened and obtained with 100% Italian cow's and sheep's milk and different flavours. The mix of the two types of milk creates a balanced flavour that goes well with the different aromas. Available with truffle or walnuts, porcini mushrooms, chili pepper or green olives.
Packaging details
180 g cheese wheel under vacuum in a plastic bag on a characteristic wood tray. Carton display 180 g x 8 pcs.
Shelf life
180 days
International certifications
The production plant is BRC and ISO 9001_2015 certified

SIAL 2022
Hall: 7
Booth: E 106

VALCOLATTE
www.valcolatte.it



RICCOTTA
Tasty ricotta made with 100% Italian milk and cream coming from Parmigiano Reggiano dairies.
Packaging details
250 g plastic pot and lid
Shelf life
30 days
International certifications
BRC, IFS

SIAL 2022
Hall: 7
Booth: C 039

follow

CHEESE & DAIRY

DELIZIA
www.prodottideliziosa.it



BOCCONE DELIZIOSA - MOZZARELLA DI GIOIA DEL COLLE DOP
Stretched-curd cheese, cow's milk. Smooth or slightly fibrous and shiny surface, milky white with possible shades of straw color. Elastic consistency and lactic acid odor, with possible hints of butter. Delicately sour milk taste, with a pleasant after-taste of fermented / acid whey.
Packaging details
Plastic film (bag), 200 g
Shelf life
18 days
International certifications
BRC, IFS, Organic, Pdo

SIAL 2022
Hall: 7
Booth: F 106

IGOR
www.igorgorgonzola.com



ECOPACK IGOR GORGONZOLA DOLCE AND PICCANTE
Igor Gorgonzola is pleased to introduce the new 100% recyclable ecopack for the packed portions of Igor Gorgonzola Dolce and Piccante. Gorgonzola Igor is not only rich in protein and calcium, but it is also the first cheese certified Lfree, naturally lactose-free, approved by the Aili, Italian Lactose Intolerance Association.
Packaging details
The new 200 g Ecopack consists of a tray, back-label and foil, all made of polypropylene, a 100% recyclable material.
Shelf life
40 days
International certifications
Halal, 0 Emission Company, BRC Food Safety, IFS Food, ISO 50.001, ISO 22000:2018

SIAL 2022
Hall: 7
Booth: E 147

INALPI
www.inalpi.it



FETTINE SPECIAL LATTERIE INALPI - SLICED CHEESE
The Fettine Special di Latterie Inalpi (Inalpi dairy special sliced cheese) are innovating because they represent the combination of quality ingredients such as supply chain cheese and milk, the absence of polyphosphates and preservatives and a Special taste. Pepper flavoured Wanted, Chili flavoured Tex Mex, and Mamma Mia with the savour of Pizze have been conceived to innovate the consumption, reach a younger target of consumers.
Packaging details
150 g. Each package contains 6 25 g slices individually wrapped to preserve their flavour and freshness.
Shelf life
270 days

SIAL 2022
Hall: 7
Stand: E 255

CASEIFICI GRANTERRE
www.parmareggio.it
www.agriform.it -
www.casamodena-parmareggio.com



MASCARPONE
Strengthened by the success achieved with Butter Parmareggio, we created Mascarpone Parmareggio, done with milk creams of the dairy in the production area of Parmigiano Reggiano. It is perfect to use in many recipes, thanks to its creamy structure.
Packaging details
Plastic tray with lid.
Shelf life
120 days

SIAL 2022
Hall: 7
Booth: C 171

Only 100% quality Gorgonzola

OIOLI
La Qualità con Amore

Only good milk and a lot of love for a quality product

Follow us on

PRODUCT SHOWCASE

CHEESE & DAIRY

**CONSORZIO
LATTERIE VIRGILIO**
www.conorzio-virgilio.it



MASCARPONE
Soft spreadable cheese, derived from the thermal acid coagulation of milk creams. The 100% Italian raw material comes from milk skimming carried out by our associated dairies, who are producers of Grana Padano and Parmigiano Reggiano. It is a delicate, fresh, and creamy cheese; it has the appearance of a soft, consistent white cream and it is characterized by a sweet flavor and a persistent butter aroma.
Packaging details
250 g and 500 g bowl
Shelf life
65 days
International certifications
BRC, IFS, Halal

SIAL 2022
Hall: 7
Booth: A 193

ZANETTI
www.zanetti-spa.it



GRANA PADANO PDO
Grana Padano PDO cheese made from raw, semi-skimmed cow's milk.
Packaging details
200 g. Packed under-vacuum in thermoformed plastic tray.
Shelf life
At packaging time: 180 days
International certifications
ISO22005, BRC, IFS

SIAL 2022
Hall: 7
Booth: C 174

DELI MEATS

SALUMIFICIO BORDONI
www.bresaolabordoni.it



BRESAOLA 2GO
Bresaola 2GO is the new bresaola julienne by Bordoni, a true kitchen revolution: tasty and versatile it's perfect as a flavourful snack, an unexpected topping and a special twist for all your recipes! Obtained from the best cuts and processed according to the ancient family recipe, bresaola julienne can combine deliciousness and lightness providing the right protein intake.
Packaging details
Doypack bag 50 g
Shelf life
60 days in the original sealed pack stored +2/+7°C. Packaged in a protective atmosphere.
International certifications
BRC, IFS, Halal

SIAL 2022
Hall: 6
Booth: C 120

COATI
www.salumificiocoati.it
www.lefamigliedelgusto.com



COATI READY 4 SNACK
From now, the range of products that enhances the quality of the materials and their nutritional values is also available in mini-trays. A practical and manageable format, of 50 grams, which allows you to enjoy cold cuts with an exceptional flavor, in convenient snack solutions to take anywhere.
Ingredients
Pork and beef based Italian traditional charcuterie.
Packaging details
50 g, mini-trays.
Shelf life
60 days
International certifications
BRC, IFS

SIAL 2022
Hall: 6
Booth: C 120

DELI MEATS

DEVODIER PROSCIUTTI
www.devodier.com



**PROSCIUTTO CRUDO RISERVA
BIO ORGANIC - MIN. 30 MONTHS**
The new sustainable supply chains, born from the collaboration with the best Italian Organic farms, meet the craftsmanship of classic high aging for a product that looks to the future of the gourmet world. A product that maintains all the guarantees of Devodier products: natural aging, an enrapturing aroma and a unique taste which is acquired during to the very long aging along which the ancient cellars are able to express their unique signature.
Shelf life
Boneless product: 6 months
International certifications
BRC, IFS, Organic

SIAL 2022
Hall: 1
Booth: E 65

MOSER
www.moser.it



SPECK ALTO ADIGE PGI
The Speck Alto Adige PGI combines the Mediterranean ham-production process, with salt and air drying at fresh mountain air, and the Northern production process of seasoning and smoking. The result is a unique and authentic product with less than 5% salt, flavored with fine herbs and spices, smoked at cold temperatures and cured slowly for at least 22 weeks.
Packaging details
Vacuum packed.
Shelf life
180 days
International certifications
IFS, USA

SIAL 2022
Hall: 6
Booth: D 119

RASPINI
www.raspinisalumi.it



PROSCIUTTO COTTO AQ MI-TO
MI-TO is a high quality cooked ham enriched with the aromatic notes of Vermouth: an innovating and trendy product born from the contamination between food and beverage. For MI-TO a specific mould is created, with a unique shape developed to ensure simplicity of use and suitable for gastronomic recipes. Ideal for sandwiches, toast and canapés, it is perfect for those activities that make of aperitif a strong point.
Packaging details
3 kg. Vacuum-sealed screen-printed bag
Shelf life
90 days

SIAL 2022
Hall: 6
Stand: D 120

RECLA
www.recla.it



SPECK ALTO ADIGE PGI
The unmistakable flavor of Recla Speck Alto Adige PGI is fully released when sliced. Thin, tender, versatile slices that melt in your mouth, perfect for any occasion on their own, in a sandwich, as ingredients in delicious appetizers, or as a garnish. With a delicate smoking, it is the result of 22 weeks of curing
Packaging details
90 g, plastic tray
Shelf life
60 days

SIAL 2022
Hall: 6
Booth: C 132

RISIBISI

SNACKIN' EASY!

100% ORGANIC

GREEN PEAS

GLUTEN FREE

CHICKPEAS

Valledoro

www.valledorospa.it

f @

PRODUCT SHOWCASE

READY-TO-EAT & OTHER DELICACIES

GERMINAL GROUP
www.germinalbio.it/en/



ORGANIC CREAMY WITH PINK PEPPER GERMINAL BIO

Germinale Bio Organic Creamy with Pink Pepper is a vegetable and organic spreadable cheese substitute, based on almond, a lactose free protein source. It's the perfect complement for crackers and salty snacks during your aperitifs and brunches. Organic Creamy with Pink Pepper will be part of the Sial Innovation Selection 2022.

Packaging details
130 g, plastic tray

Shelf life
52 days

International certifications
Organic UE, Vegan



SIAL 2022
Hall: 5A
Booth: H 122

MADAMA OLIVA
www.madamaoliva.it



LUPINI HUMMUS

Lupini Hummus combines the benefits of this highly appreciated legume with the delicious taste typical of hummus. Excellent with fresh vegetables such as celery, carrots or fennel, to be enjoyed as it is with focaccias and canapés. Lupini is a legume with many health benefits: it is low in calories, high source of protein and fiber, regulates glucose in blood (glycemia), lowers bad cholesterol (LDL), promotes a feeling of satiety, fights wrinkles, protects the skin from UV rays.

Packaging details

Squeeze pouch 110 g. Innovative and ergonomic pack with plug, easy to use.

Shelf life
1 year

International certifications
IFS, BRC, ISO9001, ISO 14001, BS OHSAS 18001, EMAS



SIAL 2022
Hall: 5B
Booth: M 055

MARTINOROSSI
www.martinorossispa.com



DRY MIX FOR PLANT-BASED BOLOGNESE STYLE SAUCE - BEAMY

Plant-based clean label mix ideal for the preparation of bolognese style sauce and fillings totally gluten free, Gmo free, soy free, rich in protein and source of fibre and iron. Being a dry mix, it guarantees a 24 months shelf life, with no need to be stored at low temperatures. It boasts a very short ingredient list: only 4, with the largest component being pulses. It is very quick and easy to prepare: you only need to add water and vegetable oil to obtain the product ready to be cooked.

Packaging details

90 g. Paper recyclable packaging

Shelf life
24 months



SIAL 2022
Hall: 5B
Booth: K 169

MENZ&GASSER
www.frittatu.it/en/



FRITTATÙ - YOUR FRITTATA, YOUR WAY!

Frittatù - your frittata, your way! is a blend of high-quality dehydrated ingredients, studied by starred chef Peter Brunel for making a gourmet frittata ready in a pan in 5 minutes keeping a clean kitchen. Frittatù is packaged in a practical recyclable paper bag. All recipes are vegetarian and do not contain preservatives. The range includes 4 savory recipes and 2 sweet recipes: Spinaches and courgettes; Cheese and truffle; Aubergines and red peppers; Champignon, curry and chia seeds; Dark cocoa; Apple and raspberries.

Packaging details

33g to 75 g, recyclable paper bag

Shelf life
15 months



SIAL 2022
Hall: 5A
Booth: H 139

RIZZOLI EMANUELLI
www.rizzoliemanuelli.com/it/



ANCHOVY FILLETS FROM THE CANTABRIAN SEA WITH TRUFFLES

Precious anchovy fillets from the Cantabrian Sea with 25% less salt than classic anchovy fillets, processed entirely by hand, naturally rich in Omega3 and enriched with the unique flavor of the Urbani Tartufi truffle.

Packaging details
Pack 60 g with case

Shelf life
6 months

International certifications
MSC, BRC, IFS



SIAL 2022
Hall: 1
Booth: E 65

PASTA BERRUTO
www.pastaberruto.it



BERRUTO PASTA CUP TAGLIATELLE AL TARTUFO

Truffle Tagliatelle, an exceptional choice with a refined and surprising taste.

Packaging details

70 g net weight, in boxes of 8 pieces

Shelf life
14 months

International certifications
BRC, IFS, GFSI, Organic, Halal and Kosher.



SIAL 2022
Hall: 5B
Booth: K 039

TARTUFLANGHE
www.tartuflanghe.com



HOT & SPICY WHITE TRUFFLE HONEY

Tartuflanghe combined the acacia honey and freeze-dried Italian white truffle slices with a mix of chili pepper extracts characterized by the smoky and bitter notes of the Cayenne. An exquisite accompaniment to aged and blue cheese, the ideal condiment for creating salad dressing, it is also perfect for glazing or marinating pork, duck and chicken meat or in your cocktails.

Packaging details

40 g

Shelf life
12 months

International certifications
BRC, IFS



SIAL 2022
Hall: 5B
Booth: N 249

THE BRIDGE
www.thebridgebio.com



ORGANIC FERMENTED COCONUT PRODUCT WITH LEMON (GLUTEN-FREE)

New organic fermented and plant-based coconut product with 78,5 % of light coconut milk and lemon peels, gluten-free and lactose-free. Its creamy texture and consistency make this product an excellent vegan and tasty alternative to traditional dairy yoghurts.

Packaging details

Packaging consisting of 3 components that can be easily separated from each other: aluminium lid, plastic cup and cardboard. Cups of 125 ml each.

Shelf life

60 days from packing date.

International certifications
Organic ICEA.



SIAL 2022
Hall: 7
Booth: A 197

follow



MURGELLA

Since 1957 the Palazzo family has been producing dairy products in the traditional way with whey starter culture, so that you can enjoy the natural and authentic flavour typical of the Murgia Area in Puglia (Italy).

PRODUCT SHOWCASE

PASTA & RICE

ANDRIANI
www.andrianispa.com



SPIRULINA SPAGHETTI

Felicia (registered) spirulina pasta is made with organic and Italian spirulina of ApuliaKundi, a source of fiber, iron and potassium and naturally gluten-free. The circular chain spirulina 100% of Apulia. For the cultivation of this precious alga Andriani has started a partnership with ApuliaKundi, with the aim of preserving the planet's natural resources such as water through a circular economy process.

Packaging details
Box size 250 g
Shelf life
24 months
International certifications
Organic, Gluten Free, OU, AB

SIAL 2022
Hall: 1
Booth: F 84/88

PASTIFICIO AVESANI
www.pastificioavesani.it



RAVIOLE WITH FASSONA MEAT

Ravioli filled with Fassona meat from Piedmont.

Packaging details
200 g tray
Shelf life
45 days

International certifications
IFS, BRC, KAT, BIO

SIAL 2022
Hall: 1
Booth: D 094

BUONA COMPAGNIA GOURMET
www.bcgourmet.it



FRESH POTATO GNOCCHI PATAMORE

The unique taste of homemade gnocchi: no potato flakes or starch, no preservatives, additives, or flavorings. Patamore gnocchi are made with only fresh potatoes (78%), flour, fresh eggs, and salt. Fresh potatoes are high quality ones, steamed in their skin to preserve the nutritional values and delicate taste.

Packaging details
500 g stand-up pouch
Shelf life
45 days
International certifications
BRC, IFS, Organic, SQF Level II

SIAL 2022
Hall: 1
Booth: D 077

DE ANGELIS FOOD
www.deangelisfood.com



RAVIOLE WITH BEYOND MEAT

The first fresh filled pasta in collaboration with Beyond Meat. A mince with peas and rice protein with an incredible taste. Its excellent texture makes it an ideal ingredient for stuffed pasta. Great for human health, contributes to preserving the climate and the animal world.

Packaging details
250 g, 2 servings. Pack made of more than 60% recycled plastic
Shelf life
65 days
International certifications
Gluten free, vegan

SIAL 2022
Hall: 6
Booth: D 070



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

FARMO
www.farmo.com



PROTEIN PENNE

The brand-new Farmo Protein line is ideal for those who looking for a wellness-oriented lifestyle. A series of vegan and gluten-free products, all pea protein-based and soy-free, designed for a high-protein diet, in line with the most popular food trends. Adapted to any lifestyle consumer who likes balanced and tasty products that are safe and have high nutritional values.

Packaging details
250 g paper pack
Shelf life
30 months

SIAL 2022
Hall: 1
Booth: E 160

PASTIFICIO ATTILIO MASTROMAURO GRANORO
www.granoro.it



SPAGHETTI 'DUE MINUTI' GRANORO DEDICATO

The secret of this pasta is in the selection of quality semolina, obtained from wheat harvested only in Apulia and in the use of an innovative draw-plate, specially designed by Granoro and nationally patented for industrial invention. The grooves on the surface of the string of pasta makes Spaghetti 'Due Minuti' Granoro capable of cooking in two minutes, without giving up on the taste.

Packaging details
500 g, cellophane
Shelf life
36 months from date of packaging

International certifications
Recycled paper - Aticelca 501 certified FSC, FSC 22000:2011, IFS, BRC, Organic, kosher, halal, ISO 22005:08, ISO 14001:2004, emas, ohsas 18001-2007, SA 8000:2008, pesticide free and glyphosate free

SIAL 2022
Hall: 1
Booth: G 93

MASTER
www.mammaemma.it



MAMMA EMMA GLUTEN FREE GNOCCHI WITH CHICKPEA FLOUR

Gluten free gnocchi made with 100% fresh potatoes, no potato flakes. 100% natural ingredients, Gmo, preservatives, and additives free. Ideal for celiacs, vegans and athletes. Enriched with chickpea flour (12,6%) to provide a good source of protein and a great source of fiber. Ideal to be cooked directly in a pan, without boiling water, in just 2 minutes.

Packaging details
350 g, 2 portions. Plastic bag inside carton.
Shelf life
60 days, refrigerated
International certifications
BRGS, IFS, FSSC22000, ICEA, FDA, Smeta 4 Pillars

SIAL 2022
Hall: 5B
Booth: L 224

RISERIA VIGNOLA GIOVANNI
www.risovignola.it



'ORIGINI' CAPOLAVORI DI NATURA

A special selection of fine rice varieties belonging to the Vercelli (Piedmont) tradition, skilfully crafted to enhance their unique characteristics of aroma, taste and color. Starting from Verelè, a long-grain and intensely aromatic variety of black rice, Riseria Vignola obtained the surprising rice Rosa Puro (pure pink), Viola Intenso (intense purple) and Nero Assoluto (absolute black), whose colors are totally natural thanks to different levels of stone processing. The collection is completed by Bianco Essenziale (essential white), a superior quality organic Carnaroli.

Packaging details
Retail: 500 g cardboard case made by 100% recyclable FSC paper.
Horeca: 1kg plastic film MAP bag, 5kg plastic film vacuum bag.
Shelf life
500 g cardboard case, 18 months. 1kg plastic film MAP bag, 24 months, 5kg plastic film vacuum bag, 36 months
International certifications
Bianco Essenziale: BioagriCert Organic

SIAL 2022
Hall: 5B
Booth: P 045

follow

PRODUCT SHOWCASE

SAUCES & DRESSINGS

CAMPO D'ORO
www.campodoro.com



TRAPANESE PESTO SAUCE WITH ALMOND FROM AVOLA

The Trapanese Pesto Sauce is a typical pesto of the Sicilian culinary tradition, with a bright red color and a strong aroma of freshly picked tomatoes and fresh basil, with the addition of Avola-almonds, which make it very appreciated by gourmet lovers. To be used for a good pasta dish, to give an extra touch to risotto, for imaginative bruschetta, on toasted bread, to flavour meat and fish dishes.

Packaging details
180 g

Shelf life
36 months

International certifications

BRC, IFS, Iso 22000, Bio, FDA, Kosher and Halal



ALIS - CASA RINALDI
www.casarinaldi.it



WHITE TRUFFLE FLAVOURED CONDIMENT WITH NATURAL AROMA

A new, fragrant oil with the most elegant and noble flavor: white truffle. Casa Rinaldi's European olive oil is combined with the natural aroma of truffle, along with flakes of the precious white truffle, for a condiment with an unmistakable flavor and unique scent.

Packaging details
Glass bottle 100 ml

Shelf life
18 months

International certifications

IFS Broker and Logistics



LA DORIA
www.gruppolaoria.it



ORANGE PUMPKIN PESTO

Pumpkin orange pesto sauce with pumpkin, sweet peppers, and cashews with a touch of curry.

Packaging details
190 g x 6

Shelf life
24 months

International certifications

Brcgs, IFS



ACETIFICIO MENGAZZOLI
www.mengazzoli.it



BALSAMIC VINEGAR OF MODENA 'SENSO'

Mengazzoli Balsamic Vinegar of Modena 'Senso' shows strong and unique organoleptic properties, well-balanced flavors connected in a rich blend full of scents. It may be tasted pure at the end of the meal as a digestive or used to enhance frozen creams, ice creams, maize pies, smoked-fish entrées as well as fat fishes like stockfish and salmon, roasted meat. During the cooking process, it may be added pure or diluted in sauces.

Packaging details

250 ml, packaged by hand in an ancient glass bottle

Shelf life

5 years

International certifications

IGP, Vegan.



SWEETS & CONFECTIONERY

OMNIA GROUP
www.luscious.it



PISTACHIO PESTO WITH GREEN PISTACHIO OF BRONTE PDO

From sweet to savory, Bronte PDO green pistachio pesto has enriched many recipes creating delicious new versions of the dishes we love the most. From first courses to second courses, from pizzas to desserts, pistachio has now become a fundamental ingredient in our kitchens, especially for its ability to enhance some preparations.

Packaging details

200 g, glass vase and metal cap

Shelf life
18 months

International certifications

FDA Usa, Halal, Kosher



F.LLI POLLI
www.polli.com



PESTO ALLA GENOVESE

The Pesto alla Genovese by Polli is inspired by 150 years of expertise and passion for the Italian Cuisine. 100% Italian fresh Basil from CSQA certified supply chain is cold processed within 24 hours from harvest to lock in all of qualities of the fresh basil. Extra virgin olive oil, Italian cheeses and selected pine nuts are added to respect the authentic Genovese recipe. No colorants and no added preservatives.

Packaging details

2 jars x 90 g

Shelf life
36 months

International certifications

Gluten free



A.D.R. - AZIENDE DOLCIARIE RIUNITE
www.sassellese.it



SASSELLESE

Delicious products of the finest pastry, the Sassellesi are born from the encounter between the mixture of ADR's Baci di Sassello and the dark chocolate, which covers these delicious S-shaped sweets, which evokes the country of origin of this specialty, Sassello. La Sassellese began the production of the Sassellesi shortly after his foundation, in the early '60s. On the first production the mold was made wrongly on the contrary, so the pastry appeared as a mirrored 'S'. Even today, to keep unchanged the origin and the shape of the Sassellesi, reverse molds are used. Among the ingredients, carefully selected and of Italian origin, Piedmont Hazelnut, and Rainforest Alliance certified cocoa.

Packaging details

115 g box

Shelf life
8 months

International certifications

IFS, BRC



BISCOTTIFICIO VERONA (MARINI)
www.biscottificioverona.com



MONCREMI - FILLED BISCUITS

A Marini cocoa shortbread with a creamy hazelnuts filling. The crumbly skin perfectly marries the soft, exquisite heart of the product, which is born to give an extraordinary and authentic experience of Italian pastry everywhere in the world. This is one of the new products from the company's brand-new line 'Marini - Pasticceria di Verona', where the central focus is the quality of raw materials.

Packaging details

Box 150 g: plastic tray and cardboard case; 200 g PP bag

Shelf life

12 months

International certifications

IFS, BRC



SWEETS & CONFECTIONERY

CIPRIANI FOOD
www.ciprianifood.com



HAND-WRAPPED CIPRIANI FOOD PANETTONE

A soft and consistent dough, enhanced at the end of cooking with a golden crust. Handmade with natural ingredients, it is characterised by the absence of candied fruit and a clean taste. Flour, butter, eggs, sultanas and natural yeast make it a special cake.

Packaging details

1 kg.

Shelf life

6 months



DOLCERIA ALBA
www.dolceriaalba.it



APPLE AND CINNAMON CAKE

Double layer of soft sponge cake, filled with delicious mascarpone cheese and cinnamon 'semifreddo', decorated with apple jelly and cookie crumble. An authentic excellence of the Italian pastry tradition, known all over the world thanks to tiramisù, mascarpone cheese now meets new flavors that enhance its delicacy and velvety texture.

Packaging details

315 g.

Shelf life

18 months

International certifications

BRC and IFS. Halal, FSC and Rainforest certifications are also available



PESCARADOLC - FALCONE
www.falconedolciaria.com



SOFT AMARETTI COOKIES WITH RASPBERRY

Typical soft amaretti cookies from the real Italian ancient pastry tradition flavoured with raspberry puree.

Packaging details

Lithographed box containing 170 g of product

Shelf life

10 months

International certifications

IFS, BRC, ISO



TEDESCO - ORE LIETE
www.orelieteperugia.it



ORE LIETE ASSORTED BOX

Ore Liete is a delicious assortment of traditional Italian pastries. A sweet temptation, an elegant gift, a classic of Italy's pastry tradition.

Packaging details

450 g, cardboard box with an inside compartment to contain the pastries in an orderly manner.

Shelf life

10 months

International certifications

BRC, IFC



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Real Sicilian Taste!

cd@campodoro.com

PRODUCT SHOWCASE

SWEETS & CONFECTIONERY

FIASCONARO
www.fiasconaro.com



PANETTONE WITH CHERRY AND STRAWBERRY

The new Panettone with Cherry and Strawberry by Fiasconaro enhances the most authentic flavors of the Sicilian territory. The fresh essence of mint blends with the fruity notes of semi-candied strawberries to create a special dessert, covered with Liccia cherry jam, a typical excellence of the Castelbuono area, and with pink chocolate.

Packaging details

Cardboard boxes made with prestigious and natural papers and embellished by the low-relief work carried out with the embossing technique.

Shelf life

4 months

International certifications

FSSC- Food Safety System Certification Scheme 22000



SIAL 2022
Hall: 1
Booth: G 021

G7
www.g7gelati.it



GELATOMADRE FONDENTENERO NOVI

An exceptional ingredient and all the quality of the great Italian chocolate Novi for this new flavour with an intense and lingering taste. Only Extra dark chocolate, with 72% of high quality pure cocoa. Made with only 5 ingredients: high quality Italian fresh whole milk, fresh Italian cream, sugar, 10% extra dark chocolate (cacao min. 72%), 6% low fat cocoa powder. Gluten free.

Packaging details

350 g - 700 ml. Tubs and lids made with recycled plastic. The packaging is recyclable and reusable.

Shelf life

24 months

International certifications

Company certifications: ISO 22000 - FSSC 22000



SIAL 2022
Hall: 5A
Booth: R 178

RIGONI DI ASIAGO
www.rigonidiiasiago.com



NATÙ

Natù is the innovative organic range of light jams in 4 flavors (Apricots, Wild berries, Wild blueberries, Strawberries), a genuine taste for those who pay attention to their well-being. Natù contains 95% fruit, 70% less sugar compared to other traditional jams and is preservative-free and artificial sweeteners-free. Natù is Nutri-score A with a low calorie intake per portion, between 12 and 15 kcal. Gluten free.

Packaging details

240 g jar

Shelf life

18 months from packaging date

International certifications

Organic, vegan



SIAL 2022
Hall: 5A
Booth: E 108

ICAM
www.icamcioccolato.com
www.vaninicioccolato.com



VANINI BIO SINGLE ORIGIN UGANDA CHOCOLATE BARS

Vanini Bio Monorigine Uganda Chocolate Bars are made with fine cocoa produced by Icam Uganda Ltd, a company established to support the Ugandan district of Bundibugyo, where Icam has built a cocoa collection center guaranteeing unique organoleptic properties. Inclusions are all strictly Bio: whole hazelnuts, whole almonds, whole hazelnuts and caramel, and whole salted pistachios.

Packaging details

85 g chocolate bars packaged in a compostable wrapper.

Shelf life

18 months

International certifications

Organic agriculture Europe, Kosher Dairy, Halal, Veganok, Crossed out Ear, Bean to Bar Chocolate, Fairly Traded cocoa beans.



SIAL 2022
Hall: 5A
Booth: D 145

MOLINO ROSSETTO
www.molinosrossetto.com



PRO+ PISTACHIO PROTEIN CREAM

It is a cream with pistachio, 20% whey protein, without added sugars, palm oil and gluten free; also suitable for celiacs or intolerant people. Pistachio protein cream is ideal for all those who follow a high protein diet. A source of energy, vitality and muscle strength.

Packaging details

190 g

Shelf life

18 months



SIAL 2022
Booth: 5B
Booth: J 018

CONAPI SOC. COOP. AGRICOLA-MIELIZIA
www.mielizia.com



MIELIZIA BIO ORGANIC FIGS AND LEMONS FRUIT COMPOTE

Organic Mielizia compotes are obtained without pectin and sweetened only with grape juice and honey from our beekeepers. This organic compote of figs and lemons, respectively from Apulia and Sicily, is made using 72% fruit. The concentration is obtained without adding thickeners and the delicate processing technique preserves the natural aromas of the fruit.

Packaging details

250 g, glass jar

Shelf life

24 months

International certifications

Organic, IFS



SIAL 2022
Hall: 5B
Booth: M 073

VICENZI
www.matildevicenzi.com



MAGNIFICO WAFER LATTE & MAGNIFICO WAFER NOCCIOLA

Matilde Vicenzi interprets with pastry mastery the wafer tradition through the launch of Magnifico wafer cubes, available in two delicious flavors: Milk and Hazelnut. This light and friable wafer pairs with Italian milk or with Italian toasted hazelnuts in a perfect marriage. Both Milk and Hazelnut wafers are free from palm oil, colorings or preservatives. Perfect for every occasion.

Shelf life

12 months.

Packaging details

125 g, flowpack.

International certifications

ISO, BRC, IFS.



SIAL 2022
Hall: 5A
Booth: G 140

IL FORNAIO DEL CASALE
www.gecchele.com



CREPES RIPIENE

Crepes filled with chocolate, packaged in multipacks of 6 freshness-saving units.

Packaging details

192 g. Printed wrapping recyclable in plastic.

Shelf life

60 days

International certifications

IFS



SIAL 2022
Hall: 5A
Booth: G 106

UNMISTAKABLE



THE ART OF PROSCIUTTO

www.devodier.com

VISIT US AT
SIAL
BOOTH 1-E-65

the end



There is two things that Italians can't do without on Easter: chocolate eggs and 'Colomba', a traditional cake that takes its name from its 'Dove' shape (Colomba in Italian). To the most classic recipes, new and innovative products have added, to meet the tastes and needs of modern consumers. Here is a selection of some brand-new delicacies that Italian companies are launching for the 2023 season.

Se la Pasqua parla italiano

Ci sono due cose di cui gli italiani non possono fare a meno quando arriva la Pasqua: le uova di cioccolato e la Colomba, dolce lievitato dalla caratteristica forma. Alle ricette più tradizionali si sono affiancate oggi varianti originali e innovative, per sorprendere i consumatori con nuovi gusti e nuove texture. In questo speciale, alcuni dei nuovi prodotti che le aziende italiane del dolciario presentano in vista della stagione 2023.

Colomba, Lombardy's Easter cake

La Colomba di Pasqua, the 'Easter dove' in English, is Easter's counterpart to the Christmas Panettone and Pandoro, in Italy. This artisanal rich and fluffy cake, that immediately recalls of Spring, is traditionally made with high-quality flour, farm-fresh eggs, sugar, butter, and natural yeast. After rising for at least 30 hours, the dough is baked into the iconic dove shape and finally topped with pearl sugar and almonds. Why a dove? There is some legends surrounding its origins, all connected with the peace - of which the dove is a worldwide symbol - and with the Italian region of Lombardy where it originates.

In one version, the origin of the dove dates back to the battle of Legnano (1176), when the Municipalities of the Lombard League defeated Emperor Frederick Barbarossa. The leader, after seeing two doves alight on the insignia of the League, interpreted it as a good omen and had his loaves in the shape of a dove, to encourage his men. Another legend dates back to the Lombard period, when King Alboino, during the siege of the city of Pavia, which lasted about three years and ended just before the

Easter period, received as a gift from the local population a sweet bread in the shape of a dove as a sign of peace. According to another tale of the Lombard tradition, the first creator of the dessert was San Colombano, a famous Irish monk who came to the court of the Lombard kings that invited him to a sumptuous lunch. Queen Theodolinda had a mountain of delicacies and appetizing meats but San Colombano did not want to transgress the abstinence from meat commanded in time of Lent. To overcome the embarrassment of the situation, the monk agreed to eat the meal after having blessed the courses. When the man laid his hands on, the meat dishes turned into white doves of bread. According to a definitively less romantic (but much more realistic) legend, Easter Colomba was invented in the 1930s by Motta, an Italian confectionery company already known for its Panettone, with the aim of using the same machines and ingredients not only during the Christmas period. While its real origins will remain surrounded by veil a mystery, there is one thing for sure: one slice of Colomba is worth a legion of legends.

Chocolate eggs: Cadbury's exquisite invention

Eggs symbolize fertility and rebirth, and the ancient Greeks, Romans, Egyptians and Persians all used dyed eggs in their Spring celebrations. In the Christian tradition, Easter eggs symbolize the empty tomb of Jesus, from which Jesus was resurrected. Hence, eggs and Easter have been partners for a while, but how did chocolate get involved? It's hard to say who invented the chocolate egg, but it is commonly believed that the first appeared in France and Germany in the early 19th century. They were solid dark chocolate eggs that tasted grainy, coarse and bitter. At that time, chocolate wasn't really all that great: it contained around 50 percent fat, which made it extremely hard to digest. It was in 1866 that the UK-based Cadbury chocolate company imported a revolutionary press that cut out half the candy's fat content, making a smoother, better-tasting form of dark chocolate. In 1875, Cadbury released its first line of chocolate Easter eggs. The earliest Cadbury chocolate eggs were made of dark chocolate with a plain smooth surface and were filled with dragees. It was only in 1905 that Cadbury introduced milk chocolate Easter eggs. To say they were successful would be an understatement.

VICENZI
www.matildevicenzi.com



HEART OF MILLEFOGLIE BOX

An assortment of four different fine crispy and delicate bite-sized puff pastry cookies to enjoy at home or as the ideal gift, expression of Matilde Vicenzi's traditional experience and quality pastry making. Shelf life: 12 months. Weight: 375 g. Packaging details: carton box. International certifications: ISO 9001, BRC, IFS.

PAOLO LAZZARONI E FIGLI
www.chiostrodisaronno.it



COLOMBA FRESH VINTAGE

The Easter Dove Cake Chiostro di Saronno is produced according to the traditional recipe and criteria, through a slow and natural leavening and all ingredients, from flour to milk, eggs to butter, candied fruit to yeast, are of natural origin strictly fresh and genuine, free of preservatives and colorant. Shelf life: 8 months. Weight: 750 g. Packaging details: metal tin. International certifications: BRC.

VANNUCCI
www.vannuccichocolates.com



PETIT GOURMET PISTACHIO EGG

The truly different Easter egg, with a consistent thickness and a very pleasant friability: a very fine milk chocolate egg, dipped in dark chocolate, on which whole pistachios coated with white chocolate and salt crystals are manually distributed. All enclosed with a further shower of fine milk chocolate. Shelf life: 12 months. Weight: 350 g. Packaging details: paper box.

I.N.C.A.P.
www.incap.it/en/



PREMIUM EASTER GIFT BOXES BY CESARE CARRARO

I.N.C.A.P. offers a rich line of customized metal boxes for Easter sweets like Italian 'Colomba'. All the packaging can be customized with the customer's brand and design. Partners can also choose the premium Easter edition line by Cesare Carraro: 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, 400 g; fruit jellies 250, 350 g; Metal box: hard candies: 150, 300, 400 g; fruit jellies: 125, 250, 350 g

LA PERLA DI TORINO
www.laperladitorino.it/en/



ASSORTED MINIATURE EASTER EGGS

Color the Easter with this hand-made gift box for chocolate lovers. It contains 15 assorted miniature Easter double-chocolate eggs: Milk and dark, Milk and white, Dark and white. Each Easter Egg is realized by the expert hands of the company's maître chocolatier and contains a chocolate truffle as surprise. Hand-decorated and packed. Shelf life: 12 months. Packaging details: 15 eggs, 1 tray per box. International certifications: BRC.

LAICA
www.laica.eu



EXTRA DARK CHOCOLATE 72% EGGS

Eggs bags assorted in 4 specialties: extra dark chocolate 72% and stracciatella cream; extra dark chocolate 72% and cocoa cream; extra dark chocolate 72% and almond and orange flowers flavour cream; extra dark chocolate 72% and cherry and pink pepper flavour cream. Shelf life: 18 months. Packaging details: 120 g bag. International certifications: ISO 22000, BRC, IFS, UTZ, RSPO, Kosher, Sedex, Fairtrade

MAJANI 1796
www.majani.com



ASSORTED GOLOSOVINI

The irresistible Golosovo Majani, now also in a mini version. Available in three flavors: extra fine milk and dark chocolate completely coated with roasted hazelnut grains, white chocolate coated with pistachios and salted almonds grains. Ideal as a small gift, but of great effect. Shelf life: 18 months. Weight: 100 g each. Packaging details: Plastic bag + paper box. International certifications: FSSC 22000.

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ASOLO DOLCE

www.asolodolce.it



TINDY STRAWBERRY

Puff pastry cookies with filling: oven baked confectionery product. It is obtained by a cutting edge technology. The fragrant puff pastry contains the delicate strawberry cream. Since 1972, we use traditional Italian recipes to create our products. Each biscuit weights 5 grams of which 3 grams of cream and 2 grams of puff pastry. The cream is anhydrous. Ideal for coffee or tea break. Shelf life: 14 months. Weight: 110 g. Packaging details: PET tray, enveloped by a film (PP-5). International certifications: ISM, BRC, FDA.

PROBIOS

www.probios.it



VEGAN EASTER CAKE WITH CHOCOLATE CREAM

Guaranteed eggs and dairy free, made with sourdough yeast that has been used since 1932 by master bakers, Vegan Easter Cake with chocolate cream Probios is the perfect Easter dessert. The slow and natural leaving gives incredible softness and ensures a unique fragrance and scent and optimal preservation. Made with sunflower seed oil and palm oil free, the vegan Probios Easter cake comes in other delicious versions: Vegan Easter Cake, Vegan Easter Cake with red fruits, Vegan Easter Cake with spelt and, chocolate. Weight: 650 g. Packaging details: paper, plastic. International certifications: Organic, Vegan.

ZAGHIS

www.zaghis.com



ORGANIC CLASSIC COLOMBA

Traditional Easter Italian cake - Leavened sweet dough with pieces of fresh candied orange from Sicily. Covered with crunchy icing with sugar grains and toasted almonds from the Bari countryside. The product is certified organic, has fresh milk, honey and eggs from local producers. Shelf life: 180 days. Weight: 650 g. Packaging details Soft bag in recyclable fabric. International certifications: IFS higher level, Organic.

BALOCCO - INDUSTRIA DOLCIARIA

www.balocco.it



COLOMBA GOCCIOLOTTA

Naturally leavened oven-baked cake prepared with fresh Italian milk, with maxi chocolate chips both inside and outside, full almonds and delicious glaze. Shelf life: 9 months. Weight: 750 g. Packaging details: cardboard. International certifications: BRC, IFS, Halal.

DOLCIARIA MONARDO

www.dolciariamonardo.com



ASSORTED CHOCOLATE PRALINES GIFT BOX

Assorted composition of delicate and tasty chocolate pralines in elegant packaging. Shelf life: 18 months. Packaging details: 225 g box. International certifications: IFS, BRC.

NÁTTÚRA - EUROFOOD

www.nattura.it



DOLCE PASQUA NÁTTÚRA WITH CHOCOLATE CHIPS - NO EXTRA ADDED SUGAR

The Dolce Pasqua Nátúra - Traditional Easter Dessert - with chocolate chips and no extra added sugar is the result of a special recipe with no added milk (*). Its dough is prepared with Type 1 flour and subjected to 20 hours of natural leavening. The delicious chocolate chips complete this delicious and unique recipe. (*some traces may be there owing to other production processes). Shelf life: 120 days. weight: 500 g. Packaging details: cardboard.

BAULI

www.bauli-international.com/en



COLOMBA CLASSICA

Naturally leavened baked product with coating (14,4%). Shelf life: 8 months Weight: 700 g. Packaging details: Cardboard case, Plastic bag, Paper cup. International certifications: BRC, IFS, ISO9001

FLAMIGNI

www.flamigni.it



COLOMBA BELLINI IN GIFT TIN

A soft and flavoured dough enriched with candied peach cubes and Bellini cream, covered with white chocolate and decorated with sugar grains and dehydrated peach petals. The line includes also the 'Rossini' Colomba. Shelf life: 6 months. Packaging details: 950 g in gift tin. International certifications: Haccp.

DOLCERIE VENEZIANE

www.dolcerveneziane.it



BOUQUET MILK AND DARK CHOCOLATE

Shelf life: 540 days. Packaging details: 3.4 kg carton, 16 pieces per carton, 36 cartons per pallet. International certifications: IFS, Certificate of 'artistic and craft company' of the Veneto Region.

DEL CONTE

www.delcontecioccolato.it



SUGAR COATED EGGS

Sugar coated chocolate truffles with soft milk cream filling and matte finish. Shelf life: 18 months. Weight: 700 g Cylinder. International certifications: IFS, BRC, Rainforest, Kosher, Fairtrade, BIO

FREDDI DOLCIARIA

www.freddi.it



FREDDI STARS COLLECTION HAPPY EASTER

Freddi presents its Stars Collection line, dedicated to the Special Days of the year. It celebrates Easter with a premium Cake wholly white: 4 layers of the rich and soft famous Freddi Cake, triple milk & yogurt filling and a decoration of powdered sugar on the top. Freddi Stars Collection line is coming soon. Shelf life: 9 months from production date. Packaging details: Premium box with window. Carton display by 8 cakes x 300 g for an exposition 'ready to sell'. International certifications: Haccp, IBS, BRC, Rspo, Kosher.

MELEGATTI 1894

www.melegatti.it



CLASSIC COLOMBA

The Melegatti Classic Colomba is characterized by fresh eggs, butter, candied fruit and the slow natural leavening of Mother Yeast Melegatti 1894. A soft, naturally leavened baked Colomba cake made tasty by a delicious covering of sugar and almond icing, granulated sugar and whole almonds. Shelf life: T.M.C. 180 days. Weight: 1000 g. Packaging details: 100% carboard box. International certifications: Brags Food safety, FSSC 22000, IFS Food.

the end





www.salumificioviani.com

THE COMPANY

Salumificio Viani turns 100

Prosciutto Toscano PDO and Finocchiona PGI are among the flagship products of the company. Set up as an artisan workshop in 1922, the family-run firm combines traditional recipes with cutting-edge technologies.

Living to a hundred is not something that all companies can boast. And things get even more interesting if the family has always run the business. For this specific reason it might be worth telling the story of Salumificio Viani. Founded exactly a century ago following the intuition of Sollecito Viani, who set up a small artisan workshop in Certaldo, at the heart of Tuscany, between Florence and Siena, in 1922.

From that small and welcoming workshop up until now, the business has come a long way.

With Viani's delicacies - Prosciutto Toscano PDO above all - being widely appreciated in Italy and abroad. Also thanks to the premium quality of the offer and the central role played by the family, as already mentioned. As a matter of fact, the business passed from the father to the son, Alvaro. Under his guidance, the company grew significantly, and gradually expanded until 1997, when the current factory was inaugurated.

Today the business is run by Alvaro's sons, Fabio and Marta Viani, together with Umberto (Fabio's son) who also works in the Salumificio. After having set several slicing lines in the slicing department, a new 8,000-square-meter area was opened, which is exclusively dedicated to the production of dry-cured hams. Thus enabling to combine traditional recipes with cutting-edge technologies.

Prosciutto Toscano PDO

Prosciutto Toscano boasts ancient origins. It was in the 15th century, in full Medici Renaissance splendor, that its production was firstly regulated, yet signs of the art of pork meat preservation in Tuscany can be traced back to the time of Charlemagne. This unique relationship between human and nature takes us to the present day, when Prosciutto Toscano still maintains its typical authenticity and taste that make it an excellent product. Backed by this tradition and the close link with the territory, in 1996 it obtained the Protected designation of origin 'Prosciutto Toscano', thanks to the initiative of a group of producers who set up the homonymous Consortium. The production standard requires rules that must be strictly respected: Prosciutto Toscano PDO can be manufactured exclusively in Tuscany, using fresh legs from six designated Italian regions, thoroughly selected with fixed characteristics. "Only salt and a blend of those natural spices that are commonly used in Tuscan cuisine such as pepper, garlic and juniper, can be employed," explain Fabio and Marta Viani. "No preservatives are allowed: Prosciutto Toscano is naturally matured free from chemical elements. At the end of the ageing process (at least one year from the first salting), and in the presence of an official from the inspection body, the hams which meet the requisite criteria are fire branded with the logo bearing the words 'Prosciutto Toscano PDO'. The slice boasts a brilliant red color, whereas the fat part has a white color with rosy shades."



From left: Fabio and Umberto Viani



Il Salumificio Viani compie 100 anni

Prosciutto Toscano Dop e Finocchiona Igp sono tra i prodotti di punta dell'azienda, nata come piccola bottega nel 1922. Con la famiglia sempre protagonista, in grado di far convivere ricette tradizionali e tecnologie all'avanguardia.

Finocchiona PGI and other salami

Salami are the result of the experience handed down through the original Tuscan and regional recipes. Prepared with the best cuts of meat, Viani's salami are processed by expert hands and finally perfectly matured to suit every taste.

The salami that has always best represented the tradition and spirit of Tuscany is undoubtedly Finocchiona PGI. As a matter of fact, it stands out because of the presence of fennel seeds and flowers, which are added to the dough, and for its smooth texture.

"The highest quality is maintained by respecting the traditional, simple and genuine recipe, which has been handed down from generation to generation," highlights the company. The acknowledgment of the Protected geographical indication is the European quality label that protects and certifies all the elements in the production chain: from farmers and manufacturers to the end consumer. The Consortium guarantees that each single production process takes place in Tuscany, moreover, the compliance with the rules is ensured both by a third Control Body and the Consortium itself.

Salsiccia

Another symbol of the Italian rural tradition is Salsiccia. As can be guessed, the term derives from the union of the words 'salt' and 'ciccia' (the Tuscan term standing for meat). For its production, lean and fat pork's meats are used in the right balance, they are coarsely minced and flavored with traditional aromatic spices used in Tuscany including pepper and a hint of garlic.

Among the most delicious and versatile specialties, salsiccia is suitable for a wide variety of slow to quick-cooking recipes. It has been produced since immemorial time, suffice it to say that there is a reference in The Odyssey by Homer.

THE CERTIFICATIONS

- IFS (International Food Standard)
- BRC (Global Standard for Food Safety)
- UNI EN ISO 22005:2008
- Certificated traceability of meat from pigs born and reared in Tuscany, from the acceptance phase of the pigs to the slaughterhouse until the final shipment of products to the customer
- Entitled to export to the US (USDA/APHIS), since 2016



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FOCUS ON

Food & beverage,

A look at the leading trends that are shaping the industry, in Italy and beyond. Because now more than ever, market knowledge is crucial to build a winning business strategy.

To (early) discover and understand the new consumption trends represents a strong competitive advantage for food manufacturers, especially in a complex historical moment like the one we are going through. Never like today, a proper planning of production might make the difference between life and death, for a company. And if in 2021 we witnessed the rise of new, post-pandemic consumption habits, 2022 has brought in some other small and big revolutions. Here are some interesting trend-topics to consider.

Le nuove frontiere del food & beverage

Conoscere il mercato e le sue evoluzioni è il primo passo per costruire una solida strategia di crescita. E date le complessità dello scenario internazionale, una corretta programmazione della produzione risulta più che mai fondamentale. Il 2022 ha visto il consolidarsi di alcuni grandi trend 'post-pandemici', già in atto nel 2021, e ne ha visti comparire di nuovi e interessanti, in Italia come nel mondo. Ecco allora una panoramica, certamente non esaustiva ma indicativa di alcuni grandi mutamenti in atto.



SINGLE IS BEAUTIFUL

The growing demand for single-servings is the result of a series of factors. First, costs: inflation is eroding consumers' purchasing power and single-use servings allow to satisfy a crave, with a small expense. Second, convenience: it has never been so high in the consumers' agenda and very often single-servings meet the need for ready-to-eat and ready-to-cook options. Third, sustainability: in this case the situation is a little controversial, because on one side single-servings require more packaging, and therefore more materials to be used and packages to be dismissed. On the other, packaging allows to reduce food waste, which is one of the greatest sources of pollution. The correct way, probably, lies 'somewhere in between'.

COMFORT ME, PLEASE

The world is facing a war, the economy is in recession, a resurgence of the pandemic is just around the corner. Unsurprisingly, consumers take refuge in Comfort food. The peak in demand for 'indulgent' products - chocolate on top - is a well-known fact. But the world of Comfort food also includes the re-discovery of traditional flavors and 'timeless classics'. Just to give an example, it is not surprising that for the Summer 2022, big players in the ice cream industry have adapted recipes well-rooted in the hearts (and stomachs) of consumers, at least in Italy. Just to mention a few: Baiocco ice cream, Kinder Bueno ice cream, Locker ice cream, Pan di Stelle ice cream, Togo ice cream and more.

THE GOOD, THE HEALTHY AND THE SUSTAINABLE

Physical, emotional and mental well-being, as well as the safeguard of the environment, are increasingly associated with what we eat. This happens in a thousand different ways. As for products, the search for 'clean and short' recipes continues, preferably with low fat, sugar and salt and at the same time a high level of vitamins and nutrients. Consumers ask for selected, traceable ingredients. As for packages, the attention for sustainability can be found in the use of recyclable or recycled, compostable or reusable materials. Briefly, consumers want a world - and a refrigerator - that is both healthier and planet-friendly. All brands, ready or not, have to deal with it.

GET THE PARTY STARTED

Social distancing has erased months and months of birthdays, anniversaries, weddings and graduation parties. In 2021, we witnessed a real 'revenge party' movement. The first to benefit from it? Sweets and cakes makers, of course. Interesting opportunities have aroused for those businesses and brands that have managed to combine the beauty and goodness of the product with eye-catching packaging proposals, also in terms of home delivery.

BACK TO... OUT-OF-HOME

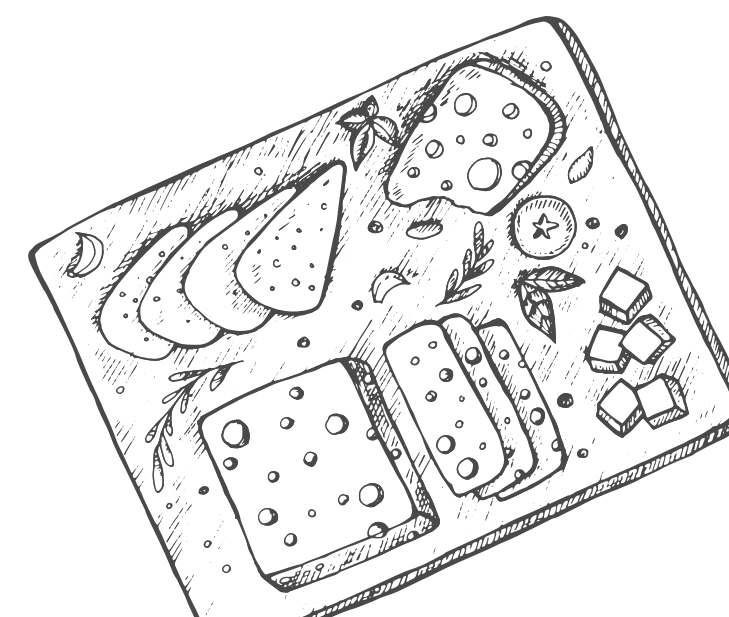
After one year and more in distance learning, in 2021 the youngster finally returned to school, leading to the return of sweet and savory snacks. Many adults have also returned to offices - which in the food sector translates into a return to the sale of snacks, bites, sandwiches and ready meals. This latter category, in particular, is undoubtedly among the liveliest on the shelf from the point of view of new launches and new recipes. Other people have instead turned smart working into their new normal, opening up interesting opportunities to fill the void of a quick, but home-made lunch break. The challenge is open.

FOOD? A PERSONAL MATTER

The 'All for one, one for all' motto is not much appealing in food. Specific needs need specific responses, both if we talk about healthy needs (gluten free, lactose free etc.) or lifestyles needs (vegetarian, vegan, etc.). Customization on consumers and on products launched therefore a must. An example? Danone recently a line of 'Healthy Aging' powder drinks on the Asian market dedicated to an adult target and designed for consumption at three different times of the day (morning, afternoon and evening), providing the right nutrients at the right time.

KNOWLEDGE IS POWER

According to recent market studies, about 50% of consumers claim that they would increase direct purchases from manufacturers (D2C). For businesses, this allows to gain a whole series of useful insights on consumers and their preferences, and thus create products in line with their demands. Today, data is the key to success for brands across all industries. It is therefore not surprising that big corporations like PepsiCo and Heinz have chosen to go down this path with the launch of their own e-shops such as PantryShop.com, Snacks.com and Heinz to Home.



actually

PLANT BASED, CULTURED OR FERMENTED

If until a few years ago the ultimate frontier of food innovation were plant-based products, today the attention of consumers and brands is focused on cell-based substitutes (cultivated meat and dairy, for instance). Until now, the major obstacle to the spread of these products was represented by the high production costs, and thus final sales price. Nevertheless, the gap is narrowing and the landing of these products on supermarket shelves has just begun. Another frontier in the alternative-proteins industry, which is fast developing, is the use of precision fermentation. The Israeli start-up Remilk is going toward large-scale production of precision fermentation-derived dairy proteins with the rebuilding of the largest facility of its kind in Denmark, Europe.

PROTEINS ROCK

If there is a trend that is turning the shelf upside-down it is that of products with added proteins. Starting with yoghurt, yoghurt to drink and spoon desserts that are high in proteins and low in sugars, fats and lactose. These products meet the request of two types of consumers: sportspeople, since high-protein foods help build muscle; and 'common people' captivated by the opportunity to indulge in something sweet without the guilt.

HEALTHY & PREMIUM INGREDIENTS

No brand can resist to the temptation of launching new products where the main ingredients are replaced by 'more healthy' alternatives. This is especially the case for pasta, biscuits and snack. There are countless examples, from fresh pasta (with pea flour) to potato chips (with chickpea flour), passing through dry pasta (with spirulina algae). And if ingredients are not healthy by definition, they are probably going to be premium. An example above all? Truffles: truffle oil, truffle chips, cheeses with truffles, pasta with truffles, just to name a few.

GUT UNDER THE SPOTLIGHT

The well-being of gut flora balance is a matter of concern for many consumers, and the offer is growing accordingly. A survey conducted by Kerry Taste and Nutrition says that in the last six months one in four consumers have eaten a product containing probiotics, up by 20% compared to 2019. On the shelf, Kefir is no longer relegated to a corner, but it is proposed in many flavors and formats. Next to it, a large selection of probiotic yogurts.

THE PRIVATE LABEL AWAKENS

The Private Label matter should be addressed on a case-by-case basis, considering the different penetration rates across countries. However, a look at the European macro-scenario shows, according to IRI data, a drop in PL sales in 2021 and a recovery in 2022. The good quality/price ratio that characterizes these products gives a strong contribution to the category, now that inflation is back, but an important role is also played by an offer capable of keeping up with the consumers' changing demands.

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Naturally Good



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FOCUS ON

beverage

CHINA: NO ALCOHOL? NO PROBLEM!

While consumption of NoLo drinks in China is lower than other countries', the sector boasts a significant growth potential. Data research companies Tmall Innovation Center (TMIC) and Kantar expect such a market to grow and generate 10.5 billion euro in sales by 2025. In 2021, the NoLo market in the Land of the Dragon reached 3 billion euro. Moreover, the overall e-commerce sales for the segment increased by 42% year-on-year. Amongst different products, soda and pre-mixed cocktails appear to be the most popular. Tea-based NoLo drinks also show good growth potential, as tea is deeply-rooted in the Chinese culture. Other popular NoLo alternatives include rice wine, dew wine and highball.

IT'S A SUGAR-FREE WORLD

The market demand proves that consumers are ever-more on the hunt for little to no sugar beverages. According to market research company Mintel, in the last five years the top three countries that have launched reduced-sugar and sugar-free beverages were the UK (15%), immediately followed by Germany (13%), and France (10%). In the EU27 and UK, the sector has committed to reduce average added sugar in beverages by 10% between 2019 and 2025. The EU soft drink sector has delivered a 3.6% reduction in average added sugars in the 2019-2021 span, marking a 17.7% reduction since 2015 (in all soft drinks except for water and juices).

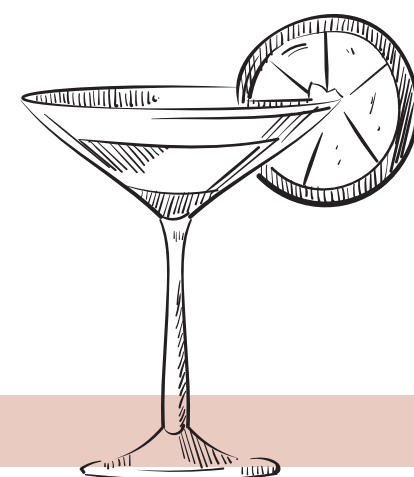


SPICE IT UP WITH JUICY SMOOTHIES

On the one side, traditional flavors such as orange, apple, grape, and lemon will always be an evergreen, on the other, though, people are always on the hunt for new ingredients to satisfy their palates, such as tropical fruit medleys, and all sorts of fruit and vegetable combinations. According to Statista, global sales in the "other juice, juice mixes and smoothies" segment will be around 38 billion euro at the end of 2022. A market volume of 45 billion euro is expected by 2026, recording an annual growth rate of 4.4%. In terms of quantity, the market volume is predicted to comprise 16 billion liters in 2026. The US market is particularly interesting, with a sales volume of 5 billion euro expected in 2022.

FERMENTED DRINKS: A TOAST TO GOOD HEALTH

Boosting the immune system and fueling our body with high-quality nutrients is driving a rapid growth in fermented beverages especially in the US and Western Europe. According to estimates, probiotic beverages are expected to achieve over 77 billion dollars in sales by 2025, almost double the revenue generated worldwide in 2018. Kombucha has been leading the category for quite some time now, and water kefir is also gaining momentum, as is the fermented Mexican soda Tepache.

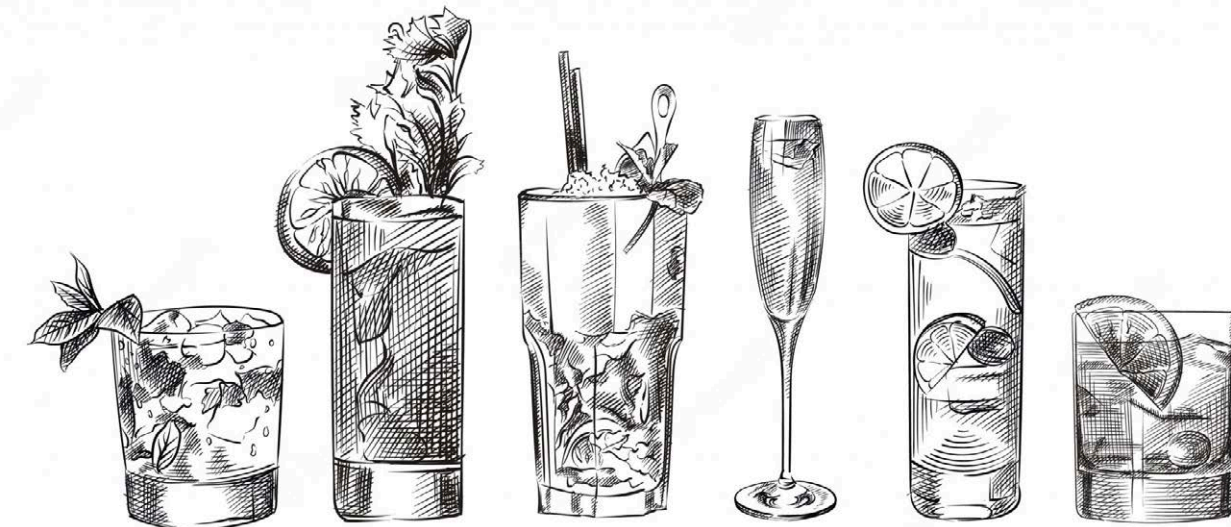


FANCY A DRINK? DIY!

While some may have enjoyed following online mixology tutorials to create their own home-made cocktails during the pandemic lockdowns, ready-to-drink beverages (RTD) continue to make headlines as the fastest-growing alcohol beverage category even in 2022. According to Nielsen Premium Panel data, the sector accelerated 171% in 2020, and shows no signs of slowing down this year. With high-quality ingredients, authentic flavors, options between low-calorie, sugar and alcohol or premium spirits, grab-and-go cocktails are here to stay.

WINE IN A BOX, MANY OPTIONS ON THE BLOCK

Demand for bag-in-a-box wine has spiked globally during the pandemic. In the US, Insider reported sales increased by 53% in March 2020, compared with like-for-like sales a year earlier. In Canada, boxed wines were up 77% that month versus March 2019. In France, Nielsen reported a 43% increase. Boxed wines have long been associated with poor quality, yet industry experts suggest that many premium wine houses are investing in this direction. Moreover, a box preserves wine for about four weeks compared with only a day or two for a bottle. Boxed wine is proven to be more hygienic and sustainable, in particular for restaurants. With each three-liter box generating about half the carbon dioxide emissions to that of a glass bottle, boxed wine is also cheaper to transport, stock and more environmentally friendly.



BEER: WHAT'S BREWING NEXT?

The beer world has changed drastically this last decade. NoLo beers have been on the market for quite a while, but they had not experienced an increase in popularity up until recently, with brewmasters constantly studying new recipes. Over the past few years, the purchase of bottled beers has remained stagnant while canned options have gotten increasingly popular. Like non-alcoholic beers, the demand for healthier options is growing significantly. For instance, Japanese 'Asahi' beer has been on the rise. It is a rice lager, and just like American ones, these beers are made with rice and malted barley. The result is a light-colored beer with a light flavor profile. There is also higher carbonation present that calls for a drier finish.

CLEAN LABEL AND PREMIUM ON THE RISE

'Drink less, drink better': while there has always been an appetite for premium beverages, the sector has undeniably enjoyed a boom over recent years. And according to IWSR this trend shows no signs of slowing down. The widespread success of higher-quality beer and spirits has accounted for most of the recent growth in premium alcohol sales. Drinking less has also led to greater willingness to spend extra on the drinks people do consume, presenting opportunities for premium products in all markets. Fun fact: younger drinkers are the key drivers of premiumization. 54% of 18-34 year-olds are likely to choose a premium drink versus just 35% of those over 55.

HYDRATION: A SERIOUS MATTER

There's nothing better than drinking a refreshing glass of water to stay hydrated during the hot spells. In 2021, still water sales have continued their pattern of popularity, building on record numbers from the peak pandemic period. According to IRI, unit sales for bottled water in June were up 3.7% year over year and 7.4% compared to 2019. Although less of a sales' powerhouse in 2022, unit sales for seltzers and sparkling waters were up 7.2% in a two-year comparison and the category is a wellspring of experimentation.

the end



Our De 'BAITA' is not just a bresaola.



In the heart of the Rhaetian Alps, in Northern Italy, Valtellina Valley is the place Bresaola has its origins. For our customers we want and seek the best meats and use secret traditional recipes. Our care accompanies the entire drying and curing process and we personally check every phase that leads to the birth of our special bresaola. Its unmistakable taste is the result of all the passion that only the artisans who, like us, have been cultivating a love for tradition for generations know how to put into their creations.

So De 'Baita' is not simply a Bresaola, but a Bresaola De 'Baita'.

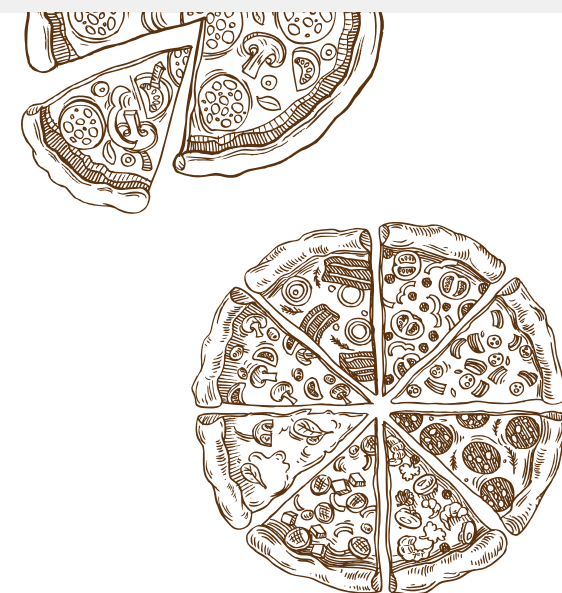
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Quality is the key



ZOOM



Frozen pizza: champion of innovation

Quality and creativity drive the category's growth around the world. North America is the largest market in terms of revenue, but the Asia-Pacific region is expected to witness the fastest CAGR until 2031. All because of the pandemic? Not exactly.

A convenient, stress-free, at-home meal that appeals to the entire family? Pizza, of course. The global frozen pizza market size was valued at 17.3 billion dollars in 2020, and is expected to generate over 39 billion dollars by 2031, witnessing a CAGR of 7.96% from 2022 to 2031, Allied Market Research data point out. Looking at major distribution channels, retail accounted for the largest share in 2020 (89% share), and is projected not only to maintain its lead position but also to portray the largest CAGR of 7.9% from now until 2031. No surprise, then, that over the past two years we have witnessed an exponential increase in size and variety at the frozen pizza aisle. This happened in Italy, in Europe, in the United States and across Asia too. Hence, although North America holds the highest market share in terms of revenue, accounting for more than two-fifths of the global frozen pizza market in 2020, the Asia-Pacific region is expected to witness the fastest CAGR of 8.5% from 2022 to 2031. But which are the new wants and needs of post-pandemic consumers?

The 'New Age' of frozen pizza

A reduction in out-of-home eating occasions and the desire for comfort food have added tailwinds to what was a fast-growing category already. In addition, with inflation eroding consumers' purchasing power, enjoying pizza in a fine Italian restaurant has become quite an expensive experience nowadays. Thus, a large number

of consumers have been drawn, maybe for the very first time, to the frozen pizza aisle searching for stress-free, family-pleasing options. But the pandemic was not the only growth driver for the category. Poorly considered just until a few years ago, frozen food is now becoming one of the 'hot-test' grocery aisle also thanks to an increasingly wide, varied and hyper-innovative offer able to fulfill all needs, including special dietary needs.

Frozen pizza provides incredible customization opportunities, and personalization is definitely high in the food industry's agenda. Pizza is also one of kids' most favorite food at all latitudes, even if many have questioned the bad consequences of eating frozen pizza regularly. In order to fix this issue, companies are coming up with healthier variations of their pizzas, also using healthy, organic ingredients as well as toppings that deliver taste and nutrition alongside.

North America: the realm of innovation

Frozen pizza sales in the US have been rising steadily: up from 4.98 billion dollars in 2019 to 5.47 billions in 2020, to exceed 6 billions in 2021 (Statista). A competitive landscape, where flavor and product format innovations

drive a stream of new product launches.

According to IRI, for the 52 weeks ending March 20, 2022, category leader DiGiorno (Nestlé) fell 1.3% to sales of 1.4 billion dollars. The no. 2 brand in the category, Red Baron from Schwan's Consumer Brands, saw sales grow 2.9% to 990.0 millions. Another notable gainer for the year is Caulipower, up 5.6% to 78.1 million dollars. 'Veggie' alternatives are indeed hitting the market: in 2020, the Canadian brand Oggi Food also debuted California Pizza with cauliflower crust (vegan, gluten free and plant-based), as well as two entirely plant-based pizzas in collaboration with Beyond Meat.

"In the last year, Nestlé's frozen pizza brands have released multiple new products that span different eating occasions throughout the day," says Adam Graves, president, pizza and snacking, Nestlé USA. These innovations include new products that step into breakfast territory, like DiGiorno Breakfast Croissant Crust Pizza, available in three varieties: Eggs Benedict Inspired, Sausage & Gravy, and Cinnamon Roll.

Other brands, like Schwan's Consumer Brands, have instead tried to fill the void for special die-

tary needs: the company recently launched its new Freschetta Gluten Free pizza. "As consumers strive to make small, manageable changes to their health and wellness lifestyle, our provides that perfect stepping stone to achieve their goals without sacrificing the great pizza taste they love," says Maddie Essman, senior marketing manager. "Better-for-you" is the no. 1 fastest-growing segment in frozen pizza, and Freschetta pizza is a leader in productivity and incrementality within the segment," he adds.



And in Italy?

According to the Italian Frozen Food Institute (Iias), the frozen pizza markets size has reached 254 million euro in value. Category leader is still the classic Margherita (110 million pie-

ces consumed), and nevertheless over the past two years we have witnessed an explosion of innovation in our frozen pizza aisle too. Premium options are multiplying, just think of Roncadin's new 'ExtraVoglia' line, launched in 2021 (a 30 cm diameter pizza with a crunchy crust and a rich topping). Gluten-free is another fast-rising trend - Molino Spadoni recently presented a dedicated, ovenable line. A special mention goes then to Italpizza's '26x38' and 'La Numero 1' iconic lines. The latest addition? Italpizza 26x38 Margherita Saporita con Pecorino Ajo, inspired by the flavors of Sardinia.



Pizza surgelata: campione d'innovazione

Qualità e creatività guidano la crescita del comparto nel mondo. E se il Nord America resta il primo mercato per volume d'affari, la regione Asia-Pacifico conoscerà, da qui al 2031, il tasso di crescita più sostenuto. Tutto 'merito' della pandemia? Non esattamente.

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DISCOVER

To meat or not to meat...



The nutritionist's opinion

According to Luca Piretta, doctor, gastroenterologist and nutritionist, a balanced diet is the Mediterranean one, when it complies with the Larn (Nutrient and energy reference intake levels) criteria. For instance, 45-60% of the energy should be provided by carbohydrates, 25-30% by fats and about 12% by proteins. According to the 2018 Revision of Italian Dietary Guidelines, a 100-gram serving of meat on a weekly basis would be appropriate. The portions of milk and dairy products, on the other hand, can be up to two or three a day. "For those willing to adopt a diet free of meat, milk and milk derivatives, the range of available food choices changes, but the proportions between nutrients must remain the same", Piretta explains. So, which are the main cons of vegan diet? The main one, according to Piretta, is the lack of vitamin B12. "Many scientific papers have also documented deficiencies in vitamin D, calcium, zinc and selenium, which can be nevertheless integrated with other foods". What about the nutritional properties of 'alternative' food and beverage products? "Vegetable drinks have very different characteristics from milk since the quantity of calcium, proteins and fats, as well as vitamin D, are significantly lower", explains Piretta. "As far as alternative meats are concerned, products made from plant proteins or with gluten are valid substitutes. However, let's not forget that they are very often ultra-processed products. This does not mean that they are bad but, according to a series of studies, ultra-processed food is less healthy than the natural one".

follow

A journey through the market of alternative protein products, are they plant-based, cultured or fermented. With a glimpse at how the Italian scenario is evolving, and how leading brands are investing in this new business.

When it comes to 'alternative' proteins, it is very likely to get confused. The sector is indeed so lively that, thanks to increasingly advanced technologies, it has followed different paths. Basically, for 'meat analogues', the market offers two main types of products: plant-based and cell-based. Alongside them, a new technology is making its way very quickly: that is precision fermentation. In recent years, an increasing number of consumers have decided to experience new foods, including the 'alternative' ones, and an array of new products have been hitting the shelves, also in Italy. The protagonists of this revolution are not just vegan start-ups, but also well-rooted meat companies, that decided to take a step in this (almost opposite) direction.

A fast-growing market...

Meat substitutes, which have represented a niche market in Italy until a very short time ago, look now more and more like a 'mass phenomenon'. The ethical and environmental ideology behind them - together with a tasting experience that is increasingly similar to the one provided by 'the originals' - are winning over even the most skeptical consumers. According to recent market data provided by Bloomberg, the global market for

alternative-protein products will grow exponentially, passing from over 44 billion dollars this year to almost 162 billion in 2030. And meat substitutes, in particular, will account in 2030 for almost half of the market (today they represent less than a quarter of the market, with the largest share belonging to milk substitutes).

... and an equally fast-growing inflation

The current economic scenario, where prices are rising and consumers' purchasing power is shrinking, is particularly concerning for producers of meat analogues, whose prices are on average higher than those of conventional products, even in 'normal times'. An analysis by Kantar, reported by the Financial Times, says that in the first eight months of 2022, in UK, sales of plant-based meats grew by only +2.5%, against the +40% experienced in 2020 and the +14% recorded in 2021. The same is going on in the US where, according to Spins data, sales fell by 0.4% in the 32 weeks ending in August, after falling by 0.5% last year (while they were up 46% in 2020). An example of all: the Financial Times reports that Beyond Meat, whose shares fell to less than a 10th of the results achieved in 2019, has revised down its projections.

Sostitutivi della carne: i trend di mercato e l'offerta italiana

Un viaggio alla scoperta del mercato dei prodotti alternativi, dai plant-based alla clean meat, passando per la fermentazione di precisione. Una panoramica delle aziende italiane che hanno scelto di investire in questo nuovo business, con il lancio di prodotti nuovi e innovativi. Un comparto che tuttavia oggi deve, come gli altri e più di altri, superare lo 'scoglio' inflazione.

The main technologies that come into play

Plant-based

They are made from proteins of pulses, nuts, seeds, cereals and tubers. The fat part comes from products like canola oil, coconut oil or butter and sunflower oil. The plant proteins are bined together with methylcellulose, used as a thickener and emulsifier. Additives are often used to provide color and consistency, and vitamins and minerals are added to improve their nutritional values and to make them more similar to animal-protein products, as regards taste and texture.

Cultured

Cultured meat - also known as cell-based, cultivated, lab-grown or clean meat - comes from the harvesting the cells of a living animal. It is indeed made of the same cell types arranged in the same or similar structure as animal tissues, thus replicating the sensory and nutritional profiles of conventional meat.

Fermented

The precision fermentation technology replaces animal proteins using microbes (like yeast, bacteria and molds) to produce specific ingredients. Other fermentation types are 'traditional' and 'biomass'. Traditional fermentation is mainly utilized for applications in non-dairy beverages due to its capability of fortification using probiotics. Biomass fermentation, instead, is mainly utilized to produce proteins extracted from microbes that can be used in alternative meat.

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DISCOVER

Granarolo

www.granarolo.it - www.unconventionaltaste.com

The Granarolo Group has entered the world of alternative meat with the 'Unconventional' range, 100% plant-based. Created and produced in Italy, it boasts a very short list of ingredients (only 12, of which the main one is soy, and without any type of preservative). The Unconventional plant-based burger, available in the refrigerated counter, cooks in a pan in a few minutes without the need to add fat. In its practical two-portion 110 g pack, it is a source of fiber and proteins (17 g per serving). After launching the Mini Burgers, in the 6 x 30 g format, in October 2021 the line was enriched with two new fresh products: the plant-based Sausage (90 g x 2) and the plant-based Fillet (90 g x 2). On the occasion of Cibus 2022, last Spring, the Unconventional Outlet was also launched: '0% chicken but 100% flavor', made from wheat and soy, it is rich in fiber and proteins, crunchy and tasty. Not fried but baked in the oven, and available in a 180 g (90 g x 2) format.



Amadori

www.amadori.it



The Amadori Group, a specialist in the poultry sector, enters the plant-based market with the 'Ama Vivi e Gusta' line (Love, live and taste). The line consists of three fresh products - Birbe (nuggets), cutlet and burger - based on pea protein and without soy. The pack is made with 60% recycled plastic. "Contrary to what most people think, the client target is not represented by vegans and vegetarians: over 90% of those who eat these products also eat meat, but have decided to reduce its consumption," Valentina Fioretti, marketing brand manager explains. A new market and a new business vision for the Group, therefore, which could have direct effects on the protein sector. As confirmed by the Ceo, Francesco Berti: "We are the protein company par excellence. In addition to being among the leaders in the field of white meat proteins, we are also entering the world of pink proteins - thanks to the acquisition of Rugger Lenti (historic Italian cooked ham producer, ed). And now, with the 'Ama, Vivi e Gusta' line, we are entering the green protein sector as well." But what has pushed the group in this direction? "Always attentive to the needs of consumers, we have carefully investigated both global and Italian trends. We have therefore worked on this line to give them what they need and we did it by following two important cornerstones: innovation and supply chain work."

MartinoRossi

www.martinorossispa.it

Specialized in the production of functional products derived from cereals and pulses, MartinoRossi has launched a line of powdered plant-based mixes based on pulse flours, to which just water and oil have to be added in order to prepare ragù, burgers and vegetable balls. Among the major 'pluses' of the line: the fact of being dry, and therefore storable in non-refrigerated environments, have a shelf life of at least 24 months, and a very short list of ingredients: "MartinoRossi's R&D department has worked with great responsibility to obtain a clean label product," Matteo Angri, R&D manager explains. "The core of which is made up of only four ingredients, and 90% of it is made up of pulses". MartinoRossi mixes are available in three formats: large customizable formats for the industry, designed to be inserted into recipes and production processes; 300 grams packs for Horeca, designed for restaurateurs who want to include plant-based dishes in their menus; and a range of smaller packages (100/130 g) under the Beamy brand, for grocers.



Joy Food - Food Evolution

www.foodevolution.it



Joy Food, known with the 'Food Evolution' brand, is dedicated to 100% plant-based products that recall the conventional ones based on meat: 'ParePollo' (soy strips) 'PareManzo' (soy stew) and 'ParePancetta' (diced soy). "We have recently added to the line two burgers, ParePollo and PareManzo, and we are currently working on the creation of ready-made dishes", explains the Ceo, Alberto Musacchio. "Our frozen products are distributed, so far, in some large-scale grocery retail chains. But our goal is to grow also in the Horeca channel, creating tailored recipes for restaurants that want to include this type of product in their menus." The company is the only one in Italy to have a High Moisture Wet Extrusion plant, whose technology allows to stretch the protein cell mechanically and create a meat-like texture without the need for any binders.



FelsineoVeg

www.felsineoveg.com

With the Good&Green line, Felsineo offers several recipes for the plant-based market: from plant-based cold cuts to plant-based cubes, up to vegetable burgers. Particularly rich is the offer in the segment of plant-based cold cuts with the 'Biologica' (Organic) lines which include different types of products: 'Delicate', with lupine and fairtrade pepper; 'Gourmet', which recalls traditional flavors like raw ham, salmon, roast chicken, spicy salami, turkey and truffle; and the new 'Gluten Free' ideal for those suffering from coeliac disease, flavored with turkey and raw ham. Also in the ingredients sector, Felsineo is on the shelf with the sweet bacon-flavored plant-based cubes, suitable for the preparation of many recipes. "The products of the Good&Green line are made according to the innovative Mopur (registered) production process," Arnaud Girard, sales & marketing director explains. "An exclusive recipe that requires the use of sourdough and organic flours based on cereals and pulses capable of giving plant-based cold cuts captivating flavors and aromas and a unique texture." Felsineo products are available for both grocery retailers and the Horeca sector.



the end



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A FAMILY PASSION

DISCOVER

A taste of 'Eataly' in Munich

An overview of the main activities and corners available at the shop located in the heart of the Bavarian city. Which aims at promoting a real understanding of the Italian premium food&beverage heritage.

Eat, shop and learn. The motto echoes clear throughout the 4,600-square-meter building in the name of "la dolce vita" at the very heart of Munich, in Germany. We are talking about the first German Eataly, the Italian luxury food retailer, which opened its doors back in 2015 in the historic *Schrannenhalle*, a significant commercial and cultural center in the city, with the aim of bringing the former market back to life.

The two-story location boasts a variety of more than 10,000 high-quality made in Italy products, divided among various counters, such as 'Pane & dolci', 'Macelleria', 'Pizza alla pala & enoteca', 'Gastronomia', 'Salumi & formaggi', without forgetting the 'Frutta & verdura' corner.

A private events' space, a cooking



school with a rich masterclass program, a restaurant and an 'Aperol Spritzeria', a wine shop, an Illy café and a patisserie, together with a Venchi corner complete the picture.

After all, the appetite for Italian

at the end of the year made in Italy food exports in the world could be worth 60 billion euro. And none other than Germany, year after year, appears to be the main destination market for Italian specialties, even before the US. As a matter of fact, notwithstanding the rising inflation and therefore cost of living, Germans will not cut their usual monthly spending on premium Italian food & beverage. Above all, regional cheese and cured meat specialties, together with traditional ready-to-go sauces, all pasta types and extra virgin olive oil are the most requested and appreciated food items by Germans.

Hereafter, a brief overview of the core options available at the Eataly shop in Munich, which we visited at the beginning of September.

A platter of regional cured meats and cheeses



Whole Parmigiano Reggiano cheese wheels are the first thing that guests are met with once they enter the store. An entire aisle is dedicated to the wide variety of cheese specialties: from Asiago, Fontina and Gorgonzola, to Pecorino Toscano, Mozzarella di Bufala and Caciocavallo, to name just a few. The same emphasis is placed on meat and cured meats: from aged Prosciutto di Parma to spicy salami, Coppa, Mortadella, and Culatello di Zibello. Without forgetting the most famous Italian meat cuts: above all the Fiorentina steak, and beef Tagliata. Moreover, at the 'Salumi & formaggi' counter, consumers are given the opportunity to learn and taste the difference between all regional styles of cheeses and cured meats.

The three Ps: pizza, pasta and pantry

The most popular Italian dishes? Pizza and pasta, of course. Whether it is one or the other, Eataly offers a wide variety of options at the store in Munich. As for pizza, for instance, an entire counter is dedicated to Pizza alla pala (the Roman-style pizza), which is served on its namesake paddle. Furthermore, the aisles are crowded with all kinds of pasta: from shortest to longest shapes. Without forgetting flavored pasta, as well as gluten-free options. The most requested type? The bronze-extruded pasta from Gragnano, nearby Naples, according to the store manager. From spaghetti to pizza, many beloved Italian dishes start with a simple ingredient: tomato sauce. A wide variety of ready-to-go Italian sauces – from the above cited tomato sauce to basil pesto, and earthy Italian truffles – is on display at the supermarket. In order to make the task of preparing a fulfilling at-home dinner easier, Eataly offers a variety of curated bundles all year long. Many of the food boxes are equipped with pasta, a sauce and a bottle of cold-pressed extra virgin olive oil. The latter, the king of the Italian cuisine, according to the store manager is also among the most requested and appreciated products by Germans.



Weekly deals on fruit and vegetables



An entire corner of the store is dedicated to fruit and vegetables. Displayed with care in wicker baskets on market-like stalls, all the fresh produce is loose. There is no plastic packaging in sight. Indeed, hanging from the counter there are paper bags. With the help of a store assistant, consumers can choose from the baskets and weigh their products. Guests can also buy freshly-squeezed orange juice, which they can get themselves at the dedicated squeezer. In order to increase sales in the category, at the moment, consumers can benefit from a 30% discount on the overall fruit and vegetable selection every Wednesday, explains the store manager.

Premium wines and Spritz-mania



Located in the lower floor, the 'Enoteca' offers a wide selection of bottles of premium wines, carefully chosen from the 20 regions of Italy, including old and collectible ones. A recurring event hosted in the Enoteca is the 'Vino Festival'. On the occasion guests will have the chance to meet an expert on the matter and taste a variety of wines: from white to red, including rosé options. What seems to be a recurring topic while walking the aisles of the supermarket is the Italian tradition of aperitif. So much so that at Eataly Munich there is an 'Aperol Spritzeria', a bar entirely dedicated to the aperitif hour. The most requested drinks? Spritz and Negroni, without a doubt!

Masterclasses and Italian regional weeks



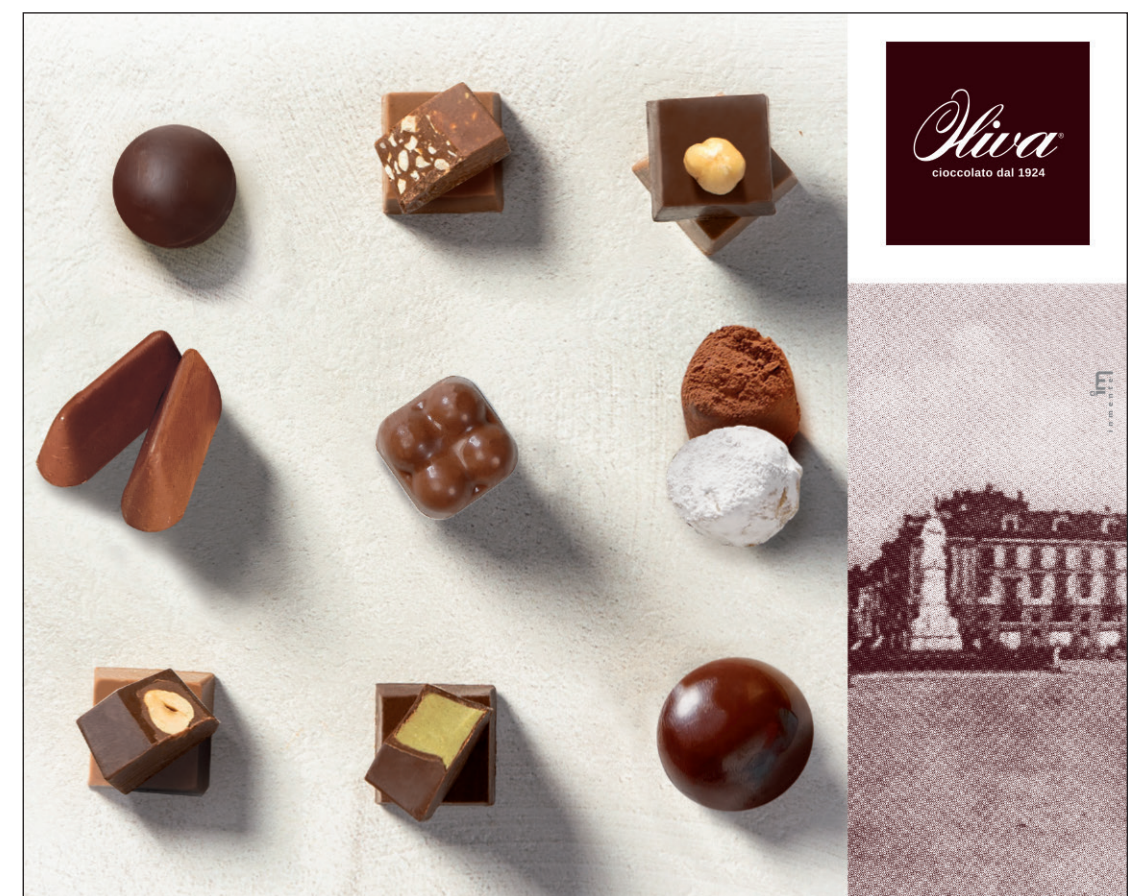
At Eataly Munich, activities are a weekly occurrence: from masterclasses to learn how to cook the most famous and traditional Italian dishes, through cheese and wine tasting experiences, all guided by chefs and experts, without forgetting the thematic weeks, that is culinary tours organized to unclosethe all the most iconic specialties of all Italian regions, from the mountains in Piedmont to the beaches of Sicily. Many are also the events set up by the restaurant and bar: such as the 'Fryday', which is celebrated every Friday with fritter specialties, and the 'Pizza al padellino', a variety baked and served in small, round pans.

BREAKING NEWS FROM EATALY

The entry of Andrea Bonomi's Investindustrial into the capital of Eataly with a majority stake (52%) has been formalized. On the agenda there is a capital increase of 200 million euro and a concomitant purchase of a part of the shares. "The capital increase is aimed at supporting Eataly's growth in Italy and in the world, through the expansion of flagship stores on a global scale and through the development of new formats, and at acquiring the remaining 40% of Eataly's business in the US," state Investindustrial and Eataly in a note. Created in 2003 by Oscar Farinetti, Eataly currently boasts 44 stores in 15 countries including the US, United Arab Emirates, Japan and Brazil. In the US, Eataly is already active with eight flagship stores and in Middle East-Asia it is currently present with 16 franchised stores.

Un angolo Eataliano a Monaco

Promuovere le eccellenze enogastronomiche del Bel Paese. Questo l'obiettivo di Eataly, che nel 2015 a Monaco, in Germania, ha dato nuova vita allo storico mercato della Schreinerhalle. Un riassunto della nostra visita allo store.



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MARKETS & DATA

EXPORT ON THE ROLLER COASTER

Italian foreign trade keeps growing: 2021 closed with stunning results, partially confirmed also in the first semester of current years, in spite of considerable uncertainties. Most of them, connected with what is going on in Eastern Europe.

Last year Italian exports reached the record value of 526 billion euros, up by +18% on a yearly basis. In the first six months of 2022 it recorded a further 22.4% growth, yet affected by the rising inflation: if export volumes rose by 2% (consumer goods +6.6%), export values increased by nearly 20.1%.

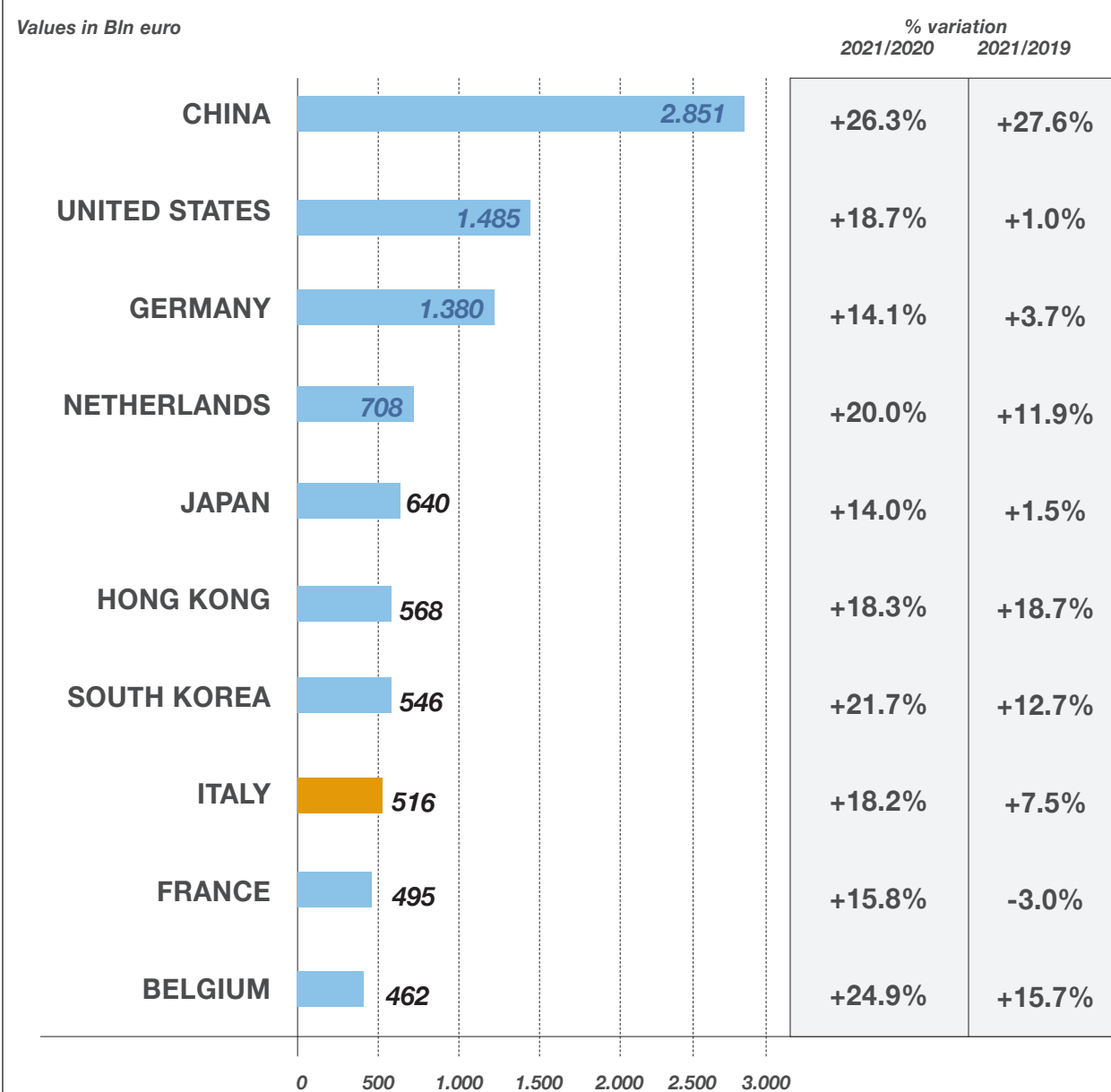
An encouraging sign, this 2% growth in volume, "considering the extraordinarily high base from which it derives [the 2021 result, ed]. If we take the top 10 world economies, in 2021 Italian exports did better than the US, UK, France and Germany compared to the pre-pandemic period," Carlo Ferro, president of the ITA Agency, explained during the presentation of the 36th ITA Report on foreign trade, held in early September. The consequences of the war in Eastern Europe are central to the debate. With data showing a -17.6% drop in exports to Russia since the beginning of the war. And yet, "in 2021 our exports to Russia and Ukraine represented less than 2% of national exports," said ITA's president. "Projected on an annual basis, from March onwards sales losses to Russia would reach 33%, which is still less than 1% of the total exports of Italy." "The real issue - adds Carlo Ferro - is what we import: energy and strategic raw materials."

What is going on in Ukraine will therefore shape the future of our exports, that now seem to be running on an uncontrolled 'roller coaster'. The expression was used, just a few days after the presentation of the Istat-ITA report, by Sace, export credit company controlled by the Italian Ministry of Economy, which presented its 2022 Export Report. The report's goal is to provide strategic information to expo-oriented companies to help them planning accurate business strategies, while being well aware of the fact that making predictions in what seems an unpredictable scenario is an extremely complex task.

The incontrovertible fact is that, after decades, the geopolitical risk has returned to be crucial. As the director of the Italian Institute for International Political Studies (Ispi), Paolo Magri, points out: "2022 was supposed to be the year of the return to the future, which, however, looks more and more like a return to the past, amidst the cold war, energy crisis and stagflation." The worst risk, especially for countries that heavily rely on exports like Italy, would be the return of two opposing political-economic blocs: a world once again divided in two. "It seems impossible - Magri adds - but in recent months we have discovered that interdependence, which we considered an absolute value, is not that absolute."



WORLD'S LARGEST EXPORTERS OF GOODS IN 2021



Source: ITA elaboration on FMI and Eurostat data

Sace's scenarios

In the basic scenario formulated by Sace - which faces a gradual resolution of the conflict - Italian exports of goods will grow in value by 10.3% in 2022 and by 5% in 2023, when they will reach 600 billion euros. However, Sace explains, "the double-digit value increase in exports expected for 2022 will be mostly driven by price hikes, while volumes will grow at a much smaller rate (+2.6%). Cost issues are expected to ease in 2023: +5.0% in value, compared to +4.0% in volume.

The other two scenarios depicted by Sace return, respectively, a more negative and a more positive picture. The negative one assumes that, if the Russian-Ukrainian conflict were to intensify, our exports would grow at a rate of 9.1% this year (-1.2 percentage points compared to the base scenario) and would register an increase only slightly above zero in 2023 (+ 0.5%; -4.5 p.p. compared to the baseline). In the positive one, which however has a more modest probability of occurrence, if the conflict were to be resolved quickly and 'positively' for both parties, Italian exports of goods would grow by 11% in the current year (+0.7 p.p. compared to the baseline) and 8.3% in 2023 (+3.4 p.p.).

What to expect from the agri-food sector

Agri-food products are among those that have best dealt with the pandemic crisis, highlights Sace. In 2021, global sales reached the all-time high of 52 billion euros (+11.8%), supported by some high-performing sectors such as bakery

and confectionery (+18.8%), wine (+12.4%), cheeses and dairy products (+12.3%). Food commodity prices also hit record highs in 2021. Russia and Ukraine together supply more than 30% of world exports of wheat, about 20% of those of corn and 80% of sunflower oil.

The overall prospects are positive and an export growth of 9.2% is forecasted this year. The good trend is expected to continue also in 2023 (+5%). Furthermore, Italy is second in the world (after the US) for exports of organic products, which accounted for 5.6% of made in Italy agri-food exports in 2021.

The new export geography

Eastern European countries are, inevitably, those destined to suffer the effects of the conflict for longer.

Advanced Europe suffers instead from the disruption of the supply chains, especially the energy ones. Energy self-sufficiency and domestic demand will be supporting North American imports; while the distance from the war, the relative isolation from global value chains and energy sufficiency will be crucial for most Latin American countries. In some markets Italian exports will be particularly dynamic, according to Sace. This is the case of the Middle East, primarily the United Arab Emirates, which are benefiting from the rise in energy prices and the rush to new supply sources. While in South America, namely Mexico and Colombia, Italian companies will face interesting opportunities by entering

local supply chains. Finally, in the Asian area, China's market potential remains strong but the most interesting opportunities arise in countries such as Vietnam - where the industrial sector is undergoing profound transformation - and India, where our sales of intermediate goods will enjoy the fast development of some Indian industries in food processing and personal care.



Export sulle 'montagne russe'

Non si arresta la crescita del commercio estero italiano. Che archivia un 2021 da record con un +18% tendenziale, a 526 miliardi di euro, e prosegue la sua corsa anche nel primo semestre di quest'anno nonostante le evidenti dinamiche inflazionistiche. Molte, però, le incognite per i mesi a venire. A cominciare dagli accadimenti nell'est europeo.



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Importers of Italian 'home-flavors' since 1957

The CETA trade agreement, the war-related inflation, the quality certifications. But also market trends, labels and major trade shows. Today's Canadian food market in an interview with the buyer Armando Loiero.

It is a leading importer and distributor of specialty Italian and Mediterranean food products to Western Canada, thanks to a wide and varied offer aimed at grocery retailers like Walmart, foodservice operators and industry, as well as its two own specialty grocery stores in Kootenay Street and Victoria Drive, Vancouver. Bosa Foods, founded in 1957 by Augusto Bosa, is one of those companies that have contributed to spreading the knowledge of Italian food products Overseas, and continues its journey still today, as Armando Loiero, buyer, told us.

How did your long-lasting story begin?

Toward the end of the 50s Augusto Bosa, pioneer of his time, began to import Italian specialty food into Powell River where there were a large number of Italian immigrants working in the mines and the lumber and pulp mills. Sourcing and bringing to them the finest traditional Italian products contributed to recreate a 'feeling of home', even if they were far away from it.

How has the company evolved, through the years?

Today Bosa Foods continues the work of Augusto Bosa. Even though it services a larger demographic, it is still committed to the same purpose: bringing true Italian cuisine to the table. In 2006, the third generation of the family built a modern 5,000 sqm distribution centre and two retail stores where people can find over 5,000 SKU's of specialty products belonging to the Italian or Mediterranean food tradition.

What kind of products?

We import plenty of products: cheese, deli meats, olive oil, tomato, vinegar, preserves, pasta, pulses and much more. I don't think there is a product category that we do not import (he smiles, ed). Of course we import several Italian brands, but the core of our business are Private Labels.

Which Private Labels?

We have more than 20 PLs. This choice comes, on the one hand, from the need to satisfy the national labeling regulations (labels in French and En-

glish, Nutrition Facts written in a certain way and so on); on the other hand, our brands are synonym for high quality and we could never distribute a product that we can't completely rely on: our brands are just like our company image.

Let's go back to products: which are the most requested today?

Over the last years, and more precisely since CETA came into force, we have definitely increased the import of cheeses and deli meats from Italy. A trade deal which not only allowed to cut on duties, but also to start importing products that were not allowed before. More in general, Canadian consumers are asking more and more for 'authentic' Italian and European specialty food.

Are you going to further widen your offer?

Unfortunately, the current geopolitical situation in Europe and the price increases determined by the war are temporarily halting our desire to adding new products to the range. The goal we have set ourselves is to focus even more on what we already have, and to widen our range only if necessary, perhaps upon request from clients.

Is Canada also experimenting a return to inflation?

Definitely, and we now see the first consequences. Because of the uncontrolled inflation, the Central Bank raised interest rates and this will probably cause a recession, which will almost certainly turn into job losses.

Which are, in your opinion, the major obstacles to the promotion of Italian food abroad?

As an Italian I can say that what we miss, most of the time, is precision. Delays in orders, different volumes and different packages with respect to the ones agreed are just some examples of how complicated it can be, sometimes, to promote Italian food abroad.

What would you suggest to a company willing to enter the North American market?

My suggestion is: wait. The current uncertainties in the global scenario and the price increase we already mentioned are not a good starting base.



Victoria Drive
store outside
and inside



Furthermore, now the market is also quite saturated and competitive.

In order to work with you, which criteria should they meet?

Companies willing to start a dialogue with us necessarily need to own the certifications that assess not only that they respect high food safety measures, but also and above all high quality standards.

One last question related to trade shows: which are your not-to-be-missed ones?

In Europe, we mainly attend as visitors Cibus, Tuttofood, Sial and Anuga. In America, the most important are the Fancy Food Show in New York and Las Vegas.

Bosa Foods: "Dal 1957 importiamo in Canada i sapori dell'Italia"

È uno dei più grandi importatori e distributori di specialità alimentari italiane e mediterranee del Canada occidentale. Con una ricca e variegata offerta destinata a insegne della Grande distribuzione come Walmart, al mondo Horeca e all'industria. Oltre che distribuite nei suoi due punti vendita al dettaglio in Kootenay Street e Victoria Drive, a Vancouver. Bosa Foods, fondata nel 1957 da Augusto Bosa, è una di quelle aziende che ha permesso all'agroalimentare italiano di affermarsi Oltreoceano. La sua storia è quella di un'azienda tutt'ora a conduzione familiare (giunta alla terza generazione). A raccontarcela è il buyer Armando Loiero.



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INSIGHT CANADA

The Land of opportunity



A stable financial market and a sophisticated logistics' network. An overview of the country of Maple Leaf's retail landscape. The top consumer-oriented imported products, and the fastest-growing categories. The benefits of the trade agreements.

It has long been considered as the Land of opportunity. A top destination for companies looking to expand their footprint internationally. Also, thanks to a mature market with a highly-integrated supply chain. The Land of Maple Leaf, indeed, supports 153 million dollars worth of daily two-way trade in agri-food products. Given the proximity to the US, Canada represents the largest overseas market for American consumer-oriented products, with exports reaching nearly 18 billion dollars in 2021 – accounting for 23% of the total value of US consumer-oriented exports worldwide. Opportunities for non-American food & beverage companies seem to be limitless too. Especially thanks to the implementation of trade agreements such as CETA. The strategic partnership between the EU and Canada has recently turned five. And despite still being provisional, it has proven to be of particular importance in the current geopolitical context. With both Canada and the EU benefiting from the agreement. This is what emerges from the 'Retail Foods' report carried out by the United States Department of Agriculture (USDA), which analyzes 2021 performances and trends. An overview of the Canadian multi-faceted retail landscape, the opportunities for foreign players in the agri-food sector, with a focus on the fastest growing categories.

The Canadian retail landscape

Canada's retail market is mature and largely consolidated. Over 80% of Canadians live in the country's 15 largest cities, making urban centers the nuclei of retail activity. Five main retailers - three traditional grocers and two general merchandisers - stand out from the Canadian multi-faceted retail landscape, accounting for nearly 76% of grocery sales in 2021: Loblaw (28%), Sobeys (20%), Metro (11%), Costco (9%), and Walmart (8%). The remainder of the market is represented by smaller regional retail chains, including 6,800 independents and 27,000 small and independent convenience stores across the country. Ontario, Quebec, and British Columbia represent 61% of Canada's retail market and are the provinces in which most of the convenience, drug, grocery, and mass merchandise stores are located.

In 2021, Canada's food, beverage and alcohol retail sales reached 110 billion dollars overall, including alcohol sales of 20 billion dollars. The steady shift from brick-and-mortar to e-commerce retailing continued last year. Consumers did not give up on the convenience of shopping online (e.g., click-and-collect). In the second half of 2021 however, as Canada removed Covid-related restrictions, consumers seemed to be comfortable with shopping in brick-

and-mortar again. Currently, 12% of the grocery retail sales volume comes from e-commerce transactions.

E-commerce investments persist

As growth of the grocery e-commerce sales in the second half of 2021 stabilized, the major traditional retail banners continued to invest significantly in the grocery digital landscape and online fulfillment capabilities as a way to maintain a competitive position on the market. According to a Euromonitor report, both Loblaw and Sobeys have taken steps towards amplifying their digital presence. The former expanded its click-and-collect online grocery shopping service in different store brands. Meanwhile, the latter launched an online grocery business (Voilà, an automated warehouse as its fulfillment center) in partnership with UK-based e-commerce company Ocado in June 2020.

Strong opportunities for the US...

Despite being a mature market, in Canada opportunities for US food & beverage companies have remained strong. Especially since approximately 90% of Canada's nearly 37 million consumers live within 160 km of the US border. As a matter of fact, in 2021, Canada was the third market for American agricultural exports at 25 billion dollars. For new-to-market and new-to-export firms, Canada offers a stable financial market and a sophisticated logistics network that supports 153 million dollars worth of daily two-way trade in food and agricultural products.

US exports of consumer-oriented products to Canada reached 18 billion dollars in 2021 representing 55% of Canada's total category imports from abroad. Recently implemented Canadian trade agreements with third country trading blocs - such as the EU-Canada Comprehensive Economic and Trade Agreement (CETA) - have also contributed to increase agricultural export competition in the Canadian market.

...and the EU thanks to CETA

September 21, 2022 marked the fifth anniversary of CETA's provisional application. The EU-Canada Comprehensive Economic and Trade Agreement, has yet to be formally ratified by 11 out of the 27 member states (Belgium, Bulgaria, Cyprus, France, Germany, Greece, Hungary, Ireland, Italy, Poland, and Slovenia). Yet the bilateral agreement has proven to be of particular importance in the current geopolitical context. As a matter of fact, two-way trade in goods between the EU and Canada has increased by 31% over the past five years reaching 60 billion euro, with even higher growth of 41% in trade in food and agricultural products EU goods' exports to Canada have increased by 26% since CETA came into force. Ca-

nada has benefited from the agreement too since its exports towards the EU grew by 33%, reaching a 100-billion-dollar turnover. As far as Italy is concerned, national agri-food exports towards Canada have recorded a 36.3% increase, reaching 7 billion dollars in 2021.

Among the most performing sectors, there are fresh produce (+80%), and beverages, drinks and vinegar (+24%).

The most imported products?

In 2021, Canadian imports of consumer-oriented products reached 32 billion dollars. As a mature market with a highly integrated supply chain, much of the competition for the Canadian market share is with other US and Canadian food products already established in the market. As already stated, indeed, the American share represents 55% of Canada's total category imports from abroad, following from a great distance there is Mexico (8%), Italy (4%), France (3%), China and the UK (both at 2%), and the rest of the world accounts for the remaining 26%. Last year, according to the Trade data Monitor, the top three consumer-oriented imported categories in Canada were fresh fruit (4.2 billion dollars), bakery goods, cereals, and pasta (3.03 billion dollars), and fresh vegetables (2.8 billions). Wine and related products rank fourth (2.3 billions), soup and other food preparations (1.5 billion dollars) position in fifth place. Chocolate & cocoa items follow immediately after with 1.4 billion dollars, processed fruit at 1.3 billion dollars positions seventh. Moreover, processed vegetables generated a 1.27-billion-dollar turnover, immediately followed by dairy products (1.21 billion dollars), and finally coming tenth are pork & pork products (1.15 billions).

The fastest growing categories

Over the next five years, among the packaged products category, the dinner mixes are expected to grow by 23%. The chilled meal-kits category (dinner mixes, prepared salads, and chilled ready meals) experienced positive sales growth in 2021. Consumers' demand for meal-kits with added health benefits and clean labels continues to be a driving factor for strong sales. Canadian consumers are consistently looking for healthy products and are increasingly prioritizing the reduction of red meat consumption.

Health and environmental consciousness are indeed driving the demand for plant-based and alternative-protein products. The trend was exacerbated by the Covid-19 pandemic, when health became the primary concern for most Canadians – especially for the Land of Maple Leaf's aging population and

the Gen-Z consumers. Healthy living standards are transcending medical health to include food, exercise, and broader lifestyle issues – where food and supplements are no longer distinct.

Canadian consumers' increasing concern for environmental issues is also driving demand for eco-friendly, sustainable, and energy-efficient pro-

ducts. Consumers increasingly make purchasing decisions based on their perception of environmental friendliness, sustainability, and animal welfare. Reflected in Canada's Zero Plastic Waste initiative, sustainable product packaging that supports a 'circular economy' is increasingly a selling point as consumers take a closer look at the products they purchase.

Canada: il Paese delle opportunità

Un'economia solida e in crescita, unita a una rete logistica altamente integrata. Una panoramica dei principali retailer e dei prodotti più richiesti dai consumatori canadesi. I risultati degli accordi commerciali di libero scambio.

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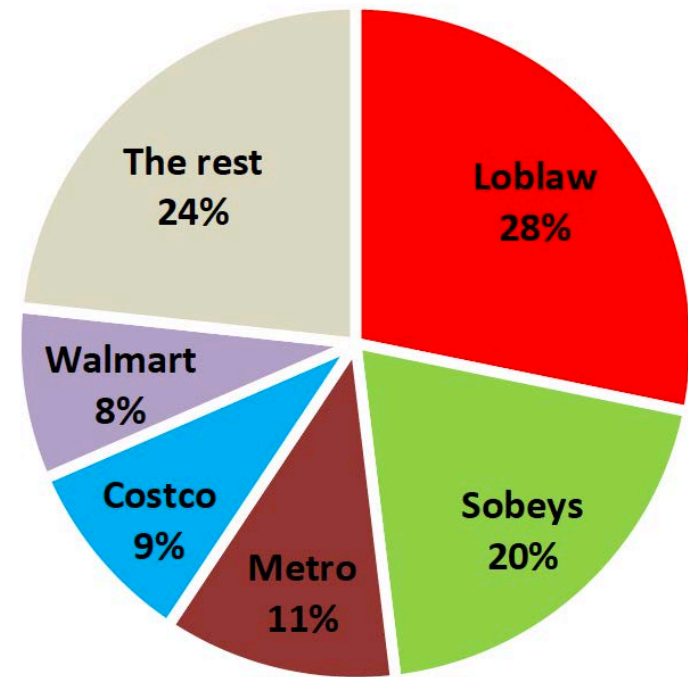
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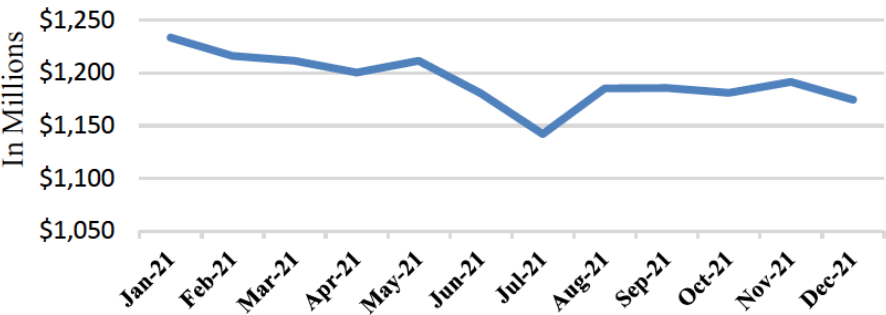


TOP CANADIAN FOOD RETAILERS (BY RETAIL SALES) – 2020



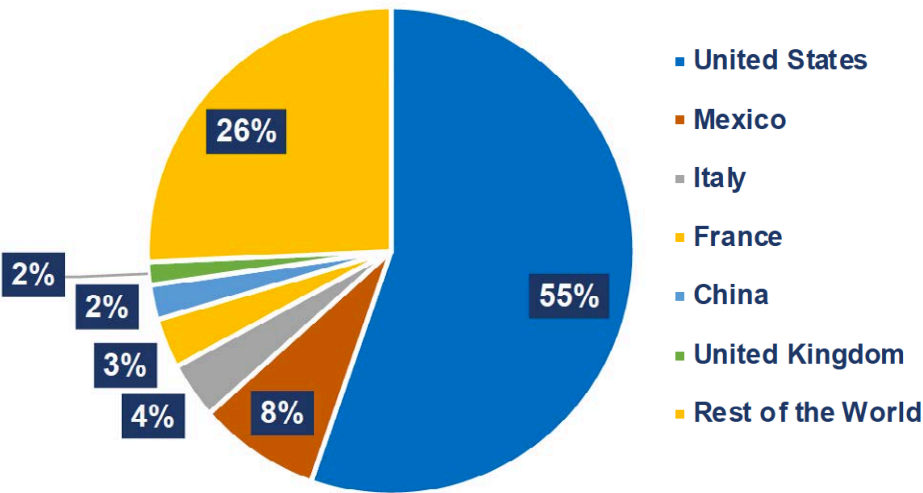
Source: Who's Who Report 2021 (Canadian Grocer)

CANADIAN RETAIL SALES 2021



Source: Statistics Canada and Euromonitor International

2021 CANADIAN IMPORTS OF CONSUMER-ORIENTED PRODUCTS (32 BILLION DOLLARS)



Source: 'Retail Foods' by USDA

2021 IMPORTS OF LEADING CONSUMER-ORIENTED PRODUCTS (IN MILLION US DOLLARS)

Description	CO Imports Global \$	C.O. Imports U.S. \$	Share %	Leading Competitors
Bakery Goods, Cereals, & Pasta	3,037	2,232	73%	Italy, China, and Mexico
Fresh Vegetables	2,897	1,734	60%	Mexico, China, and Guatemala
Fresh Fruit	4,212	1,637	39%	Mexico, Guatemala, and Peru
Soup & Other Food Preparations	1,957	1,559	80%	China, Sweden, and Taiwan
Dog & Cat Food	1,064	958	90%	Thailand, China, and Italy
Pork & Pork Products	1,151	924	80%	Germany, Italy, and Spain
Chocolate & Cocoa Products	1,475	799	54%	Switzerland, Belgium, and Germany
Beef & Beef Products	1,140	757	66%	Mexico, New Zealand, and Australia
Non-Alcoholic Bev. (ex. juices, coffee, tea)	1,047	734	70%	France, Switzerland, and Italy
Dairy Products	1,215	728	60%	Italy, New Zealand, and France
Tree Nuts	1,075	702	65%	Vietnam, Turkey, and Philippines
Processed Vegetables	1,275	678	53%	China, Italy, and Spain
Condiments & Sauces	884	664	75%	Italy, China, and Thailand
Processed Fruit	1,341	574	43%	Mexico, China, and Thailand
Wine & Related Products	2,326	497	21%	France, Italy, and Spain

Source: Trade Data Monitor



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