



THE ITALIAN FOOD MAGAZINE

BUYER'S • GUIDE

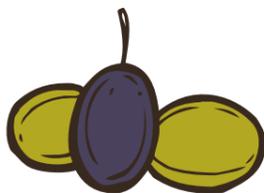


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On the route of olive oil

Oleotourism is now a reality. With a very precise objective: enhancing a priceless food, social, and historical heritage. Protected by a newly established national Consortium.



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Sustainability: the time is now

It's the path to the future. And a 'must' for food and beverage manufacturers. To reach the EU Green Deal targets, and to be successful as well. The best practices and the latest achievements of some forefront players.

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The Pasta Revival



Covid-19 boosts sales in Italy and worldwide. A sector characterised by great innovation. In which premium goods, products made with 100% Italian wheat and legume-based specialities are all the rage. The analysis of Unione Italiana Food.

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Beer? Yes, but alcohol free!



The global market of the most famous fermented drink is booming. New consumption habits are involved. Global Market Insights report sheds light on this fresh trend.

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PRODUCT SHOWCASE

Mediterranean Diet: more than just food

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WINE

PINK IS THE NEW RED

Is it still, sparkling or semi sparkling, the rosé wine business is skyrocketing on a global scale. And now that the open-window season has begun, Italian wineries, from North to South, are ready to hit global markets with an array of perfumed, fresh and lively pink bubbles. In the following pages, a selection of Italian bottles for all tastes and pockets. To be enjoyed cold or lightly chilled.

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EDITORIAL

by Federica Bartesaghi

The Mediterranean Diet ranks 1st

For the fourth consecutive year, the Mediterranean Diet climbs the 'Best Diets 2021' ranking made for US News by a panel of experts in nutrition. And therefore firmly positions itself on the first step of the podium, ahead of 38 other diets from around the world. A record that fills our country with pride since Italy is, in the global imaginary, the symbol of this millenary eating habit. Now, Italians are probably more proud than ever, considering the harsh debate that has been animating the European Commission over the past months: that of traffic-light labels.

In May 2020, the European Commission announced, as part of its Farm to Fork strategy, the adoption by the end of 2022 of a harmonized and mandatory nutrition labeling to help European consumers make healthy food choices. More precisely, the Nutri-Score, the traffic-light labeling system developed by France, has already been adopted by several other EU countries (Germany, Belgium, Spain, the Netherlands) and could soon be implemented across Europe.

For this reason, last September seven countries (including Italy) presented to the European Agriculture Council a non-paper that rejects both the use of a scale of colors for evaluating foods, and the generic reference to 100 g of product used by this scheme, which penalizes quality products that are normally consumed in small portions: "Color codes have not shown to be effective in helping consumers evaluate the real nutritional quality or value of food. Therefore, an EU-harmonized front-of-pack nu-

tritional labelling should consider foods as part of the wider context of the daily requirements of a healthy diet."

As part of the fight against Nutri-score, Italy's government has offered the Commission an alternate proposal, called NutriInform and based on a 'battery-powered' symbol. Italy's preferred approach would show consumers the nutritional contribution in relation to their daily needs. "A food should be judged according to its quality and to the context it belongs to. There is nothing good or bad in itself", the president of Federalimentare (the Italian f&b trade association), Ivano Vacondio, explains. "This is an evident assault to an industry, like ours, that over the past 10 years has increased exports by 90%."

The topic will remain central in the months ahead. Positive judgments on our diet, by American doctors, are therefore warmly welcomed. Not surprisingly, the United States is the first destination market for our food & beverage exports beyond the European borders.

"It's generally accepted", US News explains, "that the folks in countries bordering the Mediterranean Sea live longer and suffer less than most Americans from cancer and cardiovascular ailments. The not-so-surprising secret is an active lifestyle, weight control, and a diet low in red meat, sugar and saturated fat and high in produce, nuts and other healthful foods. The Mediterranean Diet may offer a host of health benefits, including weight loss, heart and brain health, cancer prevention, and diabetes prevention and control".

La Dieta Mediterranea è la numero uno

Per il quarto anno consecutivo, la Dieta Mediterranea scala la classifica americana 'Best Diets 2021' realizzata da un panel di esperti nutrizionisti per US News. E si posiziona così saldamente sul primo gradino del podio, davanti ad altri 38 stili alimentari diffusi nel mondo. Un primato che riempie di orgoglio il nostro Paese, che nel mondo è il simbolo di questo stile alimentare millenario. Anche considerato il logorante dibattito che sta animando l'Europa di questi tempi: quello relativo alle etichette 'a semaforo' sui prodotti alimentari.

Nel maggio 2020, la Commissione europea ha annunciato, come parte della sua strategia Farm to Fork, l'adozione entro la fine del 2022 di un'etichettatura nutrizionale armonizzata e obbligatoria per aiutare i consumatori europei a fare scelte alimentari salutari. Più precisamente il Nutri-Score, il sistema di etichettatura 'a semaforo' ideato in Francia, è già stato adottato da diversi altri Paesi europei (Francia, Germania, Belgio, Spagna, Paesi Bassi) e potrebbe essere presto implementato a livello comunitario.

Per questa ragione lo scorso settembre, sette governi (tra cui l'Italia)

hanno presentato al Consiglio europeo dei ministri dell'Agricoltura un documento che respinge sia l'utilizzo dei colori come strumento di valutazione degli alimenti, sia il generico riferimento a 100 grammi di prodotto usato da questo sistema, che penalizza i prodotti di qualità che sono normalmente consumati in piccole porzioni. "I codici a colori - si legge nel testo - non hanno dimostrato di essere efficaci nell'aiutare il consumatore a valutare il reale valore e la qualità dei cibi. Perciò, un'etichetta nutrizionale armonizzata a livello UE dovrebbe considerare i cibi nel più ampio contesto delle esigenze quotidiane di una dieta sana, incoraggiando la varietà, la moderazione e un corretto equilibrio tra i vari gruppi di alimenti".

L'Italia, tra i principali antagonisti del Nutri-Score, ha così proposto un'alternativa, il NutriInform Battery, che si basa non tanto sui singoli alimenti, quanto piuttosto sulla loro incidenza all'interno della dieta. L'etichetta, pensata come una batteria, reca l'indicazione di tutti i valori relativi a una singola porzione consumata. "Un alimento va giudicato per la qualità e per lo stile di vita nel quale si inserisce.

Non esistono cibi buoni o cattivi a prescindere", commenta il presidente di Federalimentare, Ivano Vacondio. "È chiaro che questo è un attacco rivolto a chi, come la nostra industria, ha incrementato nel 90% il proprio export in 10 anni."

Il tema, dunque, è e resterà centrale anche nei mesi a venire. Ben vengano, quindi, i giudizi positivi sulla nostra dieta da parte dei medici americani. Non a caso, gli Stati Uniti sono il primo mercato di destinazione del nostro export agroalimentare oltre i confini europei.

"È generalmente riconosciuto", sottolinea US News, "che gli abitanti dei Paesi che si affacciano sul Mar Mediterraneo vivono più a lungo e soffrono meno di cancro e disturbi cardiovascolari rispetto a molti americani. Il segreto, poi non tanto sorprendente, è uno stile di vita attivo, il controllo del peso e una dieta povera di carni rosse, zuccheri e grassi saturi ma ricca di prodotti freschi, noci e altri alimenti sani. La Dieta Mediterranea può offrire grandi benefici per la salute, tra cui la perdita di peso, la salute del cuore e del cervello, la prevenzione del cancro e del diabete".



MILD OR SPICY...
INIMITABLE GORGONZOLA



PALZOLA





NEWS

ORGANIC PRODUCTS: NEW NORMS, IN ITALY, TO IMPORT FROM THIRD COUNTRIES



According to the decree entered into force on 4th April, Italian imports of organic products from third Countries may be carried out only by those who are registered in the 'importers' category of the national list of the organic operators. The latter, for the management within their competence of the Certificate of inspection, will have to use the Traces system and will be able to send the validation request to the e-mail address 'pqa5.notifica@politicheagricole.it'. Moreover, importers will have to transmit a prior notification of goods arrival to the Italian ministry of Agricultural, food, and forestry policies (Mipaaf) and to the Customs agency, using the services made available by the Organic information system. This operation has to be done within seven days before the arrival of each batch at the customs entry point. Any changes will have to be communicated in the 24 hours before the scheduled arrival date.

Prodotti biologici: nuove regole in Italia per l'import da Paesi terzi

In base al decreto in vigore dal 4 aprile, le importazioni italiane di prodotti biologici da Paesi terzi potranno essere effettuate solo dagli iscritti nella categoria 'importatori' dell'elenco nazionale degli operatori biologici. Questi ultimi, per la gestione di propria competenza del Certificato di ispezione dovranno utilizzare il sistema Traces e potranno trasmettere la richiesta di validazione all'indirizzo di posta elettronica 'pqa5.notifica@politicheagricole.it'. Gli importatori dovranno inoltre trasmettere al Mipaaf e all'Agenzia delle Dogane una comunicazione preventiva di arrivo merce, utilizzando i servizi resi disponibili dal Sistema informatico biologico entro sette giorni antecedenti l'arrivo di ogni partita al punto di ingresso doganale. Eventuali modifiche dovranno essere trasmesse entro 24 ore antecedenti la data di arrivo prevista.

ITALIANS LIKE AMERICAN SNACKS. PURCHASES RISE BY 60%

In 2020 American snacks purchases have increased by 60% in Italy, as the analysis carried out by the e-commerce platform American Uncle reveals. The Italian region which consumes the highest quantity of American products is Lombardy (16.7%). Followed by Lazio (10.30%) and Campania (10.23%). Conversely, with respect to the cities, Rome ranks first (7.21%), followed by Naples (5.28%) and Milan (4.28%). The research has also shown the identikit of the average consumer of this 'comfort food': a man who is under 35 years old and lives in a city in Northern Italy. Among the most purchased snacks, brands such as M&M's, Fanta, Oreo, Airheads, Reese's, Pringles, Doritos. And Kinder, which is the only Italian brand in the rank.

In Italia cresce del 60% l'acquisto di snack made in Usa

Nel 2020 l'acquisto di snack made in Usa ha visto una crescita del 60% in Italia. A rivelarlo, i dati dell'analisi realizzata dalla piattaforma di e-commerce American Uncle. Al primo posto della classifica delle regioni che consumano prodotti statunitensi, la Lombardia (16,7%), seguita da Lazio (10,30%) e da Campania (10,23%). Fra le città, invece, abbiamo Roma (7,21%), seguita da Napoli (5,28%) e da Milano (4,28%). La ricerca ha disegnato anche l'identikit del consumatore medio di questi 'comfort food': persona under 35, di sesso maschile e che abita in una città del Nord Italia. Tra gli snack più acquistati compaiono brand come M&M's, Fanta, Oreo, Airheads, Reese's, Pringles, Doritos. Oltre a Kinder, che è l'unico marchio italiano a comparire nella classifica.

UK: FERRERO WILL LAUNCH ITS NEW CHOCOLATE BARS IN SEPTEMBER

A new product inspired by two iconic brands of the Italian confectionery giant Ferrero, is going to make its debut in the UK: new chocolate bars prepared following the recipes of Ferrero Rocher and Raffaello which, from the next September, will be sold in British supermarkets as well. Indeed, the tests of the new product started in Luxembourg and Germany approximately a year ago. The available flavors are five, including milk chocolate, dark chocolate, and white chocolate.

Ferrero: a settembre il lancio sul mercato inglese delle barrette di cioccolato

Un nuovo prodotto ispirato a due iconici marchi di Ferrero sta per fare il suo debutto nel mercato inglese. Si tratta delle barrette di cioccolato realizzate secondo le ricette di Ferrero Rocher e Raffaello che dal settembre prossimo saranno disponibili anche sugli scaffali dei supermercati della Gran Bretagna. Infatti, la sperimentazione del nuovo articolo è cominciata in Lussemburgo e in Germania circa un anno fa. Si parla di cinque gusti differenti, tra cui cioccolato al latte, cioccolato fondente e cioccolato bianco.

SPERLARI REMOVES ANIMAL GELATIN FROM ALL ITS CANDIES AND LAUNCHES A RANGE OF KIDS PRODUCTS

The Italian confectionery company Sperlari has eliminated the animal gelatin from the production of all its candy brands. A demanding operation which has taken over three years of work, aimed at offering consumers products which are good but also respectful of the environment and animals. So, for an ethical choice, Sperlari, Galatine, Dietorelle, and Salla candies are now manufactured with ingredients of vegetal origin such as corn and potato starch. In line with the path undertaken, Sperlari enters the children's world launching a range of kids products created without animal gelatin, without artificial colorants, and only with natural flavors sold in a paper disposable and Fsc certified bag.

Sperlari dice addio alla gelatina animale dalle sue caramelle. E lancia una gamma di prodotti kids

Sperlari ha eliminato la gelatina animale dalla produzione di tutte le sue marche di caramelle. Un percorso impegnativo che ha richiesto oltre tre anni di lavoro, con l'obiettivo di offrire al consumatore prodotti buoni ma anche rispettosi dell'ambiente e degli animali. Per una precisa scelta etica, dunque, le caramelle Sperlari, Galatine, Dietorelle e Salla sono ora realizzate con ingredienti di origine vegetale come l'amido di mais e l'amido di patate. In coerenza con il percorso intrapreso, Sperlari fa il suo ingresso nel mondo dei bambini lanciando una gamma di prodotti kids realizzati senza gelatina animale, senza coloranti artificiali e solo con aromi naturali venduti in una busta smaltibile nella carta e certificata Fsc.

BOTTER WINES PASS TO CLESSIDRA

The Clessidra fund acquires a majority stake in Botter, a Venetian company among the world's leading exporters of Italian wine, owned by the Botter family and Dea Capital. Italmobiliare, already investor in the Clessidra Capital Partners 3 fund, takes part as co-investor. "With Botter," explains a note by Italmobiliare, "Clessidra makes its entrance in the wine sector, a global market that already today is worth over 300 billion euros and, especially referring to the off-trade channel, has shown strong resilience even during this global health emergency."

I vini Botter passano a Clessidra

Il fondo Clessidra acquisisce una quota di maggioranza di Botter, azienda veneziana tra i maggiori esportatori di vino italiano nel mondo, detenuta dalla famiglia Botter e da Dea Capital. Italmobiliare, già investitore del fondo Clessidra Capital Partners 3, partecipa come co-investitore. "Con Botter", si legge in una nota di Italmobiliare, "Clessidra fa il proprio ingresso nel settore del vino, un mercato globale che già oggi vale oltre 300 miliardi di euro e, soprattutto con riferimento al canale della Grande distribuzione, ha mostrato forte resilienza anche nell'emergenza sanitaria mondiale".

RUSSIA: CHIANTI WINE BETS ON 10 INFLUENCERS WITH OVER ONE MILLION FOLLOWERS

Chianti wine arrives in Russia through the Instagram profiles of the most important influencers. Precisely, ten of them, followed by 1.3 million people in all, but with the ability to reach 3 million people with their posts and stories. This is the new promotional strategy of the Consorzio Vino Chianti, to remedy the impossibility of organizing events in presence. "We have decided to take a new path that well aligns with the changes that this pandemic has introduced," explains Giovanni Busi, president of the Consorzio Vino Chianti. "The way to communicate and to relate to consumers has profoundly changed, there are new targets and consumption patterns." A box with the wines and related material has been sent to the selected influencers, to taste them and to create social contents.

Russia: il Chianti punta su 10 influencer da oltre un milione di follower

Il Chianti arriva in Russia attraverso i profili Instagram dei più importanti influencer. Ne ha selezionati 10, seguiti da 1,3 milioni di persone in totale, ma con la capacità di raggiungere con post e stories 3 milioni di persone. E' la nuova strategia promozionale del Consorzio Vino Chianti, per ovviare all'impossibilità di realizzare eventi in presenza. "Abbiamo deciso di percorrere una strada nuova che ben si allinea con le novità che questa pandemia ha introdotto", spiega il presidente del Consorzio Vino Chianti, Giovanni Busi. "E' cambiato profondamente il modo di comunicare e di rapportarsi con i consumatori, ci sono nuovi target e modalità di consumo". Alle persone selezionate è stata inviata una box con i vini da degustare e materiale per creare contenuti social.



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PROSCIUTTO SAN DANIELE: 2020 TURNOVER OF 320 MILLION EUROS, PRODUCTION AND EXPORT IN DECLINE

In 2020 the production of Prosciutto San Daniele Pdo amounted to 2.5 million thighs sent for processing (-1.2%), coming from the 54 slaughterhouses which transform the raw material supplied by the 3,641 authorized Italian farms. 18% of total production was destined for the foreign market (-6%), of which 57% towards European countries. Between the major importers: France (26.1%), the United States (16.5%), Germany (15.3%), and Australia (12.3%). Followed by Belgium (6.1%), Switzerland (5.7%), and Austria (2.2%). Signs of appreciation also come from the growth of Eastern European markets: Romania (+194%), Poland (+82%), Slovenia (+49%), Ukraine (+46%), and Czech Republic (+15%). The total production of pre-sliced trays exceeds 21.3 million certified trays, equivalent to 398,968 hams. Of these trays, 22% was sent abroad.



Prosciutto San Daniele: nel 2020 ricavi per 320 milioni di euro, in calo produzione ed export

La produzione di Prosciutto di San Daniele Dop nel 2020 è stata di 2,5 milioni di cosce avviate alla lavorazione (-1,2%), provenienti dai 54 macelli che trasformano la materia prima fornita dai 3.641 allevamenti italiani autorizzati. Della produzione totale, il 18% è stata destinato al mercato estero (-6%), di cui il 57% verso Paesi dell'Unione europea. Tra i maggiori importatori: Francia (26,1%), Stati Uniti (16,5%), Germania (15,3%) e, ultimo paese in doppia cifra, l'Australia con il 12,3%. Seguono il Belgio (6,1%), la Svizzera (5,7%), l'Austria (2,2%). Segnali di apprezzamento arrivano anche dalla crescita dei mercati dell'Europa dell'Est: Romania (+194%), Polonia (+82%), Slovenia (+49%), Ucraina (+46%) e Repubblica Ceca (+15%). Il totale della produzione delle vaschette supera le 21,3 milioni di vaschette certificate, pari a 398.968 prosciutti. Di queste, il 22% è stato destinato all'estero.

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INTERVIEW

www.littleitalyfinland.com

Welcome to the Little Italy Festival

Italian food & beverage companies are ready to take over Northern Europe. On the occasion of an immersive event, to be held in Helsinki on July 23-25, 2021.



A taste of the authentic made in Italy food and wine? The Little Italy Finland Oy company invites retailers, grocery buyers and food service operators to the 'Little Italy Festival': the largest Italian event in Finland. Scheduled in Helsinki, on July 23-25 2021, it puts together Italian art, music and - above all - food and beverage to enhance and communicate the products and stories of Italian small and medium-sized businesses, with areas dedicated to both b2b and b2c sales. We talked with the business development manager, Patrik Vespignani (picture).

What's the aim of the event?

This is a free-entry event designed to bring together Italian producers and Northern European professionals and consumers. A support for both sell-in and sell-out operations, since buyers and consumers alike will live an all-Italian experience. Furthermore, on Friday from 11 to 16 the event is solely reserved for professionals, with an opening event in the presence of the Italian ambassador to Finland, a performance by the lyric tenor Maurizio Tassani and an Italian-style brunch, besides seminars and b2b workshops. In 2019 we welcomed more than 6,000 visitors. In 2021, we expect around 30-40 thousand people over three days.

What will they find at Little Italy Finland?

A small Italy. With its atmospheres, its monuments in the form of giant inflatables and, above all, all the magic of Italian food and beverage. The summer location is Suvilahti, a former industrial area, converted to an artistic and cultural one. It is located a few kilometers from Helsinki. At company booths, they will have the chance to taste and buy products directly. The-

re will be food trucks, a Tuscan restaurant, a pizzeria and a pastry shop inside the thematic inflatables. There will also be a booth for Parmigiano Reggiano, with the form of a cheese wheel, and an area dedicated to wine, a 'gintoneria', and a 'Bubble garden' where Prosecco, Franciacorta and other Italian brands will be the protagonist.

How will you promote the interaction between buyers and companies?

During the Festival, every participating company will be provided with an ultra-technological business card that, when placed close to the buyer or consumer smartphone, will show the company profile (in Finnish) and the link where to buy the products. So there is no risk of losing contacts, because potential buyers have everything just a click away.

But the Festival is not your only activity...

Our company goal is to take Italian suppliers closer to local operators. A service that also allows SMEs, that are not structured or do not have a local sales network, to enter these markets. We follow all aspects, from consultancy to ordering, from logistics to negotiations, up to the delivery to buyers or consumers who place online orders. Purchases are made from our web platform www.littleitalyfinland.com, but we also work with the country's largest e-commerce players: kauppahalli24.fi (b2c) and www.suppllog.fi (b2b) or the K-Citymarket chain. In addition to that, we set up dedicated corners inside grocery stores, that are a guarantee of authenticity and quality for local consumers.

A real turnkey service...

Exactly. Not by chance, our real 'business card' is customers' word-of-mouth. In Finland and in Italy as well, we are perceived as 'ambassadors' of the authentic made in Italy. We do branding and storytelling, and give voice to SMEs that carry on strong traditions and values. We want to make the Finns discover our best products and learn how to use them as well. Because there is no real engagement without knowledge.

One last question: what if the Festival is cancelled due to the pandemic?

Our activity as distributors and intermediaries will carry on, in addition to our online platforms. However, Finland has been just marginally hit by Covid-19. In one year, there have been around 72,000 positives and 800 deaths. Furthermore, it is estimated that 80% of the population (which counts 5.5 million people) will be vaccinated by July. We are therefore confident that the Festival will take place. And it will be a real Italian-style celebration. For everyone.



Benvenuti al Little Italy Festival

Le aziende dell'enogastronomia italiana si presentano ai mercati del Nord Europa. Con un grande evento immersivo, in programma a Helsinki, in Finlandia, dal 23 al 25 luglio 2021.



ZOOM

On the route of olive oil

Oleotourism is now a reality. With a very precise objective: enhancing a priceless food, social, and historical heritage. Protected by a newly established national Consortium.

There is a reason why olive oil is commonly called 'green gold'. Despite the health emergency and the production decreasing by about 30%, oil is continuously awarded by the Italians. Indeed, Ismea data confirm that the sales in the Italian modern distribution grew by +7.4% in the first eleven months of 2020. Also intra-European exports produced excellent results, precisely +24.7% between October 2019 and August 2020. The national heritage, one of the most appreciated in the world, includes 52 PDO and PGI certifications which originate from 540 different varieties of olive tree. According to Istat data, the value of exports in 2020 was approximately 1.2 billion Euros.

Tourism meets the oil sector

It is already known the value which Italy places on the oil sector. Indeed, oil is not only an agri-food product. It hides a high-level production process, thousands of jobs, and a business that, in 2020, generated 255 thousand tons of 'green gold'. But, just over a year ago, the national segment saw the birth of a new phenomenon: oleotourism. A term that, following the well-established wine tourism, is officially included in the budget law for 2020 which, from 1st January 2020, extends the regulations related to wine tourism activities to the more recent oleotourism.

The Oil tourism movement (Mto) is born

Creating an oil culture, directing tourists towards strategic destinations and assuring a financial remuneration to producers are the main

goals of the new business. And just for regulating these new tourist tours, on 11th March 2021 the national Consortium was born. It is called Oil tourism movement and, for the next six years, Donato Taurino, a producer from Salento (Puglia), will be its president. Next to him there will be Vittoria Cisonno, inventor and promoter of the project, who already leads the parallel Wine tourism movement. Between the main objectives, there are the promotion of the Italian oil territories and the enhancement of the national extra virgin olive oil culture.

"The official constitution of the Movement represents not only a formal act, but the implementation of a real team play and it shows our clear intention to open our firms to tourism," highlighted Taurino. "This means, for us, collaborating to promote the excellences of our agri-food industry with the conviction that the tourism related to the lands of extra virgin olive oil, just like wine tourism, represents the flagship of the made in Italy and, therefore, a strategic driving force for the economy of our Country, which boasts an olive heritage which is unique in the world considering its varieties and its landscape charm."

La nuova via dell'olio

L'oleoturismo è ormai realtà. Con un obiettivo ben preciso: valorizzare un patrimonio alimentare, sociale e storico dal valore inestimabile. Tutelato da un Consorzio nazionale di recente istituzione.



GETS THE WORLD TO SPEAK ITALIAN

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TRENDS

Better listen... to better produce

Social Listening is becoming more and more common among forefront businesses. That for their new product launches, gains ideas and inspiration from consumers' insights.

Commonly used for personal leisure, social media can become a strong communication tool for companies. When properly used. Among the many marketing strategies used today, there is also the Social Listening. As the name itself suggests, company start 'listening' to their client target. How? Taking advantage of all available digital platforms, that turn into a great source of opinions, insights, and suggestions. Everyone, on social media, can share his opinion, with some filters. And for a company that is ready to listen, this can be a strategic tool to discover consumers' hopes and wishes, or to understand how to further improve existing products and services.

The listening tools

There is one concept behind the Social Listening: the consumers is protagonist. No longer a passive player, then, but rather an active character that expresses his point of view. The goal, of course, is to stimulate the interaction. Using a series of tools, like the creation of questionnaires or the engagement of a community to prompt the debate. Stories, surveys, open questions on Instagram and Facebook – as well as any other social platform – are other useful instruments. But beware: every social is a world apart. And not to generalize the contents suggested, the knowledge of their language and target user is fundamental.

The benefits of web-monitoring

Tracking all conversations on a brand is essential and easy at the same time: just search the net looking for the hashtags or, alternatively, use specific tools. The corporate's reputation will be the first to benefit from these actions. A user who sees a company profile answering to the requests, doubts and problems of other users will have a smart, dynamic and cutting-edge image of the brand. Traditional customer service systems, such as the classic toll-free number and email address, belong to a past time. Long waits on the phone will bore a consumer who, just because of this fact, could decide to switch to the competition. Beside reputation, discovering customer preferences can be strategic for another reason: according to the insights and reviews tracked, a company can launch or modify its products so that they are aligned with the tastes and desires of the web audience.

Ascoltare bene. Per produrre meglio

Il Social listening spopola tra le aziende più all'avanguardia. Che creano nuovi prodotti a partire dai commenti che gli utenti scrivono sulle reti sociali. In un'ottica sempre più incentrata sul consumatore finale.

THE 'BIG MINUTES MOVEMENT' (MOVIMENTO GRANDI MINUTI)

Last year, a Facebook group called 'Movimento Grandi Minuti' (MGM) was created, originated from the branch of the Hub09 - Brand People creative agency. The group's founder, Matteo Bocciairelli, is not a web celebrity but a simple consumer with a small, yet crucial issue: he was fed up with wasting his time searching for the timetable on pasta packs. His own battle, started in a very ironic way, has earned the support of an increasingly wide group of consumers who complained about the very same problem: the cooking time on the packaging is often impossible to see. In this regard, a real 'manifesto' has been created under the "Write big cooking instructions!" motto. The news has bounced on social media, to the advantage of some companies. First of all, the Garofalo pasta brand, who launched a survey on its Instagram profile asking its followers if they agreed with the movement. Given the high percentage of positive answers, a new package was created: the 'Fusilloni 13 minutes' limited edition. On the back, a brief explanation: "This limited edition is dedicated to those who, at least once, have struggled to find the cooking table on our packs". The Pastificio Fabianelli and Riso Gallo brands also accept the challenge and, similarly, have introduced bigger writes on their packs.



A LESSON FROM HEINZ CANADA

Kraft Heinz Canada launched a new line of limited-edition condiments - Tarchup', 'Wasabioli' and 'Hanch' - it says were "Crowdsourced" by scouring the web's dustiest corners for old tweets and posts. "Millions of people post online every day. And some of them post about sauce," says a sinister-sounding video from Rethink announcing the launch. "But little do they know that Heinz Ketchup is watching." Tarchup, for instance, is a mix of Heinz Ketchup and tartar sauce that was shared in a late-night tweet by a Toronto woman in 2010, while Wasabioli was inspired by someone posting on an online wedding forum asking for advice about removing a wasabi and garlic aioli stain from her mother's vintage dress, and Hanch was inspired by someone in Vancouver who shared a recipe combining hot sauce and ranch dressing they created in order to spice up a pizza order. "Heinz surprised each sauce creator by making their creations a reality - said the company in a release - and then worked with them to bring their sauce to the Canadian marketplace".

@SOUTHLONDON
I must admit I mix hot sauce with a ranch

From the 12th post in an archived sub-thread of people arguing about pizza

@ARIANNEL YOUNG
Fish and chips with loads of tartar sauce and ketchup would do me just fine in this midnight hour

Posted on social media... over 10 years ago.

@EMMA my lil homemade garlic + wasabi mayo was kinda delicious

Discovered on the advice page of a wedding fashion forum.



INSIDE

The Pasta Revival

Covid-19 boosts sales in Italy and worldwide. A sector characterised by great innovation. In which premium goods, products made with 100% Italian wheat and legume-based specialities are all the rage. The analysis of Unione Italiana Food.

In 2020, the global emergency did not stop pasta consumption in the world. Actually, in the year of lockdowns they even grew by 24%. The data come from an international research commissioned to Doxa by Unione Italiana Food and Ice, and conducted on a sample of more than 5,000 people in Italy, Germany, France, UK and US. Countries that together account for more than a third of world pasta consumption and also represent the main reference markets for the product coming from Italy, which now exports 60% of its production.

In particular, the data published by Ipo (International Pasta Organisation) show that Italian pasta, recorded an increase in exports of 25% in the first half of 2020, growing by more than 40% towards the US, Canada, Australia and Romania, by over 30% in the UK, the Netherlands and Saudi Arabia, and by more than 60% in Hong Kong, Ukraine and Ireland. Other strategic countries such as France, China and South Korea show an increase of over 20%. In absolute values, Germany, UK, France, US and Japan remain the most crucial markets.

In Italy, where it represents a hearty tradition, pasta is eaten by 98% of the inhabitants, with a yearly 23.1 kg per capita. Consumption abroad is also substantial: all (or almost all) French, German and English citizens regularly eat pasta. And so do nine out of ten Americans. However, in these countries the average per capita consumption is lower than in Italy: 9 kg per year in the US, 8 kg in France and Germany, and 3.5 kg in the United Kingdom.

Sales boom in Italian large-scale distribution

According to Iri surveys, sales of dried pasta in Italian supermarkets and hypermarkets reached about 720 million euros in 2020, with an increase of +10% in value and +4.6% in volume. The situation created by the pandemic undoubtedly contributed to this success, with the Italians forced at home and the intermittent closure of restaurants, which pushed domestic consumption. But which were the most popular types? As shown by Iri's data,

La riscossa della pasta

La pandemia spinge le vendite di pasta in Italia e nel mondo. Le esportazioni, in particolare, crescono del 25% con tassi che, in alcuni casi (Usa, Canada, Australia e Romania) superano anche il 40%. Un settore caratterizzato da grande innovazione. E dove a spopolare, oggi, sono le referenze premium, i prodotti con grano 100% italiano e le specialità a base di legumi. L'analisi di Unione Italiana Food.

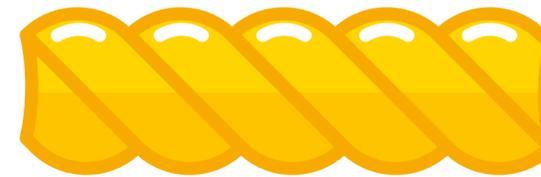
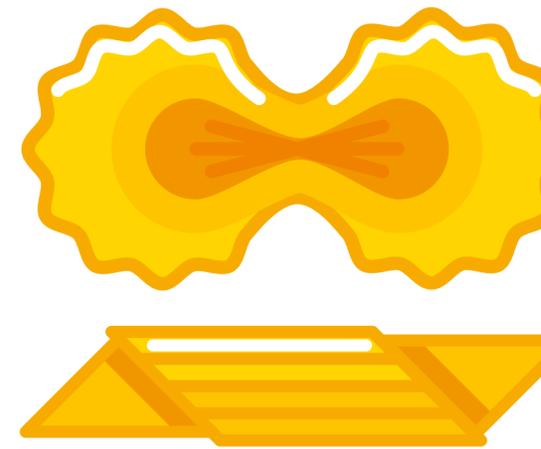
consumers opted for premium pasta brands: +31% in sales of La Molisana and Rummo, +19% Voiello, +12% Garofalo. Followed by Granoro (+9.5%), De Cecco (+6.8%), Divella (+6%) and Barilla (+2.8%). The latter one, in particular, confirmed itself as the biggest national player, with sales for 175 million euros and a market share of 24.5% (in decline by 1.8 points), ahead of De Cecco (14%), Garofalo (8%), La Molisana (7.8%), Rummo (7.6%), Voiello and Divella (6.5%).

Beyond 'classic' pasta

In order to meet the modern needs of consumers, the pasta sector is in continuous transformation: alongside the more 'traditional' durum wheat pasta, large-scale retailers are also filling their shelves with varieties made of whole wheat and ancient grain flours, but also of legume, rice or spelt flours. The change in consumer habits and demand, therefore, is being met by the production of companies, which are committed on several fronts in order to satisfy various needs and not to lose their market share.

But what are the most popular products? Certainly, the Senatore Cappelli wheat pasta: made of a wheat with a high protein content, which stands out for its high percentage of lipids, amino acids, vitamins and minerals, and for its high digestibility. Pasta made of Kamut or Khorasan flour also achieves good sales performance: in this case, the wheat is rich in potassium, magnesium and selenium, and acts as a powerful antioxidant. There are also several varieties of pasta made of ancient grains, such as Thymine, Triticum dicoccum, Teff and Matt.

Among the 'alternative' flours, we would also like to highlight those made of legumes: the number of new products on the shelves composed of pea, bean, red, green and yellow lentils, soya or chickpea flour keeps growing. These types of pasta show special characteristics: they do not contain wheat flour, are naturally gluten-free, have a high amount of protein and very few carbohydrates, and easily meet the needs of those seeking healthy, nutritious foods.





FOCUS ON



Sostenibilità: il momento è adesso

È la strada verso il futuro. Ma anche una scelta imprescindibile per le aziende. Sia nell'ottica del Green New Deal, sia come strategia di successo. L'impegno dell'agroalimentare italiano. E le storie di successo di alcune aziende all'avanguardia.

Sustainability: the time is now

It's the path to the future. And a 'must' for food and beverage manufacturers. To reach the EU Green Deal targets, and to be successful as well. The best practices and the latest achievements of some forefront players.

With the aim of tackling climate change, environmental degradation and being the first continent with zero climate impact, Europe has defined a roadmap to make the EU economy sustainable: the Green Deal. A strategy that will transform the EU into a modern, resource-efficient and competitive economy.

But what does the European Green Deal exactly foresee? To make Europe climate neutral by 2050, the EU is proposing a European climate law to turn a political commitment into a legal obligation.

The European Green Deal is therefore a real action plan aimed at promoting the efficient use of resources to have a clean and circular economy, restore biodiversity and reduce pollution. According to the EU Commission, to achieve this goal all sectors of our economy will have to take action: investing in environmentally friendly technologies, supporting industry innovation, introducing cleaner forms of private and public transport, decarbonise the energy sector, ensure greater energy efficiency of buildings, collaborate with international partners to improve global environmental standards. The EU will provide financial support (at least 100 billion euro for the period 2021-2027) and technical assistance to help those most affected by the transition to the green economy.

In the food & beverage sector, the initiatives launched by the EU Commission are part of the 'From Farm to Fork' strategy. This, in short, is based on the need to grant sustainable food products at low costs, cope with climate change, protect the environment, preserve biodiversity and enhance organic farming.

Italian agriculture is going 'green'

According to data from the Nomisma Observatory 'The Italian agriculture and the challenge of the European Green Deal', Italian companies are doing quite well in their path towards sustainability. In food safety, for instance, Italy boasts a very high percentage of totally residue-free products (source: Efsa controls). Waste data is also interesting: per capita food waste (126 kg per year) is 16% lower than the EU average and has fallen sharply in the last decade. The 'green' attitude of Italian farmers, especially in relation to the use of pesticides and fertilizers, is also worth noticing: according to the Italian National Institute for Environmental Protection and Research (Ispra), it has significantly reduced over the last decade. Italy also ranks first, in Europe, as regards the used agricultural area and the impact of organic crops on arable land and permanent crops, with 1.5 million hectares - ahead of France, Spain and Germany.

In addition, the Italian farming sector records a decline in greenhouse gas emissions (-12.3% in the last 20 years according to Eurostat), which account for 7% of total emissions, against a European average of 10%. Beside these good news, some critical issues emerge too. First of all, in the management of water: Italy shows a high ratio between withdrawals and water resources, where agriculture accounts for half of its total use. A structural problem linked to the lower amount of water available in Mediterranean countries, to be tackled, for example, through the use of intelligent systems such as precision irrigation. Another crucial theme is soil consumption, which has grown by 50% in the last 30 years.

pasta

GRANORO DEDICATO OBTAINS THE 'PESTICIDE AND GLYFOSATE FREE' CERTIFICATION

Granoro 'Dedicato', the only pasta supply chain with 100% Apulian wheat launched in 2012 by the Italian pasta manufacturer Granoro, has obtained the 'Pesticide and Glyphosate Free' certification. An important and impartial achievement, because conducted by a third party (DNV-GL) society, aimed at ensuring the absence of residues of plant protection products through analytical monitoring throughout the supply chain.

coffee

LAVAZZA GROUP 'CARBON NEUTRAL' BY 2030

Lavazza Group launched the 'Roadmap to Zero' plan to completely neutralise the Group's carbon footprint by the end of 2030, with an investment of about 50 million euro in the 2020-2021 period. The goal will be reached according to a three-pronged approach: emissions monitoring and measurement; ongoing processes to improve efficiency and reduce impacts; and offsetting residual emissions that cannot be reduced. One of the key milestones leading up to 2030 will be achieved through the 'Roadmap to Sustainable Packaging', the strategic plan that by the end of 2025 aims to make the entire packaging portfolio reusable, recyclable or compostable.

beverage



THE BRIDGE CHOSE THE EFFICIENT AND SUSTAINABLE ENERGY OF CENTRICA BUSINESS SOLUTIONS

The Bridge, Italian producer of organic food & beverage, has chosen Centrica Business Solutions as its partner for the design, construction and maintenance of a new power and heat cogeneration plant, fueled with natural gas. The goal is to operate in a more efficient and sustainable way thanks to the reduction of CO2 emissions. Hence, the plant generates 78% of the electricity used in The Bridge's production processes.



FOCUS ON

wine

CAVIRO INVESTS IN SUSTAINABILITY AND LAUNCHES THE 'VALUES' CAMPAIGN

The Caviro Italian wine cooperative - the country's largest wine producing company - has announced that in 2021 it will invest 15 million euros in sustainability projects. In the 2019/2020 campaign, 73 thousand tons of marc and 24 thousand tons of lees were transformed into noble products. In addition, 82,000 tons of CO2 of fossil origin - equivalent to the absorption capacity of a forest of 19,000 hectares - were saved thanks to energy and biofuels produced by Caviro through the use of renewable resources. The brand is also launching a new communication campaign that focuses on the recovery of wine production waste, called 'Values'. The protagonists of the new campaign are squeezed grapes, which become precious jewels: rings, necklaces and earrings.



sweets

FERRERO CONTINUES TO SCALE COCOA SUSTAINABILITY PROGRAMME

Ferrero continues to drive forward and scale its cocoa sustainability efforts as part of the Ferrero Farming Values Cocoa Programme. After achieving its goal of sourcing 100% sustainable cocoa via independently managed standards at the end of 2020, Ferrero continues to work to ensure full visibility and traceability of cocoa across its supply chain and proper due diligence. It has also renewed and extended its strategic partnership with Save the Children, committing to significant investment to protect children in cocoa communities.

LIVESTOCK

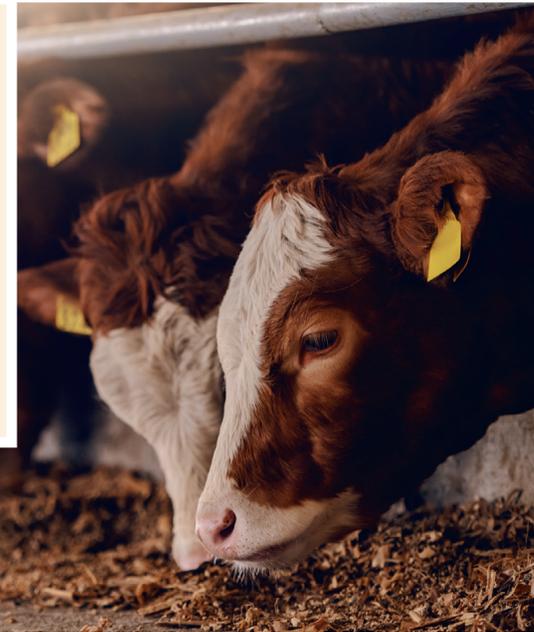
'The 9 Paradoxes of Farm to Fork'

On the past 26th March, the European livestock sector presented 'The 9 paradoxes of Farm to Fork', a call to actively participate in the current sustainability challenge. Born from the initiative of Carni Sostenibili and European Livestock Voice, a series of videos was launched simultaneously in 7 European countries and languages: Belgium, Italy, France, Spain, Germany, Portugal, and Poland. The videos highlight the fact that despite good intentions, the Farm to Fork strategy does not take into consideration the actual situation of the livestock sector, that is still surrounded by misconceptions and prejudices in terms of the environment, health and the economy. In

detail, they reveal inaccuracies in the understanding of: The nutritional value of meat, The consistency of land use for livestock farming activities, The environmental sustainability of the European livestock chain, The economic impact of the sector, The protection of animal welfare, The use of natural vs chemical fertilizers, Job security and employment in rural areas, The gastronomic and cultural heritage of animal-source products, The security and availability of our food products.

"The Farm to Fork strategy can be an opportunity to enhance the results achieved by the European agricultural and livestock system: the challenge lies

in research, innovation and technology. It is also crucial to ensure sufficient production to respond to the growing demand for food using fewer resources - says Giuseppe Pulina, President of Carni Sostenibili (Sustainable Meat)". "Livestock has been - and still is - blamed for many evils. We may not be perfect, but it is only fair to highlight the numerous measures already taken and the substantial progress made by all in our sector. And it is still a work in progress", said Birthe Steenberg, Secretary-General of AVEC (Poultry meat sector), speaking in the name of European Livestock Voice.



water

GFK: FERRARELLE ELECTED THE MOST SUSTAINABLE BRAND IN THE MINERAL WATER MARKET

Consumers have elected Ferrarelle as the most sustainable brand in the mineral water market and the third in the overall consumer goods sector. This was revealed by the 2020 edition of the #WhoCaresWhoDoes research, carried out by the GfK research institute. Ferrarelle is indeed the first Italian company in the food sector to have built a dedicated plant for the recycling of Pet, thanks to which it has already removed from the environment 20,000 tons of plastic since it was opened, in 2019.

Good practices from the Italian livestock sector

AMADORI

www.amadori.it
Francesco Berti, Ceo Amadori Group

"To Amadori, corporate responsibility means guaranteeing long-term sustainability in different areas: economic stability, care for the environment and respect for people, especially the local communities where our Group has been operating for over 50 years. For this reason, we have implemented a series of policies aimed at developing this integrated supply chain, to increase production quality, as well as the health and welfare of the animals we breed. In the field of social sustainability, we collaborate with schools for educational activities, to make our contribution in educating the young generations to the principles of a healthy and active lifestyle, that finds in white meat the cornerstone of a correct and balanced nutrition. As regards production, we are committed to optimizing consumption and reducing waste. Hence, 30% of total energy consumption is self-generated (photovoltaic, co-generation, biogas). This figure rises to 80% in the Cesena plant. Another virtuous example concerns the production of 'Il Campese' chicken, in Mosciano S. Angelo (Teramo), using 100% energy from renewable sources. With regard to the use of water resources, a consumption monitoring system is active within the production plants and we adopt increasingly efficient washing systems. Where possible, we use reclaimed water from our water treatment plants. Finally, with have been developing production processes that transform what once was considered 'waste' into a resource. Thanks to state-of-the-art plants for the processing of by-products, these become raw materials for pet food."



The anaerobic digester at the Cesena plant

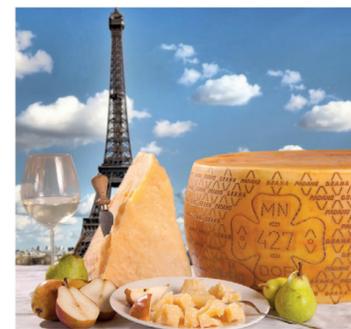
INALCA

www.inalca.it
Giovanni Sorlini, safety, quality & environment manager at Inalca

"For over 20 years, sustainability has been a strategic asset for Inalca, with the aim of constantly improving management and economic, environmental and social impacts along the entire supply chain. Inalca's commitment to sustainability is based on four cornerstones: value sharing with farmers, integrated supply chain, control of impacts and consumption, and governance and transparency of processes. For over two decades, the company has implemented a strategy for the management of energy resources that has led to the construction of five biogas plants, eight industrial cogenerators as well as 11 photovoltaic systems. Today, 100% of the energy used by the company is self-produced, with the aim of reaching almost 50% of energy from renewable energy obtained with solar plants and with recovery biomass from agricultural and industrial activities. Thanks to this effort, Inalca has reduced CO2 emissions by 63,870 tons/year, and obtained 31,000 MWh of green energy from 146,000 tons of biomass. One of the next goals concerns the production of liquid biomethane from agro-industrial waste, to be used as transport bio-fuel, while the fertilizers resulting from the process will be reused in agriculture, thus obtaining a full circularity of the supply chain. The efforts for an efficient use of all natural resources are also worth mentioning. Water, for instance, is managed through an integrated cycle controlled by the company that allows 95,126 cubic meters of water to be recovered every year. In addition, 99% of Inalca waste is sent for recovery: 4,250 tons of paper, 740 tons of plastic and 1,462 tons of aluminum and steel for packaging applications are saved every year."



The Corticella biogas plant in Spilamberto (Modena)



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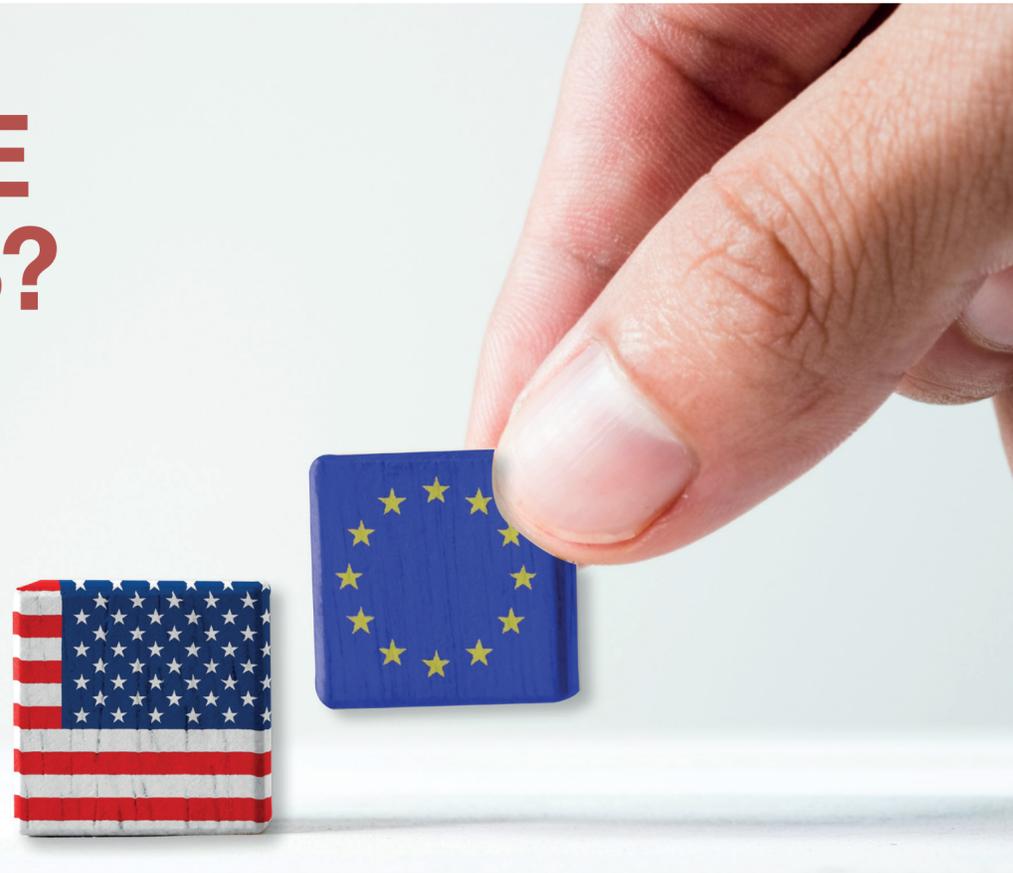
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CHEESE

BYE BYE TARIFFS?



Additional taxes on US-EU exports suspended for four months. The satisfaction of the Italian dairy industry, one of the most hit by the trade war. With the hope that the moratorium might turn into a definitive halt soon. In the meanwhile, orders are booming.

In the night between 10th and 11th March, the four-months suspension of the additional duties on exports between the US and the EU became effective. In force since October 2019, this 'trade dispute' costed millions of euros/dollars on both sides of the Atlantic. The temporary suspension was finally announced on March 5th by the President of the European Commission, Ursula Von Der Leyen, following a phone conversation with US President Joe Biden. The good news concerns all Italian products affected by duties: from cheeses to deli meats, from citrus fruits to spirits, for a total value of 500 million euros. The same principle, of course, applies to American products, starting from spirits and tobacco.

A very good news for the dairy sector, hit more than others by the additional taxes. "Unfair tariffs, for which we had no responsibility", according to Paolo Zanetti, president of the Assolatte association. "We had been waiting for a change of course in trade relations between the US and the EU, previously disclosed by the new Biden administration", adds Stefano Berni, general director of the Grana Padano protection consortium, who assures: "Our commercial partners in the US are now asking for more product since Grana Padano

PDO, that is a ripened cheese, can be stored so as to create a reserve in the four months foreseen for the moratorium on custom duties."

The director explains that "the additional 25% tariff on input prices applied to 160,000 forms of Grana Padano exported to the United States caused an extra-price of more than 16 million euros on the overall price of the product, equal to 65 million. Now, the lower cost for both importers and consumers is a strong stimulus for our exports on a market that has always represented the most important global destination for Grana Padano PDO". And adds: "We want to stay positive, and believe that the restored dialogue between the two sides of the Atlantic will manage to support the global industrial system. Today the world doesn't need taxes, but to create opportunities".

Nicola Bertinelli, president of the Parmigiano Reggiano Consortium, shares the same opinion: "The full development of the American market is of crucial importance for the sustainability of our supply chain, made up of 321 dairies, 2,600 farms and 50,000 people. We hope that the Biden administration will put an end to this trade dispute that is no longer sustainable."

Dazi addio?

Alla mezzanotte tra il 10 e l'11 marzo è entrata in vigore la sospensione del dazio aggiuntivo all'export tra Usa e Ue, in vigore dall'ottobre 2019, che è costato milioni di euro su entrambe le sponde dell'Atlantico. In base all'accordo tra Biden e Von Der Leyen, la sospensione è confermata per soli quattro mesi, quindi fino a luglio. Ma è forte la speranza, soprattutto per le aziende del lattiero caseario (tra le più colpite dalle imposte Usa), che la pausa possa trasformarsi presto in un addio definitivo al dazio aggiuntivo del 25%.

**A GRANA PADANO RISERVA
WHEEL LANDED
IN THE WHITE HOUSE**

On February 11th, a wheel of Grana Padano Riserva, half painted with the Italian tricolor and the other half with the American stars and stripes, left the headquarters of the Grana Padano Protection Consortium headed to the White House as a gift for the new President of the United States of America, Joe Biden. The wheel, which weighs about 40 kilos and is aged more than 20 months, was chosen among the 425,566 Riserva branded in 2019.



Renato Zaghini, president of Grana Padano Consortium

Parmigiano Reggiano takes off abroad

Despite the pandemic, global sales increased by 10.7% in 2020. Production soared too, breaking all records at 3.94 million wheels (+4.9%).

2020 was a record year for Parmigiano Reggiano PDO. Production increased by 4.9% over the previous year and total turnover reached 2.35 billion euro. The 3.94 million wheels of cheese (about 160 thousand tons) produced last year represent the highest peak in the age-old history of Parmigiano Reggiano: in the last four years, production rose from 3.47 million to 3.94 million wheels, with a 13.5% increase.

"Despite the difficulties associated with the pandemic, Parmigiano Reggiano ended 2020 with a successful result that has rewarded the reputation, the quality of the PDO product with the highest value in the world", Nicola Bertinelli, President of the Parmigiano Reggiano Consortium highlighted. "Consumers forced to give up out-of-home meals for several months have shown their preferences very clearly on all markets. We are ready to deal with a challenging 2021: the Parmigiano Reggiano brand can become a true global brand and we are working in this direction."

Today, Parmigiano Reggiano PDO's export share is 44% (+10.7% of volume growth vs. previous year). The United States is the first destination market (20% of overall export), followed by France (19%), Germany (18%), the United Kingdom (13%) and Canada (5%). In 2020, the most dynamic growth rate were recorded in the United Kingdom (+21.8%), Germany (+14.8%) and France (+4.2%). The United States (+1.9%) and Canada (+36.8%) also show positive figures, together with emerging markets: Australia (+85.4%), Gulf Area (+62.3%) and China (+8%).



Il Parmigiano Reggiano cresce all'estero

Il 2020 è stato un anno record per la produzione della Dop Parmigiano Reggiano, che segna un aumento del 4,9%. Nonostante la pandemia, le aziende del Consorzio chiudono il 2020 con vendite in crescita del 7,9% in Italia e del 10,7% all'estero.

2021
NEW LAUNCH

Lingotti

Piume

Fiaccole

Rondo

Nuvole

Everytime you taste the new **Plaisir** pastry line your senses get captivated and enchanted. The intensity of the chocolate, the delicacy of fruit creams, the wafer crispness, the crunchiness of the cookies: a **sensorial journey** into daring combinations and surprising textures.

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BEVERAGE



Beer? Yes, but alcohol free!

The global market of the most famous fermented drink is booming. New consumption habits are involved. Global Market Insights report sheds light on this fresh trend.

"Do you wanna get a beer?" This direct invitation, declined in all languages, echoes in every corner of the world. And it characterizes a millenary drink that, over time, has been able to modernize, meeting the emerging trends and the restored needs of consumers. Who more and more often want it alcohol-free, without sacrificing taste. Giving rise to a fast-growing global phenomenon.

The research company Global Market Insights deals with it and reveals that, in 2019, the non-alcoholic beer market size exceeded Usd 9.5 billion. Furthermore, it is estimated to be worth more than Usd 29 billion by 2026, growing at a 7.5% Cagr between 2020 and 2026. These expectations are thus appreciable and shed light on a trend that, despite quite new, is becoming more and more popular.

By law, in Italy, non-alcoholic beers are those products with no less than 3 and no more than 8 degrees Plato (indicating the concentration of sugar in wort) and with an alcoholic strength by volume (Abv) not exceeding 1.2%. On the contrary, the Abv can't exceed 0.4% in the US, and 0.05% in the UK. It is therefore necessary to explode the myth according to which all non-alcoholic beers do not contain alcohol at all. Whereas for some it is true, some others only store a tiny amount of it.

The reasons for the growth

This young but significant trend is rooted in the diffusion of new and healthier lifestyles. Which consider the consumption of alcohol as harmful and caloric. It is thus a stance that brings along

a greater awareness. Which involves the beloved fermented drink, too. And which provokes the purists, those for whom beer is only one: alcoholic.

In addition to this, a more and more hectic routine plays its role as well. The result is a change in consumers' demands, today inclined towards the so-called 'convenience food'. It is a very fashionable expression which refers to all that practical food, ready to use, to eat without wasting time. And which extends up to include the beverage world. In this specific case, beer that, in its non-alcoholic version, enables its fans to take a refreshing break from the stressful rhythm of life, without sacrificing sociality and taste, but adapting to the new standards of society.

The players of the sector

This scenario has led the giants of the brewing industry to enter the alcohol-free segment, proposing new products. Such as Heineken with its Heineken 0.0 and Desperados Virgin 0.0%. This second launch is defined by Diederik Vos, Desperados brand director, as "an important strategic step," considering "the growing number of drinkers seeking alcohol-free alternatives."

Also Nastro Azzurro presented Nastro Azzurro Zero, the new non-alcoholic beer of the brand, introduced last February in the Italian market "where consumers have a more and more active life and a greater purchase awareness," as explains Francesca Bandelli, marketing & innovation director at Birra Peroni, owner of the brand.

NON-ALCOHOLIC BEER: THE MEDITERRANEAN DIET APPROVES IT

While the traditional beer is allowed on the Mediterranean diet, its non-alcoholic version is approved with full marks. As everybody knows, the Mediterranean diet is a healthy and balanced diet because it furnishes the right amount of nutrients thanks to the consumption of genuine food. Unlike what people would think, alcoholic beverages such as wine and beer are allowed if properly incorporated. Scientific studies show that these fermented drinks, if consumed moderately and responsibly, can really bring benefits to health. As for beer, it is evident that its simple and 100% natural ingredients (water, barley malt, hops, and yeast) are fully compatible with the Mediterranean diet. The nutrients that it releases are numerous and important: B vitamins, folic acid, polyphenols and flavonoids, potassium and magnesium. Moreover, non-alcoholic beer has another quality: a very low content (or even the absence) of alcohol and, consequently, fewer calories. Without imposing any compromise, because its properties remain unchanged.

Birra analcolica: un segmento in espansione

Il mercato globale della bevanda fermentata più famosa è in forte crescita. Complici le nuove abitudini di consumo. A fare luce su questo inedito trend l'analisi di Global Market Insights.



WINE

PINK IS THE NEW RED



Is it still, sparkling or semi sparkling, the rosé wine business is skyrocketing on a global scale. And now that the open-window season has begun, Italian wineries, from North to South, are ready to hit global markets with an array of perfumed, fresh and lively pink bubbles. In the following pages, a selection of Italian bottles for all tastes and pockets. To be enjoyed cold or lightly chilled.

SANTA CRISTINA www.santacristina.wine/en

Santa Cristina Rosè - Toscana IGT

Santa Cristina Rosè was crafted to express the harmonious and well-balanced character of the Tuscan territory, the resulting wine is delicate, aromatic and fragrant. Santa Cristina Rosato is pale pink in color. Its nose is characterized by fresh fruity and floral aromas of pink grapefruit, wild strawberries and dog rose. On the palate, it's well-balanced, supple, fragrant with a fruity finish. The line also includes Santa Cristina Red and Santa Cristina White.

Grapes
Sangiovese, Cabernet Sauvignon, Merlot, Syrah
Land of production
Tuscany
Alcohol
12% vol.
Sizes
0,375 - 0,75 lt
Palletization
5 layer pallet, 120 cartons per pallet



UGGIANO www.uggiano.it

Lunare - Prosecco DOC Rosè Spumante Extra Dry Millesimato 2020

Bubbles: fine and persistent perlage. Colour: beautiful pink reminding of peach blossom and rose. Aroma: intense, fruity complex and reminding the scent of flowers and fruits like peach, raspberry and ripe passion fruit. Flavour: it has a pleasant acidity, fresh flavour. Full-bodied, with an harmonious taste.

Grapes
85-90% Glera; 10-15% Pinot Nero (fermented on the skins)
Land of production
Treviso, north of Venice
Alcohol
11% vol.
N. of bottles produced
150,000 (6 months)
Sizes
0,20 - 0,75 lt
Palletization
0,75 lt: Epal 80x120 cm: 15 cartons per layer x 5 layers - Blue Chop 100x120 cm: 19 cartons per layer x 5 layers; 0,20 cl: Epal 80x120 cm: 11 cartons per layer x 8 layers



VITICOLTORI PONTE www.ponte1948.it

Prosecco Spumante Doc Rosè Brut Millesimato 2019 Ponte

In this Prosecco Doc Rosè, 15% of black grapes, Pinot Noir, is expertly blended with the remaining percentage of Glera to create the perfect alchemy. A totally new variety with surprising organoleptic characteristics. Elegant, fresh and pleasantly fruity, Viticoltori Ponte's Prosecco Doc Rosè is superb with sushi and sashimi, and also it matches well with delicate Mediterranean-style dishes like cous cous and seafood.

Grapes
85% Glera, 15% Pinot Noir
Land of production
Veneto and Friuli Venezia Giulia, Prosecco DOC area
Alcohol
11% vol.
N. of bottles produced
100,000
Sizes
0,75 lt
Palletization
95 cases (6 bottles each) per pallet



ST. MICHAEL-EPPAN WINERY www.stmichael.it

Alto Adige DOC Pinot Noir Rosè 2020

In addition to being one of the oldest cultivated vines, the Pinot Noir is also one of the finest and most treasured red wines in South Tyrol. Using the saignée method (careful extraction of the juice from the must), the winery extracts a quality grape juice from which a fresh and fruity rosé wine is made. At sight: pale pink. To the nose: fruity aroma reminiscent of raspberries and strawberry. On the palate: fresh, fruity with pleasant acidity.

Grapes
100% Pinot Noir
Land of production
Alto Adige, Appiano
Alcohol
13,5% vol.
N. of bottles produced
N/A
Sizes
0,75 lt
Palletization
12 cartons per layer and 7 layers per pallet





WINE

LE MANZANE www.lemanzane.com

Prosecco Doc Millesimato Rosé Brut

Strong fruity perfume, fresh taste and strong flavor of red berry. Perfect with appetizer and first dishes.

Grapes
85% Glera, 15% Pinot Noir
Land of production
San Pietro di Feletto, Veneto
Alcohol
11,50% vol.
N. of bottles produced
55,000
Sizes
Boxes of 6 bottles
Palletization
72 boxes for each pallet



BANFI www.banfi.it

Cost'è - Toscana IGT

A perfect Provencal style rosé wine: the perfect marriage between Sangiovese and Vermentino. A wine with pale pink nuances; the typical notes of red fruits of Sangiovese and the citrus and sage scents of Vermentino stand out on the nose. Fresh, with a good persistence. Delicious as an aperitif, it is perfect to be paired with light dishes of both meat and fish.

Grapes
Sangiovese, Vermentino
Land of production
Tuscany
Alcohol
13% vol.
N. of bottles produced
40,000
Sizes
0,75 lt



BARBANERA www.barbaneravini.it

Toscana Rosato IGT da uve leggermente appassite Barbanera Special Selection

The 'leggero appassimento' (literally slightly drying process of the grapes) both on vines or inside the cellar allows to obtain delicate and unique aromas, giving wines longevity and character. The harmonious combination between acidity and smoothness, gives this wine a pleasantly drinkability and persistence. The dried grapes lead to produce wines with characteristic fruity aromas of mature fruits, plums and morello cherries. The wine shows a delicate rosé colour inside the glass. The floral bouquet of roses weaves together with elegant notes of Mediterranean maquis and pomegranate.

Grapes
Blend of red grapes
Land of production
Tuscany
Alcohol
13% vol.
N. of bottles produced
100,000
Sizes
0,75 lt
Palletization
140x6 bottles
each pallet



CASA VINICOLA CANELLA www.bellinicanella.com

Lido Prosecco Rosé

Inspired by the famous Lido di Venezia, Lido Prosecco Rosé represents a turning point between the second and the third generation at Canella Winery. It's a prosecco rosé made up by 85% of Glera grape and 15% of local Pinot Noir. A lovely shade of pink with fine and persistent perlage, the nose features fruity notes of cherry, wild berries and delicate flowers. On the palate, it is fresh, vivacious and pleasingly dry, with excellent persistence.

Grapes
85% Glera, 15% Pinot Noir
Land of production
Veneto
Alcohol
11% vol.
N. of bottles produced
50,000
Sizes
0,75 lt
Palletization
4x20



CANTINE MASCHIO www.cantinemaschio.com

Maschio Prosecco DOC Rosé Extra Dry Millesimato (vintage)

With its light pink colour and typical copper hues, Maschio Prosecco DOC Rosé is pure harmony also for the nose: hints of white flowers from Glera variety blend with violet and raspberry notes from Pinot Nero. Full bodied, it releases clearly perceivable notes of berries on the aftertaste. Ideal as an aperitif, it also pairs beautifully with any first course. Serve chilled at 6-8°C.

Grapes
85-90% Glera; 10-15% Pinot Nero (fermented on the skins)
Land of production
Treviso, north of Venice
Alcohol
11% vol.
N. of bottles produced
150,000 (6 months)
Sizes
0,20 - 0,75 lt
Palletization
0,75 lt: Epal 80x120 cm: 15 cartons per layer x 5 layers - Blue Chep 100x120 cm: 19 cartons per layer x 5 layers; 0,20 cl: Epal 80x120 cm: 11 cartons per layer x 8 layers



MONTELVINI www.montelvini.it/it

Prosecco DOC Rosé Treviso Brut - Millesimato

The Prosecco Rosé is obtained from an assembled cuvée. The long period of time on the lees results in a fine, persistent perlage. The aromas are delicate and reminiscent of wisteria flowers and white fruit, together with hints of small red fruits. The wine has a balanced taste, it is creamy, persistent and full-flavoured. Excellent as an aperitif, it finds its maximum expression with all raw fish and first courses, as well as with different cheeses.

Grapes
85% Glera, 15% Pinot Noir
Land of production
Veneto
Alcohol
11% vol.
N. of bottles produced
50,000
Sizes
0,75 lt
Palletization
480 bottles



PASQUA VIGNETI E CANTINE www.pasqua.it

11 Minutes - Rosé Trevenziese Indicazione Geografica Tipica 2020

A fine blend created from the most noble native varieties like Corvina and Trebbiano di Lugana and varieties like Syrah and Carménère. In 11 minutes (the skin contact time from which it takes its name) the most noble qualities of the grapes and the slightly rosy shade that characterize this wine are extracted. This is a fresh, enveloping rosé with an intense and complex bouquet, created to accompany spring or summer evenings and more.

Grapes
50% Corvina, 25% Trebbiano di Lugana, 15% Syrah, 10% Carménère
Land of production
Lake Garda
Alcohol
12,5% vol.
N. of bottles produced
405,000
Sizes
0,75 lt
Palletization
Cases per layer 16, layers per pallet 5, total cases per pallet 80, total bottles per pallet 480



CANTINE SETTESOLI www.settesoli.it

Settesoli Syrah rosé

Fresh and balanced, with delicate flower scents and enchanting notes of mulberry and cherry. This Syrah goes best with fish soups, blue cheeses and pizza.

Grapes
100% Syrah
Land of production
Menfi, Agrigento province, Sicily
Alcohol
12,5% vol.
N. of bottles produced
100,000
Sizes
0,75 lt
Palletization
100 cartons per pallet; pallet dimensions: 80x120 cm



KELLEREI BOZEN - CANTINA BOLZANO www.kellereibozen.com/en/

Rosé Pischl Vigneti delle Dolomiti IGT

This rosé is a fresh and fruity summer wine that is served lightly chilled as an aperitif or with starters. Color: pink to pale ruby. Aroma: delicately fruity aromas of red berries (strawberry and raspberry) and sour cherry, and floral aromas of violets with notes of marzipan. Taste: elegant harmonious opulence with a fresh and juicy acidity.

Grapes
Lagrein 45%, Pinot Nero 20%, Merlot 20%, Cabernet Sauvignon 15%
Land of production
Alto Adige
Alcohol
12,50% vol.
N. of bottles produced
50,000
Sizes
0,75 lt
Palletization
25x6x4, 600 bottles



CANTINA DI SOAVE www.cantinasoave.it

Rocca Sveva Bardolino Chiaretto Doc 2020

Bouquet: impressively crisp and clean, notes of pomegranate and reoccurring. Palate: crisp progression and fragrant fruit.

Grapes
Corvina, Corvinone, Rondinella
Land of production
Classic Bardolino growing area, extending over the Eastern shore of Lake Garda
Alcohol
12,5% vol.
Sizes
0,75 lt
Palletization
13x8, 624 bottles



CANTINA PROD. MERANO BURGGRAEFER www.burggraefler.it/en/

Rosé wine "rosé"

Vinification: cold maceration followed by the alcoholic fermentation under controlled temperature in small stainless-steel tanks. After the fermentation, the wine ages at the fine lees. Tasting: delicate in the nose with distinct notes of raspberries, strawberries and cherries. Fresh and juicy on the palate with ripe red berries on the long finish.

Grapes
Cuvée - a blend of robust, full-bodied red wines
Land of production
Alto Adige - Südtirol
Alcohol
13,5% vol.
N. of bottles produced
10,000
Sizes
0,75 lt
Palletization
100 cardboard cartons per pallet, 600 bottles



CANTINA PRODUTTORI DI VALDOBBIADENE www.valdoca.com

Prosecco Doc Rose' Extra Dry Millesimato

Separate vinification for Glera grapes and Pinot Noir grapes. Soft pressing, static decanting and fermentation at 18°C with selected yeasts for Glera. Red maceration for Pinot Noir. Blending before second fermentation with Charmat Method (60 days). The wine has a fine and persistent perlage and the typical characteristics of a great Prosecco such as fruity floral notes and nice freshness. The overall result is a balanced and tasty combination of acidity and softness.

Grapes
90% Glera, 10% Pinot Noir
Land of production
Treviso, Veneto
Alcohol
11,5% vol.
Sizes
0,75 lt
Palletization
95 cases x 6 bottles



TERRE DI SAVA www.notterossa.wine

Notte Rossa Primitivo Rosato Salento IGP

Rosé wine produced from 100% Primitivo grapes, crispy, scented and versatile. Fragrant red fruit, a nice minerality, a delicate colour that appeals. It goes well with light starters, fish soups, roasted or baked-in-a-bag fish, fresh or slightly aged cheeses.

Grapes
100% Primitivo
Land of production
Salento, Puglia
Alcohol
12,5% vol.
Sizes
0,75 lt
Palletization
480 bottles (80 cases of 6 bottles each) on EU pallet



TINAZZI www.tinazzi.it/en

Ca'de'Rocchi Bardolino Chiaretto Dop "Campo delle Rose" 2020

With a light pearly pink colour, this wine presents intense aromas of red fruit, especially raspberries and wild cherries. On the palate it is soft, fresh and lively, with a long finish. It pairs well with seafood risottos and summer meals, as well as flavoured dishes, thanks to its excellent acidity.

Grapes
70% Corvina, 10% Rondinella, 20% Molinara
Land of production
Valleselle Estate, hills of Bardolino, Veneto
Alcohol
12,5% vol.
Sizes
0,75 lt



WILHELM WALCH www.walch.it

Wilhelm Walch Rosé 2020 Vigneti delle Dolomiti IGT

With its delicate salmon colour and pink hues, this rose convinces with aromas reminiscent of red berries and fresh cherries. Elegant and precise, with crisp acidity and fresh bright fruit character.

Grapes
A blend made out of traditional varieties
Land of production
Alto Adige
Alcohol
13,00% vol.
N. of bottles produced
50,000
Sizes
0,75 lt
Palletization
84x6



SERENA WINES 1881 www.serenawines.it

Prosecco DOC Rose' Brut Millesimato Terra Serena

Bright pink color and some greenish reflections. With a lively perlage and persistent foam it has intense aromas with floral scents of white and red flowers accompanied by fruity notes such as apples, pear and hints of red fruits. The taste is fresh and on the palate, it is pleasant and harmonious.

Grapes
88% Glera, 12% Pinot Nero
Land of production
Province of Treviso, Padova, none, Venice (Italy)
Alcohol
11% vol.
N. of bottles produced
80,000
Sizes
0,75 - 1,5 lt
Palletization
96 crt x 6 bts (6 layers of 16 cases each)





WINE



Export to the US: we are leader

In 2020 Italy becomes the country's first global wine supplier. A record 'stolen' from France, sunk by the burden of duties. The analysis by types and formats based on the data provided by the Italian Trade Agency (ITA) New York office.

Despite a 0.6% drop in volume and a 1.5% drop in value, Italy closed 2020 standing on top of the ranking of US wine suppliers, for a turnover of 1.9 billion dollars. A result that 'takes advantage' of the France 'collapse'. Due to the 25% levy introduced in October 2019 by the Trump administration, the country closed the year recording a heavy loss of -20% in value and -12% in volume. Which places France on the second step of the podium for turnover (it was the first in 2019, going from 2.1 to 1.7 billion dollars) and on the third for volumes (it was second in 2019). Due to the effects of import tariffs, Spain and Germany show negative figures too. They dropped, respectively, by 11.5% and 30.5% in value and by 10.4% and 11.8% in volume. On the contrary, positive outcomes were recorded by South Africa (+8.2% in value and +75.3% in volume, 10th place of the ranking), Canada (+19.1% in volume) and Portugal (+13.7% in volume). Overall, according to data from the New York's ITA Agency, in 2020 US global wine imports fell by 9.4% in value, equal to 5.6 billion dollars. While imported volumes show a slight +0.1%.

White wines

For the white wine segment Italy was confirmed - also in 2020 and for the third consecutive year - the largest US supplier. Compared to 2019, the value growth was 0.4%, to 657 million dollars, with a 0.1% decrease in volume. Next in the ranking are New Zealand (392 million) and France. The latter stands in third place with 202.6 million, down 38.7% compared to 330.6 million of 2019. Overall, US imports of white wines in 2020 slightly exceeded 3 billion dollars (-2.4%), with a 26.5% drop in volume.

Red wines

Italian red wines achieved not such a brilliant performance, closing the year down by 1.8% in value, at 623 million dollars, and up by 3.5% in volume. Overall, the category suffered from a decline in US global imports: -26.5% in value (approximately 1.4 billion dollars) and -10.6% in volume. France and Spain were among the most affected: -57.5% in value for the former and -67.5% for the latter. The only countries showing positive figures, in the turnover ranking, were Portugal (+8.9%) and South Africa (+10.5%).

Sparkling and semi-sparkling wines

Despite the 10% drop in value (705 million dollars), France remained the n.one US supplier of sparkling and semi-sparkling wines. Italy follows in second place by value: exports totaled 452.6 million dollars (-5.7% in value), while it's the largest supplier by volume, despite a 2.9% decline. In this case France follows in the second place, with volumes down by 9.2%. The whole sector suffered in 2020: US imports from the world dropped by 6.7% in value and 8.9% in volume, for a turnover of 1.2 billion dollars. Negative outcomes for 8 of the 10 largest suppliers. The only exceptions are Brazil (+57.3% in value) and New Zealand (+210.9%), respectively in 8th and 9th position.

Rosé and other still wines

Bad outcomes for rosé and other still wines (with an alcohol content lower than 14% in formats up to 2 liters, higher than 1.05 dollars/liter). For the category, US global imports closed the year at -45.8% in value and -29.4% in volume.

Of the 131 million dollars of turnover, 131 million belonged to France, despite the negative 54.9% in value. Italy follows, down by 9.1%, to 28.8 million. New Zealand unseats Spain (down by 41%) and gains third position, growing by 4.2% to 7.4 million dollars.

Organic wines

Imports of organic wines from the world fell by 34.4% in value, at 41.8 million dollars. By volume, the figure is still negative: -9.9%. Nevertheless, Italy becomes the first supplier, for a turnover of 15 million dollars (-3.2%), 'thanks' to the sharp downsizing of the French business, which was the first supplier for the category in 2018 and 2019. And that instead closes 2020 down by 54.9%.

Other wines in containers above 2 liters

US imports of other wines in containers above 2 liters grow both in value (-11.7%) and volume (+8.9%). In this case alone, Italy lost ground (-17.2% in volume and -22.9% in value, 6th place in the ranking) in favor of France, which grows by 303% in value and 180% in volume. The performance of South Africa is noteworthy too: +207.65% in value and +458.9% in volume.

Export in Usa: l'Italia è leader

Nel 2020 il Bel Paese diventa primo fornitore mondiale di vini per il mercato a Stelle e strisce. Un primato che il Bel Paese 'rubava' alla Francia, affossata dal fardello dei dazi. L'analisi per tipologie e formati sulla base dei dati forniti dall'ufficio Ice di New York.

US IMPORTS FROM ITALY TOTAL WINE (VALUE) 2018-2020							
	Value			% Market share			% Var.
	2018	2019	2020	2018	2019	2020	
Italian wines in USA							
Total wine	1.980,1	1.954,0	1.924,7	31,4	32,0	34,3	-1,5
White wines	682,6	654,7	657,1	40,4	40,0	41,6	0,4
Red wines	669,9	634,5	623,3	31,6	32,5	43,1	-1,8
Sparkling and semi-sparkling wines	443,2	478,8	451,6	31,5	34,0	35,9	-5,7
Marsala, cherry and other liqueur wines	131,1	135,9	149,6	27,5	28,1	18,4	9,9
Vermut and aromatised wines	86,9	96,4	162,6	81,8	84,1	88,7	68,6
Rosé and other still wines	32,7	31,7	28,8	9,6	9,0	14,6	-9,1
Other wines in containers above 2lt	19,2	17,7	13,6	5,4	6,9	4,2	-22,9
Of which organic wines	14,9	15,7	15,2	21,8	20,5	36,2	-3,2

Source: U.S. Department of Commerce, Bureau of Census

US GLOBAL WINE IMPORTS (VALUE) 2018-2020					
Country	Year			% Variation	
	2018	2019	2020	2019/18	2020/19
World	6.189,6	6.200,6	5.618,1	4,7	-9,4
Italy	1.980,1	1.954,0	1.924,7	6,6	-1,5
France	2.101,3	2.147,9	1.717,7	12,5	-20,0
New Zealand	440,3	464,0	489,7	3,6	5,5
Australia	358,9	340,6	320,4	-11,8	-5,9
Spain	364,1	354,6	314,0	1,5	-11,5
Argentina	285,1	269,8	252,4	-7,2	-6,4
Chile	237,0	237,9	225,4	-16,6	-5,2
Portugal	110,7	112,5	114,6	10,8	1,9
Germany	99,1	95,1	66,1	-6,2	-30,5
South Africa	49,7	46,2	49,9	-8,6	8,2

Source: U.S. Department of Commerce, Bureau of Census

ITALIA BULGARI



new mallow line



We are getting BIGGER





INTERVIEW

“Let’s start back from the web”

This is the exhortation of Luca Spagna, international negotiator for the Horizon central buying platform (Auchan, Casino, Dia, Metro). Exports, consumption trends, smart tastings, Prosecco and Champagne. The wine market in the Covid era.

Who, better than an international negotiator for a super central buying platform like Horizon (Auchan, Casino, Dia and Metro retail chains), can have a thorough and objective insight of the international wine market? And in the meanwhile, develop a clear opinion of the virtues and lacks, the limits and opportunities of Italian wine in the global scenario? Even during a pandemic. Interview with Luca Spagna.

From your perspective, how has the global wine market changed?

There is no doubt that, since Covid entered our lives, the wine sector, like many others, has been suffering. On a global scale, however, Italy still comes out with its head high, achieving results that are above the average. Especially in comparison with our number one competitor, France, who dropped by 11% on international markets. Italy closed instead at -2%, which is not that bad on these days. A first, simple explanation is that French wines are traditionally linked to ‘celebrations’. And in 2020, there was little to celebrate. As shown by the 20% drop of Champagne, compared to the 3% drop of Italian Prosecco. The latter is more suitable for domestic consumption, thanks to the lower cost per liter, and has become a steady presence on world-wide shelves: today, it generates a 2 billion euros turnover abroad. Moreover, it often acts as a ‘Trojan horse’ for other Italian wines.

How did the major Italian wine regions perform globally?

Despite a slight downturn (-3%), Veneto remains the leading wine exporting Italian region. For red wines, the 3% decrease of Tuscany was partially compensated with the +3% registered by Piedmont. Trentino Alto Adige, our 4th leading wine exporting region, is increasingly recognized for its white wines, while Emilia Romagna still ranks in fifth place. If we consider sparkling wines, beside the ‘champion’ Prosecco, Francia-

corta also rose 11% on global markets.

Which consumption trends are driving growth?

As above mentioned, the domestic consumption phenomenon should not be underestimated. In Denmark, for instance, it has grown by 3% but the trend is common to many Nordic markets. The Danes historically prefer French wines to the Italian ones, and so they did in 2020. In the last five years, Italy achieved a +1% growth in the country, compared to the +8% of France. In Norway, on the other hand, Italian wines are very popular and we are recording growth rates of nearly 30%. The drop in exports to the US due to the ‘Trumpian’ duties and the -6% recorded in the UK due to Brexit need no explanation. Chile – which represents half of the bulk wine market - did not perform any better (-37%). Just like Japan (-15%) and, above all, China (-26%). Which despite the huge growth potential, still represents only the 15th destination market of our wines. Although we remain China’s fourth largest supplier, we have been losing market shares for three consecutive years.

Quite discouraging data... where is our wine export most developed?

Definitely in Russia, where we are market leaders with exports exceeding 300 million euro (they were 16 million in 2003) and a 29% market share, well above both France and Spain. In Russia there are two factors that Italian wineries need to consider care-

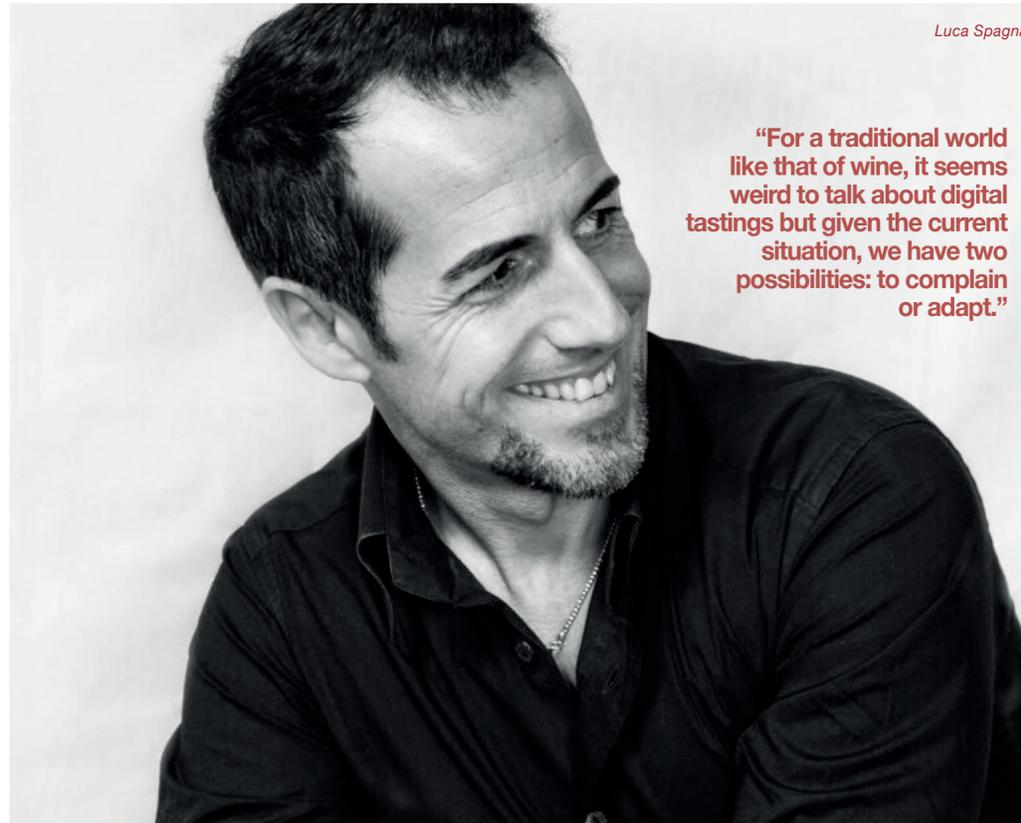
“Prosecco has become a steady presence on world-wide shelves: today, it generates a 2 billion euros turnover abroad. Moreover, it often acts as a ‘Trojan horse’ for other Italian wines.”

fully: the first is the role played by restaurants and the many wine bars that, more and more often, include in their lists Italian wines paired with the highly appreciated Italian food. The second, is the unexpressed potential of the country: Russia’s Union of winegrowers and winemakers estimates an yearly 2.5% growth until 2030, reaching 250 million decalitres per year. Good news come from Switzerland, where in 2020 we have become the largest wine supplier, with a 38% market share (compared to 34% of France). Here, Italian bottled wine has reached an all-time high, since compared to the expensive French wines, it is more suitable to be sold by retailers which, let’s not forget that, were the only working activities. Italians also need to beware of Portuguese wines, which are making their way very quickly in the country.

Did you notice any ‘unusual’ trend in the global wine market?

Well, there is one thing that I find quite surprising: the 3% increase in the average price of fine wines. Especially considering that people’s life revolve around their homes, restaurants are closed and, in general, the average wine price has dropped because it is mainly purchased in the retail channel. Nevertheless, the top wines, especially the Italian ones, have climbed the world rankings. The global Top 100 now boasts 17 Italian brands (they were 8 in 2019). Besides the already known Gaja, Sassicaia and Ornellaia we now have Masseto climbing 40 positions

“There is one thing that I find quite surprising: the 3% increase in the average price of fine wines.”



Luca Spagna

“For a traditional world like that of wine, it seems weird to talk about digital tastings but given the current situation, we have two possibilities: to complain or adapt.”

and new entries such as Biondi Santi and Bartolo Mascarello. Another Italian pride.

Since the end of this pandemic is hard to predict... what should we do?

First of all, we know what we should not do. That is to follow the example of the French: supported by a deeply-rooted sense of superiority, they could hardly deal with the problems aroused by pandemic and, as above mentioned, the absence of celebrations. We need to renew ourselves quickly. And which tool has become the inseparable companion of all our days? The web. For a traditional world like that of wine, it seems weird to talk about digital tastings but given the current situation, we have two possibilities: to complain or adapt.

True, but how?

Just to begin, there are too many ‘barriers’ between wine producers and consumers that we should start breaking down. The first is the lexical one. The use of a complex terminology is counter-productive and often misleading: let’s just think of the dry and extra dry juxtaposition. Staying on the lexical theme, another problem is represented by the ‘experts’ of tastings with their incomprehensible organoleptic descriptions. Let us remember that the olfactory world is more private than we imagine. Another ‘barrier’ is represented by too wide product offers, that generate great confusion in consumers... Speaking seriously, the time has come to make a virtue of necessity and use the web to get closer to consumers. There could be no better moment, if we consider that wine is a product that lends itself very well to home delivery. As Amazon shows off very well, the market is rewarding products with the right value for money.

What’s the connection with wine trade?

Let’s imagine that we are in the wine aisle of a large hypermarket surrounded by at least 700 labels, mostly unknown. The ‘if it’s more expensive it must be better’ paradigm works less and less. So we are there all alone, with

a million doubts. A helplessness feeling that we do not feel on the web, where we read reviews, even from strangers but that look more convincing, to us, than advertising. Wine is entering this world late and on tiptoes. But there are endless possibilities.

For instance?

I would take advantage of this strange moment to learn something new, and have fun as well. For example, there are tools for learning English watching TV series. So why can’t we taste a wine and listen to its description in another language? We all know how emotions influence learning and memory processes... And again, talent shows are trendy, so why can’t we organize online contests where, instead of singing or dancing, wine producers talk about their bottles? And why not, maybe even with a participation fee that includes wine samples. This is just to say that the web has no limits, not even geographical ones. Smart tasting may not replace the pleasure of conviviality, but it certainly offers countless more opportunities to build a connection with consumers all around the world. Thus breaking those famous ‘barriers’. In brief, where is that fantasy for which Italians are famous?

“Ripartiamo dal web”

Non c’è come essere negoziatore internazionale per una supercentrale d’acquisto come Horizon (insegne Auchan, Casino, Dia e Metro) per avere un punto di vista privilegiato e concreto sulle evoluzioni del mercato enologico internazionale. E nel contempo, sviluppare una chiara visione di quelli che sono i pregi e i difetti, i limiti e le opportunità del vino italiano nel mondo. Anche durante una pandemia. Intervista a Luca Spagna. Al centro: export, consumi, prezzi, smart tasting, Prosecco e anche Champagne.

EXPORT OF WINE BY REGION IN 2020

- 1 Veneto (-3%)
- 2 Tuscany (-3%)
- 3 Piedmont (+3%)
- 4 Trentino Alto Adige (+4%)
- 5 Emilia Romagna (+3%)

ITALY IS LEADING WINE SUPPLIER IN RUSSIA...

29%
market share

300
million euro turnover
(it was 16 million in 2003)

...AND SWITZERLAND

38%
market share
(France stands at 34%)

ITALIAN WINE EXPORTS ON A DECREASING TREND

In Japan | and China
-15% | **-26%**



ZOOM

Italian coffee? A true heritage!

The pandemic is boosting the coffee business. Especially 'espresso' sales and consumption. In 2021, the world-beloved beverage was ready to become a Unesco Word Heritage. If only...

"Coffee leads men to trifle away their time, scald their chops, and spend their money, all for a little base, black, thick, nasty, bitter, stinking nauseous puddle water", said a Women's Petition Against Coffee, launched in England in 1674. Today, after 300 years, coffee's reputation has fortunately changed. And the popular beverage has become a symbol of 'made in Italy' around the world. Able to fulfill the needs and requests of more and more demanding consumers: according to the data released by the Nescafé Dolce Gusto Observatory, 'customized' coffee is becoming a must.

Sales soared in 2020

In 2019, the coffee sector was experiencing a general slowdown in Italy, an IRI market research shows. 51% of volumes – even 56% for ground coffee – were sold at reduced prices. However, 2020 has shuffled the deck restricting all out-of-home consumption opportunities, and consequently boosting the domestic ones. Since the start of the pandemic, the coffee market has grown by 3.3% in volume and 10.3% in value, generating a total turnover of 1.52 billion euros. According to recent data, in 2020 the Italian coffee roasters generated a 1.3 million euro turnover. In 2019, it was around 1.4 million euros. Overall, the sector employs approximately 10,187 workers.

Capsules and premium coffee break the bank

In 2019, ground and instant coffee had recorded a slight decline in sales. Grains, on the contrary, were enjoying a positive trend. The pandemic has overturned the market trend in favor of capsules, which recorded a 27% increase in 2020 compared to the previous year. Pods (+18%) and ground and soluble coffee (+3.5%) have grown too. In stark contrast to previous data, grains post a 5% drop. Within the wide and varied coffee market, Italians are now looking for premium products. In detail, in 2020 the consumption of single-origin coffee increased (+35.1% on 2019). Among the most popular types, Arabica stands out (+17.3%), which in terms of sales wins over Robusta. Decaffeinated coffee also did well (+13.7% over the previous year), just like organic coffee. While remaining a niche, it grows by 7% for a 0.6% market share.

Italian coffee and the 'rough route' to the Unesco status

Italians just like to complicate their life, even with the Unesco Commission. The candidacy of Italian espresso coffee as an Intangible Heritage of Humanity has indeed been postponed to next year, because of a 'controversy' between the North and the South. Hence, the Italian Ministry of Agriculture presented two separate candidacies – 'Rite of traditional Italian espresso coffee' and the 'Culture of Neapolitan espresso'. The first one was presented at the beginning of 2019 by the Consortium for the Protection of Traditional Italian Espresso Coffee. The second one, promoted last year, belonged to the regional council of the Campania region. The result? Both candidacies now lie on the table of the Commission. Which, to avoid further 'national fight', has called the promoters of the two candidacies to present a new joint candidacy by 2023.



Il caffè italiano? Vale un patrimonio!

La pandemia favorisce il comparto del caffè. Crescono le vendite e i consumi di espresso. Autentico emblema del made in Italy nel mondo. Che, tra incomprensioni e disguidi, sfiora la candidatura Unesco.

Trinketto PopCorn SALATO

- 100% MADE IN ITALY
- BIG SIZE OF 50 CM
- IT TURNS INTO A MONEY BOX
- 130 GR. OF POPCORN
- 50 CM
- NEW!

POPCORN TRINKETTO, THE NEWEST MEMBER OF "CASA DEL DOLCE" FAMILY
Evolution does not stop...
A unique product with an innovative and funny packaging!

BRCs Food Safety CERTIFIED | **IFS** Food

CASA DEL DOLCE S.p.A.
FARA GERA D'ADDA (BG) ITALY - P. +39 0363 399044
info@casadeldolce.it - www.casadeldolce.it



PRODUCT SHOWCASE

Mediterranean Diet: more than just food



Recognized as an Intangible Heritage of Humanity by Unesco in 2010, the Mediterranean Diet is not simply a 'diet' in the usual sense of the word. It represents a way of living and eating that has shaped the culture and legacy of the people living in the countries bordering the Mediterranean Sea across Millennia. Now globally considered a healthy and balanced food and lifestyle – and whose health benefits are scientifically recognized – its attributes were first described in the 20th century by the American physiologist Ancel Keys. In a scientific publication, he highlighted the near-absence of cardiovascular disease in Mediterranean populations, compared with American patients, thanks to a low-calorie diet, with minimum sugar and animal fats. In 1961, the Time Magazine dedicated a cover to the Mediterranean Diet, which began to be studied and practiced around the world.

But the Mediterranean Diet encompasses more than just food. According to Unesco, it also plays an important social role: "Eating together is the foundation of the cultural identity and continui-

ty of communities throughout the Mediterranean basin," the organization explains. "It is a moment of social exchange and communication, an affirmation and renewal of family, group or community identity. The Mediterranean Diet emphasizes values of hospitality, neighbourliness, intercultural dialogue and creativity, and a way of life guided by respect for diversity. It plays a vital role in cultural spaces, festivals and celebrations, bringing together people of all ages, conditions and social classes."

Characterized by a nutritional model that has remained constant over time and space – consisting mainly of olive oil, cereals, fruit and vegetables, a moderate amount of fish, dairy and meat, condiments and spices, all accompanied by wine or infusions – the Mediterranean Diet has been constantly evolving according to the changing needs of consumers. A perfect combination between tradition and innovation, ancient recipes and cutting-edge technological solutions, that pave the way for a more sustainable global nutrition.

From olive oil to cereals, from cheeses to pasta, sauces and ingredients, in the following pages we provide a selection of the most recent product launches from some of the major Italian f&b manufacturers. Perfect portrait of the Mediterranean Diet of today, and tomorrow.

Dieta Mediterranea: più che semplice cibo

Dichiarata Patrimonio immateriale dell'Umanità dall'Unesco nel 2010, la Dieta Mediterranea non è una 'dieta,' nel senso comune del termine. Rappresenta un modo di vivere e mangiare, lavorare e socializzare, che nel corso dei secoli ha plasmato la cultura dei popoli che abitano le coste del Mar Mediterraneo. Caratterizzata da un modello nutrizionale vario ed equilibrato, ha vissuto e vive continue evoluzioni sulla base delle mutate esigenze dei consumatori così come delle nuove tecnologie alimentari a disposizione dell'industria. Dall'olio all'aceto, dai formaggi alla pasta, passando per sughi e ingredienti: nelle pagine seguenti, una selezione delle novità presentate dall'industria alimentare italiana. Che rappresenta, di fatto, la Dieta Mediterranea di oggi e di domani.

SNACKS

FIOR DI PUGLIA
www.fioredepuglia.com

'Lunghi'



A breadstick with the shape of scissors, strictly hand-made, packed in an easy recyclable tray.

Ingredients list
Flour wheat, extra virgin olive oil, salt, fennel.
Packaging details
200 g, recyclable tray
Shelf life
365 days
International certifications
Brc, IFS
Palletization
12 pieces in each box, 40 boxes in a pallet

FIORENTINI
www.fiorentinialimentari.it

Pop's Super Protein



Small cakes with lentils and chickpeas. High in fibre, source of protein, gluten free, not fried, vegan.

Ingredients list
63% lentils flour, corn, corn oil, 9% chickpeas, peas proteins, sea salt.
Packaging details
80 g, square bottom pack
Shelf life
12 months from production
International certifications
Vegan ok
Palletization
12 units x box, 8 boxes x layer

PEDON
www.pedon.it/en

Pulse Snack



The range is a new plant-based solution ready to revolutionise the world of healthy snacks. The new pulse snacks are air-roasted and never fried, rich in fibre and plant-based protein, for a healthy and guilt-free snack. Through a unique air-roasting process Pedon turns pulses into a crunchy and delicious snack, preserving their natural shape and nutritional properties. 2 segments to satisfy all wishes: 'Natural', for a simple and light break, combined with super ingredients, and 'Yummy', for a surprising taste. Pulse Snacks are 100% natural, gluten-free.

Ingredients list
Pulses are the base ingredient. Some products are combined with fruits or spices.
Packaging details
100% recyclable pack. Single-serve or multi-serve pouch available.
Shelf life
12 months

TERRE DI PUGLIA
www.terredipuglia.it

Taralli gourmet box with fennel seeds



Terre di Puglia presents the new line of Taralli Gourmet Box: Taralli with fennel seeds with extra virgin olive oil in an elegant box with window to present the icon of the Apulian snack as an excellence of the Italian culinary tradition.

Ingredients list
Taralli with fennel seeds with extra virgin olive oil.
Packaging details
150 g
Shelf life
12 months
Palletization
12 pcs/box, 140 boxes/1 pallet

PRODUCT SHOWCASE

CHEESE

CAFORM

www.fiordimaso.it/#dolce-vita

Fresh Asiago PDO 110 g sliced



The cheese is available in a new and more convenient packaging solution. It is ready to be used in tasty sandwiches, or as an ingredient for tasty recipes.

Ingredients list

Cow milk, salt, rennet, lactic ferment.

Packaging details

Weight: 110 gr. Dimension: 20 x 13 x 2. The product is supplied in a plastic packaging in a protective atmosphere.

Shelf life

70 days

Palletization

Pieces for box: 8, boxes for Layer: 28, boxes for pallet: 84

CASEIFICIO LONGO

www.caseificio longo.it

Ricotta del Boscaiolo



Sweet and delicate taste with the scent of fresh milk: Ricotta is made with cow's milk whey and presents a smooth, velvety and very humid white paste, which gently oozes whey.

Ingredients list

Cow's milk whey, milk cream, salt, citric acid as acidity regulator.

Packaging details

400 g bowl or 1500 g bowl.

Shelf life

30 days

International certifications

Brc, Ifs, Fda

Tomino del Boscaiolo



After 5 days of ripening, a 90 g delicious cheese wheel with edible white rind and soft inner dough is produced.

Ingredients list

Milk, rennet, salt.

Packaging details

2 pieces, 180 g shelf package. 1 kg tray.

Shelf life

37 days

International certifications

Brc, Ifs, Fda

CASEIFICIO PALAZZO

www.murgella.it

Burrata Classica Murgella



Burratina 120 g is a traditional burrata filled with stracciatella, a mix of mozzarella ribbons and cream. It is obtained from milk of Apulian origin and produced according to the traditional manufacturing techniques with natural whey starter for the acidification of milk and the formation of curd. Shape: cylindrical. Crust: absent. Taste: creamy and sweet. Colour: white

Ingredients list

Pasteurized cow's milk, uht cream (min. 35%), whey starter culture, salt, microbial coagulant. Country of origin of milk and cream: Italy.

Packaging details

200 g in a PP cup with a new design and label

Shelf life

22 days

International certifications

Ifs, Brc, Halal, Vegetarian

Palletisation

10 pieces per PS box, 60 boxes per pallet

LA CONTADINA SOC. COOP.

www.caseificiocooplacontadina.com

Mozzarella di Bufala Campana DOP



Buffalo Mozzarella PDO made from fresh buffalo's milk

Ingredients list

Full fat buffalo's milk, lactic starter, salt, rennet.

Packaging details

250 g in bag

Shelf life

34 days

International certifications

Ifs, Brc, Fda

Palletization

Cardboard

MARIO COSTA

www.mariocostagorgonzola.it

'Bruno Costa' blue veined cheese with black truffle



It is a blue cheese, made from pasteurized cow's milk, with the addition of black summer truffle flakes at the time of cheese making. It is creamy, sweet with the characteristic aroma of truffles.

Ingredients list

Milk, rennet, salt, summer black truffle (Tuber aestivum Vitt.)

Packaging details

Whole wheels (12 kg), half (6 kg), quarters (3 kg) and ATM eighth (1,5 kg, plastic + aluminium) (aluminium)

Shelf life

30 days

International certifications

Brc, Ifs, Fssc, Iso 22000, Sedex member

PARMAREGGIO

www.casamodena-parmareggio.com

Parmigiano Reggiano based fresh and sliced cheeses



The new Parmareggio product range includes Fresh cheeses, such as Ricotta, Robiolino and Spreadable, which combine their freshness and creaminess with Parmigiano Reggiano's taste and naturalness; and Sliced cheeses: practical, soft, tasty in the Classic and Smoked versions.

Ingredients list

Italian origin of raw materials (100% Italian milk and no preservatives).

Packaging details

Fresh cheeses: Ricotta 220 g, Robiolino (60 g x 2) 120 g, Spreadable 130 g. Classic and Smoked Sliced cheeses: 120 g. Ricotta and Spreadable products are contained in practical packages with a resealable lid. Robiolino is in a container with two 60 g single portions, and Sliced cheeses are in functional stay-fresh trays.

Shelf life

Ricotta: 35 days. Robiolino: 60 days. Spreadable: 90 days. Sliced cheeses: 70 days

PARMAREGGIO - AGRIFORM DIVISION

www.agriform.it

Grana Padano PDO Gira&Gratta - Gira&Sfoglia



Gira&Gratta and Gira&Sfoglia combine the fragrance of Grana Padano PDO cheese with a practical and hygienic rotary grater. A ready-to-use product that allows to always have freshly grated or shaved cheese, while keeping Grana Padano PDO packaged in a protective atmosphere. Now in a new and more appealing package.

Ingredients list

Milk, salt, rennet, natural preservative: lysozyme (from egg)

Packaging details

Grana Padano PDO with a protective atmosphere packaging and rotary grater for flakes (Gira&Sfoglia) and grated cheese (Gira&Gratta). Available in 150 and 250 g pack.

Shelf life

120 days

International certifications

IFS Food - Higher level, UNI EN ISO 9001:2015, FSSC 22000

Palletization

10 units/box, 96 boxes/pallet

DELIZIA

www.prodottideliziosa.it

Boccone Deliziosa - less than 60% of salt Pdq



Stretched-curd cheese with less than 60% of salt compared with Deliziosa mozzarella. Appearance: smooth and shiny, homogeneous, milky white surface; pulp of fibrous structure; soft and slightly elastic consistency. Odor: delicate, pleasant, characteristic of fresh dairy products.

Ingredients list

Milk, acidity regulator: lactic acid, natural whey, salt, rennet.

Packaging details

200 g. The product is packaged in sealed plastic film (bag) in brine.

Shelf life

14 days

International certifications

Brc, Ifs, Organic

Palletization

Epal pallet. Dimensions: 120x80x125 cm. Packages for layer: 9, number of layers: 10, packaging for pallet: 90.

FATTORIE FIANDINO IN PIEMONTE

www.fattoriefiandino.it

Kinara



Kinara, produced with 100% milk from Piedmont, is a hard cheese with long maturation that soaks in Sicilian salt brine from 10 to 15 days and then slowly age for more than 12 months. Produced with the 'Kinara Method' which sees the use of the flowers of the Cynara cardunculus plant that turns into "real vegetable rennet", it is a cheese lactose free and without preservatives.

Ingredients list

Milk, salt, vegetable rennet (Cynara cardunculus).

Packaging details

Weight of the wheel approx. 38 Kg. Under vacuum: 1/8 of the wheel (4,5 Kg), 1 Kg, 500 g, 250 g. Grated 90 g, 1 Kg

Shelf life

300 days

International certifications

Halal

IGOR

www.igorgorgonzola.com

Igor Gorgonzola Dolce and Piccante 200 g (new pack)



Igor introduces the package restyle of its Gorgonzola Dolce and Piccante: a new image aimed at enhancing the taste, nutritional values and the Italian origin of gorgonzola. Gorgonzola Igor is the first cheese certified Lfree (naturally lactose-free) and approved by the Aili, the Italian Lacto-Intolerant Association. It is rich in calcium, protein and vitamin B12.

Ingredients list

Cow's milk (98.26%); starter cultures (1.5%); selected Penicillium moulds (0.01%); dried sea salt (0.21%); animal rennet (0.02%).

Packaging details

The 200 g portion is very practical thanks to the resealable packaging which maintains the freshness of the product. The lid has been eliminated in order to reduce the plastic use by 30%.

Shelf life

40 days

INALPI

www.inalpi.it

Italian Grated Cheese without Lysozyme



The Italian Grated Cheese, produced, processed and matured in the factory of Pe-veragno (Cuneo), is produced without using egg lysozyme. It's the first cheese produced expressly to be grated and packaged fresh: a natural product, without adjuvants (such as egg lysozyme) and with all organoleptic characteristics of the hard cheese. Perfect to enhance the taste of any recipe.

Ingredients list

Produced with 100% milk from short production chain controlled by Inalpi, in both conventional and Bio (organic) versions.

Packaging details

Packaged in modified atmosphere (100 g). Freshness-saving closure ensuring perfect conservation even after the opening.

Shelf life

60 days

International certifications

UNI EN ISO 9001, Fssc 22000, Brc, Ifs, UNI EN ISO 14001, SA8000, Halal, Kosher, UNI EN ISO 22005, ISO 45001, Organic, Aeo Certificate

COFFEE

BAZZARA

www.bazzara.it

Dodicigrancru



An extraordinary balance among 12 of the most precious arabica origins in the world: this is Dodicigrancru, the luxury coffee blend by Bazzara. The granulometry, specifically studied for the ground coffee presented in the 250 g tin, makes this product perfect for the moka preparation of Dodicigrancru.

Ingredients list

100% Arabica Roasted ground coffee.

Packaging details

250 g, hermetically-sealed tin.

Shelf life

2 years

Palletization

1 pallet of 432 kg (36 boxes) or 504 kg (42 boxes), boxes of 12 kg each

HAUSBRANDT TRIESTE 1892

www.hausbrandt.it

Organic 100% Arabica roasted coffee beans



A blend of coffee with a sweet aroma and an intense aftertaste. It presents itself on the palate with a pleasant acidity, balanced by notes of fresh fruit and a peculiar hint of almond, also present on the nose.

Ingredients list

Organic 100% Arabica roasted coffee beans.

Packaging details

1 kg pack

Shelf life

24 months

International certifications

UNI EN ISO 9001, UNI EN ISO 14001, UNI EN ISO 22000, IT-BIO-021

Palletization

Pallet format/size: europallet/80 x 120 cm. Shrink-wraps/cases per layer: 12. Layers per pallet: 6. Total shrink-wraps/cases: 72. Total net weight: 432 kg

MOKITO

www.mokito.it

Mokito - Nespresso Compatible Capsules



100% Arabica: the delicate and aromatic notes of the best Arabica coffees. Armonia: harmonious aromas and a mild flavour with a mix of Arabica and Robusta coffees. Intenso: an intense cream and a long finish of chocolate and nut notes.

Ingredients list

Ground roasted coffee blend.

Packaging details

10 capsules pack (10 x 5,5 g) - 55 g, 1 box contains 12 packs

Shelf life

24 months

International certifications

ISO 9001, ISO 22000, HACCP

Palletization

1 carton/12 packs. 1 pallet/4.224 packs (42.240 capsules). 1 pallet/11 rows of 32 cartons of 12 packs of 10 capsules each.

MUSETTI

www.musetti.it

Absolute100 - Espresso Coffee Beans



100% Arabica, characterized by sweet notes of honey, vanilla and milk chocolate. Velvet body and sweetness are well balanced with a fine acidity. Elegant aftertaste with hints of caramel and orange blossom. Absolute 100 is a truly special blend signed by Lucia Musetti.

Ingredients list

100% Arabica Coffee

Packaging details

1.5 kg tin. The vacuum filling, that uses a modified nitrogen atmosphere, guarantees the coffee the maximum aroma and scent of the 'real espresso' until it is exhausted.

Shelf life

24 months

Palletization

Net weight: 1,5 kg, gross weight: 2 kg. Pack per box: 3, box gross weight: 6 kg, pallet's layers: 5, boxes per layer: 11, boxes per pallet: 165, pallet gross weight: 350 kg.

PRODUCT SHOWCASE

OLIVE OIL AND VINEGAR

FRANTOIO GALANTINO www.galantino.it

Volare



Pack with 5 different extra virgin olive oils and flavored olive oils in 100 ml bottles

Ingredients list

Extra virgin olive oil, Extra virgin olive oil & basil, Extra virgin olive oil & lemon, Extra virgin olive oil & chili pepper, Extra virgin olive oil & aromatic herbs

Packaging details

500 g. Carton pack, containing 5 pet bottles (pet because it is not breakable, suitable for traveling)

Shelf life

2 years

International certifications

Brc Food, Ifs Food, Iso 9001, Iso 14001

OLIO GUGLIEMI www.oliogugliemi.it

Olio di Puglia PGI



Olio Puglia PGI is certified by the PGI (Protected Geographical Indication) Community trade mark and by a strict production disciplinary. The PGI Puglia oil is born from selected olives, pressed right after the harvest at very low temperatures. A green colored oil with golden hues, with aromas of fresh grass, artichoke and tomato. Its medium-intense flavor is accompanied by the typical bitter and spicy notes that make it decisive, but well balanced.

Ingredients list

100% Italian extra virgin olive oil

Packaging details

Carton box of 6 bottles of 500 ml, 5,8 kg per box

Shelf life

18 months

Palletization

29 layers, 145 boxes per pallet

PUJJE, EXTRA VIRGIN OLIVE OIL www.pujje.it

Anfritre Delicate, Rea Intense, and Helios Lively Monocultivar



Anfritre is a multicultivar extra virgin olive oil, light fruity, born out from the blend of 4 different types of olive: Frantoiana, Nocciara and Nocellara del Belice. Rea is a multicultivar extra virgin olive oil, intense fruity, originating from the blend of three types of olive: Coratina and Nocellara del Belice. Helios is a monocultivar extra virgin olive oil, medium fruity, which comes from a single powerful olive: Ogliarola Salentina from millennial olive trees.

Ingredients list

Extra virgin olive oil

Packaging details

Glass bottle (50 ml, 200 ml and 500 ml) with a no-tam-per and no-refilling cap. Available in single, double and triple cases or in boxes of 6, 12 and 24 pieces.

Shelf life

18 months from bottling

Palletization

Customized palletizing solutions

REDORO www.redoro.it

Extra virgin olive oil Veneto Valpolicella PDO



Extra virgin olive oil PDO Veneto Valpolicella is obtained from at least 50% of the Grignano and favarol olive varieties which are harvested exclusively in the hills Adja-cent to Verona. This PDO oil has an intense and clear color. When tasted, it is slightly astringent with aromas that are particularly intense, offering hints of fresh vegetables, fruity sensations and a delicate aftertaste of artichoke and almond.

Ingredients list

Extra virgin olive oil

Packaging details

Box of 12 bottles lt. 0,500 - kg. 10,56/each box

Shelf life

18 months of bottling.

International certifications

Ifs, Brc, Broker, Iso 22.000.

Palletization

10 boxes x 5 layers, 50 boxes each pallet

FLOURS

MOLINI DEL PONTE www.molinidelponte.com

Grani d'Autore Fiore di Sicilia



This fine flour is produced exclusively with durum wheat, organically grown and milled in Sicily using La Fertè natural stones, antique millstones from the 1800's.

Ingredients

Wheat

Packaging details

ATM packages of 1 and 5 kg

Shelf life

12 months

International certifications

ISO 22000

Palletization

Pack of 1 kg: 12 packages per box, box per layers, 6 layers per pallet. Pack of 5 kg : 5 packages per box, 14 box per layers, 14 layers per pallet.

MOLINO DALLAGIOVANNA www.dallagiovanna.it

Mix Gnocchi, Oltregrano



A blend specifically designed for the production of gnocchi, suitable for cold kneading, artisanal and industrial. The ingredients contained in this blend allow to speed up the process of making the dough for the gnocchi, giving a delicate and easily customizable taste with fresh ingredients.

Ingredients list

Potato flakes, soft wheat flour for pasta: laTriplzero, potato starch, vegetable fibre, salt, antioxidant: citric acid.

Packaging details

10 kg paper bag

Shelf life

8 months

MOLINO NALDONI www.molinonaldoni.it

Sciore - Type 2 semi-wholemeal soft wheat flour



Sciore is the virtuous combination of a semi-wholemeal milling and the choice of the wheat with a high protein content. Rich in fiber and wheat germ, with a high Omega 3 and Omega 6 content. Ideal for Neapolitan-style rustic and fragrant pizzas. Long leavening time of 48-72 hours.

Ingredients list

Soft wheat flour

Packaging details

25 kg paper bags

Shelf life

180 days

International certifications

Brc, Kosher, UNI EN ISO 9001

Palletization

Epal pallet 80x120cm, 1000 kg. 40 packs, 4 packs per layer, 10 layers.

MOLINO PASINI www.molinopasini.com

Mix Gnocchi



Specifically created to rediscover the taste and consistency of the authentic home-made gnocchi. It allows to prepare gnocchi in only 3 minutes, simply adding water to the mix. The higher quality and perfect dosing of the ingredients means the resulting gnocchi have the ideal firmness and elasticity with a 'real taste'.

Ingredients list

Potatoes (flake and starch), soft wheat flour type 00, maize starch, milk powder, salt, egg powder.

Packaging details

Paper bag 400 g

Shelf life

12 months

International certifications

ISO 22000:2005, FSFC 22000, Brc, Ifs, Kosher, Halal

Palletization

10 pcs per tray, 171 trays per pallet.

TRASIMENO www.oliotrasimeno.com

100% Italian Certified Extra Virgin Olive Oil 'il Succoliva'



A blend of expertly selected oils, 100% Italian extra virgin olive oil, the pride of the Arioli family, is packaged in dark glass bottles, without oxygen, in order to preserve the best of the excellent natural taste and flavour qualities. Classic, Organic and Fruttato (fruity taste) variants available.

Ingredients list

100% Extra virgin olive oil

Packaging details

Available in 250, 500, 750 ml and 1 lt sizes

Shelf life

18 months from bottling

International certifications

Brc, ISO22000:2018

ACETAIA SERENI www.acetaiasereni.com

Agridolce Di Mela - Valpanaro



Delicate apple vinegar, 100% organic, coming from Italian apples only. Sweetened with apple juice, it doesn't contain any added sugars. Its colour is dull orange, thanks to the unfiltered apple vinegar. The smell is delicately acetic and fresh, the taste is direct, sweet and sour, fruity with hints of apple. It has a convenient pourer cap which will make it very easy to use.

Ingredients list

Concentrated apple juice*, apple vinegar* (*100% Italian, 100% organic)

Packaging details

Glass bottle 500 ml, 12 bottles each case.

Weight per each case: 10,20 kg

Shelf life

3 years

International certifications

Ifs, Bio

Palletization

80 cases per pallet

ACETIFICIO MENGAZZOLI SNC DI MENGAZZOLI GIORGIO & C. www.mengazzoli.it

Organic apple vinegar with turmeric, ginger and black pepper



Turmeric, ginger and pepper have always been recognized for their multiple properties, which combined with organic apple vinegar give the dish a fresh and pleasantly spicy taste. Perfect for flavouring chicken and white meat. It goes very well with various grilled and boiled vegetables, such as zucchini, carrots, potatoes and peas.

Ingredients list

Apple cider vinegar*, ginger*, turmeric*, black pepper*. *Organic

Packaging details

Glass bottle. Net weight: 0,25 kg. Gross weight: 0,59 kg

Shelf life

5 years

International certifications

Organic, Vegan

Palletization

Epal 80 x 120. Number of layers: 5, masters per layer: 29, masters per pallet: 145

MAZZETTI L'ORIGINALE www.mazzettioriginale.it

Mazzetti l'Originale 'Black Label' Aged Balsamic Vinegar of Modena PGI



This premium aged Balsamic Vinegar of Modena PGI 'Black Label' has a dense consistency and a complex bouquet with strong wooden notes. Full bodied, it has been aged for a long time in oak barriques.

Ingredients list

Cooked grape must, wine vinegar. Contains sulfites.

Packaging details

Available in a beautifully shaped 250 ml Mazzetti glass bottle or as a gift pack in an elegant box.

Shelf life

Unlimited

Palletization

6 bottles per case. Palletisation Epal 80x120: (33 cs x 5 layers)= 165 cs. Palletisation FUmig 100x120: (39 cs x 6 layers)= 234 cs.

MOLINI PIVETTI www.molinipivetti.it

Triticum Type 1



Molini Pivetti's new Decortec stone milling technology provides a gentle grinding action that preserves the most valuable parts of the wheat kernel. In a single processing step, it produces a whole grain flour that is rich in the most valuable parts of this precious grain. The resulting flour has a strong flavour, golden colour and is rich in fibres. Ideal for pizza, bread and pastries.

Ingredients list

Hulled soft wheat flour type '1'

Packaging details

5 - 25 kg

Shelf life

9 months

International certifications

Brc, Ifs

Palletization

176 bags - 880 kg/pallet for 5 kg bags, 40 bags - 1000 kg/pallet for 25 kg bags

MOLINO RACHELLO www.molinorachello.it

OltreOasi Alma Biga



Semifinished mix made with Oasi Rachello flour type '0' Biga, enhanced by a combination of completely natural enzymes. A clean label product made with natural ingredients only. Studied for artisan and semi-industrial use. Ideal for pizza and focaccia production with direct or indirect processing techniques, with a guaranteed result of a product with fragrant smell, colorful crust and crumb, crunchy crust.

Ingredients

Soft wheat flour type 0, vital wheat gluten, deactivated brewer's yeast, enzymes (among which lipase, natural enzymes replacing E471 and E472)

Packaging details

25 kg paper bags

Shelf life

12 months

International certifications

Organic, Ifs, ISO 22005, ISO 9001, Kosher Star-K

MOLINO SPADONI www.molinospadoni.it

Mix flour for real 'Gran Pinsa alla Romana'



Mix flour Molino Spadoni is made from a blend of flours specifically studied for the preparation of Pinsa Romana: soft on the inside, crispy on the outside and highly digestible.

Ingredients list

Type '1' soft wheat flour, soybeans flour, rice flour, wheat-based sourdough, spelt wheat flour, barley flour, enzymes (contains wheat). May contain milk, mustard, lupin, sesame. Spadoni active dried yeast: dehydrated yeast (Saccharomyces cerevisiae), emulsifying agent: sorbitan monostearate (E491).

Packaging details

1010 g, paper kraft packaging 1000 g, contains 1 sachet of brewer's yeast (10 g) packaged in protective atmosphere.

Shelf life

14 months

Palletization

Pieces x case: 10, cases x layer: 11, layers x pallet: 8



PRODUCT SHOWCASE

DRY AND STUFFED PASTA

PASTIFICIO ALFIERI
www.pastificioalfieri.it

**Egg Tajarin with
Alba white truffle**



Durum wheat semolina egg pasta with Alba white truffle
Ingredients list
Durum wheat semolina, fresh pasteurized barn eggs (20%), black truffle (Tuber Aestivum Vitt.) 3,4%, truffle aroma, Alba white truffle (Tuber Magnatum Pico) 0,04%, salt.
Packaging details
Gross weight (single piece): 280 g. Quantity per carton: 9. Net weight (package): 2,25 kg. Gross weight (package): 2,60 kg
Shelf life
35 months
International certifications
Ifs, Iso 22000
Palletization
Pcs per pallet: 504, boxes per layer: 8, layers per pallet: 7, boxes per pallet: 56, pallet net weight: 126 kg, pallet gross weight: 145 kg

VIVIEN PRO SALUS
www.vivienprosalus.it

5 Grains Tagliatelle



The 5-grain tagliatelle of the Vivien Pro Salus line contain spelt, barley, rye, saragolla and oats, for a mix of well-being. They are rich in fiber, B vitamins and minerals, including magnesium. They are a source of essential fatty acids, namely Omega-3 and Omega-6.
Ingredients list
Wholemeal spelt flour* 30%, wholemeal saragolla wheat semolina* 20%, wholemeal rye flour* 20%, wholemeal barley flour* 20%, wholemeal oat flour* 10%. (* organic)
Packaging details
250 g, cardboard case with window
Shelf life
28 months
International certifications
Organic, Vegan Ok
Palletization
88 cartons per pallet

ANTICO PASTIFICIO UMBRO
www.anticopastificioumbro.it

Bauletto Atentico Italiano



This selection of specially packaged products was designed to create a delicious and unusual gift box. A handy pack, tied to the identity of the Antico Pastificio Umbro pasta factory. It is possible to choose the type of pasta in order to build up the gift box according to preferences.
Ingredients list
Bronze-drawn durum wheat semolina pasta, traditional Italian basil pesto, tasty hot spice mix.
Packaging details
Corrugated cardboard, gross weight 1,8 kg
Shelf life
24 months
International certifications
Brc, Organic, Kosher

RICETTA ITALIANA
www.mycookingbox.it

**Whole grain Cellentani pasta
with Sicilian pesto - meal kit**



A complete, gourmet and 100% Made in Italy meal kit containing all ingredients exactly portioned with multi-language step-by-step instructions and a video recipe for the preparation of a typical Italian dish at home. The meal kit is for 2/3 servings and it's very easy and fast to prepare: just 15 min. All shelf-stable ingredients are selected among high quality Italian products, free from preservatives or artificial additives. This recipe belongs to a new line of meal kit boxes.
Ingredients list
Whole grain Cellentani pasta 250 g, Sicilian Pesto 180 g, Sea salt crystals 25 g, Extra virgin olive oil 20 ml
Packaging details
Carton box 15x14x19 cm, net weight 473 g
Shelf life
10 months
Palletization
Unit per master carton: 9 pcs, master carton per pallet: 32, units per pallet: 288 pcs

ELLI DE CECCO DI FILIPPO
www.dececco.com

'I Grandi' line



De Cecco celebrates the Italian culinary tradition with the 'I Grandi' collection: the most loved pasta types, in a bigger size scale. The line includes: Spaghettoni, Spaghettoni Grandi, Linguine Grandi, Bucatini Grandi, Spaghettoni Quadrati, Fusilli Grandi, Pennoni Lisci, Pennoni Rigati, Orecchiette Grandi.
Ingredients list
Durum wheat semolina. May contain soy.
Packaging details
500 g cellophane flow pack
Shelf life
36 months
International certifications
Brs, Ifs, Epd, Dnv product certification, Halal, Kosher, Haccp, SA8000
Palletization
Pack per case: 24 (all). Cases per pallet: 68 (Spaghettoni, Spaghettoni, Quadrati, Spaghettoni Grandi, Linguine Grandi), 48 (Bucatini Grandi), 18 (Pennoni Rigati, Pennoni Lisci, Fusilli Grandi), 24 (Orecchiette Grandi). Tot. No. Stackable pallet: 3 (all).

DE MATTEIS AGROALIMENTARE
www.pastarmando.it

La Chitarra - Pasta Armando



La Chitarra - Pasta Armando is made according to the traditional method using only high quality 100% Italian durum wheat at semolina and water. It is bronze drawn, firm and always 'al dente'. It is ideal for simple sauces and seasoning typical of the Italian tradition. Like the entire range of durum wheat semolina pasta from Pasta Armando, it is certified 'Method Zero Residue of Pesticides and Glyphosate'.
Ingredients list
100% Italian durum wheat semolina
Packaging details
500 g packs
Shelf life
36 months
International certifications
Certificated by Bureau Veritas
Palletization
21 pack of 500 g for each carton. Selling unit: 500 g packaging

GINO GIROLOMONI COOPERATIVA AGRICOLA
www.girolomoni.it

**Organic Durum Wheat
'Cappelli' Linguine**



Durum wheat Cappelli is grown by on the hills of the Marche region. It is considered an ancient variety. With a high protein content, it is particularly good for making the 'perfect' pasta, firm to the bite. The bronze extrusion gives this pasta an exterior rough and porous surface to better absorb the sauce.
Ingredients list
Organic Cappelli durum wheat semolina
Packaging details
500 g, laminated plastic bag
Shelf life
36 months
International certifications
Organic, Ifs
Palletization
96 boxes, total 1.152 units per pallet

PASTIFICIO ATTILIO MASTROMAURO GRANORO
www.granoro.it

**Granoro Dedicato
Wholemeal Penne Birigate**



Granoro Dedicato Wholemeal 'Penne Birigate', double ribbed and bronze extruded, have a wavy profile that guarantee uniform cooking in all parts. The diameter, larger than the classic Penne Rigate, makes it easier to retain even the more full-bodied seasonings. Granoro's wholemeal semolina is naturally rich in fibers, minerals and vitamins.
Ingredients list
Durum wheat semolina 100% from Puglia
Packaging details
500 g, cellophane
Shelf life
36 months from date of packaging
International certifications
Granoro dedicato is the first Apulian durum wheat pasta with triple certification: UNI EN ISO 22005: 08 by DNV (Det Norske Veritas); 'Puglia Quality Products'; and 'Pesticide and Glyphosate Free'
Palletization
Standard: 20 pcs per carton, 10 cartons per layer, 5 layers per pallet, 50 cartons per pallet

MASTER
www.mammaemma.it

**Potato Gnocchi Stuffed
with Genovese Pesto**



Mamma Emma are the only stuffed gnocchi made with 100% steamed fresh potatoes and only natural ingredients.
Ingredients list
Steamed potatoes 58%, wheat flour, spreadable ricotta cheese [ricotta cheese 98% (milk whey, milk cream, salt), whey protein concentrate, lactic ferments], Genovese pesto sauce 7% [extra virgin olive oil, Parmigiano Reggiano PDO cheese 20% (milk, salt, rennet), concentrated Basilico Genovese PDO 19% (basil concentrated), Pecorino Romano PDO cheese 10% (sheep milk, salt, rennet), salt, pine nuts, wine vinegar], potato starch, eggs, salt, sunflower oil.
Packaging details
Weight: 350 g (12.4 Oz). Plastic bag inside paper box.
Shelf life
60 days fresh, 18 months frozen
International certifications
BRCS, IFS, FSSC 22:000, ICEA, Smeta 4 Pillars, Fda

PASTIFICIO AVESANI
www.pastificioavesani.it

Girasoli with truffle



Fresh egg pasta filled with truffle
Ingredients list
Egg fresh pasta, truffle
Packaging details
250 gr in tray
Shelf life
65 days
International certifications
Ifs, Brc, Kat
Palletization
90 crts/pallet

RAVIOLIFICIO LO SCOIATTOLO
www.scoiattolopastafresca.it

**Burrata and Tomatoes
Organic Ravioli**



Organic product with 60% of filling, 'Burrata and Tomatoes Organic Ravioli' is produced with only Italian wheat and Italian Burrata. It is a double dough ravioli with a very intense and characterized filling, a typical Mediterranean taste known and loved all over the world. A pinch of chili gives it a mildly spicy, fruity taste and aroma.
Packaging details
907 g bi-pack tray (2 x 454 g)
International certifications
Usda Organic
Palletization
6 units per display case

ANTICO PASTIFICIO ROSETANO
www.verrigni.com

**Spaghettono Affumicato -
Smoked Spaghettono**



A sincere pasta, that the less you season the more it reveals its true character. The smoky notes are able to give an unprecedented depth of texture, amplifying the sensation of thickness. It is recommended to reuse the cooking water in the dressing.
Ingredients list
Durum wheat semolina, natural aromas
Packaging details
500 g cellophane
Shelf life
3 years

LA PASTA DI CAMPOFILONE MARILUNGO G.&C.SNC
www.pastamarilungo.it

Egg Pasta



Pasta Marilungo is prepared with exceptional artisanal care and dried at a low temperature. Made with the finest ingredients from the Marche region: premium quality first extraction durum wheat and free-renal hens eggs.
Ingredients list
Durum wheat semolina and fresh pasteurized eggs
Packaging details
250 g case in cartons of 16 cases
Shelf life
24 months
International certifications
Haccp, Fda 19987791102
Palletization
Pallets of 56 cartons

MARCOZZI
www.articapasta.it

**Artisanal egg dried pasta
from Campofilone**



The traditional egg pasta produced by Antica Pasta in Campofilone is bronze drawn. It is rolled out on sheets of pure cellulose paper and dried at low temperatures. It is a made in Italy product with a handcrafted procedure. Today like in the past, the skilled hands knead the durum wheat flour with eggs obtaining large, thin and golden pasta sheets.
Ingredients list
Durum wheat semolina, eggs
Packaging details
250 g, cardboard case with window
Shelf life
28 months
International certifications
UNI EN ISO 9001, Brc grade A, Ifs level A, Organic, Vegan Ok, Fda Approved + Fsmo

PASTIFICIO D'AMICIS
www.pastificiodamicis.com

Troccoli Del Gargano



Troccoli of Gargano are robust, rough and porous, produced only with durum wheat semolina of Puglia, drawn in bronze and dried slowly at a low temperature. They have a square section, a length of 50 cm, a good body and a full and intense flavor, excellent to capture every pleasant essence of any recipe. The processing is strictly artisanal and the packaging is done by hand.
Ingredients list
Durum wheat semolina, water
Packaging details
500 g, bag
Shelf life
3 years
International certifications
Organic
Palletization
34 box/epal

LE GEMME DEL VESUVIO - GRANIA
www.legemmedelvesuvio.com

**Seaweed Linguine Pasta -
Functional pasta**



Functional pasta with Mediterranean seaweed, emerald green color emanates a strong flavor of sea. This pasta is a source of iodine (claim) that contributes to the normal functioning of energy metabolism, to nervous system and thyroid function.
Ingredients list
Durum wheat semolina, Mediterranean seaweed
Packaging details
Plastic bag, paper label
Shelf life
24 months
International certifications
Brc, Organic
Palletization
50 box of 24 pcs, pallet 80x120x200 cm, 600 kg

PRODUCT SHOWCASE

READY-TO-COOK & READY-TO-EAT

PAGNAN

www.bellavita.bio/en/

Risotto with porcini mushrooms



A rich and creamy risotto, with more than 15% of porcini mushrooms. Available in a convenient and versatile single-portion, ready-to-eat in just 4 minutes. Unlike traditional creamy risotto, it is gluten and lactose free, while maintaining an exceptional smoothness and creaminess.

Ingredients list

Cooked rice (46,3%) (rice, water, salt), water, Porcini mushrooms (15,2%) (Boletus edulis and related group), olive oil, Champignons mushrooms (Agaricus bisporus), lactose-free butter, onion, rice flour, salt, parsley, vegetable fiber, garlic. May contain trace of soy and celery.

Packaging details

300 g, plastic pouch

Shelf life

18 months from date of packaging

International certifications

Ifo Food

Palletization

Pieces per box: 16x81

PASTA BERRUTO

www.pastaberruto.it

Berruto Pasta Cup



These 'Maccheroncini tomato and mozzarella' are a typically Italian, summer dish. This sauce wraps macaroni combining the naturalness of tomato with the flavor of mozzarella.

Ingredients list

Pasta (durum wheat semolina) 71.4%, potato starch, cream, tomato 4.3%, salt, grated cheese, milk proteins, sugar, onion, melted cheese (dehydrated cheese (mozzarella cheese 0.8% on the finished product), melting salt: sodium phosphate, whey, garlic, flavorings, aromatic plants.

Packaging details

70 gr per cup (paper cup)

Shelf life

14 months

International certifications

Ifo, Brc, Kosher, Halal

Palletization

1.536 cups in 1 pallet

TIBERINO - SUDALIMENTA

www.tiberino.com

Risotto with citrus zest



This risotto dish can be easily cooked and does not require any additional ingredients. All ingredients used are 100% natural. This product belongs to the new dry gourmet one-pot meals ready-to-cook (6 recipes available: pastas, risottos & soups) specifically studied for supermarkets. Vegan, without GMOs. Microwaveable.

Ingredients list

Carnaroli rice 95%, orange zest 2%, salt, lemon zest 1%, carrot, chives, parsley, extra-virgin olive oil, turmeric. May contain: gluten, almond, hazelnut, celery, soy, sesame seeds, tuna, squid, egg. No glutamate, chemical additives or animal derivatives.

Packaging details

7 oz / 200 g, modified atmosphere pack

Shelf life

24 months

International certifications

Ifo, Fda Approved

Palletization

10 pieces per carton, 324 display cartons per pallet

VALLE FIORITA

www.vallefiorta.it

Focaccia alla Pala



Bakery product baked in the stone oven at high temperature. Before baking it is covered with extra virgin olive oil. The dough is prepared with sourdough and micro-filtered sea water to make the product light, crisp and highly digestible.

Ingredients list

Soft wheat flour type '0', mother yeast, microfiltered sea water, extra virgin olive oil, soft wheat germ.

Packaging details

Pack of 1 piece of 250 g. Packaged in modified atmosphere with flow pack and label. It is available both in the ambient type both in the chilled type.

Shelf life

60 days

International certifications

Brc, Ifo, Fda.

Palletization

Packs per box: 12, boxes per layer: 8, layers per pallet: 12, boxes per pallet: 96, packs per pallet: 1.152

RICE

PRINCIPATO DI LUCEDIO

www.principatodilucedio.it

Quick cooking brown rice 'Black'



Principato di Lucedio's 'quick cooking brown rice' line combines great taste, wholesome food and fast cooking times. The rice preserves all the nutritional values of the grain. It is rich in fibre, mineral salts and antioxidants, thanks to a pre-cooking method which makes the most of the properties of steam. 100% Brown rice quick cooking 'black' cooks in 14/16 minutes.

Packaging details

500 g cello bag packaged in protective atmosphere + outer cardboard wrapping (retail line); 1, 2,5 or 5 kg cello bag packaged in protective atmosphere (Horeca line).

Shelf life

18/21 months from the production date

International certifications

Kosher

Palletization

500 g: n. 14 units per box, 1 kg: n. 10 units per box, 2,5 kg: n. 4 units per box, 5 kg: n. 2 units per box. Each pallet contains 60 boxes.

RISERIA CREMONESI 1951

www.cremonesi1951.it

Riso della Scala Arborio



A superior quality line made of three rice varieties, that are the most representative for the Italian tradition of Risotto and other common uses: Arborio, Carnaroli and Vialone Nano. The name 'Riso della Scala' refers to the della Scala family, famous Feudal Lords of Verona.

Ingredients list

Arborio Rice

Packaging details

1 kg weight, vintage paper packaging in protective atmosphere.

Shelf life

24 months

International certifications

Ifo Certification 2020 - higher level

Palletization

Layers: 8, cartons for layer: 12, cartons for pallet: 96.

RISERIA DEL BASSO VERONESE GRAZIA

www.risograzia.it

Riso Grazia



Whole grain or regular rice

Ingredients list

Rice

Packaging details

1 kg, vacuum packed

Shelf life

24 months

International certifications

Brc and Ifo work in progress (June 2021)

Palletization

Only euroepal 90 x 9 = kg 810

SIPA INTERNATIONAL

www.martinotaste.com

Organic gluten free brown rice couscous with cauliflower



Special and exclusive product, designed by Martino thanks to a special production process that allows cauliflower to be combined with fine and selected brown rice flour in order not to lose on the contrary to enhance the properties' organoleptic. A source of fibre, low in fat and sodium, organic gluten-free brown rice couscous with Martino's cauliflower is an excellence in quality and properties.

Ingredients list

Organic brown rice flours and organic cauliflower powder.

Packaging details

300 g cellophane box

Shelf life

24 months

International certifications

Brc, Ifo, Organic, Veganok, Kosher, Natural

Palletization

epal 80x120x190, 14 box x 8 layers, 1 box = 12 units

DI MARCO CORRADO

www.pizzanella.it

Pre-cooked Pinsa Bases



The pre-cooked Pinsa Romana bases are fully hand-made, following a completely artisanal preparation process. Di Marco's pinsa-makers work the dough, mixing tradition with expertise: after a natural 72-hour slow rising process, each base is spread out by hand. The bases are then quickly pre-cooked and then flash frozen to fully preserve the taste and freshness. All Pinsa bases are made with sourdough, without any preservatives or additives.

Ingredients list

Soft wheat '0' flour, water, full-fat soy flour, rice flour, dried wheat sourdough, extra-virgin olive oil, salt, yeast.

Packaging details

From 135 g to 1 kg

Shelf life

18 months

NATURELLO

www.dippiu.it/en

Dippiù



Dippiù is a range of 10+ original plant-based dips made with the freshest vegetables and best ingredients. Dippiù is dip for chips, tortillas and crackers, sauce for pasta and risotto or refined finishing touch with meat, fish and cheeses. 'Dippiù' enhances the fresh flavors of vegetables with original recipes: grilled pepper, lime juice and chilli; mango and pepper; pumpkin and amaretto grains; caramelized onion; chickpeas and lemon juice. Dippiù is free from preservatives, flavorings and colorants. It is low in fat and calories, and provides a good source of fibers.

Packaging details

160 g, pp

Shelf life

30 days

International certifications

Brc, Ifo

Palletization

6 pc x box, 21 boxes x layer, 21 layers

ITINERI

www.legu.it

Legù Soup



2 light and speedy serving legumes soup. Just add 3 glass of water, boil for 5 minutes. Gluten free. 100% natural and Italian ingredients. High protein and fibre.

Ingredients

70% steamed legumes* (in variable proportions between chickpeas*, hulled yellow lentils*), steamed cereals* mix (yellow corn*, yellow lentils*, chickpeas*, white corn*, millet*), onion*, carrots *, sea salt wholemeal, 4% black cabbage*, turmeric*, pepper*, 0.3% spirulina*. Gluten free (*organic)

Packaging details

90 g bag mostly paper + PP

Shelf life

12 months

International certifications

Organic

LA FABBRICA DELLA PASTA DI GRAGNANO

www.lafabbricadellapasta.it

Giant Lasagna 'Oven Ready' From Gragnano



The Lasagna 'Oven Ready' does not require pre-cooking and must be directly stuffed and baked. For its production, only the best durum wheat coming from the heart of the grain harvested in the first extraction is used.

Ingredients list

Natural spring water of an ancient source of Gragnano, that is rich in minerals, mixed with the durum semolina.

Packaging details

250 - 500 g, tick recyclable cellophane pack and reusable aluminum tray

Shelf life

3 years from date of production

International certifications

PGI Certification, Brc Food, Ifo Food, Fda, Organic, Gluten Free

Palletization

Available 80x120 / 100x120 cm

CASCINA ALBERONA

www.cascinaalberona.com

Riserva Alberona



Riserva Alberona is the spearhead of Cascina Alberona's production: its best selection of Carnaroli Classico rice, in limited quantities, matured for 24 months in temperature-controlled silos within the company, for an even more valuable rice. The choice of grains goes through a careful selection that, thanks to the following 24 months of seasoning, guarantee a greater hold during cooking and less stickiness. Not by chance it's the most popular quality among top chefs for preparing risotto.

Ingredients list

Carnaroli rice

Packaging details

1 kg, vacuum packed

Shelf life

24 months

SOCIETÀ AGRICOLA GIULIO MELZI D'ERIL

www.melzideril.com

Riso Vialone Nano



High quality Vialone Nano rice grown in Italy at the Melzi d'Eri Agricultural rice company and processed to maintain the best quality characteristics.

Ingredients list

Vialone Nano rice

Packaging details

The vacuum pack is placed in a blue cardboard box. Weight of the carton 450 g/m². Net weight 500 g. Secondary packaging: 12 cardboard boxes packed with transparent heat-shrinkable plastic film.

Shelf life

2 years

International certifications

Brc, Ifo

Palletization

Each pallet is made up of 96 secondary packaging divided into 6 layers. Total: 1152 primary packages 500 g cardboard box.

GRANDI RISO

www.grandiriso.it/en

PGI Carnaroli Rice



The Grandi's PGI Po Delta rice comes exclusively from an uncontaminated territory, preserved from smog and far from industrial sophistication. Its grains have greater flavor and richness of potassium thanks to the beneficial influence of the sea. The quality and authenticity of PGI rice is certified by the Consorzio del Delta del Po (Po Delta Consortium). It's particularly indicated for making risotto and great recipes.

Ingredients list

100% PGI Carnaroli Rice

Packaging details

1 kg vacuum-pack in folded box

Shelf life

24 months

International certifications

Brc, Ifo, Kosher

Palletization

1 pallet = 720 kg/720 units, 60 packs. 1 pack = 12kg, 1 kg = 1 unit

MARABOTTO SAPORI ITALIANI

www.marabotto.com

Gourmet Risotti



100% Italian Carnaroli rice easy to cook. Labels in multiple languages, including cooking instructions.

Ingredients list

100% Italian Carnaroli rice with addition of characterizing ingredients (truffle, Porcini mushroom, saffron, red wine aroma, asparagus, squid ink, radicchio, artichokes and speck)

Packaging details

250 g vacuum packed

Shelf life

30/36 months

Palletization

Available in cardboard display containing 12 pcs each, and iron display containing 8/10 references x 12 pieces.

PRODUCT SHOWCASE

INGREDIENTS

BAUER
www.bauer.it

Mushrooms (Porcini) Stock-Cube



Ideal for preparing tasty risotto and meat dishes. With extra virgin olive oil, no additional monosodium glutamate, gluten and lactose free, no hydrogenated fats, low fat, with iodized salt, high protein, certificated vegan

Ingredients list
Soy and corn protein extract for stock, iodized salt: 37%, palm oil, dehydrated porcini mushrooms: 7.9%, dehydrated vegetables in varying proportions (carrot, onion, potato, tomato, parsley, leek, garlic, celery): 3.9%, extra virgin olive oil: 3.6%.

Packaging details
Box with 6 stock cubes, 10 g each
Shelf life
36 months
International certifications
ISO 9001-2015, Brc, Ifs, Gluten free
Palletization
60 g pack weight, 1,4 kg/box; 24 qty/box, 41 box/row, 410 box/plt

CASAMORANA
www.casamorana.it

Sun dried tomato



The tomato dehydrated by the hot Sicilian sun, as per an ancient traditional recipe, in a gradual drying process that follows the rhythm of nature. To enjoy the wonderful flavor of these fruits of the earth all year round.

Ingredients list
Tomatoes, salt
Packaging details
250 g in plastic bag, 5 kg in carton box
Shelf life
12 months
Palletization
150 pcs x pallet 120x100

ITALPEPE 2
www.italpepe.com

Aromito seasoning for roasts



A Mediterranean blend of herbs and salt.
Ingredients list
Salt, rosemary, garlic, sage, juniper, laurel, oregano, parsley, basil.

Packaging details
130 g + 960 g (cluster)
Shelf life
36 months, 7/10 shelf file
International certifications
Brc, Ifs, Organic
Palletization
Cluster of 6 pcs, case of 14 cluster, layer of 6 cases, 30 cases over pallet.

RUGGERI
www.ruggerishop.it

Dried sourdough with yeast



Ruggeri dried dourdough with yeast satisfies the most varied needs in home baking. Thanks to its versatility of use, it is ideal for the preparation of all types of bread, pizza and focaccia. It makes the dough softer and more workable, and it will rise in a few hours. Available also in the Organic version.

Ingredients list
Sourdough with wheat germ 73% (wheat flour, dried wheat germ sourdough 10%), vital wheat gluten, dried brewer's yeast 10%. May contain milk, eggs, soy, sesame seeds, lupins.

Packaging details
Packaging in paper canister: pack size: 200 g
International certifications
Brc, Ifs
Palletization
n.9 packs 200 g per box (carton box), 15 boxes per layer, 150 boxes per pallet

GRUPPO FINI
www.nonsolobuono.com

Chutney of onions with Balsamic vinegar of Modena



A gourmet recipe, tasty and very versatile, with white onion and Balsamic vinegar of Modena PGI, a precious combination of unique flavors. Ideal with aged cheeses, hamburger, bruschetta, sandwiches, grilled meat or fish

Ingredients list
Onions 50%, water, sunflower oil, Balsamic vinegar of Modena PGI, sugar, tomato paste, corn starch, toasted onion powder, salt.
Packaging details
Net weight: 200 g. Modern, premium jar.
Shelf life
24 months
International certifications
Brc, Ifs, Gluten free
Palletization
Shrinkwrap of 6 jars, 31 cases per layer, 10 layers per pallet

LA DORIA
www.gruppodoria.it

Basil Pesto



La Doria produces Basil Pesto for your brand, by choosing the freshest basil, fragrant garlic olive oil and the best Italian cheese. Made with experience and according to the best tradition, it is ideal for seasoning pasta, for delicious bruschetta as an aperitif, for lasagna and even for an original pizza.

Ingredients list
Sun flower oil, basil (31%), cashews (5%), Grana Padano DOP cheese (3%), salt, cheeses, sugar, Pecorino Romano DOP cheese, extra virgin olive oil, potato starch, milk protein, garlic, acidity regulator: lactic acid, natural basil flavouring.
Packaging details
6.7 oz / 190 ml, glass jar
Shelf life
24 months

PUCCI GROUP, BRAND BERNI
www.berni.it

Condipasta with green pesto



The Condipasta with green Pesto is ideal for seasoning cold summer pasta. With grilled courgettes and a large variety of crunchy selected vegetables is enriched with green pesto. Particularly suitable for the foreign market as Italian pesto is always highly appreciated abroad.

Ingredients list
Potatoes, courgettes, green beans, peas, sunflower oil, basil pesto 14%, cashews, garlic, salt
Packaging details
Glass vase 285 g drained weight 215 g
Shelf life
36 months
International certifications
Brc, Ifs, ISO 22000 (Dnv Italy), ISO14000, BioAgricert IT BIO 007

RIZZOLI EMANUELLI
www.rizzoliemanueli.com/it/

Anchovy fillets of the Cantabrian sea in olive oil 100g



The Cantabrian Sea washes the Northern coast of Spain and the South-West of France. Anchovies fished in this sea are unique in taste, size and flesh: they are red, scented, full of flavour. Bigger in size, they are processed on the spot and let mature for 4/6 months. A 100% natural product, made with the finest batches of fish caught in spring, left to mature with care and worked entirely by hand.

Ingredients list
Anchovies (Engraulis Encrasicolus), olive oil, salt
Packaging details
100 g net weight, glass jar
Shelf life
18 months
International certifications
MSC Sustainable Fishing Certified product
Palletization
Boxes per pallet 330

SAUCES AND PRESERVES

AIRONE SEAFOOD
www.airone-seafood.com

Tuttotonna



A complete line of high-quality products made from Skipjack and Yellowfin tuna offering the utmost cost-effectiveness for all modern market needs. Made from the best freshly caught tuna, all processed as necessary to provide the greatest choice while offering the best value for money.

Ingredients list
Tuna, olive oil, salt. Tuna, sunflower oil, salt.
Packaging details
Olive and sunflower: 80 g, 160 g, 1730 g. Cluster 3x80 gr olive and sunflower.
Shelf life
5 years
International certifications
Dolphin Safe, Friends of the sea

CABER
www.caber.org

Salamoia Bolognese seasoning



Salamoia Bolognese was born in 1968 from an ancient Italian traditional recipe: salt with aromatic herbs, prepared from housewives mixing fresh chopped aromatic herbs and sea salt to give flavor to their meals. Now as then, Salamoia Bolognese is produced with fresh aromatic herbs from the company fields using advanced automatic packaging lines, doing accurate quality controls and respecting food safety.

Ingredients list
Iodized sea salt, rosemary, sage, garlic, black pepper.
Packaging details
200 g, glass jar with dispenser
Shelf life
48 months
International certifications
Brc, Ifs
Palletization
1728 glass jar per pallet (pack 12 glass jar)

DAVIA
www.davia.it

Premium peeled tomatoes



Peeled tomatoes are harvested when summer is at its peak and are gently peeled with steam, to capture all the taste and aroma of fresh tomatoes. Pulp and consistent, they are immersed intact in a creamy sauce.

Ingredients list
Tomatoes 100% Italian
Packaging details
Pack of 12 tins or 24 tins
Shelf life
36 months from production
International certifications
Brc, Ifs
Palletization
12 tins pallet of 144 packs, 24 tins pallet of 72 packs

FILII POLLI
www.polli.it

Polli Pesto & Sauces



A selection of delicious and tempting pesto and pasta sauces to make each day of the week a special occasion. Traditional to innovative recipes largely made with Italian and Mediterranean ingredients, fresh basil, Italian PDO cheeses and extra virgin olive oil. The range is made of 13 recipes. Besides the great classics such as Pesto alla Genovese, made with fresh basil processed within 24 hours from crop, some innovative recipes have been created, like taggiasche olives, pesto with zucchini, or Pecorino cheese and lemon.

Shelf life
36 months
International certifications
Iso, Brc, Ifs, Sedex

ROBO
www.robo.it

Pomotto - 'Confit'
Red Whole Cherry Tomatoes



Soft and fleshy with sweet-n-sour notes typical of confit tomatoes. Ideal for preparation of first and second courses, also excellent for gourmet pizzas and sandwiches and to decorate delicious salads.

Ingredients list
Tomatoes, sunflower oil, sugar, salt, basil.
Packaging details
770 g net weight, tin
Shelf life
36 months
International certifications
Brc Food, Ifs Food, BS Ohsas 18001:07, Wca
Palletization
Epal 144 boxes (6 tins x box)

ROSSOGARGANO
www.rossogargano.com

Peeled tomatoes



Rossogargano's tomato is cultivated in a land where microclimatic and geomorphologic characteristics are very special. After harvesting, the tomato is carefully processed and canned to preserve freshness and authenticity. To guarantee the perfect traceability, the entire process of production is strictly controlled by a team of specialized food technicians. And can count on cutting-edge processing machinery.

Ingredients list
Peeled tomatoes, tomato juice, acidity regulator: citric acid.
Packaging details
17 kg. Pack type: burden.
Shelf life
31/12/2022
International certifications
Ifs, Brc, ISO 22005, Kosher
Palletization
50 burdens/pallet, 6 cans/urden



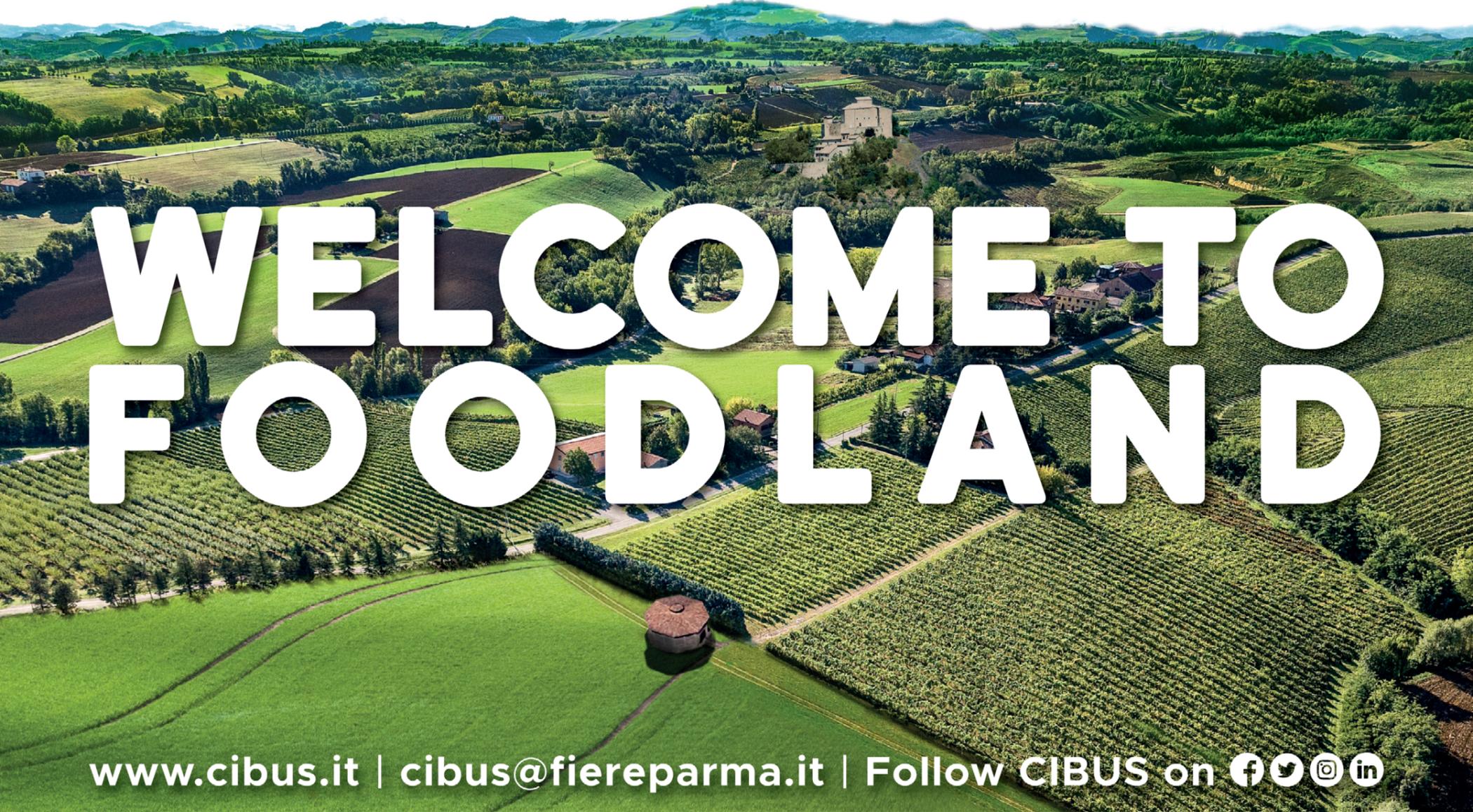


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