

# THE ITALIAN FOOD MAGAZINE

## BUYER'S • GUIDE

MANAGING DIRECTOR: ANGELO FRIGERIO  
YEAR 12 | N° 4 | APRIL 2024

RECORD EDITION

THE  
EXCELLENCE  
OF  
PRIME  
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ITALIAN  
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SALUMERIA E GASTRONOMIA CONTEMPORANEA



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## A taste of Italy

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# CARREFOUR AND MADE IN ITALY'S PROMOTION ABROAD

by Federico Robbe

The value of Italian agri-food exports touched 64 billion euros in 2023. A result achieved thanks to the intense work carried out by companies, consortia, business networks, exporters, private or even government agencies, but certainly not by the Italian large-scale retail distribution. As a matter of fact, Italy boasts a small number of large-scale retail players that actually could attempt the 'big leap' towards internationalization. A 'dwarfism' linked to the extreme fragmentation of the market. And which also prejudices, in part, further expansion of our products abroad.

There's Coop Italian Food project, which involves about 500 Italian producers to export Coop private labels or create new ones. And there's Conad, which is present in some Mediterranean locations (such as Malta and Albania), but only marginally. In 2015 Conad had announced an expansion plan in China, but all trace was lost. Then there's Eataly, but we cannot consider it a large-scale retailer. And there are certainly other cases here and there, but nothing worthy of particular note. And then there are the foreigners, and among them is Carrefour.

Carrefour vies for the title of the largest player in the French large-scale retail sector with E.Leclerc. In Italy, it boasts 1,500 stores. Last April 15, Carrefour Italia organized an event in Milan dedicated to the first National made in Italy day. The goal: to celebrate the collaboration established with more than 10,000 Italian producers and to unveil the results of the journey to promote Italian food and wine excellences abroad.

In fact, from 2021 to 2023, the export of Italian products through Carrefour grew by 44%, reaching the value of 1.15 billion euros. Moreover, thanks to the deep-rooted presence in 19 regions of Italy, the percentage of Italian suppliers of Carrefour-branded products has reached 85% of the total.

And what are the most popular categories for Carrefour customers abroad? Fruit and vegetables, which is exported both to Europe - mainly France, Belgium, Poland, Romania and Spain - and to Arab countries and Asia. Another top performer is wine: last year the category grew by 99% to 60 million euro (up from 30.7 million in 2022), thanks in part to Carrefour Italia's role as "Italian wine purchasing manager for the entire global network".

Carrefour then distinguished itself by being one of the few players in the national large-scale retail sector to have joined Filiera Italia, an association for the strengthening and promotion of made in Italy agrifood excellence, in 2021. And it is also a partner of Filiera Agricola Italiana, which represents agricultural producers and with which Carrefour will produce private label products with the seal of quality "Firmato dagli agricoltori italiani" (ed: 'Signed by Italian farmers').

"Our goal," said Carrefour Italia CEO Christophe Rabatel, "is to continue to support local economies by promoting Italian products in all our stores and online, including abroad, supporting sustainable agricultural practices and keeping Italian culinary traditions alive."

## CARREFOUR E LA PROMOZIONE DEL MADE IN ITALY ALL'ESTERO



Il valore dell'export agroalimentare italiano ha toccato quota 64 miliardi di euro nel 2023. Un risultato raggiunto grazie all'intenso lavoro portato avanti dalle aziende, dai consorzi, dalle reti d'impresa, dagli esportatori, dalle agenzie private o persino governative, ma non certo dalla Gdo italiana. L'Italia vanta infatti un numero esiguo di player della Grande distribuzione organizzata che hanno le dimensioni tali da tentare il 'grande salto' verso l'internazionalizzazione. Un nanismo legato all'estrema frammentarietà del mercato. E che pregiudica, in parte, anche un'ulteriore espansione dei nostri prodotti all'estero.

C'è il progetto Coop Italian Food, che coinvolge circa 500 produttori italiani per esportare le Mdd Coop o creare nuove private label. E c'è Conad, che è presente in alcune località del Mediterraneo (vedi Malta e Albania), ma solo marginalmente. Nel 2015 Conad aveva annunciato un piano di espansione in Cina, ma se ne è persa traccia. C'è poi Eataly, ma non possiamo considerarla un'insegna della Gdo. E ci saranno

certamente altri casi qua e là, ma nulla degno di particolare nota. E poi ci sono gli stranieri, e fra questi c'è Carrefour.

Carrefour si contende con E.Leclerc il titolo di maggior player della Gdo francese. In Italia, conta 1.500 punti vendita. Ebbene, lo scorso 15 aprile, Carrefour Italia ha organizzato a Milano un evento dedicato alla prima Giornata nazionale del made in Italy. L'obiettivo: celebrare la collaborazione instaurata con oltre 10mila produttori italiani e svelare i risultati del percorso di valorizzazione all'estero delle eccellenze enogastronomiche italiane.

Dal 2021 al 2023, infatti, l'export di prodotti italiani tramite Carrefour è cresciuto del 44%, raggiungendo il valore di 1,15 miliardi di euro. Inoltre, grazie alla radicata presenza in 19 regioni d'Italia, la percentuale dei fornitori italiani di prodotti a marchio Carrefour è arrivata all'85% del totale.

Le categorie più richieste dai clienti Carrefour all'estero? L'ortofrutta. Che viene esportata sia in Europa - principalmente Francia, Belgio, Polonia, Ro-

mania e Spagna - sia nei Paesi Arabi e in Asia. Altro top performer è il vino: lo scorso anno la categoria è cresciuta del 99% raggiungendo i 60 milioni di euro (rispetto ai 30,7 milioni del 2022) anche grazie al ruolo di "responsabile acquisti vini italiani per l'intera rete mondiale" di Carrefour Italia.

Carrefour si è poi distinta per essere uno dei pochi player della Gdo nazionale ad aver aderito, nel 2021, a Filiera Italia, associazione per la valorizzazione e promozione delle eccellenze del made in Italy agroalimentare. Ed è anche partner di Filiera Agricola Italiana, che rappresenta i produttori agricoli e con cui Carrefour realizzerà prodotti a marchio del distributore con il sigillo di qualità "Firmato dagli agricoltori italiani".

"Il nostro obiettivo", ha affermato il Ceo di Carrefour Italia, Christophe Rabatel, "è continuare a sostenere le economie locali valorizzando i prodotti italiani in tutti i nostri punti vendita e online, anche all'estero, promuovendo pratiche agricole sostenibili e mantenendo vive le tradizioni culinarie italiane".

# #PERFECTTOSHARE

## MASCARPONE CHEESE

/ NEWS

**Mondelez: 514 million euros in added value generated in Italy**



The study 'Mondelez International group in Italy: social and economic impact' carried out by REF Ricerche highlights that the business producing cookies, snacks, chocolate and dairy products has generated a value of 514 million euros in Italy, in 2022. This result has been reached also thanks to the employment rate: more than 6,772 jobs in Italy, among which 867 are direct and 5,905 are indirect. Mondelez Italy has the headquarter in Milan and two production plants in Piedmont, where the value generated in 2022 was 96 million euros, with a total occupation of 1,359 jobs. In the last 10 years, the company has invested more than 62 million euros for the development of the Piedmontese production sites to enhance their quality, safety, innovation and sustainability.

**Mondelez: 514 milioni di euro di valore aggiunto generati in Italia**

Dallo studio 'Il Gruppo Mondelez International in Italia: impatto economico e sociale' realizzato da Ref Ricerche è emerso che nel 2022 l'azienda produttrice di biscotti, snack, cioccolato e prodotti lattiero caseari ha generato in Italia un valore pari a 514 milioni di euro. Un risultato raggiunto anche grazie all'occupazione, con 6.772 posti di lavoro nel nostro Paese, di cui 867 diretti e 5.905 indiretti. Mondelez Italia ha la sede principale a Milano e due stabilimenti produttivi in Piemonte, dove il valore generato nel 2022 è risultato pari a 96 milioni di euro, con un impatto occupazionale complessivo di 1.359 posti di lavoro. L'azienda negli ultimi 10 anni ha investito oltre 62 milioni di euro per lo sviluppo degli stabilimenti produttivi piemontesi, al fine di migliorarne la qualità, la sicurezza, l'innovazione e la sostenibilità.

**Il Polo del Gusto invests 50 million euros to grow and reinforce its brands**

Il Polo del Gusto, a group reuniting excellence brands in the f&b sector, has allocated an investment of about 50 million euros between 2022 and 2025, that will concern mainly the production facilities of Domori in Piedmont (chocolate), Dammann Frères in France (tea), Pintaudi in the Friuli region (pastry-making). New takeovers are also provided for: the group would be considering the purchase of a company producing candies in central-northern Italy. Il Polo del Gusto's strategy also concerns the reinforcement of its brands – besides Domori, Dammann Frères and Pintaudi, focus is also on Agrimontana (jams), Achillea (fruit juices), Prestat and Roccò Chocolates (pralines) – and the expansion of the store net, both single brand and with the sign Incantalia. Il Polo del Gusto has closed the 2023 financial statement with a declared aggregate invoice of 114,5 million euros (+4% compared to 2022) and a consolidated balance sheet of 79.3 million (+6%).

**Il Polo del Gusto investe 50 milioni di euro per crescere e rafforzare i propri marchi**

Il Polo del Gusto, gruppo che riunisce marchi d'eccellenza del settore f&b, ha messo in atto un investimento di circa 50 milioni di euro tra il 2022 e il 2025, che riguarderà principalmente gli stabilimenti di Domori in Piemonte (cioccolato), Dammann Frères in Francia (tè), Pintaudi in Friuli (pasticceria). Previste anche nuove acquisizioni: il gruppo starebbe infatti valutando l'acquisto di un'azienda che produce caramelle nel centro nord Italia. La strategia del Polo del Gusto riguarda anche il rafforzamento dei suoi marchi – oltre a Domori, Dammann Frères e Pintaudi, l'attenzione è puntata anche su Agrimontana (confetture), Achillea (succhi di frutta), Prestat e Roccò Chocolates (praline) – e l'espansione della rete dei negozi sia monomarca che a insegna Incantalia. Il Polo del Gusto ha chiuso il bilancio 2023 con ricavi aggregati dichiarati a 114,5 milioni (+4% rispetto al 2022) e consolidati a 79,3 milioni (+6%).

**Grana Padano: the general assembly of the Protection Consortium draws positive 2023 balance**

"In these four years, we have continued to increase production, we have performed excellently abroad and in Italy, and we have been the most profitable destination in the world for corn silage milk." This is how Renato Zaghini, president of the Grana Padano Protection Consortium, opened the General Assembly. "In 2023 we have laid a solid foundation, so that in 2024 foreign volumes will exceed Italian ones," the outgoing president pointed out, "given that foreign consumption turnover has already surpassed the Italian one: almost one billion and 950 million euros against the billion and 650 million euros in Italy. This year, therefore, global consumers spent almost 3.7 billion euros to buy Grana Padano, a staggering figure, with a +16% increase compared to 2022." As for exports, in 2023, foreign sales of Grana Padano PDO reached a total of 2,482,891 wheels (accounting for 48.4% of production), up 6.55%. Europe absorbed 83% of exports, up 6.9% from 2022.



From left: Stefano Berni (director of the Consortium) and Renato Zaghini (president of the Consortium)

**Grana Padano, all'Assemblea generale un bilancio positivo sul 2023**

"In questi quattro anni abbiamo continuato ad aumentare le produzioni, abbiamo performato ottimamente all'estero e in Italia e siamo stati la destinazione più remunerativa al mondo per il latte da silomais". Così Renato Zaghini, presidente del Consorzio di tutela Grana Padano, ha aperto l'Assemblea Generale, svoltasi al Centro Fiere di Montichiari (Bs). "Nel 2023 abbiamo gettato solide basi, perché nel 2024 i volumi esteri superino quelli italiani", ha sottolineato il presidente uscente, "visto che il fatturato al consumo estero ha già superato quello italiano: quasi un miliardo e 950 milioni di euro contro il miliardo e 650 milioni di euro in Italia. Quest'anno i consumatori mondiali hanno speso quasi 3,7 miliardi di euro per acquistare Grana Padano, una cifra da capogiro, con un +16% rispetto al 2022". Quanto all'export, nel 2023 le vendite all'estero di Grana Padano Dop hanno raggiunto complessivamente 2.482.891 forme (pari al 48,4% della produzione), in crescita del 6,55%. L'Europa assorbe l'83% delle esportazioni, con un incremento del 6,9% rispetto al 2022.

**Newlat: revenue of 793.3 million euros in 2023 (+7%)**

Newlat, Italian company in the f&b sector active in branches such as dairy, pasta and bakery products, has closed 2023 with a revenue of 793.3 million euros (+7%). The consolidated EBITDA is 68,1 million euros (+20,8%), while the consolidated net income is 15,5 million (+135,2%). President Angelo Mastrolia confirms that investments for a total of 25,2 million were allocated in the last quarter, while the growth strategy for the external lines will continue: the group is currently involved in four important dossiers.



**Newlat: nel 2023 ricavi a 793,3 milioni di euro (+7%)**

Newlat, big italiano dell'alimentare attivo in vari settori tra cui lattiero caseario, pasta e prodotti da forno, ha chiuso il 2023 con ricavi per 793,3 milioni di euro (+7%). L'Ebitda consolidato è pari a 68,1 milioni di euro (+20,8%), l'utile netto consolidato è a quota 15,5 milioni (+135,2%). Il presidente Angelo Mastrolia conferma che nel quarto trimestre sono stati realizzati investimenti per 25,2 milioni e che la strategia di crescita per linee esterne continuerà: il gruppo è al momento impegnato su quattro importanti dossier.

**Nutkao: Caffarel and investment funds might take over the society worth 500 million euros**

Nutkao, company producing hazelnut cream for the private labels of Esselunga, Conad, Carrefour, Walmart and other ones in Europe and in the US, will welcome new business partners. According to indiscretion, the business managed through White Bridge investment would be sold for its 80%. Among the possible buyers, there would be a group of companies in the sector: the German Baronie and Kruger, the French Andros, the Spanish Natra and Caffarel, belonging to the Lindt group (among Nutkao's customers for liquid chocolate). Investment funds such as Towerbrook, Bain, Caovis, Rhone capital and BC partners might be interested in the operation, too. The turnover generated by the business, 340 million (of which two thirds are made abroad) and the operative margin of about 40 million could lead to an estimation of the value of the group overcoming 500 million. The process is managed by the advisor Vitale.

**Nutkao: Caffarel e fondi d'investimento potrebbero acquistare la società che vale 500 milioni**

Nutkao, società che produce crema alla nocciola per i marchi propri di Esselunga, Conad, Carrefour, Walmart e altre private label europee e Usa, accoglierà nuovi soci. Secondo indiscrezioni, l'azienda controllata attraverso la White Bridge investment verrebbe venduta per circa il suo 80%. Tra i possibili acquirenti ci sarebbe un gruppo di aziende del settore: le tedesche Baronie e Kruger, la francese Andros, la spagnola Natra e la Caffarel del gruppo Lindt (che è tra i clienti di Nutkao per il cioccolato liquido). Potrebbero ambire all'operazione anche fondi d'investimento come Towerbrook, Bain, Caovis, Rhone capital e Bc partners. Il giro d'affari generato dall'azienda, 340 milioni (di cui due terzi realizzati all'estero), e il margine operativo di circa 40 milioni potrebbero portare la valutazione del gruppo oltre i 500 milioni. Il processo è gestito dall'advisor Vitale.

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THE ITALIAN FOOD MAGAZINE  
MANAGING DIRECTOR: ANGELO FRIGERIO  
Edited by: Edizioni Turbo Srl  
Palazzo di Vetro - Corso della Resistenza, 23 - 20821 - Meda (MB)  
Tel. +39 0362 600463/4/5/9 Fax. +39 0362 600616 e-mail: info@tespi.net  
Anno 12 - numero 4 - aprile 2024  
Periodico bimestrale - Registrazione al Tribunale di Milano n. 38 del 25 febbraio 2015  
Stampa: Ingraph - Seregno (MB)

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

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

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

Questo numero è stato chiuso in redazione il 22 aprile 2024

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/ NEWS

## Illycaffè: net income is +67.2%. The business aims at expansion in the US and at multichannel growth

Illycaffè, Italian company founded in Trieste in 1933 specializing in coffee production, closes 2023 with a net income of +67.2% compared to 2022 and an EBITDA recording +18.6%. Today, the business focuses on three investment lines that will allow to manage the economic, geopolitical and climatic issues that are affecting the sector – the cost of the raw material increased by 70% compared to 2021, while the costs in logistics grew by 30%. The first goal is reinforcing the brand focusing on higher quality (the one of the green Arabic variety) and sustainability, continuing with the regenerative agriculture. The international growth, that today represents 70% of the business, will be implemented by focusing especially on the US, a market where it already registers great results in the online purchases and in the Horeca channel (in 2023, the invoice was +15.1%). The multichannel growth is also an important element, starting from e-commerce and up to the out-of-home channel.

### Illycaffè: utile netto a +67,2%. L'azienda punta all'espansione in Usa e alla crescita multicanale

Illycaffè, azienda italiana fondata a Trieste nel 1933 e specialista nella produzione di caffè, chiude il 2023 con un utile netto a +67,2%, rispetto al 2022, e un Ebitda a +18,6%. L'azienda è oggi focalizzata su tre direttrici di investimento che le permetteranno di gestire le complessità macroeconomiche, geopolitiche e climatiche che stanno impattando sul settore – il costo della materia prima è aumentato del 70% rispetto al 2021, i costi della logistica sono saliti del 30%. Il primo obiettivo è rafforzare la marca puntando ai criteri di qualità superiore (verde arabica) e di sostenibilità, perseverando nell'agricoltura rigenerativa. La crescita internazionale, che già oggi rappresenta il 70% del business, sarà implementata puntando in modo particolare sugli Usa, mercato in cui già registra ottimi risultati sia negli acquisti online che nel canale Horeca (nel 2023, ricavi a +15,1%). Un focus importante riguarda inoltre la crescita multicanale, a partire dalle e-commerce fino al canale del fuori casa.

## Pasta, Italy is the first country in the world for production and consumption

Italy ranks first worldwide in the chart of the countries producing pasta: 3.6 million tons out of 17 million globally. The turnover is almost seven billion euros. With 1.3 million tons consumed and about 23 kilograms per capita, Italians are also the greatest consumers, followed by Tunisia (17 Kilograms every year yearly per capita), Venezuela (15 kilograms), Greece (12.2 kilograms), Peru (9.9 kilograms), Chile (9.6 kilograms), the US (8.8 kilograms), Turkey (8.7 kilograms), Iran (8.5 kilograms), France (8.3 kilograms) and Germany (7.9 kilograms). According to Unione Italiana Food, about 61% of the national pasta production is destined to export. In 2023, more than 2.2 million tons were exported, with a slight contraction in volumes (-3.7% compared to 2022). In value, sales recorded +3%, with 3.8 billion euros. About 1.5 million tons are destined to the EU and 780,000 tons to other countries.



### Pasta, l'Italia è prima al mondo in produzione e consumo

L'Italia è prima al mondo nella classifica dei Paesi produttori di pasta: 3,6 milioni di tonnellate, su 17 milioni a livello globale. Il fatturato sfiora i sette miliardi di euro. Con 1,3 milioni di tonnellate consumate e circa 23 chili annui pro-capite, gli italiani ne sono anche i più grandi consumatori, seguiti dalla Tunisia (17 chili annui pro-capite), Venezuela (15 chili), Grecia (12,2 chili), Perù (9,9 chili), Usa (8,8 chili), Turchia (8,7 chili), Iran (8,5 chili), Francia (8,3 chili) e Germania (7,9 chili). Secondo Unione Italiana Food, circa il 61% della produzione nazionale di pasta è destinato all'estero. Nel 2023 sono state esportate oltre 2,2 milioni di tonnellate, con una leggera contrazione nei volumi (-3,7% rispetto al 2022). A valore è stato registrato invece +3%, con 3,8 miliardi di euro. Circa 1,5 milioni di tonnellate sono destinati alle nazioni Ue e 780mila tonnellate a Paesi terzi.

## Fumagalli increasingly ethical and sustainable

Fumagalli Industria Alimentari, a business living of 59% in export and 41% sales in the internal market, actualizes a protocol that provides for more space for fattening pigs, more comfort with straw beddings, a farm yard system with the elimination of cages and stress factors, besides free nursing and late weaning. The supply chain, 100% owned by the brand, is inspired by the concepts of animal welfare and responsible use of medicines. It has also been attested by the association Essere Animali last year, which analyzed the public communications of some great deli meats producers and assigned to the company the full score of 11 out of 11. In contact with Compassion in World Farming, the business started a project for birth without cages more than 10 years ago: sows and piglets share a facility with a surface of at least 6,5 square meters.



### Fumagalli sempre più etica e sostenibile

Fumagalli Industria Alimentari, azienda che vive di un 59% di export e un 41% italiano, attua un protocollo che prevede più spazio per i suini all'ingrasso, maggior comfort con lettiera in paglia, un sistema ruspante con l'eliminazione delle gabbie e di fattori di stress, oltre all'allattamento libero e allo svezzamento tardivo. La filiera, al 100% di proprietà, si ispira ai concetti del benessere animale e dell'uso responsabile del farmaco. Lo ha attestato anche l'associazione Essere Animali lo scorso anno analizzando le comunicazioni pubbliche di alcuni grandi produttori di salumi, assegnando all'azienda il punteggio pieno di 11 su 11. In contatto con Compassion in World Farming, da oltre 10 anni l'azienda ha avviato un progetto per il parto senza gabbie: scrofe e maialini condividono una struttura di un minimo di 6,5 metri quadrati di superficie.

## Fratelli Beretta takes over the ham factory Egidio Bedogni

Fratelli Beretta, company founded in 1812, has taken over 100% of the corporation stock of Bedogni, Italian ham factory with a history of more than 60 years. The business specializes in the production of Prosciutto crudo di Parma. Thanks to this operation, the charcuterie Bedogni will be able to grow by benefiting of the technological and commercial assets by Beretta, enriching its line with PDO and PGI products, reinforcing the placement in the range of premium dry cured hams. In fact, Bedogni's Prosciutto di Parma will become part of the line 'Le nostre eccellenze', besides great classics of the Italian charcuterie, such as the dry cured hams San Daniele, Carpegna and Toscano. Financial Advisory Investments (FAI) acted as advisor for Bedogni. "For us, this change represents a flywheel for development that will allow the quality of our Prosciutto di Parma to be appreciated worldwide, while keeping the tradition of our business alive in our territory of origin", underlines Carla Saltini, representative of the third generation of the family.



### Fratelli Beretta acquisisce il prosciuttificio Egidio Bedogni

Fratelli Beretta, azienda fondata nel 1812, ha acquisito il 100% del capitale sociale di Bedogni, prosciuttificio italiano con oltre 60 anni di storia. L'azienda è specializzata nella produzione di Prosciutto crudo di Parma. Grazie all'operazione, il salumificio Bedogni potrà crescere beneficiando degli asset tecnologici e commerciali di Beretta, e arricchire la propria linea di prodotti Dop e Igp, rafforzando il posizionamento nella gamma di prosciutti crudi premium. Il prosciutto di Parma Bedogni entrerà infatti nella linea 'Le nostre eccellenze', al fianco di grandi classici della salumeria italiana come i prosciutti crudi San Daniele, Carpegna e Toscano. Per Bedogni ha agito come advisor Fai – Financial advisory investments. "Questo passaggio rappresenta per noi un volano di sviluppo che permetterà di far apprezzare la qualità del nostro prosciutto di Parma in tutto il mondo e di mantenere viva la tradizione della nostra azienda sul nostro territorio di origine", sottolinea Carla Saltini, rappresentante della terza generazione della famiglia in azienda.

## De Matteis Agroalimentare becomes a benefit corporation

De Matteis Agroalimentare, business in Campania specialized in pasta production and known on the market with the brand Armando, becomes a benefit corporation. The goal reached was achieved thanks to the efforts to enhance the agricultural supply chain of durum wheat, the development of the territory and the protection of the environment, together with the welfare of the workers. As CEO Marco de Matteis highlights, this opens a new perspective in the future of the brand, based on a solid present made of growing numbers. The company closed 2023 with a revenue of 223 million euros (+3% compared to 2022), with an increment in volumes of 6%. The export stays the main end (it is worth 80% of the turnover). The US are the first market, controlled by a commercial branch that has recorded a growth of the revenue of +25% in 2023. Pasta Armando grows by 26% in volume overcoming 10% of the total invoice.

### De Matteis Agroalimentare diventa Società Benefit. La filiera agricola Armando al centro

De Matteis Agroalimentare, azienda campana specializzata nella produzione di pasta e conosciuta sul mercato col brand Armando, diventa Società Benefit. L'obiettivo raggiunto è frutto degli impegni per la valorizzazione della filiera agricola di approvvigionamento di grano duro, per lo sviluppo del territorio, la salvaguardia dell'ambiente e il benessere dei collaboratori. Come fa sapere Marco de Matteis, amministratore delegato, questa novità apre una nuova prospettiva per il futuro dell'azienda sulla base di un solido presente fatto di numeri in crescita. L'azienda ha chiuso il 2023 con un fatturato di 223 milioni di euro (+3% rispetto al 2022), con un incremento dei volumi del 6%. L'export resta il principale sbocco (vale infatti l'80% del fatturato). Gli Usa sono il primo mercato, presidiato dalla presenza di una filiale commerciale che ha registrato nel 2023 una crescita del fatturato del +25%. Pasta Armando cresce del +26% a volume superando il 10% del fatturato totale.

## Lactalis acquires the Portuguese company Sequeira & Sequeira

Lactalis, French multinational in the dairy sector, has acquired the Portuguese company Sequeira & Sequeira, producing cheese. It is the owner of the brand Paiva. Lactalis will take over the control of the production and wholesale in Portugal, Mozambique and Cabo Verde. In fact, the business is, first of all, a wholesaler which acquired the cheese producer Lacticinios do Paiva in 1992. In this way, Lactalis becomes owner of a second facility in Portugal, where 270 employees will be added to the 450 who are already active there.

### Lactalis acquisisce l'azienda portoghese di formaggi Sequeira & Sequeira

Lactalis, multinazionale francese del lattiero caseario, ha acquisito l'azienda portoghese di formaggi Sequeira & Sequeira, proprietaria del brand Paiva. Ne assumerà il controllo della produzione e delle vendite all'ingrosso in Portogallo, Mozambico e Capo Verde. La società, infatti, è prima di tutto un grossista che, nel 1992, ha acquisito il produttore di formaggi Lacticinios do Paiva. Lactalis diventa così proprietaria di un secondo stabilimento in Portogallo, dove, ai 450 dipendenti già in forze, se ne aggiungeranno altri 270.

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GRANA PADANO

/ DISCOVER

# A world-famous dish of pasta

Over the last years, "spaghetti all'assassina" have made it big on social networks, crossing Apulian borders, the Italian region where they were created. We spoke with chef Vincenzo Lonigro, who invented them (by mistake). And he told us how to properly cook them.

In recent years they have become a true cult dish. Television and social networks have made them so famous that they have not only crossed the Apulian borders, but have even arrived in the United States, as mentioned in the New York Times. What am I talking about? The spaghetti all'assassina, of course. For those who still do not know them, it is a very simple - so to speak - dish of tomato pasta. What makes it special is the preparation: the pasta, parboiled for a few minutes, is left to toast in a pan to create an extraordinary and mouth-watering crust.

We got in touch with Vincenzo Lonigro, the "king of spaghetti all'assassina," as he called himself. He is the chef-owner of the restaurant Al Sorso Preferito in Bari, where the most famous pasta dish on social media was born. He told us the story of it. It was an ordinary evening, during an ordinary service, back in the 1970s. On the stove, there was a pan of spaghetti with tomato sauce, which, among the unforeseen events in the kitchen, causing the pasta to stick to the bottom, burning. It certainly couldn't be served. But, reheated post-service, it was delicious. Since then, the 'wrong' tomato spaghetti dish has been included in the menu.

For numerous years, the fame of spaghetti all'assassina remained limited to the Bari area. Then, in 2019, Masterchef contestant Almo Bibolotti presented his own version of it during the culinary talent show. And in 2021, the Italian broadcasting company Rai produced a fiction entitled 'Spaghetti all'assassina,' based on Gabriella Genisi's detective story having the same title. From television to social media, the step was very short. And Lonigro's non-recipe has depopulated.

The preparation of spaghetti all'assassina is quite simple. Lonigro explains it to us. "It is necessary to boil pasta just enough to make spaghetti bend. In the meantime, fry slowly in a iron skillet some oil with garlic and chili pepper. Once the oil is seasoned, add peeled tomatoes, just smashed. The cooking of the spaghetti is finished inside the sauce, letting it dry out, while the pasta sticks to the bottom of the pan." And why the name 'spaghetti all'assassina', 'the killer's spaghetti'? Because of the sizzle of the spaghetti when the sauce dries: "They have to suffer. Once pasta is cooked and the crust brown and crispy, the dish is ready to serve".



**GLI SPAGHETTI AL POMODORO PIÙ FAMOSI DEL WEB**

Negli ultimi anni gli spaghetti all'assassina hanno spopolato sui social network, andando ben oltre i confini della Puglia. Abbiamo parlato con lo chef Vincenzo Lonigro del ristorante Al Sorso Preferito di Bari, dove è nato il celebre piatto, e ci ha spiegato come cucinarlo.

Social networks, however, have helped spread recipes that differ from the original one in the process. Many suggest cooking the spaghetti directly in the tomato sauce in a pan, cooking it using the risotto technique, adding a little tomato broth at a time. The rest comes naturally: it is necessary to let the sauce dry out and brown the pasta and the sauce, which caramelize.

"They bastardized it," commented Lonigro. But, in our opinion, whether in the original version or the social network's, spaghetti all'assassina is the most delicious version of tomato pasta in the world.

Elisa Tonussi



# Vicenzovo

#1 ITALIAN LADYFINGER\*

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



\*Source: Nielsen YE 2023 Italy

Authentic traditional fine pastry, crafted in Verona since 1905

/ THE SURVEY



# Suez channel: six billion euros at stake for Italy

The attacks to trade ships by the Yemenite rebels represent a major concern for agribusiness operators exporting towards Asia. Among the main products passing through the Red Sea: wine, pasta and tomatoes. ISMEA analysis and our survey.

One of the main transport routes allowing trade traffic between Europe and Asia has been interrupted. Since October 2023, the Houthis – Yemenite rebels – are attacking trade ships sailing in the Suez channel, in the Red Sea. A series of issues is thus generated for countries importing and exporting through this way. The block of the passage leads, as a consequence, to the need of using alternative routes: these are considerably longer, and this is especially true for the circumnavigation of Africa. The result is, for trade companies, an increment in the costs by about 40%. But also in time: goods take between seven and ten days more to reach their destination. And fresh products like fruit are affected by the delays, since they are highly perishable and subject to a rapid quality decrease for this reason.

Italy is among the countries experiencing the worst damage. The export towards Asia was worth 6,1 billion euros in 2022, +128% compared to ten years ago, and corresponded to 10% of the whole agribusiness on a national level. An amount that can explain the concern among the operators of the sector and the reason why the issue deserves attention.

**The growth of the Asian import**

As ISMEA explains in the analysis 'Gli scambi agroalimentari con l'Asia e la crisi del Canale di Suez' ('The agribusiness commercial exchanges with Asia and the crisis in the Suez channel'), in the last ten years the imports of agribusiness products from the Asian countries have grown steadily, both globally (+112,6%, for a total of 739 billion euros in 2022) and in the EU (+81,9%, for 66,7 billion euros in 2022). The dynamics has generated a leap in the global request of Asia from 30,4% in 2013 to 35,7% in 2022. Seen from EU's side, Italy is at the fifth place among the main exporters of agribusiness products towards Asia, preceded by the Netherlands, Spain and Germany.

**Products exported from Italy...**

Wine is the main product that is exported from Italy towards Asia: according to the last data of 2022 reported by ISMEA, the bottled wine export registered a value of 446 million euros (8,5% of the total export), while sparkling wines were 119 million euros. Then, the export significantly concerned pasta, with 332 million euros (11,9% of the total), and processed tomato, with 230 million euros. Cheeses' weight was relevant too, marking an export turnover of 258 million. A considerable amount of Italian fruit travels towards Asia, especially apples and kiwis. As ISMEA highlights, Italy is at the first place in the EU for these products, as supplier for the Asian countries. And the main country of destination is Japan, followed by China and South Korea.

**...and the ones imported from Asia**

Italy restocks on the Asian markets for a value of 4,9 billion euros. The main imported products are refined palm oil (corresponding to 21% of the whole import from Asia and 87,6% of the total import of this product on a national scale), non-roasted coffee (25,8% of the total), frozen cuttlefish and squid (42,4% of the total).

**MAIN DESTINATION COUNTRIES OF AGRIFOOD PRODUCTS EXPORTED FROM ITALY TO ASIA (MLN EUROS)**

AGRIBUSINESS	2021	2022	JAN-OCT 2022	JAN-OCT 2023	PERCENTAGE 2022 WORLDWIDE	PERCENTAGE 2022 ASIA
<b>TOTAL ITALIAN EXPORT</b>	<b>52.900</b>	<b>60.706</b>	<b>50.091</b>	<b>53.386</b>	<b>100,0%</b>	-
<b>EXPORT TOWARDS ASIA, OF WHICH:</b>	<b>5.968</b>	<b>6.137</b>	<b>5.063</b>	<b>5.058</b>	<b>10,1%</b>	<b>100,0%</b>
JAPAN	2.283	1.748	1.478	1.429	2,9%	28,5%
CHINA	686	570	458	461	0,9%	9,3%
SOUTH KOREA	414	526	442	389	0,9%	8,6%
SAUDI ARABIA	380	483	375	395	0,8%	7,9%
ISRAEL	359	432	345	378	0,7%	7,0%
UNITED ARABIAN EMIRATES	302	420	346	374	0,7%	6,8%
HONG KONG	207	205	169	187	0,3%	3,3%
TAIWAN	141	164	130	124	0,3%	2,7%
SINGAPORE	115	157	126	116	0,3%	2,6%
INDIA	127	153	132	123	0,3%	2,5%
VIETNAM	91	140	122	85	0,2%	2,3%
THAILAND	94	128	105	103	0,2%	2,1%
PHILIPPINES	120	110	92	111	0,2%	1,8%
INDONESIA	54	99	83	87	0,2%	1,6%
KUWAIT	75	91	72	78	0,1%	1,5%
QATAR	47	88	75	56	0,1%	1,4%
JORDAN	69	79	64	68	0,1%	1,3%
MALAYSIA	69	75	64	59	0,1%	1,2%
OTHER COUNTRIES	336	470	383	435	0,8%	7,7%

**MAIN AGRIFOOD PRODUCTS EXPORTED FROM ITALY TO ASIA (MLN EURO)**

AGRIBUSINESS	2021	2022	JAN-OCT 2022	JAN-OCT 2023	PERCENTAGE 2022 WORLDWIDE	PERCENTAGE 2022 ASIA
<b>AGRIBUSINESS</b>	<b>5.968</b>	<b>6.137</b>	<b>5.063</b>	<b>5.058</b>	<b>10,1%</b>	<b>100,0%</b>
BOTTLED WINES	391	446	378	319	8,5%	7,3%
BRAN PASTA	254	332	268	277	11,9%	5,4%
CHOCOLATE	296	303	251	253	18,1%	4,9%
WAFERS	197	246	201	209	35,1%	4,0%
PEELED TOMATOES AND CRUSHED TOMATOES	150	193	152	181	13,3%	3,1%
ROASTED COFFEE	157	192	158	158	9,1%	3,1%
EXTRA-VIRGIN OLIVE OIL	156	186	157	147	12,3%	3,0%
FRESH APPLES	152	181	147	144	21,0%	3,0%
FRESH CHEESE	97	129	104	117	8,5%	2,1%
AGED CHEESE	95	129	105	118	6,2%	2,1%
SPARKLING WINES	95	119	102	89	5,6%	1,9%
BAKERY PRODUCTS	73	91	73	87	4,3%	1,5%
MILK AND MILK CREAM WITH FATS >10% IN WEIGHT	38	71	62	35	69,6%	1,2%
OLIVE OIL, EXTRA-VIRGIN EXCLUDED	48	68	59	55	26,3%	1,1%
FRESH KIWIS	48	60	18	16	12,0%	1,0%
TOMATO PUREE	28	37	30	37	3,7%	0,6%

Source: ISMEA elaboration on ISTAT data

**CANALE DI SUEZ: A RISCHIO SEI MILIONI DI EURO PER L'ITALIA**

Gli attacchi alle navi mercantili da parte dei ribelli yemeniti sono fonte di grande preoccupazione per gli operatori dell'agroalimentare che esportano in Asia. Tra i principali prodotti che attraversano il Mar Rosso: vino, pasta e pomodoro. L'analisi Ismea e il sondaggio della nostra casa editrice.

# Vicenzovo

## MATILDE'S TRADITIONAL TIRAMISÙ RECIPE

PREPARATION TIME: 30 MIN.

SERVING: 8

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**Ingredients:**

- 200 g Vicenzovo Ladyfingers
- 200 g Mascarpone cheese
- 2 eggs
- 60 g sugar
- 1 and a half cups of strong coffee
- 20 g cocoa powder
- 1 and a half tablespoons of sweet Marsala

**Preparation:**

Separate the egg yolks from the egg whites and beat egg yolks with the sugar until creamy. Beat in mascarpone cheese. Beat the egg whites until they form soft peaks and fold it into the mascarpone and egg yolk mixture. Combine coffee and sweet Marsala and dip the Vicenzovo Ladyfingers. Then take a flat dish and add alternate layers of Vicenzovo Ladyfinger and mascarpone cream. Finally sprinkle the dessert with cocoa powder. Serve chilled and enjoy it!.



www.matildevicenzi.com

/ THE SURVEY

**THE SUEZ CHANNEL AND THE HOUTH**

The Suez channel in Egypt is a crucial route for the traffics worldwide: here transits 12% of the global trade, including natural gas and oil. Inaugurated on 17th November 1869, it links the Red Sea to the Mediterranean, avoiding the circumnavigation of Africa. The Houthi are a group of rebels detaining control of most Yemen, the country that faces the Red Sea and the Aden Gulf, south of Saudi Arabia. They support Hamas (the Palestinian political Sunni Islamist and fundamentalist organization) politically and militarily. Among their goals, there is the intention to damage two declared enemies, the US and Israel, and to show themselves as a strong player internationally to get more recognition. Since 17th October 2023, they carry out rocket attacks against cargo and commercial ships sailing in the Red Sea.

**THE NEW ROUTES. THE ANALYSIS BY BOSTON CONSULTING GROUP**

The Houthi actions in the Suez channel have contributed, up to date, to the slowing of 1,3% of the global trade. They impact on a route that sees the transit of 12% of the global exchanges, 30% of the containers and 40% of the import-export between Asia and Europe. What do maritime transport companies have to prepare for? Boston Consulting Group (BCG) explains that, if the crisis continued for the whole 2024, the cost of the hires might increase by at least three times, compared to their amount before the crisis. But most importantly, new routes will be created: the emerging corridor India-Middle East-Europe and the crossing by land of the Arabian Peninsula between the Persian Gulf and the Red Sea, with high costs for the European businesses.

**THE SURVEY**

**The Italian companies in the storming sea**

We decided to submit the issue directly to some players of the Italian supply chain of food & beverage. Through an anonymous survey, we managed to get a picture of the current situation, including issues and potential solutions. The poll involved a relevant panel of 40 companies that export towards Asia, with different size: 30% has more than 100 workers, 27,5% has between 10 and 30 employees and 27,5% has less than 10 workers. They represent various sectors: 35% operates in the cured meats world, 22,5% in the sweets sector, 17,5% in pasta. But there are also

producers of meat, cheese, savory, preserves, fruits and vegetables, wines, beverage and food tech.

**The issues**

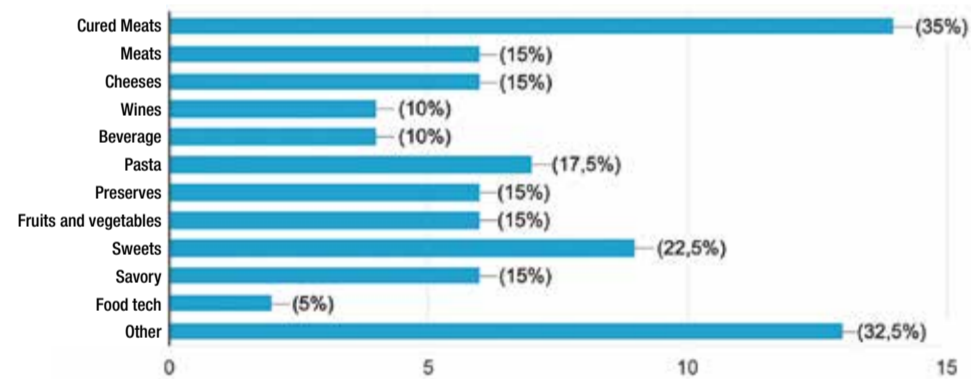
For most of the interviewed, the increment of the transport costs is the most relevant problem (84,4%). Delays in the deliveries are a significant element, too, that affects 65,5% of the businesses involved. Prolonged transport times follow, with the risk of compromising the quality of the product or failure in respecting the delivery deadline (56,3%). Finally, loss of competitiveness is the last factor that appeared relevant. Vulnerability of the raw materials and fall in export are other two factors that companies have to take into consideration.

ability of the raw materials and fall in export are other two factors that companies have to take into consideration.

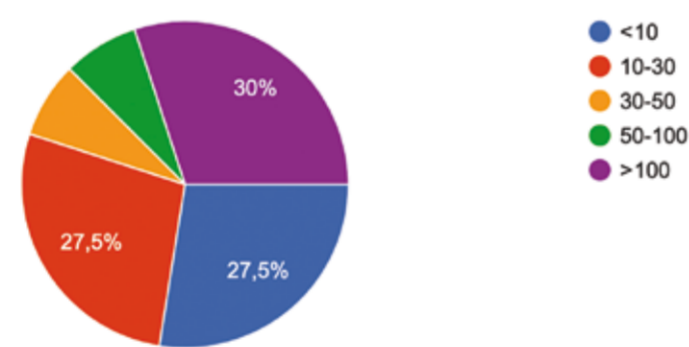
**The solutions**

The involved businesses have nothing left to do but finding solutions to stem the problem. The use of alternative routes seems to be the one that is most considered (65,6%), even if it means higher costs or longer transport times. Then, considerably, 25% of the interviewed has seen themselves forced to modify the supply chains, altering the current commercial balance.

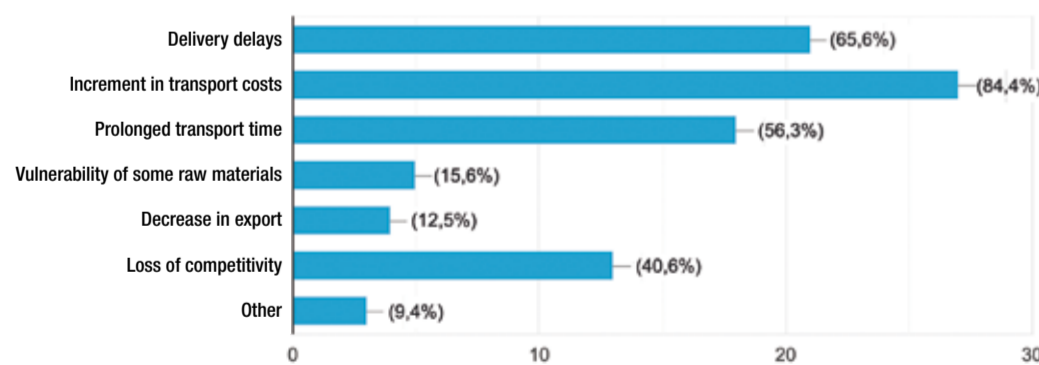
**In what industry does your company operate?**



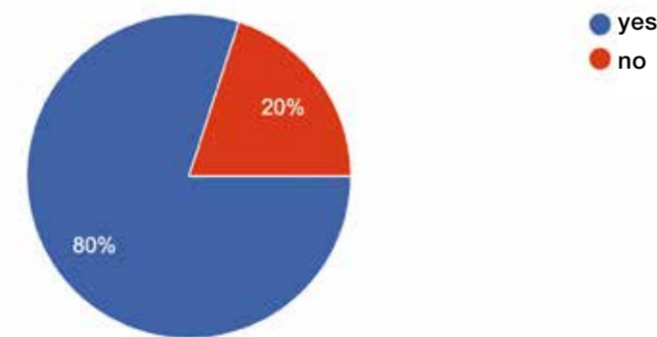
**How many employees does your company have?**



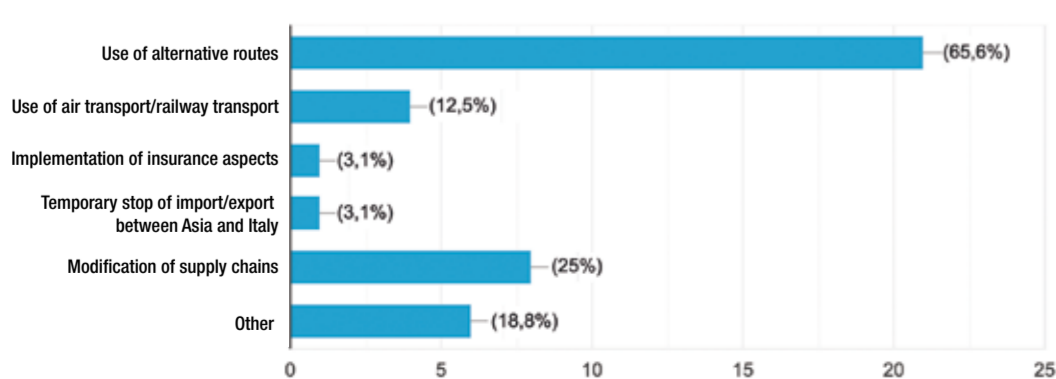
**What are the main critical issues? (multiple answers possible)**



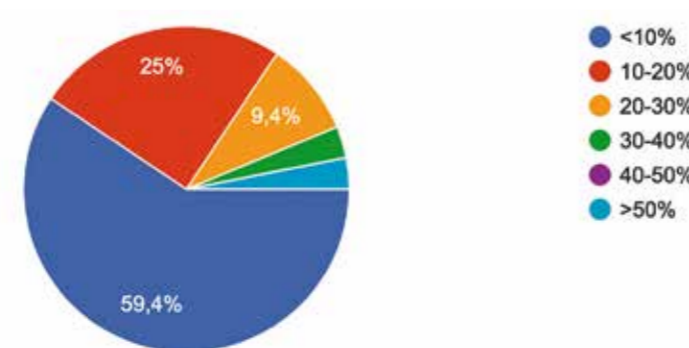
**Does the Red Sea crisis have any repercussions on your activities?**



**What kind of solutions have you put in place to circumvent the Suez Channel closure? (multiple answers possible)**

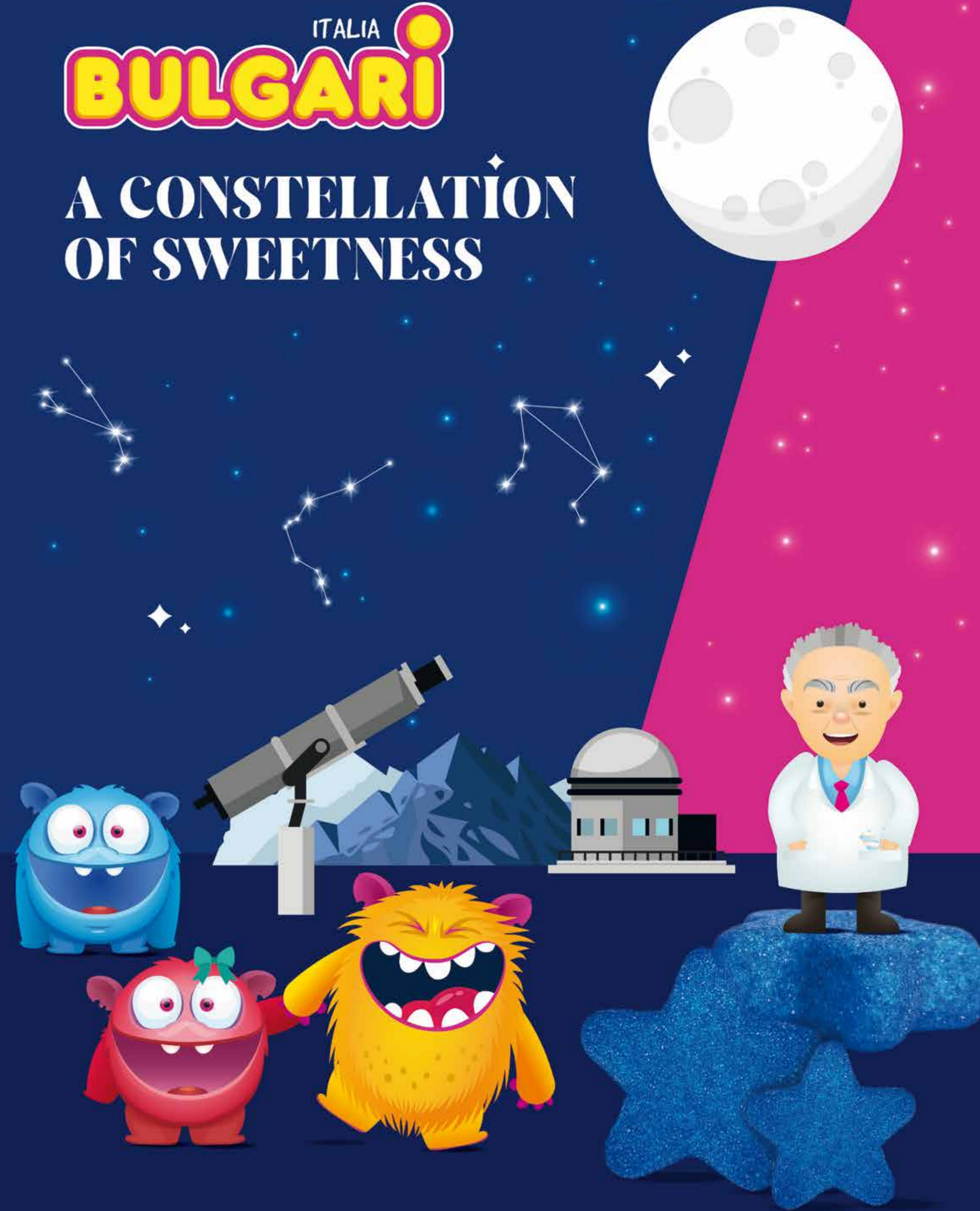


**How much, in %, do exports to Asia affect your company's export turnover?**



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/ INTERVIEW

# MSC: f&b on cruise



**How do you meet the taste of five million passengers?  
How do you manage the logistics?  
What are the choice criteria and the price ranges?**  
We asked Luca Spagna, purchasing manager for the food&beverage sector of the 22 ships owned by the navigation company.



Luca Spagna

Who's never been on a great cruise ship probably doesn't realize how important the consumption and market of beverages is – wines included. A giant like MSC cruises counts 22 large ships in the seas worldwide, for a traffic of five million passengers. The ship MSC World Europa, one of the newest in the company's fleet, houses 13 restaurants and 20 bars and cafés, of which one is entirely dedicated to Champagne. Such a department, multiplied by 22 ships, imposes a huge f&b purchases apparatus, that requires a deep knowledge

to satisfy all needs. To reach this result, MSC co-opted Luca Spagna one year ago. His curriculum is definitely rich, the one of an expert: he has worked as buyer and FMGC (Fast Moving Consumer Goods) negotiator, as well as wine expert for important retail realities – both national and international – such as Auchan, Metro, Casino, Dia, Agorà Network. Today, he has found himself thrown into a really different environment: he is food & beverage purchasing manager for the MSC fleet. Here, he tells us about the challenges of his new job.

**What are the tasks you are currently responsible for, in your new role?**

I'm a purchasing manager in the f&b sector for the MSC Cruises fleet, which is a leader worldwide. After 19 years in the large-scale distribution, both Italian and international, I rediscovered the fascination of purchases for a completely new world, one that is always moving.

**Can you tell us more?**

My tasks are actually many. Buyers constantly chase the aim of meeting the food needs of five million passengers from 185 countries. They move across five continents, on 22 ships stretching from the Caribbean to South America, to move then towards South Africa and passing through the UAE, the Antilles and, lastly, China, Taiwan and Japan. And let's not forget the Mediterranean, in all its facets. Our ships even land on a private island. Just to summarize, you look for products in the harbors worldwide, ensuring that they are available in the few hours during which the ship is at the mooring: you just can't do without them. Passengers are thus offered a vast range of wines and local foods. To present the delicacies and the uniqueness of all parts of the world, the offer is also enriched with other products that are sent via container.

**What is your room for manoeuvre?**

We work in a team with all the involved departments. As far as products are concerned, we operate with food professionals and international chefs. The same applies for beverages. Of course, we avail ourselves of experts for the harbor and customs procedures, too, as well as for the logistics. All of us are nevertheless focused on a common goal: stocking up the ships with the best products, tested one by one by our experts, personally. And the ships have to be stocked up regardless

of where they are, facing every possible accident – meteorological or legal – that is inevitable when you sail from a nation to another, or rather from a continent to another. You have to consider a series of issues: for example, ships cannot be supplied during the navigation, and many unforeseen obstacles can appear on the way, especially in a difficult historical age with wars and pandemics.

**How did your past experience help you in your current employment?**

I'm thankful to our CEO, who has had the foresight to integrate in the team staff coming from different sectors. If it is true, on the one hand, that entering a sector that is opposite to hypermarkets and supermarkets was challenging in the first months, on the other those who came from the large-scale distribution have managed to fuse the best practices of these two worlds, after having acquired the mechanisms and dynamics. After all, it is all about purchases. So, the basis for a purchasing culture were laid down. And this bore the best fruits immediately. It is an evidence that has already been confirmed by all the involved suppliers, even though it is still just the beginning of a promising journey. Surely the international experience that I gathered has allowed me to feel at ease since the start, when moving across the different cultures.

**What are the wines that your ships have to guarantee the availability of?**

As you probably guessed, the building of a selection for 'sales points' that move from a part of the world to the other is not banal at all. Customers are diverse, and so are their tastes. For this reason, you can find plenty of different wine types from all the best wine lands worldwide on the fleet. The same applies for food. Coming from years in the large-scale distribution,

the comparison is spontaneous in this case, too: when building the selection, a skilled buyer starts from the market analysis where the sales points are located, to add then some outsider typologies for customers who like to experiment – this practice is aimed at building their loyalty. Nevertheless, the space reserved to these products will always be limited by one parameter: profitability for square meter. But here, we are talking about land shops. On a ship, instead, there may be locations for wines, besides eateries and bars. These can be true itinerant winehouses, events, themed restaurants. Not to forget the residual stocks of the bottles that had been acquired for the area where the ship was, previously. Therefore, passengers can enjoy a really vast and diverse offer.

**What price range does the on-board wine selection cover?**

There are wines for all budgets: from less than five euros and up to half a thousand. But still, the logic is different from the regular shops: the cruise world, for example, offers sets including wines, too. In addition, the ships provide several themed restaurants, as I've already said. Their number varies according to the ship's size and according to the specificities of the food & beverage offer. Last, but not least, the type of cruise chosen is also a factor to consider: you start from a basis ticket, to go on with a premium one that is called Yacht Club in MSC, up to the luxury cruise Explora Journey. With every upgrade, the product offer is more and more exclusive and specialized.

**Is there a specific typology that is successful?**

Besides Champagne and Prosecco – that has become the representative of the Italian sparkling wines worldwide – the wines from international vine varieties are the most requested, also thanks to their reputation. Above all, Cabernet Sauvignon, Merlot and Chardonnay, just to name a few.

**How do you rank your experience, at present?**

I think that the more a challenge is hard, the more it is stimulating. One thing is for sure: in my first year here, I've seen things that I would never have imagined, but also people that put their heart in a world that offers few certainties and a lot of fantasy. After all, we are here to feed emotions.

Tommaso Farina

**MSC: QUANDO IL FOOD&BEVERAGE VA IN CROCIERA**

Come si soddisfano i gusti di cinque milioni di passeggeri? Come viene gestita la logistica? Quali i criteri di scelta e le fasce di prezzo? Lo abbiamo chiesto a Luca Spagna, purchasing manager food & beverage per le 22 navi della compagnia di navigazione.

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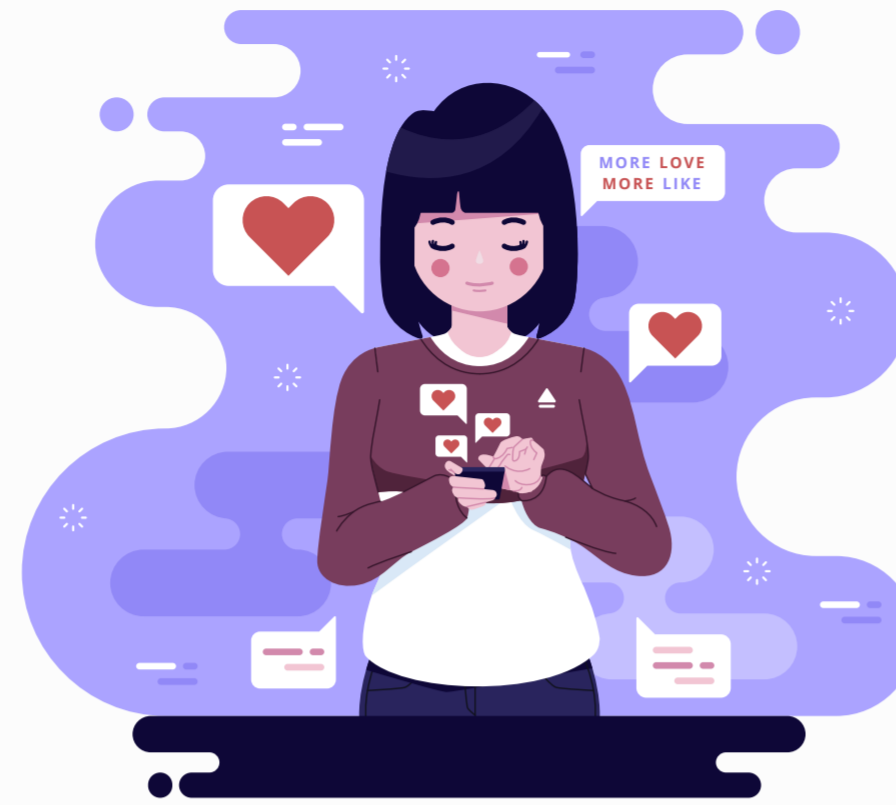
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/ INSIGHT

# The importance of being social (the right way)



**Facebook, Instagram, TikTok, Twitter/X, instant messages services such as WhatsApp: how are companies keeping up with the challenges posed by online platforms? How do their customers perceive their contents? An overview based on Hootsuite's report.**

Today, presence on different social media is a must-have for companies, too. But are they actually using these tools effectively? Or instead, are online platforms just a bother? To shed light on this matter and draft the report 'Social trends 2024', Hootsuite conducted a commercial survey in August 2023 to investigate

on the perception of social media and its use by 4,281 marketers of 16 industries in 118 countries. Simultaneously, another poll was carried out on 4,508 consumers of different ages (among which 65% belonging to Gen Z and 26% to Gen X and baby boomers) from three different countries to analyze the

perception of social networks. The results highlighted that businesses have some trouble with keeping up with presence on online platforms, aligning with what consumers would like to see: the top concern for this task is the time or budget investment to be consistent across all channels (52% of the respondents to the commercial survey), followed by the uncertainty about the accuracy of campaign success metrics (35%) and uncertainty about the attribution of campaign success (34%). But there are some expedients to deal with these problems, allowing brands a profitable use of social networks to create a solid community. Opening thus opportunities to grow.

**A trusted companion**

As interest in generative AI broke into the mainstream in 2022 and topics on learning about it increased up to 550% in the period between 2022 and 2023, more and more social media managers intend now to include automatization in their workflow. The top motivation is reducing the staff workload: 61% of the respondents to the business survey sees AI as a way to reduce and simplify their tasks, such as revising texts, editing images and providing customer service. AI-generated posts can create mistrust from consu-

mers, though: people are aware of the existence of fake news, and some users struggle in distinguishing what's real and what's not on social media. When asked how they feel about companies using AI to create social media content, 45% of US adults were both concerned and excited, 37% were more concerned than excited and only 18% were more excited than worried. Suspicion towards AI and related content is also highly dependent on age: members of Gen Z are more likely to be able to distinguish what's created by a machine, and at the same time they tend to trust and engage with AI content. Boomers, instead, are less confident in their ability to discern human and artificial, so they are also less inclined to trust and engage with this type of content. Therefore, companies must be aware of who exactly their audience is on their social channels: a strategy that's in line with their values and preferences has to be developed.

**Rethinking authenticity**

Marketers need to move beyond defining real and authentic based on whether something was created exclusively by a human: what's important is the brand experience that the content can create for the customer, regardless of how it has been created. More specifically, when interacting with the content, this has to work (as intended), 'feel right' and reinforce the brand. Knowing the audience means knowing where consumers are located, what language they speak, their stage of life and their buying habits.

These are precious information to gather insights on whether factors such as culture, geography and interests influence their perception of AI. And if companies use it, they should be honest about it, because the audience's trust must be kept. What activities could be effectively machine-led? Bots might be used to brainstorm ideas, organize thoughts, give content suggestion, write first drafts for captions and suggestions images, while there should be human intervention behind the creation of a content strategy for social media, editing and refining of captions, insurance that images and posts are up to brand standards and interaction in the comments section.

**Tailoring contents**

Social content must be consistent across all channels. And it has to be tailored to each network, because 'copy-paste' cross-posting does not work anymore in 2024: different channels have different audiences, trends, word counts and image specs. The best user experience is when posts mimic type of content and format of individual platforms. Moreover, different social media correspond to different needs: Facebook is typically used by consumers to connect with friends and family, TikTok for entertainment, Instagram to explore interests and Twitter/X to stay updated about news and events. An effective

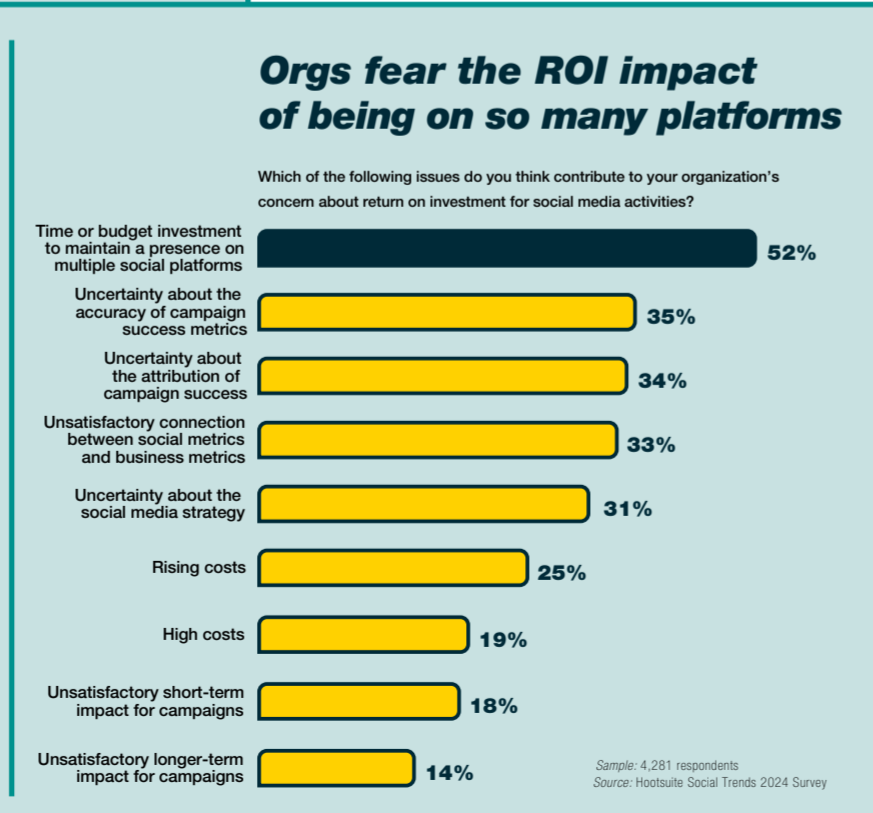
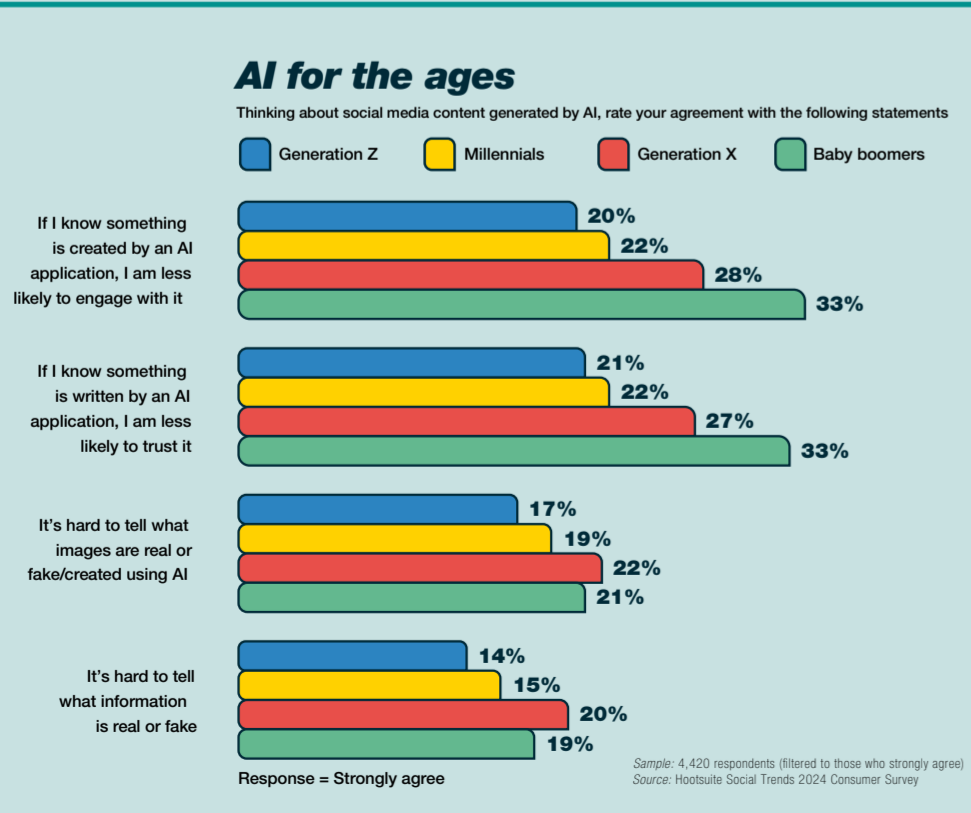
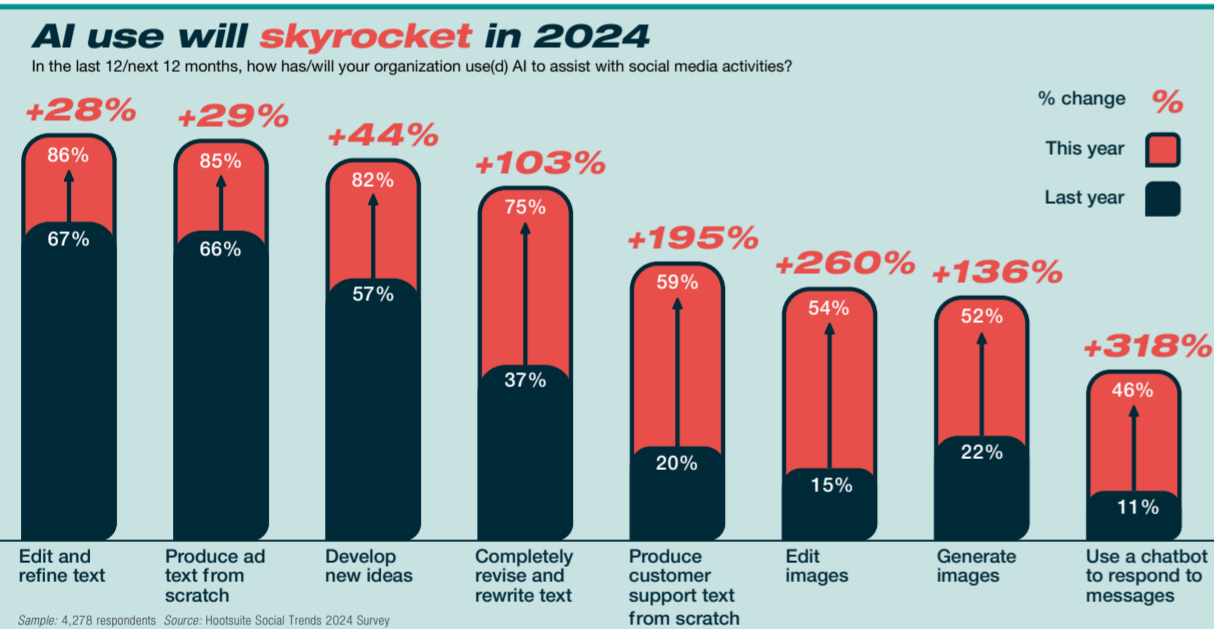
presence on multiple platform is possible also basing all posts on the same idea, promoting the same campaign or having the same look and feel, but the individual platform should dictate format, visual and copy specs, as well as the way businesses interact with their audience.

Not to be disconnected from consumers, it is also to keep in mind that the top reason for them to use social media is to be entertained. They tend to dislike when brands are too focused on self-promotion: 34% of the respondents said this practice is a major turn-off in how they perceive brands on social networks. Low quality content is perceived

negatively, too (32%), together with poor engagement with direct messages or public comments (27%). 56% of social network users think that brands should be more relatable on their favorite platforms.

Hence, it could be better for them to be warm, authentic and relatable when talking about themselves: if promotion goes along with human experience, interaction between brand and consumer becomes more personal and meaningful, leading to benefits for both.

Elisa Rota



**QUANTO È IMPORTANTE ESSERE SOCIALE (NEL MODO GIUSTO)**

Facebook, Instagram, TikTok, Twitter/X, servizi di messaggistica istantanea come WhatsApp: le aziende riescono a stare al passo con le sfide poste dalle piattaforme online? Come vengono percepiti i contenuti pubblicati da parte dei loro clienti? Una panoramica basata sul report di Hootsuite.

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/ FOCUS ON

# Nina: AI monitors Mozzarella di Bufala Campana PDO

**A system based on seven different algorithms analyzes every product wrap, detecting suspected cases. That's how the phenomenon of Italian sounding is fought.**

It's called Nina. It's the innovative AI system that has just been implemented by the Consortium for Mozzarella di Bufala Campana PDO for the monitoring activities against the commercial counterfeiting of the product. It has been presented in Rome, at the Ministry of Agriculture. The president of the Consortium, Domenico Raimondo, was the first who introduced this new tool: "It is a project that can potentially elevate the safety and efficiency standards of the supply chain and I think it will allow to distinguish Mozzarella di Bufala Campana PDO from the other mozzarella cheeses on the market more effectively".

"Phenomena that harm our designation are found, nowadays, mostly online. In 2023, the inspection branch of the consortium has carried out traditional checks, but also an intense monitoring online. 2,941 links related to Mozzarella di Bufala Campana were found. Our intervention was necessary in 470 cases and in 46% of these episodes we came upon advertises evoking our product", explains Angela Nobile, manager of the monitoring sector of the consortium.

Giorgio Ciardella, CFO of Farzati - company based in Salerno dealing with the application of last generation digital tech to trackability and certification - realized the project of application of the AI to the monitoring activities. "Nina was born with a specific purpose: conti-

ning the trackability process that arose some years ago. The issue concerning us the most is the so-called 'look alike', that is, the visual counterfeiting of the product", Ciardella explains. "We digitalized the whole authorization process, in which every consortium associate

can upload the wraps to have the conformity checked. The authorized wrap becomes the learning material of our AI system, which has to be trained to recognize each one visually, in a way that is as similar as possible to the customers' perception. For this purpose, we

used seven different algorithms. After the data collection, every wrap is assigned a score, through which Nina reports if the product in front of us is an imitation, if the wrap was suspended or if it is a fake that cannot be related to existing models".

## FACE TO FACE

Pier Maria Saccani, director of Consorzio di Tutela della Mozzarella di Bufala Campana PDO, explains Nina's potential. And the first achievements.

**How much Mozzarella PDO was produced in 2023 and what was the turnover?**  
About 55,000 tons were produced, while the turnover was around 750 million euros.

**Do you have any estimate of the value of the market of counterfeit or imitated mozzarella cheeses?**

Knowing it for sure is impossible, because Italy, Europe and markets outside the EU are three different contexts to analyze. But the most serious data don't concern the amount of non-PDO products on the market, but rather the reputational damage that it causes, instead: not only the consumer is deceived about the provenience of the product purchased, but also about its quality. And the reputational loss is harder than the market share to recover from.

**What are the main counterfeiting phenomena detected by the consortium?**

If we consider pure counterfeiting phenomena, juridically intended as non-authorized imitation of the product, we detect few of them. Over the years, we proved the existence of more refined imitations. And these are exactly the ones that the AI will have to unearth. It is about part of the graphic signs and designation or references to the area of origin of the product - these can deceive the consumer: it is the phenomenon of 'look alike'.

**How do you explain the choice to use the AI?**

It is a tool that should offer benefits both in terms of employment of the staff and economically. And, above all, it should guarantee extensiveness in the checks. As a protection consortium, we consider monitoring one

of the main features of our activity. We've had to map all our labels: we are talking about 26,000 products approximately. It is a gigantic amount of information: denomination of origin, nutritional values, legal references and company features. We tried to be traditional, but not old: therefore, we chose to rely on artificial intelligence.

**Is it already possible for you to notice the first results of Nina's work?**

The first warning has already arrived recently! The supervision organization proceeded then with the appropriate checks. But the AI has to be trained, so we furnished the machine all the information on all authorized labels.

**Can this system be adopted by other protection consortiums as well?**

Of course. Some might take advantage of the artificial intelligence in a different way. But the problems that the consortiums have to face are these!



Pier Maria Saccani

**NINA: IL SISTEMA DI IA CHE VIGILA SULLA MOZZARELLA DI BUFALA CAMPANA DOP**

Un sistema basato su sette diversi algoritmi analizza ogni incarto del prodotto, riconoscendo i casi sospetti. Segnalandoli poi a chi gestisce i controlli. È così che viene contrastato il fenomeno dell'Italian sounding.



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MOLINO E PASTIFICIO

/ SCENARIO

# Cooked pork meat exports to Japan back on track

In 2022, after the finding of carcasses infected by the African swine fever, Tokyo had closed to imports from Italy. Thanks to diplomatic work, shipments of some products have resumed since January 2024. The comment of Andrea Schivazappa, CEO of Parmacotto, and Massimo Zaccari, sales and marketing director for Coati.

## ANDREA SCHIVAZAPPA, CEO OF PARMACOTTO GROUP

"We started exporting again towards Japan and we are satisfied of how the work is proceeding. We think there are many opportunities in the country and we have been supported by all the Italian system (embassy and ITA agency) in the resume. This fills us with pride, while it gives us a great responsibility, too. In terms of volumes, it is not a really large market, but it has



an interesting potential because there is a culture of food that loves made in Italy. Of course it is an opening market and it only concerns the products made with cooked cured meat, which are not a priority in terms of export. Also, the presence of 20,000 Italian restaurants is interesting. They are 20,000 potential customers who are waiting to receive our products of the line Parmacotto Selection. We have already had a great feedback in the first tests. We can work well at a brand level and will conclude the year with about 150 tons: we are coming back, but the theme is not managing to be among the first. It is important to underline that the export of the Italian food & beverage is made by brands such as ours, which can reach the world and create added value for Italy through efforts by the institutions. We can definitely do better, but creating a better financial structure is necessary as well. Let's remember that, if the export grows, our country grows, too."

## AFRICAN SWINE FEVER (ASF)

African swine fever (ASF) is a viral disease of pigs and wild boar that causes high mortality in the affected animals. This virus is harmless to humans, but it causes significant socio-economic disruption in many countries. Areas affected by ASF suffer significant financial losses due to the loss of animals, restrictions on movements of pigs, wild boar and their products, and cost of control measures. The disease can take several years to eradicate. There are neither vaccines nor cures. The typical signs of ASF include fever, abortions, bleeding and sudden death. Healthy pigs and wild boar usually become infected by: direct contact with infected animals; indirect contact through ingestion of products from infected animals, contact with contaminated clothing, vehicles or equipment; bites by infectious soft ticks (where present). ASF is endemic in sub-Saharan Africa, where the disease was initially discovered. In Europe, ASF was restricted to the Italian island of Sardinia from 1995 until 2007. However, in 2007 ASF outbreaks occurred in Georgia, and the disease spread to the neighbouring countries, affecting domestic pigs and wild boar. In 2014, the first outbreaks were reported in the European Union, affecting wild boar from the Baltic states and Poland. Since then, the disease has spread to other EU countries and neighbouring non-EU countries, and there have been outbreaks in Asia, Oceania and some American countries in recent years.

Source: EFSA

"It is with great satisfaction that we welcome the news of the authorization for two Italian factories to resume the export of products made with cooked pork meat towards Japan". This declared Francesco Pizzigalli, president of Assica, on 19th January.

The association grouping meat and cured meats manufacturers specified the possibility to start again with the exportation of cooked hams, mortadelas and wieners after two years of interruption due to the African swine fever in Italy.

"I'd like to express my gratitude to the Italian Health ministry and to our embassy in Tokyo, who worked with extraordinary dedication and commitment for two years, negotiating with the Japanese authority new conditions for the export of pork products from Italy. These were banned after the African swine fever was found on our territory in January 2022", Pizzigalli added. "The atmosphere of trust and respect that has always dominated the relationship between the Ita-

lian and Japanese authorities has been consolidated and reinforced in these years, up to the point that Italy is the first country experiencing the African swine fever obtaining from the ministry of Agriculture, forestry and fisheries (MAFF) the permission to export products made with pork". From the data by Assica we learn

that, in 2021 and before the block of the market, 2,700 tons of cured meats were exported, for a value of more than 31 million euros. Japan was the third country of destination for the Italian cured meats outside the EU.

Unfortunately, in April the situation became more complicated for Prosciutto di

Parma, due to the finding of an infected carcass 10 kilometers away from Langhirano (province of Parma). And while measures are attended from Bruxelles, we want to give some space to the resume of the export of cooked products through the comments of the first two authorized companies: Parmacotto and Coati.

## MASSIMO ZACCARI, SALES AND MARKETING DIRECTOR OF SALUMI COATI

"The procedure that has brought us to be one of the first Italian factories authorized to resume the export of meats and products made of pork in Japan was long and complicated. In fact, we had to demonstrate that we can measure up with the highest international standards in a journey which involved Assica, the ministry of Health, the ministry of Agriculture, the Japanese Ministry of Agriculture, Forestry and Fisheries, the Italian embassy in Tokyo and all the Japanese authorities. We are proud of this important result, which rewarded a commitment that has never decreased, despite all the difficulties. Being one of the first factories in Italy having obtained the authorization to export after the reopening of the Japanese market's frontiers was a really great satisfaction for us.



These first months of activity in the country of the Far East are doing very well: we started exporting again both with old-time customers – whom we already worked with before the closing – and new ones. We also proceeded with the export of new products in the Japanese markets and, after a long time, our old-time customers also visited the new site of Pescantina (Verona), in a favorable occasion to resume old projects and develop new ones.

The success of our activities in Japan has been bringing a surge of optimism to face the challenges that 2024 still has in store in the best way: a year in the name of export, that covers 20% of our production and that keeps growing thanks to the synergy with the corporate network 'Famiglie del Gusto'. By the end of the year, the construction of the new plant will start in Verona. This will be added to the ones of Santa Lucia di Pescantina (Verona), Sandra di Castelnuovo del Garda (Verona) and Barco di Bibbiano (Reggio Emilia), taken over in 2024".

## RIPARTE L'EXPORT DI SALUMI COTTI VERSO IL GIAPPONE

Nel 2022, con il ritrovamento di carcasse infette da Psa, Tokyo aveva chiuso all'import dall'Italia. Con il lavoro diplomatico, a gennaio 2024 sono ripartite le spedizioni di alcuni prodotti. Il commento di Andrea Schivazappa, Ceo di Parmacotto, e Massimo Zaccari, direttore commerciale di Coati.



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## / INTERVIEW

# EU agribusiness: Paolo De Castro takes stock

In the outgoing legislature of the European parliament, Paolo De Castro has been coordinator of the group of the socialists and democrats in the Agriculture Commission. In this role, he guided a work of great importance for the writing and approval of the new regulation of the geographic indications, that can be truly considered the most relevant result in the EU as far as legislation in the agribusiness sector is concerned. He was minister of the Agricultural Politics twice, first with the government D'Alema in 1998-2000 and then with the government Prodi in 2006-2008. Member of the European Parliament for three legislatures – he was also president of the Agriculture Commission in Strasbourg – De Castro is still, with no doubt, one of the most reliable and experienced interlocutors for the f&b sector in the European politics scenario. We sketch a picture of the main issues of the branch with him just before Cibus in Parma, with a glimpse on the themes that will go along the new EU legislation after the elections in June.

**Let's start from an analysis of your experience in the last European legislation, where you were coordinator of the socialists and democrats in the Agriculture commission. What were the most relevant results obtained, starting from the new regulation on the geographic indications?**

Among the main positive achievements, there is really the new regulation on the geographic indications. Two years of work have allowed us to make a unified text of European quality that actually supports all the PDO economy, which represents a great part of the Italian agribusiness system. In fact, we are talking about revenues for billion euros from cured meats, cheeses, wines, vinegars and so on. The regulation goes along with an acceleration and a reinforcement of the consortiums and of the legal protections both in the traditional market and online, with the introduction of geoblocking. We simplified the procedures with the chance of having defined deadlines for the modifications of the procedural

guidelines. We established standards for the sustainability report. And above all, we permanently blocked the denominations such as the Croatian prosek or the Slovenian or Cypriot balsamic vinegar – something which has been talked about for a long time.

**Besides this work, a check and correction of the measures promoted by the Commission has been carried out. What dossiers did you work with in this sense?**

This work, that has to be mentioned, was carried out to adjust or, in some cases, block the reform proposals made by the Commission that have been built against the agricultural world. I'm referring to the directive on the industrial emissions, from

which we could exclude at least the bovines. Being a guideline, I hope that there can be room for intervention allowing us to improve it on a national level. We did the same for the regulation on phytosanitary products, even if, luckily, the EU has decided to cancel the proposal through president Von der Leyen. Nevertheless, this had been made compatible with the fruit and vegetable system in Southern Europe – there was great concern on this side.

**What do you think about Coldiretti's mobilization at Brennero pass?**

In my opinion, Coldiretti did the right thing taking the chance to explain that we are not against the free trade – also because we are great exhibitors of agribusi-

ness products, overcoming 63 billion euros last year. But it is fundamental, not to hinder our production system, that the reciprocity rules are guaranteed on a European level. The quality standards that our industries and our farmers have to keep must be the same that our competitors have to respect when they enter the European market. Otherwise, it is unfair competition. For example, in this legislation we have introduced the requirement of origin on the label for honey, something that did not exist previously. And this exposed our production to the aggressiveness of the honey produced in China and Latin America at significantly lower prices, but without the warranties and safeguards that are necessary for it to be sold in Europe. It is important that this system is extended to all agribusiness products, reflecting the interests of the whole supply chain.

**Is there any risk that part of the imported agricultural production is processed in our territory and it is assimilated to our product?**

Let's discuss, for example, what happens with the imports of Chinese tomato. As Centromarca president Francesco Mutti reminded, if it is processed here, it risks to be assimilated with Made in Italy. It is a phenomenon that must not be tolerated anymore, at all.

**Three weeks ago, you requested the immediate block of the import of grains from Russia, asking for an act of courage. Is this a challenge we can face?**

Not only we can face it, but we have also already won. Few days later, after the fervent plea I did at the parliament in Strasbourg reunited in plenary session, the Commission immediately introduced relevant taxes for the import of durum wheat from Russia, taking it up to 165 euro per ton. As a direct consequence, we immediately saw that the prices of durum wheat took off again. It was a virtuous example of the promptness with which the requests of the European parliament are approved by the Commission. Also because

**The new regulation on GIs. The potential of the export of made in Italy products. The caution about cultured meat. The importance for exhibitions to “overcome the logic of local festivals”. Interview with the outgoing MEP and coordinator of the group of socialists and democrats in the Agriculture commission.**

we were negotiating with Ukraine in that moment for the extension of the support and it was fundamental to give this sign on the imports of grains and durum wheat from Russia.

**What is your opinion on cultured meat? And what do you think about the way the Italian government tried to forbid its production and trade?**

I think it is necessary to open a debate on the idea of cellular multiplication. It is no banal thing: our scientists say that it opens a series of issues to which we cannot give answers and I think it is very risky to consider immediately what comes out of these bioreactors as safe, guaranteed and able to avoid the problems that animal slaughter has in itself. I'm really cautious towards this narrative and I'd like science to help us understanding better how these products are obtained, how much is the use of antibiotics, if they contain hormones. The government is doing well in trying to build a wide alliance system on a European level, to create a common path on a theme that is still very thorny and that has to be faced really carefully.

**What is missing today to our export, according to some operators could reach 100 billion euros.**

We have to keep in mind that Italy is, from this point of view, a country that is made of hills and mountains by 75%. We can do much by increasing the agricultural productive capacity of our country, trying to reinforce our territories with sustainable tools, but the size of our country cannot be compared to Germany, France and Spain, which have larger arable surfaces. A lot can be done in some sectors. We proved it in the dairy branch, where we've become almost independent: up to some years ago, we still imported a lot of milk from Germany. So, we can meet the demand, if it is about quality that allows to pay our producers and farmers well. It is also possible to keep growing in the wine sector, where we reached eight billion in export. Let's not limit ourselves.

**What must be the exhibitions' role today?**

The great challenge for the Italian fair system is overcoming the logic of the local festival – that is good, too. Besides several festivals, the great fairs on a national level are necessary. About these, agreements can be established to be able to look at the polarization skill that our country has in Europe. So, there is great room for growth with no doubt. We have to create incorporations without losing the rooting in the territory, but helping our businesses to enter the markets where their competitiveness can be successful.

**Hence, do you welcome positively the synergy between Cibus and Tuttofood?**

I welcome all the agreements we can establish without losing territorial identity. More and more synergies can and must be created: this is the right way.

Andrea Dusio



## AGROALIMENTARE EUROPEO, IL BILANCIO DI PAOLO DE CASTRO

Il nuovo regolamento sulle Indicazioni geografiche. Il potenziale dell'export made in Italy. La prudenza sulla carne sintetica. E l'importanza per le fiere di “superare la logica della sagra”. Intervista all'europarlamentare uscente, coordinatore del gruppo dei socialisti e democratici in commissione Agricoltura.

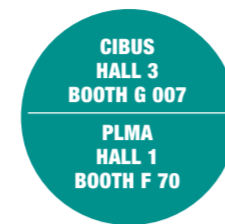
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/ INTERVIEW

www.pastificioavesani.com



# “We bring Italian quality internationally”

**For over 70 years Pastificio Avesani has been producing recipes of the tradition. Like the line ‘Sottile Piacere’, among the best sellers in 2023. From increasing attention to sustainability to the expansion on foreign markets: the company's plans in an interview with sales manager Alessandro Chiarini.**

Highly selected ingredients and care of the artisan method. For over 70 years Pastificio Avesani has been producing recipes of the Italian culinary tradition to satisfy the most sophisticated palates, in Italy and abroad. The company headquartered in Bussolengo (Verona), which specializes in the production of fresh pasta, stuffed pasta and gnocchi, has never stopped innovating through the years, setting ever ambitious goals. From the increasing attention towards sustainability – with the choice of local raw materials and eco-friendlier packaging – to the expansion internationally, from the performances of the line ‘Sottile Piacere’ to the participation at Cibus and PLMA 2024: we discussed it all with sales manager Alessandro Chiarini.



Alessandro Chiarini since they come in a brand new packaging made with at least 70% recycled PET.

**How did Pastificio Avesani perform last year?**

2023 ended positively both in terms of turnover – with a 10% increase in the Italian as well as in the foreign markets – and volume. Overall, we can say we are satisfied with last year's performance. Although there still remains a certain contraction in margins.

**Due to...**

Due to the fact that the raw material increases we suffered in 2022 were often not adequately recognized by the large-scale distribution. An element that has unfortunately affected many companies in the sector.

**And how has 2024 started off?**

In the first two months of the year both volumes and turnover continued to perform positively. We are pleased of such a result especially since our clients have started to show some concern due to the fact that the large-scale segment has been recording some negative signs. All in all it means we have been recovering some market share.

**What about the latest projects?**

Last year we introduced the range ‘Sottile Piacere’. In addition to being a further upgrade in terms of quality and taste – the recipes are indeed created with the utmost attention to raw materials – they are also more sustainable

**Speaking of the line ‘Sottile Piacere’: how did consumers respond?**

We are very satisfied with the range, the sales figures exceeded our expectations. The four recipes made with selected local ingredients have been widely appreciated by anyone who has tried them, which is another factor that has been further strengthening Pastificio Avesani reputation.

**What's the average export share in total turnover?**

To date, exports account for approximately 20% on total turnover. We are present in all markets in the European Union. And outside the EU borders, the main destination

markets for our products are Hong Kong, Singapore, the Arab countries, to name the most significant ones. In all these countries we operate both in the retail as well as in the Horeca channel.

**Internationally, what were your best-selling products last year?**

Our ‘Gold’ range has met with great success. Girasoli and Tortelli have been recording very positive performances and sales grew in 2023 too. As well as double sheet Ravioli which are fairly bigger (4-5 cm) and have a very rich filling and therefore are particularly popular among European consumers as well. As for taste, generally speaking, year after year we have been noticing that Italian cuisine has become more and more widespread and appreciated even in areas where it was not historically present, also thanks to tourism.

**Tell us more.**

The curiosity and desire to know more about the Italian culinary tradition, hence, leads consumers to opt for higher-quality products compared to 10-20 years ago. A shift that perfectly fits with the philosophy of Pastificio Avesani, whose mission has always been to create products with the highest-quality standards.

**Apart from taste, what are the other main requests from international consumers?**

There is definitely a greater attention towards more sustainable packaging. And in Europe especially, where the plastics recycling supply chain is more specialized, the focus is on mono-material packs. To this end, we have already started to carry out tests to implement mono-material plastic packaging.

**In May, after Cibus, you will take part in PLMA Amsterdam, how key is the PL segment for Pastificio Avesani?**

Private label is a core sector for the company, the sector's share currently exceeds 30%. We are taking part in PLMA in Amsterdam (28-29 May) with the goal of developing new business opportunities and consolidating our relationship with existing customers. It's certainly an unmissable opportunity for the operators of the European retail world.

**“PORTIAMO LA QUALITÀ MADE IN ITALY NEL MONDO”**

Da oltre 70 anni Pastificio Avesani porta le ricette della tradizione sulle tavole degli italiani. E non solo. Come la linea ‘Sottile Piacere’, tra i prodotti best-seller nel 2023. Dalla crescente attenzione alla sostenibilità all'espansione sui mercati esteri: i piani futuri dell'azienda in un'intervista al direttore commerciale Alessandro Chiarini.



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# Caseificio Longo: welcome to the land of Tomino

The quality of the raw material – Piedmont milk – together with a high degree of innovation and a skillful customer service. These are, since 1950, the secrets behind the long-lasting success of the dairy. Now willing to spread the knowledge of its products of excellence around the world.

To spread the knowledge of the Piedmont dairy tradition across Italy and all over the world. This has been, for more than 70 years, Caseificio Longo's greatest mission. The family-run company is both a guardian and a promoter of the culinary tradition of the Canavese territory: a land of great beauty that stretches from the North of Turin to the Valle d'Aosta Region. Although equipped with cutting edge production technologies, the company jealously guards and follows the ancient recipes handed down for generations, so as to offer consumers the most authentic taste of Piedmont cheeses.

ducts. "The special taste and aroma of our cheeses - the export manager explains - combined with careful controls, the attention paid to packaging details and the excellent customer service are the hallmarks of our production." The company's product offer is divided into four main lines: Fresh, Seasoned, Specialties in oil and Lactose-free. Products such as the classic Tomino a rotolo, the Seirass Reale, the Ricotta and Robiola belong to the Fresh line; while among the Seasoned cheeses we find Tomino del Boscaiolo in its many different combinations - one tastier than the other - the Paglierina and the Toma Piemontese PDO.

**Tomino del Boscaiolo, an international best seller**

Tomino del Boscaiolo, iconic product of Caseificio Longo, is also the most beloved and demanded on global markets. Manufactured according to the traditional recipe, with 100% Piedmont milk, the original 'tomino for cooking' is characterized by a smooth and compact paste, and a sweet, slightly spicy flavor. Exquisite in the 'natural' version, it becomes even more luscious when covered with speck or bacon. "Exports account for around 10% of total turnover since our product, which is an undisputed Italian specialty, still has a huge growth potential abroad," the export manager, Giuseppe Cappelletti, explains. "Europe is definitely our most important destination market, even if we have been experiencing significant growth also in the US and, with the frozen product, in far-away countries." Other typical cheeses of the Region are highly requested beyond national borders, namely Toma Piemontese PDO and Ricotta Piemontese Seiras.

**Everything starts from milk**

The quality of the raw material, that is to say Italian milk (or better Piedmont milk), is with no doubt the secret of the goodness of Caseificio Longo's pro-

**Good news on the way**

Although 2022 was a complicated year for agri-food companies, struggling with the post-pandemic difficulties, the shock of the war and the consequent energy crisis, which triggered a record inflation, Caseificio Longo managed to maintain its market share and, in some areas, has even increased it.

"In 2023, despite the expected economy slowdown and inflation, which eroded the purchasing power of consumers, Caseificio Longo has started a busy programme of international events in order to extend remarkably its international reach, especially in the Far East, where we see significant growth opportunities," Giuseppe Cappelletti adds. "Early this year, the international trade shows calendar moved Longo's team to Marca Bologna, in January, and to Alimentaria Barcelona, in March, to meet consolidated and potential customers and show the company's product offer to international clients. With the same purpose, we are now ready to land in Parma for Cibus, from 7 to 10 May, followed by Plima Amsterdam on 28-29 May. Finally, we will close our 2024 trade fair calendar with a strategic international business platform like Sial Paris, next October."



**A BEAUTIFUL PIEDMONT STORY**

The magic of Tomini and of the other dairy specialties manufactured by Caseificio Longo begins in the amazing landscape of the Canavese valleys, in Northern Piedmont, and more precisely in the town of Bosconero. Here, in 1950, Antonio Longo together with his wife Franca starts in a small laboratory the production of Tomini del Canavese, made using the milk collected in the nearby farms and – back then just like today – hand-wrapped in the unmistakable rolled shape. Over the years the company grows and expands, supported by the success achieved by its products on the market. The family grows too: the couple had three children, Maurizio, Dario and Silvana, who learned from their father the passion for cheese making and soon joined the family business. Just like the family, the product offer also widens: the Tomini a Rotolo were joined by Paglierina and Tomino del Boscaiolo, which paved the way for the 'cheeses for cooking'. In 2008 the new production plant in Rivarolo Canavese was inaugurated, which is still today the company's headquarter, while in 2012 a new facility was built in Alba, for the production of Robiola d'Alba. Today, Caseificio Longo collects and transforms from more than 70 dairy farms in Piedmont over 100 tonnes of milk. This is a big step forward compared to the 200 litres processed when this story began.

**CASEIFICIO LONGO: BENVENUTI NELLA TERRA DEL TOMINO**

L'alta qualità della materia prima – il latte piemontese – unita a una buona dose d'innovazione e a un servizio clienti eccellente. Sono questi, dal 1950, i segreti del successo dell'azienda torinese. Oggi desiderosa di far conoscere i suoi prodotti di eccellenza in tutto il mondo.



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/ DELI MEATS

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# Cavalier Umberto Boschi: timeless tradition

One family, four generations, a Century-old experience in charcuterie that translates in a product range able to satisfy consumers around the world. From the 'great classics' to the pre-sliced specialties, all the way to the latest product launches.

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Since Cavalier Umberto Boschi was founded in 1922, four family generations have handed down and jealously guarded the secret recipes of the Italian charcuterie tradition. The deli meat range, produced within two manufacturing plants, consists of all the most renowned Italian charcuterie specialties, starting from those originating in the Emilia region. It begins with Parma Ham, Salame Felino, and Strolghino, to which specialties such as Culatello, Coppa di Parma, and Spalla Cotta di San Secondo are added. Besides, of course, great classics like Mortadella, Cooked Ham, Bresaola, and Speck. And yet, the company never stops innovating and renewing itself: plenty of novelties are on the pipeline, and will be presented on the occasion of two strategic events: Cibus in Parma, from May 7th to 10th, and PLMA in Amsterdam, on the 28th and 29th of the same month.

The company is also widening its offer of pre-sliced cold cuts in trays, which are prepared within its own slicing unit located in Felino, a small village in the province of Parma that gives its name to the world-famous 'Salame Felino', where the company's headquarters are also located. "The passion for our work and respect for traditions are the values that have been passed down for generations until today," Cavalier Umberto Boschi explains. "A Century-old story, made of passion and people but also of the very high quality that has always distinguished our products. And that has transformed Cavalier Umberto Boschi into a benchmark brand in Italy like around the world."

**An increasingly international business**

Its long-spanning history has empowered Cavalier Umberto Boschi with the ability to navigate a constantly changing market scenario, offering products that always align with consumers' demands, both in Italy and abroad. Beyond national borders, the company now generates about 10% of its turnover, with significant growth rates since 2020, when its international expansion plan started.

"Since then," the company explains, "we have experienced a consistent double-digit growth that we aim to maintain also in the future. In just three years, we have started operating in more than 25 countries, across Europe, Asia, and North America, and we are also rapidly growing in Eastern Europe."

The ability to manage different formats and sizes gives Cavalier Umberto Boschi the opportunity to offer a broad assortment, thus meeting very specific demands. "Our

flagship product abroad is undoubtedly Parma Ham, as well as Raw Ham. This is followed by the entire family of salamis, a category that is expanding very fast thanks to the development and introduction of new products that meet the tastes and needs of our clients."

The upcoming participation in PLMA Amsterdam, the most important international Private Label fair, is no coincidence. Cavalier Umberto Boschi indeed positions itself

as an all-around partner: "The knowledge, experience, and productive capacity of our facilities," it states, "give us the ability to work step by step with customers on tailor-made projects, whether under the Cavalier Umberto Boschi brand or Private Labels, always in respect of the business strategies that guide our operations."

**Big news is coming**

The upcoming fairs, as mentioned, will provide Cavalier Umberto Boschi with the opportunity to showcase its most recent innovations. One example is the truffle charcuterie line: "Five traditional deli meats enhanced by the combination with the exquisite black truffle, for a premium range that expands and enriches our assortment," the company emphasizes. "Another product that is arousing great interest is Pimentoso, a seasoned salami made from 100% Italian meats and characterized by the addition of Pimentón spice, which gives it a delicately smoked flavor. This specialty is crafted in an artisanal way, and its classic version, the Salame Contadino, is already a well-established and appreciated product among our customers."

Another recent novelty, officially presented at Biofach in Nuremberg – international organic fair – is the Bio Line: a range of pre-sliced charcuterie in a paper tray made with 70% less plastic compared to traditional trays. "Our tray, lined with a thin film that ensures the product's total protection, is therefore fully recyclable in the paper stream, contributing to the overall reduction of the environmental impact."

From Biofach to Cibus to PLMA, the company consistently participates in major food industry trade shows: in January, it took part for the first time to Marca Bologna; in June it will attend the Summer Fancy Food Show in New York, while in October it will be the turn of Sial Paris. "In addition – it says – we have already planned a busy program of events organized in collaboration with our main distributors, which will give us the opportunity to reach an ever-wider public."



**CAVALIER UMBERTO BOSCHI: TRADIZIONE SENZA TEMPO**

Una famiglia, quattro generazioni, un secolo di esperienza nell'arte norcina. E una gamma che soddisfa i gusti e le esigenze dei consumatori di tutto il mondo. Dai 'grandi classici' alle specialità in vaschetta, fino alle ultime novità in arrivo.



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/ SCENARIO

# Parmigiano Reggiano: a 3-billion-euro PDO

**On March 26th the Consortium disclosed its 2023 data. Production was stable, while the turnover increased. Its future goal is the growth in the Horeca sector and in foreign markets.**

"The price of Parmigiano Reggiano in 2023 made the product less expensive than its main competitor. The year, however, was difficult because of costs, which exploded. Nevertheless, we produced a lot, maturation rooms were emptied and we laid the foundations for the upcoming years". This is how Nicola Bertinelli, president of the Consortium for the protection of Parmigiano Reggiano, commented on the performance of the PDO over the past year. The occasion was the annual press conference that the Consortium held in Milan on March 26th. Riccardo Deserti, director of the Consortium, and Maddalena Fossati Dondero, editor of the magazine La Cucina Italiana and Condé Nast Traveller Italia, were also present. Besides a focus on sales and production data, several hot topics were discussed, in the year of the 90th anniversary of foundation of the Consortium.

**A 3-billion turnover**

In 2023, dairies and traders placed on the market the 2021 production, the highest ever (4.1 million wheels), in a context of macroeconomic uncertainties caused by international conflicts and the inflationary trend. Nevertheless, consumer turnover reached an all-time high of 3.05 billion against 2.9 billion in 2022, a 5% increase. Total sales in volume recorded a 8.4% growth, thanks to the positive trend of exports (+5.7%) and to sales in Italy (+10.9%); such results are related to the product's good value, both in the retail and wholesale channels, due to a drop in the quotations of the aged wheels and the simultaneous increase in the prices of alternative products. Quotations for Parmigiano Reggiano aged 12 months from the producer were also down, averaging around €10.12/kg (-5% on the 2022 average). Production was stable compared to 2022: 4.014 million wheels against 4.002 million (+0.3%).

**Exports**

The export share accounts for 43%, up by 5.7% than in 2022. Particularly positive results were recorded in Spain (+7.8%), France (+6.9%), the United States, the first foreign market for the PDO (+7.7%), and Australia (+21.8%). While exports in Canada and Japan decreased by 6.5% and 8.2%. "We need to grow in a planned way outside Italian borders," Bertinelli said. "Given the demographic situation in Italy, there will be no more room for growth in our country. In the United States, for example, there are a lot of Italian Americans, who already have the product culture, to whom we can turn. With this in mind, we are concerned about the outcome of the elections, because protectionist policies are likely to prevail."

**Italian Sounding in the US**

Besides duties, exporting to the US presents the Parmigiano Reggiano Consortium with a second problem regarding the brand protection. The 'Parmigiano Reggiano' brand, in fact, is protected in the rest of the world thanks to free trade agreements, but "the Us are the Wild West" in Bertinelli's words, who explains: "The real Parmigiano



Reggiano accounts for less than 50% of the hard cheese market in the United States. 'Parmesan' is a generic term and we cannot change it. Therefore, we need to work on the evocative aspect: on a package of parmesan there cannot be any reference to Italy and Italianness, otherwise the consumer himself would be harmed." As a consequence, Bertinelli suggests enhancing the real Parmigiano Reggiano. Bertinelli explains one of the projects in the pipeline in collaboration with Origin Italia, the association of the consortia of different Italian GIs: "We are making ourselves available to acknowledge American geographical indications in Europe, so that American protection bodies can safeguard our product overseas. We want to create a relationship of deep cooperation focusing on the consumer's protection".

**Growth in the Horeca channel**

Horeca is the tail end among the distribution channels for Parmigiano Reggiano, accounting for 8.2% of the total. For this very reason, however, hospitality has enormous potential for the development of the Consortium. "Parmigiano Reggiano, in this sector, cannot be considered as a simple ingredient", Bertinelli stresses. "It must be 'the king of the table' and enhanced as a protagonist". The Consortium will also count on its programme to encourage the production of long maturation cheese, which began between 2017 and 2018, to reach this goal. In fact, while in 2017 no more than 5,000 wheels of Parmigiano Reggiano with 40 months of maturation and beyond were produced, nowadays the production reaches 150,000 wheels. "It's not a niche anymore, the long maturation market today counts and has opened up the possibility of tasting wheels of Parmigiano Reggiano exceeding 50 or 60 months of maturation", Riccardo Deserti explains. "Our goal is to propose Parmigiano Reggiano in vertical tastings or in high-quality pairings".

Elisa Tonussi



**PARMIGIANO REGGIANO: UNA DOP DA 3 MILIARDI**

Il 26 marzo il Consorzio di Tutela ha reso noti i dati relativi al 2023. La produzione è rimasta stabile, mentre il fatturato è aumentato. L'obiettivo futuro è la crescita della Dop nel settore Horeca, così come nei mercati esteri.



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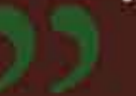


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# Fontana Ermes: Tradition, Innovation, and Sustainability

For over 65 years the company has committed to improving and preserving the ecological and social integrity of its operating environment. How? By employing technological innovation, operating a vertically integrated short supply chain, and supporting local communities and institutions.

2024 marks a year of extraordinary importance for Fontana Ermes, not only celebrating the company's economic growth and development but also the efforts and investments in sustainability. "Reflecting on a journey that began over 65 years ago, we are committed today to shaping a future that concretely meets the needs of our planet and our community," says CEO Pier Arnaldo Fontana.

A continuous journey towards sustainability, which has also been sealed by the publication of Fontana Ermes first Sustainability Report. "We are not initiating a new path but rather continuing and strengthening a commitment that has deep roots in the history and values of our company. Through this document, which encompasses a wide range of environmental initiatives, we aim to demonstrate our commitment to improving and preserving the ecological and social integrity of our operating environment," stresses the CEO.

### Vertical short supply chain

Since the foundation in 1959, Fontana Ermes has always favored a vertical production approach. This has meant developing all stages of PDO Parma Ham production, the product that represents the company's origins and culture, at a single production site, later extending the same model to other products in their vast range of Italian delicatessen. "This approach, which we like to call a vertical short supply chain, allows us to have total control over the quality and traceability of every product," explains Pier Arnaldo Fontana, "this methodology is a fundamental pillar of our corporate philosophy and ensures that each production phase is carried out according to the highest standards, maintaining a perfect balance between respecting our traditions and pushing towards responsible innovation."

### FONTANA ERMES: TRADIZIONE, INNOVAZIONE E SOSTENIBILITÀ

Da oltre 65 anni l'azienda investe in sostenibilità a 360 gradi. Attraverso una continua innovazione tecnologica e l'adozione di una filiera corta verticale. Oltre al sostegno concreto a comunità e istituzioni locali. Un impegno suggellato anche dal primo Bilancio di sostenibilità aziendale.

The company's commitment to sustainability is evidenced by the Carbon Footprint project, which was inaugurated with PDO Parma Ham with the aim to later extend it to all the products. "The goal of this project is to precisely calculate the footprint of our productions to optimize the environmental impact of each product. The value of this project is enhanced by the synergy between our vertical short supply chain and the use of a systematic approach to calculating the carbon footprint of our productions," explains Pier Arnaldo Fontana.

### Technologies for a sustainable future

Within the company, technological innovation and research and development have always been considered essential to promote sustainability and continuously improve the products' quality. Throughout 2022, Fontana Ermes intensified its research activities, focusing significant effort on developing solutions for healthier products and packaging techniques that reduce environmental impact, and on technological innovation aimed at expanding the product catalogue.

"A prime example of our commitment to sustainable innovation through technological investments", says the CEO, "is our new photovoltaic plant. With a power of 492.48 kW, this project not only supports our energy autonomy but also allows us to produce approximately 522,904.6 kWh annually, significantly reducing our carbon emissions. This effort is complemented by our cogeneration systems, which produce over 47% of the electrical energy needed for our operations, demonstrating our ongoing commitment to optimal energy efficiency."

In parallel, the company's enthalpy system in the aging rooms uses outside air to regulate the internal climate, allowing significant energy savings and improving the quality of the aging process. These technologies, along with others discussed in the sustainability report, not only enhance operational efficiency but are also essential steps towards reducing the overall environmental impact of Fontana Ermes production activities.

### Social and community commitment

"Sustainability must be cultivated through respect and support for communities and institutions," highlights CEO



Pier Arnaldo Fontana. "We are deeply rooted in our local community with which we maintain a relationship of mutual support and trust with the aim of creating value for our territory". As a matter of fact, for years the company has supported a variety of social and cultural projects with the goal of embracing different areas and demographics. In 2022, "we contributed 216,161 euro to various projects, such as supporting families in difficulty, promoting scientific research, supporting the youth community through the sponsorship of sports teams, and volunteering projects", adds the CEO. Furthermore, the company firmly believes in the importance of training its staff: "last year we provided a total of 790 hours of training, with an investment of 41,094 euro in skill development programs. These investments not only improve the capabilities of our teams but also strengthen our commitment to maintaining high standards in every aspect of our work."



# BREAK FAST WITH LA FAMIGLIA ORGANIC



new line of fermented coconut-based products



/ EXPORTS

# Brexit: the new customs strategy

Four years later, in January the UK has introduced the border target operating model, after several postponements. A three-stages approach, that will be fully operative by 2027. What's going to change for the f&b industry?

## NORTHERN IRELAND: THE LABELS 'NOT FOR EU' SPARK CONFUSION

The new labels applied on food products in the United Kingdom are perceived as very confusing by the customers. Inside Windsor Framework, the post-Brexit legal agreement between the European Union and the United Kingdom – in force since 1st October 2023 – regulating the functioning of the Protocol of Northern Ireland, it is stated that all meats and some dairy products coming from Great Britain and intended to be sold in Northern Ireland have to display the caption 'Not for EU'. This is to ensure that the goods are not transferred from Northern Ireland (part of the UK) to the Republic of Ireland, an EU member country. From October 2024, the labelling will be applied to all meat based and dairy products sold in the United Kingdom. Some large-scale distribution chains are already using the new labelling system in their shops, thinking ahead. And customers got confused. Whenever consumers read 'Not for EU' on a product, they think it is of such a low quality that it is not authorized in the European trade space. Tim Lang, emeritus professor of food policy in the City University of London, commented the new labelling system: "It sends confusing signals and gives rise to the understandable question: it is not really good enough, is it? Why not for EU? If not EU, who else? The standards are lower or higher? People's confusion is totally justifiable".



On 31 January 2020, the divorce between United Kingdom and European Union was signed. And exactly four years later, on 30 January 2024, the country has adopted a new customs strategy for border controls, after several postponements. The 'Border target operating model' (BTOM) – this is the name of the strategy included in UK's broader plan 2025 Border Strategy – will develop in three stages. And the full actualization will take place progressively, starting from 2024 and up to 2027. The new system is based on a model that considers the risk analysis providing for checks according to risk level and country of origin and it establishes more controls in both import and export, especially as far as animal-based products are concerned.

The aim? Simplifying commercial exchanges between the UK and European Union, limiting administrative duties and keeping the costs under control.

### The three-stages system

From 31 January 2024, it is mandatory to provide health certificates for middle-risk importation of animal-based products, vegetables and plant-based products, and for high-risk importations of food and animal feed that are not of animal origin coming from the EU. Furthermore, a pre-notification for products that are subject to sanitary and phytosanitary (SPS) controls in the United Kingdom is necessary. No checks, instead, for low-risk products. In this case, only the pre-notification is requested.

The second phase of the approach will come into force next 30 April, with the introduction of custom checks for SPS products. In fact, animal and vegetable products that are considered middle risk and food and animal feed that are high risk will be subject to documental, identity and physical controls at border control posts. Inspections on plants and high-risk vegetable products coming from the EU will be carried out in BCP control posts.

On 31 October 2024, finally, the third stage of the new customs strategy will become operative. This last phase will provide for requirement of health and safety declarations at the border for all goods coming from the EU.

### The institution of a single window

But there's more. In fact, the third stage will see the coming into force of the so-called 'UK Single Trade Window'. It is a digitalized and simplified system that will be included in the UK 2025 Border Strategy, where all the information and mandatory data for the import of goods from the other side of the Channel will be uploaded, before the arrival at the custom in the United Kingdom.

The aim is to simplify the interactions of the commercial operators with the border authorities, establishing thus a single access point for the border data. It is also aimed at reducing data duplication to the minimum, allowing commercial operators to show the requested information just once, through a unified portal. A similar system was already adopted by Italy: Sportello unico doganale dei controlli (single customs control point), the so called 'Sudoco' portal.

Then, the British customs agency would be considering the introduction of further custom simplifications for economic operators who are endowed with particular trust and reliability by the custom itself: these are the so called 'trusted partners'. In this way, the procedures would be easier and smoother.

Lucrezia Villa

## BREXIT: LA NUOVA STRATEGIA DOGANALE

A quattro anni dall'uscita dall'Ue, dopo numerosi rinvii, a gennaio il Regno Unito ha introdotto il modello operativo dei controlli di frontiera. Un approccio in tre fasi, che sarà interamente operativo entro il 2027. Cosa cambia per le imprese del f&b?

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/ INTERVIEW

# The full value of milk



The 'Think Milk, Taste Europe, Be Smart!' communication project came to an end with an evening event held in Rome on 13 March. Its aim was to promote Italian dairy products among young people.

Over 48 million users reached through radio, TV, print and online newspapers. More than 1,600 articles published. Almost 2 million views on the official website. 1,200 journalists trained. Events attended by 1,450 consumers. And 30 Italian influencers involved in digital projects. These are the numbers of the 'Think Milk, Taste Europe, Be Smart!' campaign, a three-year project aiming to promote Italian cheeses and dairy products. The operation was endorsed by the Dairy Section of the Agrifood Cooperative Alliance, implemented by Confcooperative and co-financed by the European Commission.

The project officially came to an end with an event held at the Hotel de la Ville in Rome on 13 March. The campaign was aimed at younger consumers, with the goal of changing the way they look at and consume milk and cheese, helping them discover the characteristics and values that make dairy products contemporary. For this reason, it focused, in particular, on some fundamental values at the core of the dairy industry: safety, animal welfare, quality, and social, economic, and environmental sustainability.

How to communicate to a younger audience? First and foremost, through online channels: social media were the privileged tool to reach millennials through collaborations with chef-influencers, mixologists and content creators.

The campaign was also presented at some trade fairs and events, such as Forme in Bergamo and Vinitaly in Verona.

Elisa Tonussi

## FACE TO FACE

We had the opportunity to speak with Giovanni Guarneri, coordinator of the Dairy Section of the Agrifood Cooperative Alliance. This is what he told us.

**Can you tell us more about the project and the role the Cooperative Alliance played?**

As the Cooperative Alliance, with the organisational support of Confcooperative, we were the promoters of the project. We decided to carry out informed and competent communication actions on dairy products, directed to both journalists and consumers. This, of course, benefits the entire supply chain. The project took place over three years in two geographical areas: Italy – where we managed 70% of the resources – and Germany. **Why did you choose Germany as the second target country?**

The German market is very close to ours for two reasons: because of the tendency to consume dairy products and because it is one of the first markets for the export of Italian products.

**How are dairy products perceived today?**

The world of dairy products is very extensive. Those that are perceived in the best way are PDO products: they perform well in terms of volumes in Italy and in terms of growth abroad, while maintaining high values. This allows the supply chain to have enough resources to distribute to all its operators – including the farm, which unfortunately is the weakest link. This has been a very debated issue lately. On the other hand, some products – like fresh milk – are struggling and need to be supported in terms of communication, so that some false myths are debunked.

**Such as?**

The fact that milk is fattening or that lactose must be removed from our diet even in the absence of intolerance. **Do you think that plant-based alternatives could also undermine this market?**

Plant-based alternatives have made their own way, built their own market share and are now settling down. The problem lies in the contraction of the use of milk as a drink per se. Although it fortunately remains an important ingredient for other recipes.

**What do consumers look for in dairy products?**

They are definitely looking for traceability and a virtuous supply chain. When they consume dairy products, they are not only interested in their organoleptic qualities, but they also care about their environmental impact and supply chain. Consumers want to know where they were produced, how long they aged, who the producer is, what the geographical area of origin is, etc. We need more supply chains that can highlight these



Giovanni Guarneri

issues and communicate them well. PDO products are the best example of this. However, there are many other companies that have based their success on the relationship with their territory.

**How can dairy products be innovated?**

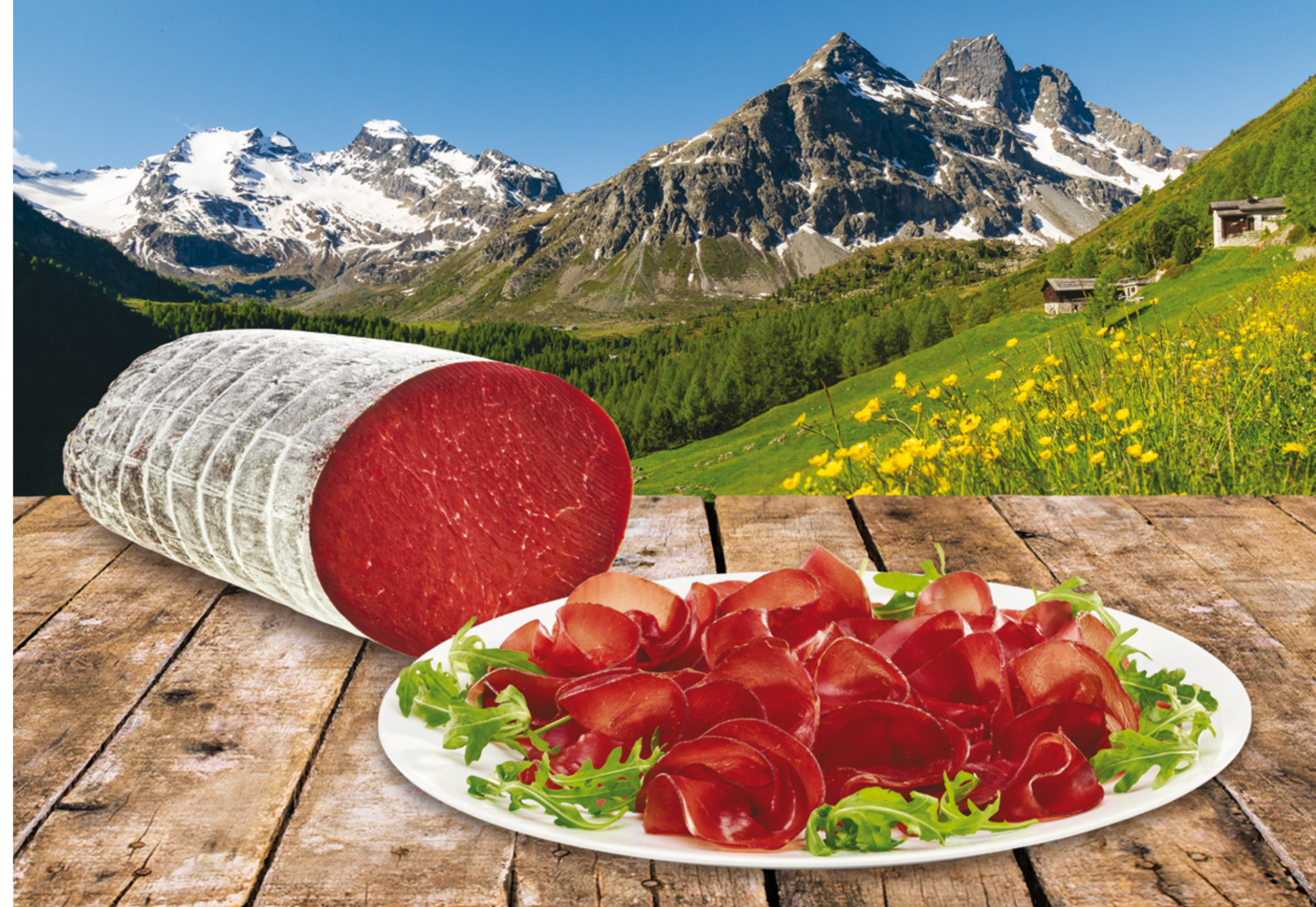
Innovation must not only be about the 'content' of the products, but also – and above all – about the service components. I am talking about packaging, presentation to consumers, and eating habits. Obviously, there are also challenges related to production.

**Are you referring to the issue of sustainability?**

Sustainability has now become ubiquitous, and the path to reduce environmental impact is one element. Earlier, we talked about protecting the value of the supply chain: for what purpose? To give the necessary economic resources – especially to livestock farming – to be sustainable. Resources are pivotal to improve the environmental performance of livestock farms with technologies related to livestock waste management and animal feed.

**But sustainability is expensive...**

Sustainability is indeed expensive, but, if it is done efficiently, it can lead to improvement. And consumers care.



# Bresaola della Valtellina P.G.I.

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**TUTTO IL VALORE DEL LATTE**

Con una serata evento che si è svolta lo scorso 13 marzo a Roma, è giunto al termine il progetto di comunicazione 'Think Milk, Taste Europe, Be Smart!'. Era rivolto ai più giovani con l'obiettivo di promuovere i prodotti lattiero caseari italiani.

/ INTERVIEW

# “We are the leading event for Private label professionals”

**On 28 and 29 May, PLMA 2024 is expected to attract more than 17,000 retail buyers from all continents, as well as a record-breaking 2,900 exhibitors. An interview with the president, Peggy Davies.**

PLMA's 2024 World of Private label International Trade Show, which is scheduled on 28 and 29 May at the RAI Amsterdam Convention Centre, is the premier gathering for the PL industry for sourcing and business opportunities. With a record-breaking 2,900 exhibitors representing over 70 countries - an additional exhibit hall will be used to accommodate the strong demand for exhibit space -, this year's trade show promises to be larger and more dynamic than ever.

Which is not surprising, given that in 2023 Private label accounted for 54% of the total grocery market growth, with sales reaching 340 billion euro in Europe: an all-time record, according to PLMA's International Private label Yearbook. We discussed these topics and more with PLMA's president, Peggy Davies.

**'Connect. Source. Grow.' is the World of Private label's 2024 main theme. Can you tell us what's the idea behind it?**

Our high-impact global event provides a dynamic two-day platform for sourcing, connecting, learning and networking. The innovation unveiled at the event will strengthen the already booming Private label industry. I especially look forward to the diversity of the exhibitors and retail attendees who are on a mission to profitably grow their business. It's always amazing to see how much people enjoy networking and navigating the show floor to explore the food and non-food products offered by our exhibitors.

**According to PLMA's International Private label Yearbook, 2023 was a record-year for PL across Europe. What has contributed to this success, in your opinion?**

During economic challenges, consumers often become more frugal with their grocery spending, leading them to favour Private label products for their competitive pricing and comparable quality to A-brands. Additionally, PL brands possess the agility to

swiftly respond to evolving consumer demands, allowing them to effectively cater to their needs. Ultimately, a combination of quality, innovation, consumer engagement, and competitive pricing serves as the key to winning over consumer loyalty.

**Which are the main trends shaping the PL market and how will they be represented during the event?**

With a record breaking 2,900+ exhibitors from 70+ countries, the industry can expect a variety of on-trend product features, including organic choices, free-from alternatives, plant-based, sustainable solutions, healthy options, and much more. On Monday 27th May, the day before the show opens, PLMA also offers workshops tailored for smaller groups, followed by a seminar program which will feature the latest insights into Private label. Participation in the workshops and seminars is free to all registered attendees. I also highly recommend visiting our Idea Supermarket, where you'll find a comprehensive showcase of

innovation and new product development all in one convenient location.

**Which are going to be this year's highlights?**

Some examples are the noticeable shift towards more indulgent products and premium offerings on the food side, such as restaurant-quality ready meals. Furthermore, for the more adventurous consumers, new flavours and flavour combinations are making their way onto the shelves. The increasing request for non-animal proteins is met with numerous vegan and vegetarian own label offerings which are, in many cases, obtainable at a price comparable or even lower than other options. In non-food, there is a noticeable expansion into new areas like home and personal care, offering quality products such as skincare, cosmetics, and perfumes. And there is clear innovation in health, wellness and sustainability, with a focus not only on the product as planet friendly, but also on the packaging. Retailers continuously update their offer-

www.plmainternational.com



rings, across a variety of categories, with attractive packaging to stay competitive.

**How many companies are going to exhibit and how many from Italy?**

Since 2017, Italy is the country with the highest number of exhibitors in the show. This year, there will be more than 400 Italian manufacturers presenting their products; food and non-food, within national or regional pavilions as well as individually.

**What about the expected visitors?**

Visitor registration opened in February and is now in full swing. More than 17,000 buyers and Private label professionals from over 120 countries are expected to attend this year. They represent supermarkets, hypermarkets, discounters, drugstores, as well as importers and exporters, manufacturers, consultants, sales agents and packaging experts.

**Do you provide your exhibitors with a matchmaking service to connect with their potential buyers?**

PLMA's online Show Navigator will allow buyers to set up appointments with more than 2,900 exhibitors. In turn, exhibitors will be able to see which retail and wholesale companies already registered to attend the show.

**PLMA's two-day show format is relatively unique in the global trade show landscape. Do you think it's a winning choice?**

We know from experience that our two show days and strict admission policy ensures an intense, and highly efficient event for all participants.

The World of Private label remains the leading event for Private label professionals looking to stay ahead in the market.

**“SIAMO LA FIERA DI RIFERIMENTO PER I PROFESSIONISTI DELLA PRIVATE LABEL”**

PLMA 2024, ad Amsterdam dal prossimo 28 e 29 maggio, porterà al centro RAI di Amsterdam la bellezza di oltre 17mila buyer del mondo retail provenienti da quattro continenti. Oltre alla cifra record di 2,900 espositori. Intervista con il presidente, Peggy Davies.

## PRIVATE LABEL CONTINUES TO THRIVE IN EUROPE

Private label share across 17 countries in Europe continues to grow, according to an update on the latest data of NielsenIQ commissioned by PLMA. The share grew to 38.1% based on MAT W28 2023 (+1.7% versus MAT W28 2022). NielsenIQ surveyed 17 markets for PLMA's 2023 International Private label Yearbook update and noticed an increase for retail brands in 16 out of the 17 countries. The only exception is Switzerland, where the Private label share slightly declined. European markets remain some of the biggest Private label markets globally, 11 markets sustained their market share position above 30%, and 6 markets are now above 40% of Private label share. The highest growth countries in PL share are Portugal (+4.4%), Germany (+2.9%), The Czech Republic (+2.8%) and Spain (+2.2%). While Switzerland is the only country showing a decline in Private label share, it is still the country with the highest share across the 17 countries tracked. The share of Switzerland is in 2023 51.8% (-0.1% vs last year), Switzerland remains the only country with a share higher than 50%. Europe's largest markets - Germany, United Kingdom and France - have a collective Private label share 39.6% 2023, this share grew 1.9% vs last year. The highest share growth for the largest markets is visible in pet food, ambient food and frozen food, all categories grew over 2% in share. According to NielsenIQ's data, perishable & frozen foods, paper products, and ambient food are the top 3 categories of Private label value share with an average of 51.3% representing in total 230 billion in Euros across the 17 European countries tracked. The Private label sales grew with 43 billion euros across the 17 European countries tracked. Perishable and ambient food have the highest contribution to this growth.



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/ INTERVIEW

# Ambasciatori del gusto: unity is strength

The restaurateur association counts 250 people: entrepreneurs, cooks, sommelier, pizza chefs and maitres. Among the aims, making a common front to interact with the institutions to consolidate a sector that needs a real team play. Interview with the managing director, Gianluca De Cristofaro.



Gianluca De Cristofaro

Being free agents is nice and thrilling, but you cannot go that far. In Italy there are more than 300,000 restaurants, each of them with problems to solve, especially in a historical age such as the one we live in. Last year, the shops that closed are triple the ones that opened. Instead of complaining, wouldn't it be better to create a coalition to present the needs of the category to the government? The restaurateur associations are actually many. But one of them, in particular, stands out for the accomplishments it obtained for the whole sector: Ambasciatori del Gusto (Taste Ambassadors), born in 2016. Gianluca de Cristofaro, managing director, tells us its story.

**How did Ambasciatori del Gusto arise?**

It has been an experiment since the start. This is an association that was born in the wake of Expo 2015: at the time, we realized that a dialogic relationship between the whole food supply chain and the institutions was

necessary. Already in 2015, the category seemed not so unified in the purposes, while the politics was not so careful towards this branch.

**Did you intend to create a lobby?**

The lobbying – in the original positive meaning of support to specific interests – was extremely necessary for us, for a steady dialogue with the politics and to improve the conditions of a sector while cultivating new projects. Above all, if this sector is really one of Italy's merits in the world, as many say and as we believe, the right tools must be found to make it such even beyond the borders.

**When did you have the idea?**

In 2015, Maurizio Martina – who was ministry of the Agricultural policies at the time – decided to reunite the greatest authors of the Italian cuisine around a table, to give voice to the Expo message. These influential interpreters started discussing together for a whole year. As Expo 2015 was over, they decided to create an association to continue the dialogue with the political world – this looked like a feasible way. So, Ambasciatori del Gusto was born in 2016. The first honorary member and president was Carlin Petri, and still he is. There, the adventure began: demonstrating that union is strength, even in a traditionally competitive category such as food service.

**Who's part of the association?**

Among the Ambassadors there are cooks, pastry chefs, pizza makers, bakers, sommeliers, wait staff, entrepreneurs. 95% of our association is made up of the latter, who often are also in the kitchen or in the hall. For this reason, the intent has always been to address the institutions and the politics with an entrepreneur attitude focused on the development of restaurants as companies, that is: fundamental assets for the whole Italian system.

**How many are you?**

The association grows steadily: we register new subscriptions every year. When we started, we were 44, now we are more than 250 members. Among them there are also the commendable – one of our strengths. When the requisites are met, the association decides to confer the qualification of commendable member to anyone who has worked hard to consolidate the worthy richness of the Italian wine and food internatio-

nally, even if they don't work close to the cooking hob. Among them, for example, Giuseppe Calabrese, Francesca Romana Barberini, Eleonora Cozzella, Severino Salvemini, Davide Rampello, the American cuisine ambassador Faith Willinger: all of them are people who gave credit to our food culture in different ways.

**How many of you are actively behind the stoves? How do you become an Ambassador?**

The members who 'cook' are 200, 150 are chefs, 40 are leavened dough experts, intended as pizza makers, bread makers and pastry chefs. Fewer, but growing in number, are sommeliers, wait staff and pure entrepreneurs. The adhesion is voluntary. Who wants to join is admitted according to a single parameter, that is the quality of their work. It is not necessary to have won prizes: they are definitely a value added, but no mandatory condition. The only one, in this sense, is the proof that the work is in line with what we promote – quality.

**How is the decision formulated?**

The aspiring member has to be presented by someone who is already among the Ambassadors. It also happens that nobody knows this person: many young talents are attracted by the association. In this case, the aspiring member is asked which purpose they would like to join us for. Then, we visit their restaurant to ensure that planning and work methods are coherent with the core philosophy of Ambasciatori del Gusto.

**Is there any achievement you can claim?**

Just after the exhibition in Milan, we asked the foreign minister of the time, Paolo Gentiloni, for the opportunity to continue the experience of Expo 2015, exporting it beyond the borders. So, the World Week of the Italian Cuisine was born: an experiment for which Italian chefs went abroad with the support of the diplomacy to live up events scattered in the territories, with the only aim of promoting the Italian quality cuisine. And this week, started as a gamble, has become a consolidated annual appointment.

**Dinners and events abroad, then.**

During the Week of the Italian Cuisine there are banquets, of course, but our purpose is not only cooking and serving dishes: we also provide education activities in the local cooking institutes and promotion of made in Italy through exclusive masterclasses, while

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/ INTERVIEW

supporting B2B with the players of the Italian supply chain. To date, we have been guests of more than 50 countries and 70 cities, creating more than 300 events.

**What's in the pipeline today?**

The activities with the institutions are at the core. I'm thinking about the European projects with IVSI and for the ministry of the Agricultural policies to enhance made in Italy products, such as Emozioni del Gusto and Let's Eat, focused on Italian cured meats. Then, the synergy with ACI, with which we have a radio program, Fiera Milano and Fiere di Parma. In the Italian regions, we have been working concretely for three years. Every year, we bet on territories that are less considered than what they would deserve, with a great event. For example, Messina in 2022, Cavalese (Trento) in 2023, Reggio Emilia in 2024. After having set a small camp in these territories for some days, during which we explore them, we try to consolidate our presence there.

In Messina, there is a base of cooks that keeps on organizing events with Ambasciatori del Gusto, involving also places like Taormina and the whole Sicily. After Cavalese, then, we started a dialogue with the institutions of the Autonomous Province of Trento and the Milano Cortina Foundation 2026 to become food partners and create events and activities. In Reggio Emilia, we are discussing with Tecno Polo for the assignment of a university education program.

**What does the Italian food service need right now?**

To gather as a team. We need to overcome individualisms and regionalisms. What you can perceive abroad doesn't measure up with what we can actually create in the kitchen, also from a cultural and identity point of view: there's much work that has to be done. In Reggio Emilia, we invited sports champions to share their vision of making a team, so that they can be a source

of inspiration for all the sector. In fact, ENIT, the Emilia-Romagna region, consortiums and companies sit together with us at the same table for this project. To act effectively, we need a collective effort.

Tommaso Farina

**AMBASCIATORI DEL GUSTO, UNITI SI VINCE**

L'associazione di ristoratori annovera 250 tra imprenditori, cuochi, sommelier, pizzaioli e maître. Tra i suoi obiettivi, fare fronte comune per interagire con le istituzioni. Allo scopo di consolidare un comparto che ha bisogno di un vero gioco di squadra. Intervista al direttore generale, Gianluca De Cristofaro.



Futura 2024 Reggio Emilia, some of the new associates together with the board of directors

Photo Credit: Giulia Manelli



Futura 2023 Trentino, group photo

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/ REPORTAGE

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# Alimentaria 2024: a partial success

The event took place from March 18 to 21 in Barcelona. Many the foreign buyers, especially from food service. More can be done, instead, to increase the number of retail operators. The opinions of the Italian exhibitors we met.

3,200 exhibiting companies from 68 countries participated in Alimentaria 2024. On show in Barcelona from 18 to 21 March, the major trade show platform for the food&beverage and hospitality in Spain, attracted a total of 107,900 professionals, 25% of them international, from 120 nations.

The Italian exhibitors we met during our visit were quite satisfied with the outcome. Among the main positive aspects: the logistics and organization, with no queues accessing and leaving the venue; as well as the buyers' matching system.

Most long-time exhibitors consider Alimentaria a 'bridge' to South America. Very important chains such as the giant Cincosud (17 billion in Chile, recent owner of the Brazilian chain Giga) were present, but also many distributors active mainly in food service. Much more can be done, instead, according to the Italians we met, "to attract a higher number of retail operators"; noticeable, above all, the absence of Mercadona, the largest retailer in Spain (with a 26.9% market share). Another sour note regards the length of the exhibition. "Four days are too many", says the majority, "and also prolonged opening hours (until 7 p.m.) did not benefit the flow of visitors."

The next edition is now set from 23 to 26 March 2026, always at Fira Barcelona.

from our reporter Matteo Napolitano



The Italian Food Magazine in the international trade press corner inside Alimentaria Hub

## ALIMENTARIA: UNA FIERA (QUASI) VERA

La manifestazione è andata in scena a Barcellona dal 18 al 21 marzo. Buona la presenza di buyer esteri, soprattutto del food service; mentre si può fare di più per incrementare gli operatori della distribuzione. Tra le note dolenti, anche la lunghezza della manifestazione. L'opinione degli espositori italiani incontrati in fiera.

## DELI MEATS

### ANTICA GASTRONOMIA

Veronica and Daniele Andreozzi



### CAPITELLI

From left: Giorgione (Orto e Cucina) and Luca Giancane



### CLAI

Nicole Zanotti



### FILENI

From left: Andrea Pascucci, Iolanda Valenti and Andrés Seneque



### FUMAGALLI

Arnaldo Santi



### GRUPPO PINI

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### IL BUON GUSTO ITALIANO

Giancarlo Taglia



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**/ REPORTAGE - ALIMENTARIA 2024**

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Dino and Nicoletta Negrini



**ORMA GROUP**  
Virginia Bacalini and Andrea Maroni



**SORRENTINO**  
From left: Luca Olivieri and Americo Liberato



**SAPORI DELLA VALDICHIANA**  
Giorgio Iacomoni



**BRAZZALE**  
From left: Ilaria Maculan, Nicola Caprani, Gianni Brazzale and Mia Kecman



**CASEARIA FAIELLO**  
Eduard Pujadas



**CASEIFICIO RUOCCO**  
Matteo Ruocco



**DAIRY**

**CIRESA**  
From left: Veronica Mastalli, Alberto Ciresa and Celsino Roncaglia



**CONSORZIO GRANA PADANO**  
From left: Francesca Testa, Lorenzo Tamburini and Pamela Farioli



**CONSORZIO MOZZARELLA DI BUFALA**  
From left: Rita Liberti, Gennaro Testa and Angela Nobile



**CONSORZIO PARMIGIANO REGGIANO**  
From left: Alessandro Stocchi, Ilaria Greco and Alessando Cagnolati



**CASEIFICIO LONGO**  
Edoardo Giacometto and Erika Longo



**LA BELLA CONTADINA**  
Maria Garofalo



**CASEARIA MONTI TARENTINI**  
Maria Vittoria Finco and Eduardo Huby



**STERILGARDA**  
The booth



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**FIORE DI PUGLIA**  
Tommaso Fiore



**GRISSIN BON**  
Enrico Cecchi



**GRUPPO SARCHIO**  
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**GRUPPO TEDESCO (ORE LIETE)**  
Luca Ceriani



**IDB**  
From left: Daniela Roncolato and Asia Gasparetto



**LAURIERI**  
The booth



**MOLINI PIVETTI**  
From left: Federico Maldarizzi, Federico Perrone, and Gaston Parise



**MOLINO DENTI**  
From left: Letizia Notari and Chiara Filanci



**MOLINO NALDONI**  
From left: Alberto Naldoni, Silvia Marconi, Raffaele Parisi, and Vania Chiozzini



**MOLINO PEILA**  
Elisa Ottino and Maurizio Peila



**PASTICCERIA FRACCARO**  
Luca Fraccaro



**TORRONERIA BARBERO**  
Allegra Barbero



**VALLEDORO**  
From left: Marco Zubani and Diego Cerri



**ENTROTERRA (LA PASTA DI CAMERINO)**  
Antonio Lupini



**FRATELLI MANTOVA**  
Leonardo Mantova



**LA FABBRICA DELLA PASTA DI GRAGNANO**  
Egidio Donadio and Simona Aliberti



**LA LANTERNA**  
Elisabetta Leoni and Lorenzo Morisi



**MAZZA ALIMENTARI**  
From left: Nicola Barili, Giovanni and Mariachiara Mazza



**PASTA ZARA**  
Furio Bragagnolo



**TERRA DEL TUONO**  
From left: Tiziana Bertolani Zini and Jessica Ghidoni



**VIGNOLA**  
Giovanni Vignola



**CAMPO D'ORO**  
Jennifer Etienne



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/ DISCOVER

# Bones (and other unusual ingredients)

**In the name of sustainability, would people dare to eat bone-paste-meatballs or wood-derived-nuggets? The anthropological limits of technological avant-garde.**

As people struggle to adopt healthier and more sustainable eating habits, the research and implementation of innovative ingredients could be the key to transforming the global food system. Not by chance, according to a recent analysis published by the international incubator Eatable Adventures, more than 43% of Italian foodtech startups are actively working on the production of "news foods made from new ingredients".

Cultured meat, fungi, edible insects and algae are just some of the ground-breaking new foods the scientific community is debating on, and expected to disrupt the global food industry in a near future.

And yet, if the idea of eating cultured microalgae or high-protein snack made from insects might be not that appetizing for most of us, the new frontiers of re-

arch have pushed boundaries far beyond anyone's wildest imaginations.

**Nothing goes to waste**

Poultry meat production has seen tremendous growth in the last 50 years. Between 1970 and 2020, it passed from 15.1 to 137 million tonnes (+807.8%), resulting by far the fastest-growing animal product industry. This also entails significant environmental consequence.

'Sustainable to the bone' is the motto of the Finnish startup SuperGround, which figured out how to process chicken bones and hard tissues (leg bones, breast bones, back bones, wing tips etc.) so that they can be incorporated into "sustainable, tasty and profitable" ground chicken products like nuggets or meatballs. How does the process work? A mixture of ve-

getable protein and chicken bones is heat-shocked and then passed through an extruder to create a homogeneous mass that can be mixed, like any other ingredient, with ground chicken meat.

The result: nuggets and other chicken products that can incorporate between 5 and 30% of the bone-mass. This might not sound particularly appetizing, but the company points out that plenty of people enjoy eating bone marrow and that bones are already a key ingredient in stock, used for centuries in the preparation of several meals and soups.

SuperGround says the food-production line it has created enables the production of up to 30% more poultry-based food from the same amount of chicken, requiring fewer animals to be farmed for the same output. There is more: the same process can apply to all fish species, and the fish mass can be used up to 50% in the final food product, that is to say fish nuggets, fish patties, fish fingers, fish paté, soups and cold cuts.

**Meat from wood**

This is the name of a 100% Italian research project aimed at developing a particular biotechnological process capable of converting common waste materials into amino acids. The project, led by Marco Vanoni of the University of Milano-Bicocca, will also involve the The Protein Factory 2.0 laboratory of the University of Insubria. The research starting points are two by-products available at low cost and in large quantities in Italy: lignin, which is underutilized in the paper industry and is regularly burned, and wheat bran. In order for these heterogeneous biomasses to be used efficiently, their depolymerization and subsequent conversion into selected compounds are necessary.

'Meat from wood', therefore, aims to develop an innovative and effective method to convert vanillin derived from lignin or wheat bran into amino acid chains, the basic components of proteins, developing a form of sustainable meat.

Very innovative indeed, but are we really sure that consumers are ready to come this far to save our planet?

**The human barrier**


As we have seen, the world of research is very active in finding new and innovative ways for feeding a growing global population, and yet it still has to face significant barriers, not merely technological: the cultural one, of accepting foods far from one's own culinary tradition, and that of overcoming prejudices and repulsions in the name of a 'common good'.

A study carried out in 2020 by Carlos Gómez-Corona and Heber Rodrigues and entitled 'Consumer responses to novel and unfamiliar foods' identified disgust, along with food neophobia, as a major barrier to accepting novel food alternatives to conventional Western animal-based proteins, such as insects and jellyfish.

"Except for those who are already familiar with entomophagy or who seek adventurous food choices, people generally react with disgust and refuse to eat these unfamiliar foods", the paper point out. "A survey across 13 countries found large variations in the rejection of insect-based foods, with rejection most likely to occur in Europe, the United States, and Australia, and among older people."


The fast growing plant-based meat alternatives market is supposed to attract more consumers than novel, exotic protein sources such as insects. "However", it continues, "if given a choice, many consumers prefer beef over plant-based burgers, and a lack of motivation to eat more sustainably is a barrier to the regular consumption of plant-based meat alternatives." The same approach seems to apply to meat cultured from animal cells: "A lack of perceived naturalness, a disgust response, and the fear of unknown risks associated with the new technology may reduce the willingness of people to eat cultured meat. However, information can play a major role. Providing positive information, such as highlighting similarities with familiar products and focusing on the benefits, is an important communications strategy for increasing the acceptance of such novel protein sources."

Federica Bartesaghi



**HOW NOVEL FOODS ARE BORN, IN THE EU**

Europe saw an explosion of new food products entering the EU market during the 1990s, and this led to the introduction of the first novel food legislation in May 1997, which classified Novel foods as foods that were not widely consumed within the EU before 15 May 1997. Food business operators can place a novel food on the European Union market only after the Commission has processed an application for the authorisation of a novel food. Once a novel food application has been completed, it must undergo a scientific assessment to ensure its safety as well as authorisation to determine its conditions for use and designation as a food, as well as labelling and monitoring requirements. If the novel food is liable to have an effect on human health, the European Commission will request a risk assessment carried out by the European Food Safety Authority (EFSA).



**OSSA (E ALTRI INSOLITI INGREDIENTI)**

Un'indagine dell'incubatore internazionale Eatable Adventures dice che oltre il 43% delle startup italiane del foodtech si dedica alla produzione di "nuovi prodotti con nuovi ingredienti". E tuttavia, per quanto attivo e avanguardista il mondo della ricerca possa essere, rischia di scontrarsi con alcuni ostacoli di natura squisitamente antropologica: se già l'idea di mangiare polpette vegetali o snack a base di insetti non convince i più, chi si azzarderebbe a mangiare 'nuggets di ossa' o 'crocchette di legno'?



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# Flavors: tiny molecules for a great result



A small-percentage ingredient in the list on the labels has the power to change the overall taste of the product dramatically. The consumers' demand and cravings have changed over time, and the f&b industry has had to follow. An insight into the trends for 2024.

Some components, used in very small amounts, have become a must-have in the f&b industry. These molecules come into play when aroma and taste of a product have to be modified. Or, in some cases, when it is necessary to compensate flavor loss that results from processing – this is especially true in the case of highly processed foods – and changes during storage. These chemical compounds help bringing back the original flavor, and they can be of natural or artificial origin.

They also allow to mask off-notes or undesirable tastes associated with plant-based proteins, amino acids, vitamins, minerals, adaptogens and high-intensity sweeteners. What are the most beloved aromas in the world of food and beverage? And how did they change over time?

**From essential oils to artificial additives...**

For centuries, essential oils extracted from plants have been used to enhance

aroma and taste of food and beverage naturally. But this long-lasting practice changed with an important scientific discovery in late 19th century, leading to the isolation of aromatic molecules from ingredients. Out of the complexity of flavors and aromas, a single one was extracted, resulting in more intensity. For example, vanillin was the first compound to be discovered. The market demand, together with the need for cost-efficient alternatives, led to the development of a non-natural molecule that was more af-

fordable, stable and 10 times stronger than its natural equivalent extracted from vanilla beans. So, the natural ingredient was quickly substituted by the artificial one. And the same happened for many other compounds: the extraction of single molecules became a winning choice because of lower cost and higher reliability, compared to natural flavors. Also, the use of these compounds easily met the consumers' flavor expectations, that were shaped by cost-effectiveness, simplicity and impact, at the time.

## AN OVERVIEW OF THE MOST PREFERRED TASTES AND FLAVORS

Kerry taste charts 2024 provided a ranking of the most popular tastes and flavors in all food and beverage categories: sweet, savory, salty snacks and beverages, distinguishing between hot and dairy-based and cold and water-based. The first groups the flavors that have stayed favorites for the last five years; the second isolates the fastest growing flavors in the last three years, and the latter highlights the fastest growing flavors in the last year. Here is the European and American top 3 for all categories.



Europe	Mainstream	Up & coming	Emerging
Sweet	Milk chocolate	Caramel cream	Cherry bakewell
	Hazelnut	Pumpkin spice	Dragon fruit
	Strawberry	Nutmeg	Turkish delight
Savory	Red tomato	Korean barbecue	Serrano ham
	Chicken	Celeriac	Lemon zest
	Smoke	Sesame	Cottage cheese
Salty snacks	Cheese	Chorizo	Cardamom
	Chilli	Green onion	Shrimp
	Paprika	Orange	Black olive
Beverage (dairy & hot)	Milk chocolate	Chai	Cheesecake
	Strawberry	Marshmallow	Rhubarb
	Vanilla	Yuzu	Dragon fruit
Beverage (water & cold)	Apple	Pecan	Jasmine
	Orange	Nectarine	Pomelo
	Lemon	Margarita	Thyme

Source: Kerry 2024 Taste Charts - Europe



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United States	Mainstream	Up & coming	Emerging
Sweet	Milk chocolate	Cookie butter	Apricot
	Strawberry	Gingerbread	Pistachio
	Vanilla	Guava	Yuzu
Savory	Garlic	Caramelized onion	Gochujang
	Tomato	Korean barbecue	Chili crisp
	Chili pepper	Nashville hot	Citrus blend
Salty snacks	Sea salt	Truffle mushroom	Coffee
	Cheddar cheese	White chocolate	Sweet heat
	Jalapeño chili	Honey mustard	Sriracha
Beverage (dairy & hot)	Vanilla	Lavender	Eggnog
	Milk chocolate	Chai	Dulce de leche
	Caramel	Mocha	Passion fruit
Beverage (water & cold)	Orange	Chili pepper	Pear
	Strawberry	Yuzu	Marion berry
	Pineapple	Espresso	White peach

Source: Kerry 2024 Taste Charts - USA

...and to natural alternatives again

In the early 21st century, food safety concerns arose, followed by negative perception of chemical additives. This is the reason why consumers started to look for natural alternatives. The potential connection between six non-natural colorings and hyperactivity in children only led to even more suspicion, so manufacturers and retailers had to follow this change in the trend of consumption to align with the new need for reassurance about health and safety.

Therefore, the use of natural flavorings was reintegrated, following the growing demand for 'natural' foods and beverages, without artificial additives. Overall, the tendency is towards simpler and more nutritious options with less processing and more fruits, vegetables and pulses. Regarding kid's food, stress is put on features such as natural ingredients, low sugar, smaller portion sizes to meet the demand for controlled, calorie-conscious options. Organic has become increasingly popular as well. In the field of sports nutrition, there has been a shift towards plant-based alternatives and natural flavors – once again. Following the trend of healthy food promoting physical and mental wellness, fruity and botanical snack tastes including apple, elderflower, watermelon and forest fruits have come up beside traditional options, such as cookie and cream. Finally, a more holistic approach to nutrition includes functionality provided by vitamins, minerals, botanicals and adaptogens, that a growing number of consumers seeks to integrate in their diet.

The alternative food market

Grown between 2018 and 2023, this

segment uses technology for food production. For example, artificial intelligence has acquired a fundamental role to analyze animal-derived food at a molecular level to closely replicate its flavor, texture, scent and functionality and enhance taste and texture of alternative proteins obtained from plant-based ingredients.

Then, cutting down salt and sugar may not mean sacrificing a tasty and familiar experience, so the food structure is re-designed using carriers for flavor delivery and simple swaps. Manufacturers also have to deal with the unstable availability of raw materials, that are impacted by climate change, crop diseases, labor shortages, land development and geopolitical conflicts: natural flavorings and extracts, so cherished by the consumers, are actually at risk. Just consider, for example, that citrus, a highly popular flavor, poses relevant challenges such as lower intensity compared to the artificial alternative, limited availability, sustainability concerns and higher costs for manufacturers. New biotechnologies, genome editing and molecular techniques are thus explored to create sustainable and consistently available natural options without relying on traditional crop-based processes. Moreover, the consumers' demand for natural foods and reassurance about safety could be met simultaneously by relying on these opportunities. This might be a moving away from traditional natural flavorings, extracts, essences and essential oils, but the shift towards exploration of alternative processes and ingredients could involve the leveraging of ancient grains, microorganisms and algae, together with the repurposing of waste ingredients.

Elisa Rota



AROMI: UNA QUESTIONE DI MOLECOLE

Un ingrediente presente in piccola percentuale in etichetta è in grado di agire in modo determinante sul sapore di un prodotto, cambiandolo. Le necessità e i gusti dei consumatori sono variati nel tempo. E l'industria alimentare ha dovuto adeguarsi. Una panoramica dei trend 2024.



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# “The Italian food export can reach 120 billion euros”



Antonio Cellie

Antonio Cellie is CEO of Fiere di Parma. We discussed with him everything about the next Cibus, from 7 to 10 May, and about the Tuttofood project, as well as the situation that the Italian agribusiness export is experiencing.

## Concerning export results, how are we approaching this edition of Cibus?

We have recorded +7% in value for 2023 and +14% in January. I think this trend will be confirmed in February, basing on the internal monitoring of our businesses. It is a very important signal. We are managing to become a compact team in the exhibition sector, too. France and Germany, which are ahead of us in the export field, also have the two biggest fairs in the sector. Inevitably, we will have to put in play the competences that we have acquired and developed together with the agribusiness industry to improve our position. This could happen with another event destined to become a global food fair, besides Cibus, the iconic representation of our agribusiness production.

## Where were we at our strongest in 2023, as a system-country in the agribusiness?

We keep on growing steadily in Europe. Last year, the increment we had was almost entirely registered in the EU, where the values for single country were in a range from +8 to +12%. Just think that in Denmark the consumption of our food products is worth more than 130 euros per capita, while in France and Germany it is about

90. Of course, there are still situations such as the one of Poland, where we are stable at slightly more than 10 euros, or China – just to cite the other end – where the value is less than one euro. Japan and the US are the overseas countries where we improved the most: 8 euros per capita in the first and 20 in the latter. Still far from 36, scored in Canada, but these numbers state the presence of what I call ‘good practises’.

## What are the growth margins?

We find ourselves inside a competitive context where EU's hyper-normative approach leads to issues that we have learned to face in the best way that is allowed to us, in this phase. The problem is getting out. There, we can take the chance of climbing towards those famous 100 billion euros that are exactly what pertains to us. A country producing goods such as Nutella and Parmigiano Reggiano cannot limit itself to 52 billion. Out potential is around 110-120 billion. To get there, we need to bring here in Italy international operators, mostly from Asia, to show them how we work, how our product is born, what is its level of authenticity.

## What is our strength?

In the last years, the market instability and Covid have showed something. We acted differently from the other agribusiness manufacturers. During the pandemic, our European competitors didn't deliver. We kept delivering punctually to our customers, instead. If we scored +13% on pasta also in 2023, it is also because we demonstrated that we were the only reliable providers on a global scale in the previous years, those of Covid and the Ukrainian grain crisis.

## The goal of 110-120 billion is certainly ambitious. What is missing today to reach it?

First of all, I'm thinking about distribution. It is necessary to make products available in the markets where there's most space for growth. When I talk about distribution, I'm not referring to the large-scale one. It is about the intermediate one, from True Bell in Dubai to BidFood in the UK, up to several wholesalers in the world such as Sysco. That is, we should acquire the operators that are not really well known, but who can change the purchases perspective globally in the channels that are closest to us: retail and food service. Today, the agribusiness industries are big enough to be able to buy some distribution – eventually, through a consortium. This could be achieved, maybe, with the support of our sovereign funds. Here I'm talking about scalable operations that would replicate, on a global scale, the success of the few Italian industries that grew thanks to the acquisition of one or more distributors among their key ones.

## How many exhibitors will there be at Cibus 2024?

We have 3,000 registered businesses and 600 in the waiting list. We are trying to satisfy everyone to a cer-

tain extent, including in the catalogue and in business matching those who stayed out. It is obvious that from 2025 on, we will be able to count on Tuttofood in Milan as well, to satisfy in a few months also those who couldn't find a place.

## Do fairs still respond to the needs of the companies?

The importance of fairs keeps on growing. As ITA Agency's president Matteo Zoppas stated, “you realize the importance of something just when you don't have it anymore”. During Covid, we initially deluded ourselves, thinking that we could make relationships virtual. Some months later, we couldn't wait to massively come back to fairs. This is true especially for the food sector, but also food tech: the numbers of Cibus and Cibus Tec show this clearly, but this statement also applies to all events.

## There are fairs lasting five days. Isn't it better to reduce the duration and to work more on the buyers' incoming?

Five days are certainly many, but still fewer than seven. When fairs are abroad, you are used to participate to fair events lasting seven days. Maybe it is possible to decrease. Cibus lasts four days, maybe we could reduce to three, but going under three is difficult.

## How will the alliance Cibus-Tuttofood take shape in the fair calendar from 2026 on?

After the 2024 edition, Cibus will move on to the 2027 one. It will be in May again, and it will remain the fair of Made in Italy, territories and PGI products. For what concerns visitors, there will be a further international growth. In fact, the alliance we made with Cologne for Tuttofood will reflect on Cibus, too. The topic at the center of the agreement with the colleagues of Anuga is to further increase the international level of our events. For Tuttofood, this applies for exhibitors, too.

## When is Tuttofood scheduled in 2025 and 2026?

5-8 May 2025 and 11-14 May 2026.

## Would it be more appropriate, for an Italian company specialized in PDO and PGI products with a strong appeal for export, to participate to Cibus or Tuttofood, in the coming years?

It should go to both of them. In the odd years, it could participate to Cibus, and in the even ones it could come to Tuttofood. I hope that, in this way, it will be able to save money, avoiding the exhibition in other fairs abroad. These are often very expensive and rarely productive.

## What do you have to do to compete with events such as SIAL Paris?

To compete with SIAL, Gulfood or Anuga, I would say that, generally, you have to give exhibitors and visitors

The importance of trade shows and the necessity to attract international operators. The alliance with Tuttofood and the role of its ‘off-show’. Interview with Antonio Cellie, CEO of Fiere di Parma, during the presentation of Cibus' next edition, scheduled for 7-10 May 2024.



the chance to participate to a different fair experience. Today, you can't think to schedule a fair and lock yourself in the area for seven days. You have to offer the possibility to live the city, contextualizing the event. All the world sees the Salone del Mobile as a reference. We will make an extraordinary media-tic event out of Tuttofood, with an incredible ‘fuorisalone’ (off-show) similar to the one that takes place during Milano Design Week every year, and we will give international operators

that incoming service that we offer to Italian companies.

## Was Milan chosen for the chance of generating a citywide event?

Absolutely. This is one of the pillars of our plan. We are already working with a first-class publisher, that will follow us in this project. The rest will be revealed soon.

Andrea Dusio

## “L'EXPORT DEL FOOD ITALIANO PUÒ ARRIVARE A 120 MILIARDI DI EURO”

L'importanza delle fiere, la necessità di attrarre operatori internazionali, l'alleanza con Tuttofood e il ruolo del suo ‘fuorisalone’. Intervista con Antonio Cellie, Ceo di Fiere di Parma, durante la presentazione della prossima edizione di Cibus, in programma dal 7 al 10 maggio.

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# A taste of Italy

From savory snacks to sweet treats, from cheeses and deli meats to pasta, condiments and much more: in the following pages is a rich selection of f&b flagship products as well as the newest launches by Italian manufacturers. Products designed to meet the needs and wants of both Horeca and retail operators around the world. Some of them will be on display this Spring at Cibus Parma (7-10 May) and PLMA Amsterdam (28-29 May), two of the most important trade shows globally.

**LA VETRINA DEL FOOD  
MADE IN ITALY**

Dagli snack salati ai dolci, dai formaggi ai salumi, dalla pasta ai condimenti: in queste pagine, una ricca selezione dei prodotti di punta e dei più recenti lanci dei produttori italiani del f&b, pensati per soddisfare le esigenze e i desideri degli operatori di tutto il mondo. Prodotti che, questa primavera, i visitatori di Cibus Parma (7-10 maggio) e Plma Amsterdam (28-29 maggio) - due tra le più importanti manifestazioni fieristiche del settore su scala mondiale - avranno l'occasione di provare in prima persona.

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**ARRIGONI BATTISTA**  
www.arrigoniformaggi.it



**PRESERVES OF QUARTIROLO LOMBARDO PDO**

The Quartirolo Lombardo PDO is cut into cubes, placed in glass jars with sunflower oil and different aromas. Available in nine versions: with chilli; herbs taste; truffle aroma; ginger; pepper; curry; turmeric; in sunflower oil and like Stuffed chillies with artichokes and Quartirolo Lombardo PDO. To be kept at room temperature and once opened the jar must be kept refrigerated.

**Ingredients**

Quartirolo Lombardo PDO (cow's milk, salt, rennet) with addition of spices and aromas based on the version.

**Packaging details**

Glass jars - Net weight: 140g. Drained weight: 75g.

**Shelf life**

690 days minimum at departures. 1050 days minimum at departures for Stuffed chillies with artichokes and Quartirolo Lombardo PDO.

**International certifications**

BRC.

**BOTALLA**  
www.botallaformaggi.com



**THE BOTALLINI RANGE 700G AND PORTIONED CHEESE**

Botalla presents the 700g Botallini range in the whole version packaged in flowpack and in the 120g portioned version. When 100% Piedmontese milk meets pepper, aromatic herbs, turmeric, flowers and ginger, coloured pepper, unique products are created that conquer all palates.

**Ingredients**

Milk, salt, rennet and selected spice 0,5%.

**Packaging details**

Flowpack: 700g. Portioned: 120g

**Shelf life**

120 days. Portioned: 45 days.

**International certifications**

IFS.

**CASEIFICIO BUSTI**  
www.caseificiobusti.it/en



**PECORINO RONCIONE RAW MILK**

A medium-long maturation pecorino, made from fresh, raw milk carefully selected from the best stables. After an initial maturation in the dairy's cells, the pecorino is transferred to the 18th-century Roncione cave, where it completes its maturing process lying on wooden planks and straw, subjected to a completely natural temperature and humidity. Naturally lactose-free, the paste is hard and crumbly, pearl white in colour, the rind is hard and thick and covered with straw.

**Ingredients**

Raw sheep milk, salt, animal rennet, cheese cultures.

**Packaging details**

2,5 kg.

**Shelf life**

180 days.

**International certifications**

IFS, BRC.

**CA. FORM**  
www.fiordimaso.it



**FRESH CHEESE RICOTTE FIOR DI MASO 100X2**

This product line is produced with fresh milk and is characterized by its enveloping consistency and delicate taste. Three variants are available:

- Light protein ricotta 100x2: ricotta with reduced fat content (-50% compared to the average of the best-selling ricottas) and high protein content (as at least 20% of the energy value of the food is provided by proteins);
- Lactose-free ricotta 100x2: ricotta digestible even for intolerants. Lactose <0.1 g/100g is guaranteed, each batch is analyzed.
- Light ricotta 100x2: ricotta with reduced fat content (-50% compared to the average of the best-selling ricottas).

**Ingredients**

Milk's whey, salt, acidity regulator: citric acid. Origin of milk: Italy.

**Packaging details**

100gr x 2 plastic jars with closing film joined by a cluster.

**Shelf life**

30 days.

**International certifications**

BRC, IFS Food.



# CIBUS

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**DELIZIA**

www.deliziaspa.com



**BURRATA DELIZIOSA**

Deliziosa's burrata is a top quality product that comes from Puglia, a region in Southern Italy. It consists of thin outer layer of stretched curd cheese and, on the inside, a soft centre of cream with thin shreds of mozzarella that melt in the mouth. Every Deliziosa burrata is unique because it is handcrafted by master cheese-makers who only work with the very best local raw milk.

**Ingredients**

Pasteurized cow's milk, UHT cream 41%, acidity regulator: lactic acid, salt, rennet.

**Packaging details**

150 g product. Packaged in a thermoformed polypropylene cup with heat-sealed plastic film.

**Shelf life**

21 days.

**International certifications**

BRC, IFS, Organic.

**CASTELLI 1892**

www.castelligroup.com



**PEPITE OF PARMIGIANO REGGIANO PDO**

Healthy and genuine snack of Parmigiano Reggiano PDO in cubes, packaged in a 40g bag with easy opening. A versatile product suitable for multiple consumption occasions, from on-the-go to home use.

**Ingredients**

Milk, salt, rennet.

**Packaging details**

40g bag.

**Shelf life**

75 days.

**International certifications**

PDO.

**MANDARA**

www.mozzarellamandara.com



**TRECCIA DI BUFALA CAMPANA PDO**

The Mandara Treccia di Bufala Campana PDO is the result of the craftsmanship of the cheesemakers, this PDO product is hand-braided, made with fresh buffalo milk PDO, bears a soft texture and a rich, creamy flavor.

**Ingredients**

Pasteurized whole buffalo milk, natural starter culture (from milk), salt, rennet.

**Packaging details**

200gr, PP tray.

**Shelf life**

25 days.

**International certifications**

PDO.

**CASEIFICIO DEFENDI**

www.formaggidefendi.com



**GORGONZOLA DOLCE AL CUCCHIAIO - SPOONABLE**

A high-quality Gorgonzola PDO dolce extremely soft and creamy thanks to a particular production technique and to Defendi long experience in producing Gorgonzola cheese. A practical and quick ready-to-eat serving size for the modern consumer: the cheese is rindless and there is no waste of product. Naturally lactose free.

**Ingredients**

Pasturised milk, salt, rennet.

**Packaging details**

200g fix weight - heat-sealed tray and lip.

**International certifications**

BRC, IFS, Organic, FDA, China list.

**IGOR**

www.igorgorgonzola.com



**ECOPACK IGOR GORGONZOLA DOLCE AND PICCANTE**

The new 100% recyclable Ecopack for the packed portions of Igor Gorgonzola Dolce and Piccante. Gorgonzola Dolce type is characterised by its soft paste with very light and not much widespread green-blue veins. It has a delicate flavour and a ripening period of at least 50 days. Gorgonzola Piccante type is characterized by its hard paste and intense widespread blue-green veins. The taste is strong and spicy. It has a maturation period of at least 80 days. Lactose- and gluten-free.

**Ingredients**

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

**Packaging details**

The new 200g-Ecopack consists of a tray, back-label and foil, all made of polypropylene, a 100% recyclable material.

**Shelf life**

40 days.

**International certifications**

Lfree, naturally lactose-free and approved by ALI, Animal welfare on the farm by Classyfarm, Halal, 0 Emission Company, ISO 50.001.

**INALPI**

www.inalpi.it



**HAPPY CHEERSE**

Happy Cheerse triangles of processed cheese at the tastes of Gorgonzola, Black Pepper, Mediterranean Herbs, and Truffle. Obtained from selected raw materials such as milk, high-quality cheese and butter.

**Ingredients**

Controlled short supply chain milk with which butter and fresh cheese are produced.

**Packaging details**

Packaged in cardboard boxes and individually wrapped in aluminium.

**Shelf life**

6 months.

**International certifications**

UNI EN ISO 9001, FSSC22000, BRC, IFS, UNI EN ISO 14001, SA8000, Halal, Kosher, UNI EN ISO 22005, ISO 45001, conformity to Organic Production.

**CASEIFICIO LA BELLA CONTADINA**

www.caseificiocooplacontadina.com



**MOZZARELLA DI BUFALA CAMPANA PDO**

Buffalo Mozzarella PDO made from fresh buffalo's milk.

**Ingredients**

Buffalo milk, salt, rennet.

**Packaging details**

125g in pillow bag.

**Shelf life**

34 days.

**International certifications**

IFS, BRCS, Organic, FDA.

**FATTORIE GAROFALO**

www.fattoriegarofalo.it



**BURRATA 100% BUFFALO MILK**

Fattorie Garofalo's buffalo milk burrata is made only with 100% buffalo milk. It is obtained by exclusive processing and it is filled with spun cheese strips and fresh buffalo milk, to give creaminess and softness to the product.

**Ingredients**

Pasteurized buffalo milk, buffalo milk cream, natural whey culture (contains milk), salt, rennet.

**Packaging details**

Cup 125g.

**Shelf life**

22 days.

**International certifications**

PDO, Organic, IFS, BRCS, ISO 14001, ISO 9001.

**CASEIFICI GRANTERRE**

www.granterre.it



**GRATED TRUFFLE & CHEESE - PARMIGIANO REGGIANO PDO**

The Parmigiano Reggiano grated cheese Parmareggio mixed with grated truffle is a new product by Caseifici Granterre. Ready to use on every dish as a condiment or special ingredients, is created to be used directly on finished dishes without cooking or stirring. Suitable for use on baked goods.

**Ingredients**

97% Parmigiano Reggiano PDO Cheese (cow's milk, salt, rennet); 3% Italian black truffle (dried summer truffles (tuber aestivum vitt.) natural flavor). Contains: milk.

**Packaging details**

Cup with an extra cluster, 80 g.

**Shelf life**

180 days.

**LUIGI GUFFANTI 1876**

www.guffantiformaggi.com



**GORGHIÉ**

This mountain raw milk cheese with a regular square shape comes directly from Valsassina. It has a uniform straw-yellow paste, more intense in the summer season and with slight eye formation. Its peculiarity is the presence of a thin strip of blue cheese in the center, which gives it a strong taste, typical of blue cheese but also sweet, typical of this toma. Consistent rind with the presence of characteristic molds. Guffanti offers it after a minimum 75-day in our caves.

**Ingredients**

Milk, rennet, salt, ferments.

**Packaging details**

2,5 kg - wheel 1/2 wheel.

**Shelf life**

45 days 1/2 wheel.

**International certifications**

FSSC 22000.

**CASEIFICIO FRATELLI CASTELLAN**

www.fratellicastellan.it



**STRACCHINO**

The Stracchino cheese produced by Caseificio Fratelli Castellan takes the form of a rectangular prism of a soft, glossy texture dotted with tiny holes. The aroma is of fresh, sweet milk with a slight acidic note. On the palate, the texture is smooth and the flavour milky sweet with a slightly tart aftertaste. This cheese is suitable for a variety of uses in the home and in the Horeca sector. Local, 100% Italian, high-quality milk, hand processed following traditional recipes.

**Ingredients**

Milk, salt, rennet, select probiotics.

**Packaging details**

250g variable weight. Hand-packed using primary and secondary packaging.

**Shelf life**

20 days.





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/ PRODUCT SHOWCASE

**LATTERIA SOCIALE MANTOVA SOC. AGR. COOP.**  
www.lsmgroup.it



**GRANA PADANO GRATED**

The Grana Padano grated range produced by LSM Group is wide and includes several formats, from smaller bags (100 g, 125 g, 150 g, 200 g to 500 g), to larger ones (1 kg, 2 kg, 5 kg), specific for retail and catering services. The fresh grated Grana Padano 100 g comes in the Doypack aluminium resealable bag, a functional packaging, recently renewed, that preserves the flavour and the quality of the product.

**Ingredients**

Milk, salt, rennet, lysozyme from egg.

**Packaging details**

Doypack aluminium resealable bag.

**Shelf life**

100 days (storage: +4/+8°C).

**International certifications**

BRS, IFS, HACCP, Halal, Kosher, Ecovadis, ISO 14001:2015.

**CASEIFICIO SOCIALE MANCIANO**  
www.caseificiomanciano.it



**SPIA DELLA MAREMMA**

This Pecorino cheese is a tribute to Manciano village, which is called 'Spia della Maremma' (ed: 'spy of Maremma'), because it rises up on a hill where it dominates the whole area. The paste is white, crumbly and compact with a slightly sour taste; flavors and scents are enhanced by the maturing process. An essential characteristic is the treatment of the rind with extra virgin olive oil, a process made during the ageing, that recalls what shepherds used to do in the past.

**Ingredients**

Pasteurized sheep milk, salt, rennet, selected milk enzymes.

**Packaging details**

About 2,200 kg. Whole wheel.

**Shelf life**

210 days from shipment date.

**International certifications**

BRC, IFS.

**GRUPPO MARENCHINO**  
www.marenchino.it



**MARENCHINO TOMINO WITH 100% BUFFALO MILK**

Marenchino Tomino made with 100% buffalo milk combines the goodness and meltability of Classic Tomino with the engaging taste of Buffalo Milk. It is packaged in a single 90g size in a convenient paper tray suitable for cooking in the traditional oven and microwave oven to provide maximum service.

**Ingredients**

Milk, salt and rennet.

**Packaging details**

Each Tomino weighs 90g, in a paper tray.

**Shelf life**

35 days.

**International certifications**

IFS, BRC.

**CASEARIA MONTI TARENTINI**  
www.montitrentini.com



**ASIAGO FRESCO PDO**

Asiago PDO Fresco is a fresh cheese, particularly sweet and full-bodied. It is a semi-cooked cheese with a soft, delicate texture and a straw color. Made with whole milk exclusively from the protected areas of origin between the mountains of Trentino, the Asiago Plateau and the valleys of Veneto.

**Ingredients**

Milk, salt, rennet.

**Packaging details**

Whole wheel, vacuum packed 1/2 or 1/4, from 200g to 550g. Available fixed weight or random weight.

**CASEIFICIO PALAZZO**  
www.caseificiopalazzo.com



**BURRATA DI ANDRIA PGI**

Burrata is a fresh pasta filata cheese, similar to mozzarella but with a heart of cream and mozzarella ribbons with a softer, creamier texture and a characteristic apex closure. Burrata is hand-processed by filling the pasta filata sachet, with a creamy stuffing made of mozzarella ribbons and UHT cream, called stracciatella. The filled sachet is then carefully closed, cooled and packaged.

**Ingredients**

Pasteurized cow's milk, UHT cream, whey starter, salt and rennet.

**Packaging details**

120g cup with lid.

**Shelf life**

15 days.

**International certifications**

IFS, BRC, Halal.

**CASEIFICIO PREZIOSA**  
www.mozzarelladiseriate.it



**FIOR DI LATTE FOR PIZZA GOURMET CUT**

Produced from milk collected in the Bergamo area with self-produced ferment which gives the gourmet cut Fior di latte a delicate taste with low salt content, ideal for high-end pizzas.

**Ingredients**

Cow's milk, salt, rennet and lactic ferments. 100% Italian milk.

**Packaging details**

Packaged in a PET tray closed with heat-sealed plastic film in a 2.5 kg protective atmosphere.

**Shelf life**

30 days at +4°C.

**International certifications**

BRC, IFS, FDA.

**SI.FOR.**  
www.formaggisifor.it



**SPREADABLE MELTED SHEEP CHEESE**

Pecorino cream is a spreadable sheep cheese, a creamy and tasty preparation. It is ideal in the kitchen and easy to use: to flavor pasta dishes, spread on bread or pizzas, etc. The novelty introduced is the fresh sauce Cacio & pepe: composed of 50% Pecorino Romano P.D.O. strictly produced in Sardinia to prepare in a few seconds a classic pasta Cacio & pepe.

**Ingredients**

Aged Pecorino cheese 55% (pasteurized sheep's milk, salt, rennet, lactic acid bacteria. May contain walnuts and pistachios), water 43%, sodium citrate (e331) 2%.

**Packaging details**

150g, 12pc/box.

**Shelf life**

180days.

**International certifications**

BRC.

**LATTERIA DI SOLIGO**  
www.latteriasoligo.it



**LACTOSE-FREE MASCARPONE CHEESE**

Latteria Soligo's Lactose-free Mascarpone cheese is the result of the exclusive use of lactose-free milk cream subjected to traditional ultrafiltration processing, which gives it a consistent quality.

**Ingredients**

Lactose-free milk cream, acidity regulator: citric acid.

**Packaging details**

Heat-sealed PP tray: 250 g; 500g.

**Shelf life**

71 days from packaging.

**International certifications**

Lactose free.

vb-creative.it

# ALL OF THE ITALIAN FLAVOUR



Gusto al Cubo was born from the collaboration of three companies: Birra Menabrea, Botalla Formaggi and Capanna Prosciutti. It is the story of three families who share important values such as the respect for tradition, great attention for raw materials and the creation of quality products. A synergy which has given life to an innovative format whose aim is to enhance appreciation for the excellence of Italian products.



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7-10 may 2024

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GUSTO<sup>3</sup>  
AL CUBO



/ PRODUCT SHOWCASE

**SORÌ ITALIA**  
www.soritalia.com



**FIOR DI LATTE APPENNINO CAMPANO**

The Fior di Latte Appennino Campano is a fresh stretched-curd cheese, characterized by its slow maturation which gives it a unique flavor and aroma. Prepared with artisan craftsmanship, it is ideal for pizza because of its resistance to heat, making it ideal for cooking at high temperatures.

**Ingredients**

Pasteurized cow's milk, lactic ferments, salt, rennet.

**Packaging details**

In a cup. Gross weight: 440g - Net weight: 200 g.

**Shelf life**

20 days.

**International certifications**

BRCGS, IFS, ISO, Sedex, Halal.

**STERILGARDA ALIMENTI**  
www.sterilgarda.it



**UHT COOKING CREAM**

The classic cooking cream adds a special touch in many recipes. The UHT version is the brand new addition by Sterilgarda.

**Ingredients**

Cream, stabilizer: carrageenan.

**Packaging details**

125mlx3 Tetrabrik. 8 carton pieces equal to 3,2 kg.

**Shelf life**

4 months.

**International certifications**

BRC, Sedex, Halal, IFS, FDA

**GRUPPO FORMAGGI DEL TRENINO**  
www.trentingrana.it



**TRENTINGRANA 24 MONTHS**

Trentingrana is a cheese produced in the alpine and pre-alpine valleys of Trentino according to tradition. It is made only with mountain milk from small to medium-sized, family-run farms, where the cows are fed exclusively on fresh grass, hay and NO GMO feed, without using silage. Only salt and rennet are added, no additives or preservatives. Trentingrana must mature, ripen and refine for at least 20 months before it can be enjoyed. A few selected Trentingrana pieces are able to mature for up to 30 months.

**Packaging details**

Whole wheels, 1/2 wheel, 1/8 wheel, 1 kg, 700g, 350g, 250g.

**Shelf life**

120 days.

**International certifications**

IFS Food, DTP 030 - non GMO.

**COOPERLAT SOC. COOP. AGRICOLA**  
www.trevalli.cooperlat.it



**TREVALLI BONTÀ DEL PARCO BURRATA**

Fresh stretched-curd cheese in the form of a sack filled with a mix of soft frayed stretched curd and cream. Made with 100% Italian milk. The colour is white, surface is smooth. The product has a soft consistency. The outside is slightly fibrous, inside is smooth and creamy. The taste is sweet and sapid, with an enjoyable lightly-sour note. The smell is delicate and recalls fresh cream, fresh milk and butter.

**Ingredients**

Milk, UHT cream (25%), salt, rennet, lactic ferments.

**Packaging details**

Gross weight: 325g - Net weight: 315g. Drained net weight: 100g. Peelable plastic cup with sleeve.

**Shelf life**

21 days.

**International certifications**

IFS, ISO 9001-2015.

**CASULA**  
www.caseificiovaldapsa.it



**AFFETTIAMO**

A line of cheeses, sliced into very thin slices and packaged in eco-sustainable packaging, 100% differentiable and recyclable. It includes six types of cheese: goat's cheese, lactose-free cheese, Tuscan pecorino PDO, mixed cheese, truffle cheese and chilli cheese. Each slice is interleaved to protect its authenticity. Already ready to use, the six flavors are derived from exclusively local and Italian milk, processed in the Val d'Apsa dairy and Fattorie di Maremma.

**Packaging details**

80 gr, fixed weight.

**Shelf life**

75 days.

**International certifications**

BRC, IFS.

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



**UHT MASCARPONE LONG SHELF LIFE**

Cheese obtained from coagulation of cream with citric acid, subjected to UHT sterilization treatment. Long-lasting Mascarpone. 100% Italian cream, with the same quality of the fresh product, creamy and white, from a controlled supply chain.

**Ingredients**

Pasteurized milk cream (Italian cream), acidity corrector: citric acid. Allergens: milk.

**Packaging details**

500/100 g - Brick in multilayer cardboard.

**Shelf life**

270 days.

**International certifications**

BRC, IFS.

**SALUMIFICIO CHIESA**  
www.albinochiesa.it



**LARDO WITH GENOVESE BASIL PDO**

Lardo enriched with dried Genovese basil.

**Ingredients**

Pork, salt, dextrose, Genovese basil PDO 0.5%, flavorings.

**Packaging details**

Entire to be cut: 2,5 kg, pre-sliced in vacuum 100 g and 120 g.

**Shelf life**

120 days for the entire one, 50 days for the pre-sliced.

**International certifications**

ISO.

**ALCAR UNO**  
www.alcaruno.it



**PROSCIUTTO DI SAN DANIELE PDO - PRESLICED**

Prosciutto di San Daniele PDO (Protected Designation of Origin) is the excellency resulting from age-old knowledge and strict production rules. Time - at least 14 months of curing - and mastery transform meat and salt into a masterpiece of flavor and delicacy. Conveniently layered and interleaved for easy pick up, each slice reaches the consumer unaltered in taste and fragrance.

**Ingredients**

Italian origin pork thigh, sea salt.

**Packaging details**

From 80 g to 250 g, plastic tray, modified atmosphere.

**Shelf life**

120 days

**International certifications**

Production and slicing plant IFS and BRC certified.

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MOLINO  
**FILIPPINI**

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3 MINUTES!



GLUTEN FREE

The "Joyfull" corn and rice Couscous Cups are the perfect choice for an explosion of joy and flavor. Ready to use at any time of the day.

/ PRODUCT SHOWCASE

**ASSISI SALUMI**

www.assisisalumi.it



**CULATTA VACUUM-PACKED**

Derived from pre-sorted pork legs, weighing not less than 7,5 Kg. of adult pork excluding boars and sows, from Austria and/or Germany farms of crossed and selected white breeds. The salting process uses medium-grain sodium chloride.

**Ingredients**

Pork leg, salt.

**Packaging details**

4.50/5.00 Kg, 4 pieces for box.

**Shelf life**

6 months.

**International certifications**

BRCGS, IFS Food.

**CASA GRAZIANO**

www.casagraziano.com



**PARMA HAM CASA GRAZIANO GRAN RISERVA**

From Italian pigs, "Gran Riserva Casa Graziano" is a strict selection of high-quality thighs which undergo a long and slow seasoning to acquire sweetness and a delicious scent. A soft, sweet and fragrant ham with a beautiful texture and marbling, available from 18 to 24 months of seasoning. The 20-months is included in the Gambero Rosso Grandi Salumi Guide - 2023 edition.

**Ingredients**

Pork, and salt. Parma Ham is 100% free of nitrites and nitrates added, gluten, lactose, allergens.

**Packaging details**

Ham with bone kg. 10,5+; ham without bone kg. 8,5+. 2 items per box. Pre-sliced 90 g. Packaging: 5 items per box.

**Shelf life**

Ham without bone (vacuum packed) 6 months from the packaging date. Pre-sliced 90 days.

**International certifications**

BRC, IFS authorized for export to the USA, Canada, Australia, Hong Kong, Japan.

**BECHÈR**

www.becher.it



**BECHÈR DICED GUANCIALE**

The Guanciale all'Amatriciana is one of the company's best sellers among cured raw meats. Produced from a particularly noble cut, with meat of 100% Italian origin, it is free from milk derivatives and gluten-free. A gastronomic excellence much appreciated by consumers, and a key ingredient for the world-famous "pasta all'Amatriciana". The Guanciale Bechèr is available whole, half or diced.

**Ingredients**

Pork cheek, salt, spices; antioxidant: sodium ascorbate; preservatives: sodium nitrite, potassium nitrate.

**Packaging details**

100 g at predetermined weight, protective atmosphere.

**Shelf life**

120 days.

**International certifications**

BRC, IFS.

**BRUNELLO DOMENICO**

www.brunellosalumi.com



**HIGH QUALITY COOKED HAM IL FONDATORE**

The thigh comes from heavy national pigs. The raw material is massaged and left to rest inside the churn for 48 hours, thus allowing the ingredients to merge perfectly with the meat and the latter to preserve all the organoleptic characteristics. It is hand-tied and cooked out of the mold in the steam oven for 18 hours. Visually the 4 muscle bands are well evident: walnut, fasa, subfense and rump. The perfume is unique, the flavor is rich in taste and delicate.

**Ingredients**

Pork thigh, whole sea salt, fructose, natural flavors. Antioxidant: Sodium ascorbate. Preservative: Sodium nitrite.

**Packaging details**

1 kg whole, 5.5 kg half. Box of 1 piece (whole), box of 2 pieces (half).

**Shelf life**

120 days.

**International certifications**

ISO 9001:2015 and FSSC 22000.

**CAPANNA PROSCIUTTI**

www.capannaprosciutti.com



**BONE-IN HAM CAPANNA PROSCIUTTI**

Capanna Prosciutti ham stands out for its delicate and sweet taste, fragrant texture of the meat, final maturing that might be from 16 to 30 months depending on the peculiarities of each leg.

The guarantee of the PDO Ducal Crown and the nutritional qualities of Parma Ham makes it suitable food for everyone's diet.

**Ingredients**

Pork leg, sea salt. Without any additives and preservatives. Gluten free.

**Shelf life**

12 months recommended.

**International certifications**

BRC, IFS.

**CAV. UMBERTO BOSCHI**

www.umbertoboschi.it



**SALAMI CONTADINO**

Seasoned salami made from 100% Italian fresh raw materials. The sensory characteristics of this product are the coarse grind, a mild flavour and rustic aroma given by a long seasoning that reaches an average of over 60 days.

**Ingredients**

Pork, salt, sucrose, spices and natural flavourings, antioxidant: sodium ascorbate, preservatives: potassium nitrate, sodium nitrite.

**Packaging details**

90 g. The slices are laid by hand in pre-formed trays and packed in a protective atmosphere.

**Shelf life**

70 days.

**International certifications**

IFS Food, BRC Food, ISO45001, ISO22000, ISO50001, ISO14001, EMAS, SA8000.

**DEVODIER PROSCIUTTI**

www.devodier.com/en



**PROSCIUTTO DEVODIER MIN. 24 MONTHS & TRUFFLE**

Two prized Italian traditions of high gastronomy - the natural Emilian cured meats of the Ancient Cellars Devodier and the Umbrian school of Truffle - meet today to create a new and exclusive product. A unique fusion technique designed to ensure that the strong, intense, biting notes of the truffle blend with the delicate sweetness and enveloping flavors given by the aromatic fermentation of the Devodier Prosciutto at high aging.

**Packaging details**

70/80 g in pre-sliced MAP tray with natural wave.

**Shelf life**

90 days.

**International certifications**

BRC, IFS.

**FERRARINI**

www.ferrarini.com



**PAVO FERRARINI ROASTED TURKEY BREAST**

The result of Ferrarini's experience in the production of cooked ham. It is produced with Italian meat and thanks to expert baking, it is particularly soft and pleasantly aromatic. Light and full of flavour, with only 1.5% fat. Gluten-free, milk protein-free and lactose-free.

**Ingredients**

Turkey breast (90%), water, flavourings, potato starch, maltodextrin, natural flavourings, salt, spices, sucrose, wine. Antioxidant: sodium ascorbate. Preservative: sodium nitrite. Meat origin: Italy.

**Packaging details**

Weight: 4,000 - 5,000 kg. Vacuum-packed, polyethylene bag.

**Shelf life**

100 days.

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hello TO  
freshness



ESSEOQUATTRO

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/ PRODUCT SHOWCASE

**LENTI**  
www.lenti.it



**LENTI&LODE ROASTED WITH HERBS**

Lenti&Lode Grand'Arrosto alle Erbe, 100% Italian cooked ham, represents the top of the range of Lenti cold cuts production. Produced exclusively with Italian meat from a controlled and traced supply chain. Flavored according to Attilio Lenti's original recipes, plus a selection of finely balanced Mediterranean herbs added inside and on its surface, and slowly steam cooked following the traditional process handed down since 1935.

**Packaging details**

9-10 kg.

**Shelf life**

180 days.

**International certifications**

BRC, IFS, CSQA, Gluten-free (AIC), lactose-free and caseinates-free.

**FUMAGALLI INDUSTRIA ALIMENTARI**  
www.fumagallisalumi.it



**WOOD-REFINED COPPA**

Produced with selected pork meat, born and raised in Italy, on owned farms. The slow maturing, which takes place in well-ventilated rooms, and the subsequent smoking with beech wood, give this product a soft consistency and a typical smoked aroma and flavour.

**Ingredients**

Pork coppa (Italian origin), salt, dextrose, sucrose, spices, flavourings, preservatives: potassium nitrate and sodium nitrite.

**Packaging details**

1,8 kg.

**Shelf life**

60 days.

**LEONI RANDOLFO**  
www.porchettaigp.eu



**PGI PORCHETTA DI ARICCIA**

Two slices of PGI Porchetta di Ariccia in a microwaveable skin tray.

**Packaging details**

Weight: 220 g.

**Shelf life**

40 days.

**International certifications**

IFS.

**GIGI IL SALUMIFICIO**  
www.gigisalumificio.it



**CICCIOLI 'ANTICA RICETTA'**

Tender Ciccioli Campagnoli represent a typical regional cold meat specialty. Ciccioli Campagnoli are still pressed in a very homemade way, inside a sack that gives them the typical low and round shape. In the special version 'antica ricetta' (ancient recipe) the raw material are carefully selected, they are 100% from Italian meat and the cooking is slow and carried out in open boilers, to give flavor and tenderness to the product.

**Ingredients**

Mixture made of bacon and throat parts and selected spices.

**Packaging details**

Entire piece or slice: 1,5 - 3 - 6 kg.

**Shelf life**

90 days.

**International certifications**

BRC, IFS.

**SALUMIFICIO MOTTOLINI**  
www.mottolini.it



**BRESAOLA PUNTA D'ANCA CO2 OFFSET**

The residual emissions generated for the beef's production and transport are offset by MyCarbon, supporting verified and certified conservation projects. A bresaola with a classic taste but rich in selection; an increasingly high level of attention towards important and strategic issues, of respect and care towards the consumer.

**Ingredients**

Beef, salt, dextrose, natural flavours. Preservatives: E250, E252

**Packaging details**

Sliced or in whole pieces.

**Shelf life**

120 days.

**International certifications**

IFS, BRC, Halal, ISO22005 BIO.

**KING'S**  
www.salumikings.it



**GUANCIALE**

Guanciale is a cut of meat coming from the muscle of the neck area of pigs. At King's it is worked by hand, individually. Only the best meat cuts are chosen and carefully trimmed, and salted one by one with a specially mix of spices and sweet salt from Trapani. Guanciale rests and seasons for over two months. The result is a product with a perfect shape, a strong but gentle flavour, with such a melting consistency that it is also perfect when eaten sliced as well as cooked in traditional Italian dishes.

**Ingredients**

Pork, salt, spices. Preservatives: sodium nitrite, potassium nitrate.

**Packaging details**

Net weight: 1,15 kg. Bulk, 2 pieces in a box.

**Shelf life**

120 days.

**NEGRI SALUMI**  
www.negrisalumi.it



**NOVECENTO AFFUMICATO**

Novecento Affumicato is a 100% Italian high quality cooked ham. The thighs are gently massaged for 72 hours, tied in rope by hand and finally slowly steamed for almost a day. Its artisanal processing, lasting approximately 10 days, and the characteristic cooking outside the traditional molds give it a large appearance with a strong visual impact. It is characterized by a delicate and natural smoking, which gives the ham a fantastic balance between the sweetness of the highly marbled Italian leg and the strong aftertaste of smoke.

**Ingredients**

Italian pork leg, salt, dextrose, natural flavourings, antioxidant, preservative.

**Packaging details**

Packaged in aluminum bag in a single size of approximately 11 kg.

**Shelf life**

180 days.

**International certifications**

ISO 22005.



Universal Marketing organizes the participation of Italian companies, institutions, and association to the most important international trade fairs and exhibitions around the world.

DISCOVER THE FORTHCOMING EVENTS FOR THE FOOD&BEVERAGE INDUSTRY



**SIAL CANADA**

SIAL Canada is the largest food innovation show in North America. Present alternately in **Montreal** and **Toronto**, its local and international offering represents the expansion of the Grocerant and Ethnique markets.

**Key figures:**

- 1,000+ exhibitors
- 21,000+ visitors
- 77+ countries represented

Montreal, 15-17 May 2024  
Toronto, 29 April - 1 May 2025



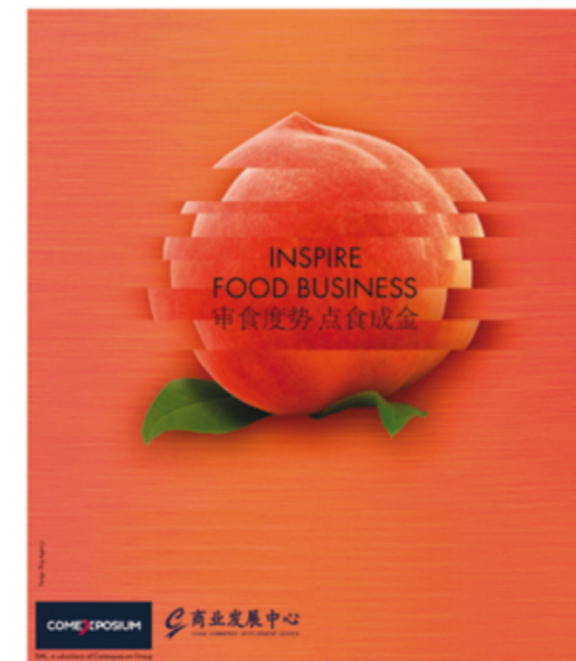
**SIAL PARIS**

SIAL PARIS is the world reference for players in the food, distribution and hospitality sectors. It is a true global showcase that brings together the main producers and buyers from around the world.

**Key figures:**

- 7,000 exhibitors
- 265,000 visitors
- 127 countries represented

Paris, 19-23 October 2024  
Paris, October 2026



**SIAL CHINA**

With a presence in both **Shenzhen** and **Shanghai**, SIAL China boasts a network of local specialists and an in-depth understanding of the Chinese market.

**Key figures:**

- 800 exhibitors
- 25,000 visitors
- 50 countries represented

Shanghai, 18-20 May 2024  
Shanghai, 18-20 May 2025  
Shenzhen, 2-4 September 2024  
Shenzhen, September 2025



**SIAL JAKARTA**

SIAL Interfood is a joint venture between SIAL and Krista Exhibitions. The show is the main platform to help food companies break into the promising ASEAN market.

**Key figures:**

- 1,100 exhibitors
- 50,000 visitors
- 72 countries represented

Jakarta, 13-16 November 2024  
Jakarta, November 2025



**SIAL NEW DELHI**

SIAL India and Vinexpo India, one of the world's leading wine and spirits exhibitions, present a unique platform for U.S. companies looking to expand and promote their food business in this incredibly promising market.

**Key figures:**

- 119 exhibitors
- 8,000 visitors
- 40 countries represented

New Delhi, 5-7 December 2024  
Mumbai, December 2025



**SIAL MALAYSIA**

SIAL Malaysia is the latest addition to the SIAL network. It represents the halal and technology markets in Indonesia.

**Key figures:**

- 500 exhibitors
- 15,000 visitors
- 60 countries represented

Kuala Lumpur, 2-4 July 2024  
Kuala Lumpur, July 2025

Contact us for more information:



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universal@universalmarketing.it - www.universalmarketing.it

/ PRODUCT SHOWCASE

**GIANNI NEGRINI**  
www.gianninegrini.com



**MORTADELLA MODELLA PRE SLICED**

Mortadella Modella produced with ham meat and with 50% less fat than the average nutritional values of mortadella (data source: CREA - Food and Nutrition). The main cuts of meat used are pork shoulder and throat. The tanning is very light so as to give an extremely delicate flavor that meets the tastes of all consumers. Modella mortadella does not contain any type of additive such as Caseinate, Gluten, Monosodium Glutamate and Polyphosphates.

**Ingredients**

Pork meat 85% (of which ham meat 20%), pork tripe, salt, honey, antioxidant (sodium ascorbate), natural flavourings, spices, preservative (sodium nitrite).

**Packaging details**

120 g.

**Shelf life**

37 days

**International certifications**

BRC, IFS.

**SALUMIFICIO ZAHRE**  
www.zahre.it



**PROSCIUTTO OF SAURIS PGI**

It is produced exclusively in the municipality of Sauris (province of Udine in Northeast Italy). It distinguishes itself thanks to a light smoking process employing the natural combustion of beech wood only. The hogs used for the preparation of prosciutto di Sauris come from eleven regions in Northern and central Italy where they must be born, raised and slaughtered. It has a delicate fragrance and a sweet, gently smoky taste which is unmistakable.

**Ingredients**

Pork thighs (heavy swine), salt, pepper, garlic and smoke derived from burning natural beech wood.

**Packaging details**

Whole, bone-in as is, weight between 10-13 kg, 2 units for carton. De-boned whole vacuum packed in plastic, 2 units for carton.

**Shelf life**

Whole, bone-in: DMD 12 months. De-boned whole: 6 months. De-boned half or in pieces: 6 months.

**TANARA GIANCARLO**  
www.tanaragiancarlo.it



**PROSCIUTTO CRUDO 'ANTICO NERO'**

Known for their natural inclination for grazing, black pig breeds from Emilia Romagna are raised exclusively in the wild, left free to feed on the grass, flowers, and acorns found in fields and forests, just as they did centuries ago. The result is a ham with exceptional qualities, aged for a minimum of 30 months. The free-range rearing of pigs and greater freedom of movement make the thighs firmer and smaller compared to those of PDO production. However, the important layer of fat typical of these pig breeds ensures sweetness and softness in every slice, even after long aging.

**Ingredients**

Italian pork meat, sea salt.

**Packaging details**

Boxes of 1 bone-in ham (minimum 8 Kg) or 2 boneless hams (7/8 Kg).

**Shelf life**

Store the bone-in product in cool, ventilated environments and consume it within a year. Once sliced consume it within a month.

**VERONI**  
www.veroni.com



**LIGHT MORTADELLA**

It is the first product to join the Wellness line. Its recipe has been designed to meet the needs of consumers who are looking for both a healthy, balanced diet and the characteristic aroma and taste of one of the most appreciated Italian cured meats. Veroni's Mortadella Light has a high protein intake, 40% less fat, and 30% less salt and calories. Gluten-free, milk, and dairy-free.

**Packaging details**

110 g. The packaging contains 75% less plastic than traditional Veroni trays and is made of 100% recyclable material.

**Shelf life**

45 days.

**International certifications**

SQF, USDA, IFS (International Food Standard) and BRCGS (Brand Reputation Compliance Global Standards), EMAS, SA8000:2014, FSC certification (packaging).

**COOPERATIVA PRODUTTORI CARNE CC.DD. S. NICOLÒ SOC. COOP. AGRICOLA**  
www.carnechianina.it



**HAMBURGER OF CHIANTINA BEEF**

Chianina hamburgers are renowned for their exceptional flavor profile, boasting juiciness, tenderness, and bold taste. Thanks to the premium quality meat paired with Grana Padano PDO cheese.

**Ingredients**

Chianina beef 85%, water, Grana Padano PDO cheese, dehydrated potato, salt, natural flavors, corn starch and dextrose, acidity regulator E331, Antioxidants: E301, E300. Acidity regulator E262.

**Packaging details**

180g MAP packed or Skin packed or frozen food box.

**Shelf life**

10 days MAP packed and 18 days Skin packed and 9 months frozen.

**International certifications**

BRC, IFS.

**FIORANI E C.**  
www.fioraniec.com



**FIORANI CHIANTINA BREED HAMBURGER**

This premium meat is processed by low-pressure technology, resulting in a hamburger which maintains its softness and enhances its taste to the fullest.

Apart from high-quality raw material, the application of innovative technologies and a sustainable packaging guarantee a longer shelf life. Made without added flavors (neither natural nor artificial), it is gluten free.

**Ingredients**

Beef (Chianina breed) 92%, water, potato flakes, iodized salt (salt, potassium iodate 0.007%), acidity regulator: buffered vinegar, beetroot, extracts of aromatic plants and spices, black pepper.

**Packaging details**

200g. Skin pack recyclable in Aticelca B paper, containing a high percentage of post-consumer recycled material. The small-sized tray is also FSC certified.

**Shelf life**

15 days.

**CENTRO CARNI COMPANY**  
www.centrocarnicompany.com



**ABERDEEN ANGUS SIRET TARTARE**

Ready to eat Aberdeen Angus Sired tartare is gluten-free, a source of protein, with extra virgin oil.

**Ingredients**

Adult beef 90.6%, extra virgin olive oil (3%), water, preservatives: potassium lactate, potassium acetate, sodium nitrite; salt, lemon juice, antioxidants: sodium ascorbate; natural flavor, spices.

**Packaging details**

Wrapped in Skin pack, 1x160g.

**Shelf life**

15 days from production day.

**International certifications**

Gluten free, BRC, IFS.

**GAVAZZA 1913**  
www.gavazza1913.it



**ANGUS BEEF BURGER - SCOTTONA BEEF BURGER**

Gavazza 1913 hamburgers stand out for the absence of additives, colorings, and preservatives (except for natural salt) and are gluten-free and allergen-free. For their preparation, the finest cuts of beef from the fore or hindquarters are selected. High-quality meats from Piedmontese Scottona, Buffalo, Angus mainly from small producers who guarantee an outdoor breeding method for most of the year are used. They are available both vacuum-packed and in Darfresh (skin).

**Ingredients**

Beef meat (99%), Salt (1%). Allergens: None.

**Shelf life**

21 days.

UNA STORIA FATTA DI GUSTO

dal 1955



GIANNI NEGRINI'S ITALIAN TASTE. PROTAGONIST IN EVERY ROLE.



For more than sixtyfive years, the Negrini family has produced quality cold cuts in areas of Italy where the art of meat curing has some of its deepest roots and has earned the very finest reputation. Founded by Angelo Negrini in 1955, the company has always placed great emphasis on research and innovation, yet at the same time, fully respected the traditions of the trade. It is with this business philosophy that the Negrini group has become one of the most important names in the Italian food business. With a production and

sales strategy directed primarily at quality, innovation and customer service, the Negrini group represents an ideal partner for distribution and catering firms eager to keep up with market development and the demands of the consumer. Negrini's showpiece has always been the

Mortadellas, that are produced in different sizes; this is the product in which Negrini originated its business in the 50s and it still represents its main product. Negrini produces also has a wide range of other products, like salamis, pork neck salamis and bacon, cooked ham and roast meat and naturally cured ham. All products are available either in big cutting sizes or in trays already sliced. Negrini distributes its products directly or indirectly throughout major European markets and around the world.



GIANNI NEGRINI srl

Via Alberelli, 28 - 44045 Renazzo (FERRARA) - ITALIA - Tel. +39 051 6850011 - segreteria@negrinisalumi.com - www.gianninegrini.com

WE ARE AT  
**CIBUS**  
Parma / 7-10 may  
hall 02 - booth L018  
Amsterdam / 28-29 may  
hall 1 - booth 1.A93



/ PRODUCT SHOWCASE

**SALUMIFICIO AURORA**  
www.salumificioaurora.it



**PULLED PORK**  
Salumificio Aurora's 'Siamo cotti per te!' Pulled pork is made from high quality Italian meat sprinkled with a mix of spices and flavourings, then cooked in a steam oven for a long time. Perfect for food service, ready in a few minutes. Produced without preservatives.  
**Ingredients**  
Pork meat, salt, spices, raw cane sugar, flavourings.  
**Packaging details**  
Weight: 1,50 - 1,90 kg. Foil packaging.  
**Shelf life**  
90 days.

**SALUMIFICIO SANDRI**  
www.salumificiosandri.it



**CHIANINA HAMBURGER**  
Fine burger made with certified pure Chianina meat 'Vitellone Bianco dell'Appennino Centrale PGI', which identifies fresh meat obtained only from certified male and female adult bovine, aged between 12 and 24 months, of Chianina PGI breed.  
**Ingredients**  
Meat preparation with 90% Chianina breed 'Vitellone Bianco dell'Appennino Centrale PGI'.  
**Packaging details**  
180 g. Vacuum packed in Skin, produced with recyclable material.  
**Shelf life**  
18 days.  
**International certifications**  
IFS, PGI, Organic Bioagricert.

**VERCELLI**  
www.ilvitellodicasavercelli.it



**VEAL HAMBURGER SKIN PACK**  
Gluten free, it is made exclusively with veal from calves born, reared and selected in Italy.  
**Ingredients**  
Veal (origin Italy) 87% water; pea fiber; bamboo fiber; salt; potato semolina; acidity corrector: sodium citrates, sodium acetate; antioxidants: sodium ascorbate; natural flavors; dextrose.  
**Packaging details**  
Vacuum skin pack. 2 burgers per case individually wrapped.  
**Shelf life**  
25 days.  
**International certifications**  
BRC, IFS, Halal.

**PARMA IS - PARMAFOOD GROUP**  
www.parmais.it



**CHEF FRESH IDEE LINE LASAGNE BOLOGNESE**  
'Chef Fresche Idee' ready-meals are prepared with genuine ingredients and plated by hand as in the finest tradition. They are excellent to taste, beautiful to behold and nutritious thanks to vacuum skin packaging and cold pasteurization (HPP): the best technologies for preserving nutritional values, taste, and providing the greatest-shelf-life. 'Chef Fresche Idee' first courses are easy and quick to prepare: ready in two minutes in a microwave. The Bolognese lasagne, typical of Italian cuisine, is known and appreciated worldwide.  
**Ingredients**  
Béchamel sauce 44% (whole milk, butter, wheat flour 00, salt, nutmeg), white wine (sulphites), meat sauce 38% (beef, pork), tomato, onion, celery, carrot, seed oil of sunflower, salt, egg pasta 18% (00 flour, durum wheat semolina, eggs, water), selected cheeses (milk, salt, rennet), Grana Padano (lysozyme from egg).  
**Packaging details**  
Average weight: 250 grams.  
**Shelf life**  
42 days from production.  
**International certifications**  
IFS

**INDAL**  
www.indalsrl.com



**RECIPED HAMBURGER**  
The Reciped of beef burgers' line aim to satisfy the palates of all types of customers. There are five different flavors: Beef Burger with certified Parmigiano Reggiano, gluten-free and lactose-free; Beef Burger with speck, gluten-free and lactose-free, made with real speck; Beef Burger with porcini mushrooms, gluten-free and lactose-free; Beef Burger taste pizzaiola, gluten-free and lactose-free; Beef Burger BBQ taste, gluten-free and lactose-free.  
**Ingredients**  
Meat, food preservative, salt, natural aromas and, according to the desired taste, the reference ingredient.  
**Packaging details**  
120g\*2 burgers packed in Skin pack.  
**Shelf life**  
20 days.  
**International certifications**  
BRC, IFS.

**TERREMERSE SOC. COOP**  
www.borgobuono.it



**ABBRACCI DI PIADINA**  
Handmade with piadina produced in Romagna, filled with sausage made with 100% Italian pork, cheese and fresh rocket, wrapped in smoke pancetta.  
**Ingredients**  
Piadina, sausages, cheese, rocket and smoked pancetta.  
**Packaging details**  
2 pieces 220 g thermoformed.  
**Shelf life**  
22 days.  
**International certifications**  
BRC, IFS.



# CONNECT. SOURCE. GROW.



When planning your calendar for the month of May, make sure to leave time for PLMA's World of Private Label International Trade Show in Amsterdam.

More than 2.800 private label manufacturers from over 70 countries will show their newest and best products to retailers, wholesalers and other private label buyers.

In total, nearly 30.000 trade professionals from 120 countries will get together in Amsterdam to start or strengthen partnerships, identify innovation and plan for growth in the years ahead. The show is a not-to-be-missed event for anyone involved in private label.

**Go to [plma.nl/visit](http://plma.nl/visit) to register**

**28-29 MAY 2024**

**RAI AMSTERDAM CONVENTION CENTRE**

## / PRODUCT SHOWCASE

## ITALPEPE 2

www.italpepe.com

TELLICHERRY PEPPERCORNS  
VITALETTI LINE

Celebrating President Alfonso Vitaletti's 90th birthday, Italpepe is introducing a brand new line of products. Each of them have a well-defined sensory profile, recognized as excellence according to the research moving forward with Vitaletti Academy, the University of Pisa, Centro Studi Assaggiatori di Brescia and Italian Certified Excellences Institute.

**Ingredients**

Dried Tellicherry Peppercorns.

**Packaging details**

Pet jars of 500cc.

**Shelf life**

36 months.

**International certifications**

IFS, BRC, Organic.

ACETIFICIO MENGAZZOLI  
SNC DI MENGAZZOLI GIORGIO

www.mengazzoli.it

RAW UNFILTERED ORGANIC APPLE /  
POMEGRANATE VINEGAR WITH THE  
MOTHER

Raw, unfiltered organic vinegars made from fruit juices have a cloudy appearance and a slightly dark color. They are distinguished by their fragrance and full, versatile taste.

The characteristic attention to ingredient selection and the careful process that controls fermentation allow these vinegars not to be filtered and avoid heat treatment; thus, the typical natural sediment called 'Mother of Vinegar' is preserved.

**Ingredients**

Apple juice, pomegranate juice.

**Packaging details**

500ml bottle - Box 6 pcs.

**Shelf life**

5 years.

**International certifications**

Organic.

## OLIO DANTE

www.oliodante.com

DANTE "100% ITALIAN"  
EXTRA VIRGIN OLIVE OIL

It is the result of careful selection, so that only the finest olive oil reaches consumers' dinner tables.

**Ingredients**

Obtained exclusively from different varieties of Italian olives typical of the peninsula.

**Packaging details**

1L, 750 ml, 500 ml, 250 ml glass bottle - 1L PET bottle.

**Shelf life**

14 months.

## OLIO GUGLIELMI

www.olioguglielmi.it



## OLIO DI PUGLIA PGI

The consortium verifies the entire production chain, made in Puglia, from the plant to the packaging, certified by the PGI community mark and by strict production regulations.

The oil comes from selected olives, cold extracted in a short time and at very low temperatures. An oil with a green color and golden nuances, enduring aromas of fresh grass, artichoke and tomato. Its medium-intense flavor is accompanied by the typical bitter and spicy notes that make it strong, yet well balanced.

**Ingredients**

100% Extra Virgin Olive Oil PGI certified.

**Packaging details**

500ml bottle - 0.967gr - carton of 6 bottles.

**Shelf life**

18 months.

**International certifications**

PGI, IFS, BRC.

## OLEIFICIO RANIERI

www.oloranieri.com/en/homepage/



## OPERA DI NATURA

Opera di Natura is the result of the company's commitment to make a more sustainable oil world. 100% organic Italian Extra virgin olive oil Italian origin, exclusively produced with Italian olives olive cultivars: mainly Coratina, Carolea, Frantoio. Green fruity taste with medium notes of spicy and bitter, fragrance with herbaceous notes and hint of artichoke. Cold extraction.

**Ingredients**

100% Organic Extra Virgin Olive Oil, Italian origin.

**Packaging details**

Sizes available: 250ml (8.4 fl oz), 500ml (16.8 fl oz).

**Shelf life**

14 months.

**International certifications**

BRC, IFS, ISO 9001, CCPB, USDA / NOP, JAS, BIO SUISSE, KONKUT, EAC, Kosher, GSFS, SMETA, ZERO WASTE Company, LCA, FDA REGISTERED, FSMA and CFIA COMPLIANT.

## PONTI SOCIETÀ BENEFIT

www.ponti.com

ACETO BALSAMICO DI MODENA  
PGI

Obtained by the careful acetification of must\* from grapes of seven selected varieties and excellent Wine Vinegar.

**Ingredients**

Wine vinegar\*, concentrated grape must\*, cooked grape must\*, colouring: caramel E 150d\*.

**Packaging details**

100 ml in glass.

## RIZZOLI EMANUELLI

www.rizzoliemanuelli.com



## COLATURA DI ALICI

Colatura di Alici is an amber-coloured liquid sauce, obtained by slow filtering during the maturing period of anchovies in barrels. It captures the best of the organoleptic characteristics of anchovies, thus acquiring its characteristic strong, salty flavour. It is very versatile and can be used to season any dish. Ideal with spaghetti and vegetables, and with all seafood dishes.

**Ingredients**

Anchovies (Engraulis encrasicolus), salt.

**Packaging details**

Bottle of 100ml.

**Shelf life**

24 months.

## SALOV

www.salov.com

OLIO EXTRAVERGINE DI OLIVA  
FILIPPO BERIO 100% ITALIANO

Filippo Berio 100% Italiano is the EVO oil produced following the Berio Method, a certified, sustainable and traceable quality path from environmentally sustainable cultivation. Filippo Berio 100% Italiano thanks to its fruity and lively (spicy) character, with a hint of grass, artichoke and slightly bitter ripe tomato, is ideal to enhance the taste of any dish, from those with the most full-bodied flavors to soups and roasts. Ideal for drizzling and dipping.

**Ingredients**

Extra virgin olive oil.

**Packaging details**

750 ml, glass bottle.

**Shelf life**

14 months.

WE ARE AT  
**CIBUS**  
Parma / 7-10 may

hall 02 - booth 062



exquisitely Umbria



since 1989

www.assisisalumi.it

/ PRODUCT SHOWCASE

**PASTIFICIO AVESANI**  
www.pastificioavesani.it



**TORTELLINI WITH STRACCIATELLA, BASIL AND TOMATOES**

Tortellini filled with stracciatella, basil and tomatoes g 250.

**Ingredients**  
Pasta ingredients: (45%): wheat flour, durum wheat flour, eggs 22%; filling (55%): ricotta (milk whey, milk cream, salt, acidity corrector: citric acid), mozzarella cheese (milk, lactic ferments, salt, rennet), bread crumbs (wheat flour, salt, yeast), stracciatella cheese 7,6% [mozzarella cheese (milk, lactic ferments, salt, rennet), cream], sunfloweroil, flavourings, whole milk powder, cherry tomatoes 3,8%, tomato sauce (peeled tomatoes, tomato juice, basil), pesto sauce (genovese basil PDO in olive oil 34.5% [genovese basil PDO, extra virgin olive oil, salt, acidity regulator: ascorbic acid], corn seed oil, Parmigiano Reggiano PDO cheese (milk, salt, rennet), Grana Padano PDO. cheese (milk, salt, rennet, preservative: lysozyme – protein from egg), butter \*, walnuts, Pecorino Romano PDO cheese (sheep milk, salt, rennet), pine nuts 1,4%, extra virgin olive oil, garlic), mascarpone (cream\*, milk, acidity regulator: lactic acid), butter\*, salt, yeast extract (yeast extract, salt), genovese basil PDO 1%. \*Contains milk. May contain soy, celery, nut, crustaceans and mustard traces.

**Packaging details**  
2 kg; tray.  
**Shelf life**  
65 days from production; 45 days from shipment.  
**International certifications**  
IFS, BRC, KAT, Organic.

**MOLINO PASINI**  
www.molinopasini.com



**FRESH PASTA FLOUR**  
Excellent flour to produce fresh pasta, fresh lasagna sheets and also dough for making filled pasta.

**Ingredients**  
Soft wheat flour type "00".  
**Packaging details**  
1 kg and 10 kg paper bags  
**Shelf life**  
12 months.  
**International certifications**  
BRC, IFS, Halal, Kosher, UNI en ISO 22005 :2008.

**BUONA COMPAGNIA GOURMET**  
www.bcgourmet.it



**PATAMORE – FRESH POTATO GNOCCHI**

Authentic fresh potato gnocchi, just like homemade. Made with only four ingredients. Without potato flakes and preservatives.

**Ingredients**  
Fresh Potatoes, flour, eggs, salt.  
**Packaging details**  
500g – Doypack printed film.  
**Shelf life**  
60 days.  
**International certifications**  
BRC, IFS.

**FRATELLI DE CECCO DI FILIPPO FARA S. MARTINO**  
www.dececco.com



**RIGATONCELLO N° 28**

At Cibus 2024, De Cecco presents a preview of the new 'Chef Edition' line which includes the new pasta shape 'Rigatoncello'. A smaller variant of the classic Rigatoni of the roman tradition, Rigatoncello is born from the exclusive De Cecco Method to satisfy a more demanding gourmet consumer, attentive to the nutritional and organoleptic content of the products and looking for certified real premium quality.

**Ingredients**  
Durum wheat high quality semolina.  
**Packaging details**  
500 g pack in ppl 100% recyclable in plastic.  
**Shelf life**  
36 months.  
**International certifications**  
ISO 14001:2007; HACCP 2003; SA8000:2005; BRC 2005; IFS; Organic ICEA 2006; product DNV 2004; Environmental EPD 2011, ISO 9001:2003; Kosher 1996; Halal 2015; Parità di Genere (PDR 125:2022); AEO 2009; Pay per Page Green 2011; ISO 26000:2011; ISO 45001:2013; GMP 2017; No OGM 2019; My Care 2020.

**IL PASTAIO - PATARÒ**  
www.patarò.it



**PATARÒ – GNOCCHI STUFFED WITH MEDITERRANEAN TASTE**

The new recipe of stuffed gnocchi Patarò brand are made with burrata, dried tomatoes and taggiasche olives, a gourmet filling. Versatile, with simple ingredients and at the same time of the highest quality, they are ideal for all occasions and all seasons. They can be cooked in the air fryer, to be enjoyed as a snack. Naturally gluten-free and egg-free and without preservatives.

**Ingredients**  
Dough 80%: rehydrated potato 98%, salt, dusting of rice flour. Filling 20%: pasteurized ricotta, "cuor di burrata" cheese, cheeses, dried tomatoes, taggiasche olives, capers, salt, natural flavor.  
**Packaging details**  
400 g – paper pack with plastic bag inside. Available also in plastic tray.  
**Shelf life**  
Fresh: 60 days. Shelf stable: 215 days.  
**International certifications**  
BRC, IFS, GFCCO, non GMO.

**PASTIFICIO ATTILIO MASTROMAURO GRANORO**  
www.granoro.it



**MISTA GRANORO DEDICATO**

Durum wheat semolina 100% from Apulia. The company only uses durum wheat grown in Puglia. The quality of the company's wheat is linked exclusively to the environment in which it grows, to the agronomic skills of the farmers, to the selection of varieties that are best suited to the territory. From a quality semolina a tenacious and elastic pasta with an intense and authentic durum wheat flavour is produced.  
**Ingredients**  
Durum wheat semolina 100% from Apulia.  
**Packaging details**  
1 Kg - Plastic package.  
**Shelf life**  
36 months from date of packaging.  
**International certifications**  
Organic production method, ISO 14001:2015, EMAS, BRC, IFS, FSSC 22000, Kosher, Halal, ISO 45001:2018, AEO, Glyphosate free for the line "Granoro Dedicato", ISO 22005:2008.

**GINO GIROLOMONI AGRICULTURAL COOPERATIVE**  
www.girolomoni.it



**ELBOWS DURUM WHEAT**

Organic dry pasta produced with 100% Italian wheat. This type is produced with shiny drawing: the result is a smoother and shinier pasta, ideal for simple condiments that bind easily to the pasta. Very tenacious. Its flavor has a hint of hazelnut and the scent is reminiscent of pine nuts and hazelnuts.  
**Ingredients**  
Organic durum wheat semolina. May contain soy and mustard.  
**Packaging details**  
Eco-sustainable packaging produced with 100% recycled paper and non-toxic inks. Each package weighs 500 g or 5 kg.  
**Shelf life**  
36 months.  
**International certifications**  
IFS, Kosher, Organic EU ICEA, JAS.

**MOLINO NALDONI**  
www.molinonaldoni.it



**SMORFIA, NEAPOLITAN PIZZA**

Smorfia (registered), for light doughs and high hydration, is Molino Naldoni's latest innovation that combines the best Italian wheats with excellent performance for a true Neapolitan Pizza realization. The name recalls the beloved dreams book, because this flour it's the dream of pizza chefs worldwide: thanks to a high-quality wheat selection, exclusively Italians, Smorfia allows you to offer an authentic 'Made in Italy' Neapolitan Pizza starting from the grain's journey until the final product. Approved by The Verace Pizza Napoletana Association.  
**Ingredients**  
Soft wheat flour type 0, 100% Italian wheat, 100% natural, without the addition of enzymes or chemical agents.  
**Packaging details**  
25 kg, 5 kg (new pack), paper bags.  
**Shelf life**  
300 days.  
**International certifications**  
BRCGS Food Safety Global Standard, Supply Chain Traceability System, UNI EN ISO 22005:2008, UNI EN ISO 9001:2015, U.S. FDA, ISCC PLUS, Kosher, Halal.

**MOLINO GRASSI**  
www.molinograssi.it



**NAPOLETANA**

Napolitana is the new entry of the Molino Grassi pizza line. Napolitana Molino Grassi, a type 0 flour with wheat germ, designed for the needs of pizza according to the best Neapolitan tradition. Available in two versions: one suitable for short/medium rising and direct doughs, and one for medium/long rising and indirect doughs.  
**Packaging details**  
25 kg bag.  
**Shelf life**  
8 months.  
**International certifications**  
Halal.

**PASTA FRESCA ROSSI**  
www.pastafrescarossi.it



**TORTELLINI DI MODENA**

**Ingredients**  
Pasta: wheat flour 37%, eggs 15%, durum wheat semolina. Filling: Parmigiano Reggiano DOP 12%, Mortadella Bolognese IGP 9%, raw ham, beef, pork, salt, nutmeg.  
**Packaging details**  
250 g, plastic tray with sticker.  
**Shelf life**  
60 days fresh.  
**International certifications**  
IFS, BRCGS.

**PASTIFICIO ALFIERI**  
www.pastificioalfieri.it



**TAJARIN WITH PORCINI MUSHROOMS AND TOMATO**

This product was born from the idea of having a risotto pasta. The package bears all the ingredients for a ready-to-eat and seasoned dish.  
**Ingredients**  
Italian durum wheat semolina, eggs from free-range hens, dried porcini and tomato.  
**Packaging details**  
Bag 250g.  
**Shelf life**  
24 months.  
**International certifications**  
IFS, ISO2200.

**MASTER**  
www.mammaemma.it



**POTATO GNOCCHI WITH ARTICHOKE**

Made with 100% fresh potatoes and only natural ingredients. Preservatives free, it cooks in a pan in three minutes. 100% recyclable packaging.  
**Ingredients**  
Steamed fresh potatoes, artichoke, wheat flour, eggs, salt.  
**Packaging details**  
Recyclable plastic bag inside a FSC certified box.  
**Shelf life**  
60 days.  
**International certifications**  
IFS, BRCGS, Smeta 4 Pillars, ICEA.

Naturally Good



**WITH**  
PORK MEAT  
SALT | PEPPER  
ROSEMARY  
GARLIC



**ANIMAL WELFARE**

Larger spaces, increasing the minimum breastfeeding period. Real respect for the environment

**ANTIBIOTIC FREE LIFE GUARANTEE**



**WITHOUT**  
ANTIBIOTICS  
NITRITES | NITRATES  
COLOURANT | GLUTEN  
LACTOSE

The chain guarantee a **COMPLETE TRACEABILITY** thanks to the latest generation chip used to monitor every phase of animal life.



/ PRODUCT SHOWCASE

**PASTIFICIO ANTONIO PALLANTE**  
www.pastapallante.it



**PASTA PALLANTE**  
Pasta Pallante derives from the 80-year experience of Pastificio Pallante. It is crafted from 100% Apulian grains, boasting a protein content of 14%. Its porous, consistent, elastic and the resilient texture offers a satisfying bite.

**Packaging details**  
500 g package.

**Shelf life**  
3 years.

**International certifications**  
UNI EN ISO 9001:2008, UNI EN ISO 9001:2008 – Ing., UNI EN ISO 22005:2008 (site), UNI EN ISO 22005:2008 (supply chain), ISO 22000:2005, IFS Food.Version 6, BRC Global Standard, Issue 6, SRL-LOC 2018 pap.

**SGAMBARO**  
www.sgambaro.it



**FETTUCINE KHORASAN BIO LABEL**

The Khorasan pasta line, Sgambaro's latest addition, is enriched with three new shapes: fettuccine, mezzi rigatoni and farfalline, which join spaghetti, penne rigate and fusilli. Produced with organically grown wheat from southern Italy, the Khorasan line is distinguished by its amber colour, high protein content of over 14% and low gluten structure, which makes it more digestible. It boasts an important presence of selenium and beta carotene, as well as calcium, iron, magnesium, zinc, manganese, B vitamins and vitamin E.

**Ingredients**  
Organic Khorasan wheat flour.

**Packaging details**  
250g pack, made of FSC paper of only 100% virgin cellulosic fibre, and completely recyclable.

**Shelf life**  
3 years.

**International certifications**  
BRC, IFS, ICEA, Kosher.

**RISO SCOTTI**  
www.risoscotti.com



**RISO SCOTTI VENERE&BASMATI**  
A balanced blend of black Venere rice and white Basmati to create a gourmet blend with endless possibilities. Venere is the Italian wholegrain rice with an unmistakable natural purply black colour and a characteristic scent of freshly baked bread and nutty aromas.

**Ingredients**  
Basmati rice 70%-Venere rice 30%.

**Packaging details**  
500g on square bottom pack.

**Shelf life**  
18 months.

**RISO VIGNOLA 1880**  
www.risovignola.it



**BOMBA RICE ORO DI SPAGNA ORIGINI**  
A sought-after, short-grain variety cultivated in Spain, Bomba Oro di Spagna is a high-quality rice with limited production, featuring a firm and round pearl that has the capacity to absorb aromas and flavors. Ideal for fish or meat-based preparations, even with long cooking times; excellent for risottos, it is considered ideal for preparing paella. Oro di Spagna is one of the new references that enriches the "Origini – Capolavori di Natura" premium rice collection by Riso Vignola, a selection of fine rices designed for chefs and gourmet enthusiasts.

**Ingredients**  
Rice.

**Packaging details**  
- 500g vacuum pack  
- 500g tin can

**Shelf life**  
24 months.

**RUMMO**  
www.pastarummo.it



**POTATO GNOCCHI**  
Made with 100% Italian fresh potatoes, Rummo's Gnocchi combine the eating qualities of fresh gnocchi with the advantages of a shelf-stable food.

**Ingredients**  
Italian fresh potatoes, durum wheat semolina.

**Packaging details**  
Gable top packaging, paper, 500g.

**Shelf life**  
12 months.

**MUTTI**  
www.mutti-parma.com/it/



**PAPPA AL POMODORO**  
Mutti soups are fresh, full-bodied and genuine because they are made with 100% Italian tomatoes and carefully selected ingredients. Pappa al Pomodoro is an Italian classic prepared, a rustic and lively dish, which is ready in just four minutes in the microwave.

**Ingredients**  
Tomato puree 52.5% (tomato puree 26.5%, datterino tomato puree 26%), water, croutons 6.2% (wheat flour, olive oil 5.8%, salt, sugar, yeast), extra virgin olive oil 4.6%, salt, basil 0.6%, sugar, garlic, mint, black pepper. Origin of the tomato: Italy. May contain traces of milk, soy, mustard, celery, sesame seeds.

**Packaging details**  
550g. Plastic tray, plastic film, paper wrapping (75% organic-based plastic).

**Shelf life**  
30 days.

**International certifications**  
ISO 22005, ISO 14001, BRC Certificate, IFS Certificate, Uni 11233, SA8000 Certificate, FSSC22000. Co-packer Certificates: IFS.

**MARTINOROSSI**  
www.martinorossispa.it/



**BEAMY - DRY MIX FOR PLANT-BASED EGG ALTERNATIVES**

The dry mix for plant-based egg alternatives made from legumes has a short label, is gluten-free, allergen-free, GMO-free, low-fat and a source of protein. Strongly versatile, it is ideal for preparing both sweet and savory plant-based recipes such as omelets, scrambled "eggs," as well as custard and pancakes. The mix requires the simple addition of cold water and vegetable oil to obtain a mixture ready to be cooked according to the desired recipe.

**Ingredients**  
Yellow lentil flour, bamboo fiber, flavourings, stabilizer: methylcellulose, pea protein, stabilizer: carrageenan.

**Packaging details**  
60g (equivalent to 6 eggs) – Paper recyclable packaging.

**Shelf life**  
12 months.

**International certifications**  
Vegan OK.

**MOLINO FILIPPINI**  
www.molinofilippini.com



**JOYFULL COUS COUS ARRABBIATA**

Corn and rice couscous with gluten-free flavor "arrabbiata", part of the Molino Filippini Joyfull line, is available in convenient single-serve cups. Ready in just three minutes, it is ideal for those seeking a gluten-free but flavorful meal. Ready to eat at any time of the day and suitable for all dietary needs.

**Ingredients**  
Corn and rice couscous, tomato, dextrose, salt, onion, sugar, red bell pepper, garlic, yeast extract, chilli natural flavourings, parsley.

**Packaging details**  
70 g.

**Shelf life**  
14 months.

# PASTICCERIA FRACCARO 1932



**CIBUS 2024**  
**Hall 06 - Stand A 019**  
Come to discover the new luxury collection by Pasticceria Fraccaro.

/ PRODUCT SHOWCASE

**MY COOKING BOX**  
www.mycookingbox.com



**LASAGNA KIT – LASAGNA WITH VEGETARIAN RAGÙ**

The Kit contains all the ingredients in the right proportions to cook a dish of lasagna with vegetarian Bolognese ragù. Pasta sheets, flavorful ragu, and creamy béchamel: each ingredient is carefully selected from the finest Made in Italy producers.

**Ingredients**

Tomato-based vegetable sauce for pasta 280 g, Lasagna pasta 140 g, Béchamel mix 100 g.

**Packaging details**

520 g package for 2/4 servings.

**Shelf life**

18 months.

**International certifications**

BRC.

**BERNI**  
www.berni.it



**PESTO BASIL AND LEMON**

Basil and Lemon Pesto is the newest addition to the Berni pesto range. This new pesto is fragrant and creamy, with a fresh taste thanks to the lemon zest, it is prepared with 100% Italian basil for a natural product without preservatives or colorings and also gluten-free. A ready-made sauce to be combined with pasta by simply heating it in a pan with a spoonful of cooking water or a drizzle of oil. Berni basil and lemon pesto is garlic-free.

**Packaging details**

Box.

**Shelf life**

36 months.

**International certifications**

Bio Agri cert, SGS ISO 45001, ISO 14001, ISO22000.

**NEWLAT FOOD**  
www.naked-noodle.it/  
www.newlat.it/en/



**NAKED NOODLES AND RICE LINE**

Naked Best Ever, a line of instant noodles and rice with an authentic Asian taste, turns a quick meal into a journey in the Far East: from Thailand to Japan, China, and Singapore.

The recipes are made with natural ingredients, no artificial colours or preservatives. Naked Best Ever is addressed to a young audience.

**Packaging details**

78 g. The packaging of Naked Best Ever consists of three elements, each one can be easily identified and differentiated from the others. Lid: plastic, Wrapper: paper removable through a specific tab, Cup: plastic.

**Shelf life**

18 months from production.

**SIPA INTERNATIONAL MARTINO COUSCOUS**  
www.martinotaste.com



**HAPPY COUSCOUS**

Happy Couscous Martino, ambient gluten free ready meals with serving inside. A complete gluten free meal with an important contribution of proteins and fibres. It can be used instantly or heated in the microwave. The new idea of ambient ready meals, without chemical additives and with selected quality raw materials. A dish that can be enjoyed anywhere.

**Ingredients**

Chickpeas couscous and pulses.

**Shelf life**

12 months.

**International certifications**

BRC, IFS, Kosher, vegan, gluten free, FDA, organic, Naturland.

**CAMPO D'ORO**  
www.campodoro.us



**PISTACHIO TOMATO SAUCE WITH RICOTTA**

The Pistachio sauce is created by the skilled hands of the master preservers at Campo d'Oro, made with freshly harvested tomatoes, Sicilian pistachios, and fresh ricotta. A fresh and aromatic sauce, with a sweet and velvety creaminess. Without any added preservatives or chemical additives, ready in 5 minutes, it is ideal for a good plate of pasta, on toasted bread bruschetta, to garnish pizzas, or to enrich first courses of meat and fish.

**Ingredients**

Tomato (pulp and tomato paste) 77%, pistachio 8%, ricotta cheese (whey, cow's, sheep's and goat's milk, salt) 6%, extra virgin olive oil, onion, white wine, salt, hot pepper. Contains: Pistachio, milk.

**Packaging details**

Net weight 10.6oz, 6 jars for box.

**Shelf life**

24 months.

**International certifications**

BRC GS, Fssc 22000, IFS Food, CCPB Bio Organic, JAS CCPB, Halal Quality Control Group, Kosher Siks, Carbon Neutral, Ecovadis.

**AGROMONTE**  
www.agromonte.it



**BIPACK READY TO USE CHERRY TOMATO PASTA SAUCE**

The bipack format encloses the two 330g packages of ready to use cherry tomato pasta sauce: prepared with only prime cherry tomatoes grown and processed in Sicily, extra virgin olive oil, salt, carrot, onion, basil, celery and a pinch of sugar. It is a cardboard cluster with a strong visual impact because. In the centre, engraved, almost in block letters, is the Agromonte logo, which has recently included the wording Sicily under the name. Winner of the Best Food Product 2024 in the preserves and sauces category.

**Ingredients**

Cherry tomato (97%), extra virgin olive oil, salt, carrot, onion, basil, celery, sugar.

**Packaging details**

Cluster Bipack with glass bottle 330g. 2 x 330g.

**Shelf life**

36 months.

**DELICIOUS**  
www.delicious.it



**DELICIOUS ANCHOVY FILLETS PIZZA**

Delicious anchovies specially dedicated to pizza topping. Packed loosely, to facilitate extraction and speed up use on still hot pizza. In spicy sunflower oil too, to use it entirely - and not discarding - to enrich the flavor of pizzas. As always, Delicious anchovies are fished with the traditional 'lampara and purse seine' method, salted by Delicious master salters and perfectly matured. Filled by hand, one by one.

**Ingredients**

Anchovies, sunflower oil (chill flavoured oil in spicy version), salt.

**Packaging details**

145g glass jar/aluminum cap (100% recyclable).

**Shelf life**

18 months.

**International certifications**

BRC, IFS, Kosher, Halal, ISO, FDA.



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THE AUTHENTIC ITALIAN PUFF PASTRY REVISITED IN A WIDE RANGE OF ITEMS.



PARMA.7|10MAGGIO.2024

FIND US AT HALL 06 BOOTH K 063

/ PRODUCT SHOWCASE

**F.LLI SACLA**  
www.sacla.com



**PIZZA SAUCE**  
This homemade-style Pizza sauce is simple and genuine. Made with the Mediterranean ingredients par excellence, 100% Italian tomatoes, basil, oregano and extra-virgin olive oil, this velvety sauce is the ideal basis for pizzas, bruschettas and aperitif canapés.  
**Ingredients**  
Tomato puree, onion, carrot, extra virgin olive oil, salt, garlic, natural flavouring, lemon juice concentrate, dried oregano, dried basil.  
**Packaging details**  
Glass jar, net weight 350g.  
**Shelf life**  
36 months.  
**International certifications**  
Vegan, gluten free, dairy free, no artificial flavorings.

**LA DORIA**  
www.gruppoldoria.it/en/



**HUMMUS**  
La Doria's hummus is based on the traditional Middle Eastern recipe, which consists of a puree of cooked chickpeas mixed with tahini sauce and minced garlic, lemon juice and salt. It is usually served with bread, falafel, pita bread, and as a "maze".  
**Ingredients**  
Chickpeas, water, sunflower oil, tahini, garlic, lemon juice, salt, spices.  
**Packaging details**  
400 ml – paper carton brick (combi).  
**Shelf life**  
24 months.

**MADAMA OLIVA**  
www.madamaoliva.it/en/sustainability/



**HAPPY LINE OLIVES AND LUPINI BEANS**  
Madama Oliva presents the first olive line dedicated to aperitif made of four exclusive combinations. They are all ready-to-use recipes. The new Olive mix is a mix of pitted black Kalamon olives and green giant olives, source of vitamin E, combined with chilli pepper and rosemary, for a perfect combination of Mediterranean flavors. Other products in the line include Kalamon olives orange and fennel flavour, Green giant olives pink pepper and lime flavour, Lupini beans marinated with vinegar.  
**Ingredients**  
Olives, sunflower seed oil, salt, rosemary and chilli pepper.  
**Packaging details**  
80 g.  
**Shelf life**  
12 months.  
**International certifications**  
BRC, IFS, ISO 9001 ISO14001, EMAS, BS OHSAS 18001.

**MAZZA ALIMENTARI**  
www.mazzalimentari.com



**READY TO USE TOMATO SAUCES**  
A new line of ready-to-use sauces that includes: Tomato Arrabbiata Sauce, Tomato Marinara Sauce, Tomato Siciliana Sauce, Tomato Sauce with Basil.  
**Ingredients**  
Tomato, sugar, salt, onion powder, basil, garlic powder, chilli powder, acidity regulator: citric acid.  
Tomato, sugar, garlic powder, salt, oregano, acidity regulator: citric acid.  
Tomato, dehydrated aubergines, onion powder, sugar, chopped basil, salt, natural flavouring, acidity regulator: citric acid.  
Tomato, sugar, salt, onion powder, basil, natural flavouring, acidity regulator: citric acid.  
**Packaging details**  
Glass jar in 280 g, 12 jar per box.  
**Shelf life**  
3 years from production.  
**International certifications**  
ISO, IFS, Halal.

**ASOLO DOLCE**  
www.asolodolce.it



**I CANTUCCINI WITH CHIPS OF CHOCOLATE**  
Crunchy Cantuccini with rich chocolate chips, packaged in an elegant lilac case that preserves the typicality and scent of the Tuscan tradition. Part of Pasticcere Fiorentino's range with a new design.  
**Ingredients**  
Wheat flour, sugar, 15% drops of chocolate, eggs, vegetable margarine, butter, skimmed milk powder, honey, salt, leavening agent, flavors.  
**Packaging details**  
Cardboard bag: 100g. Cardboard case with heat-sealed closure containing plastic bag. Outer carton with display.  
**Shelf life**  
13 months.  
**International certifications**  
IFS, BRC, FDA, SEDEX.

**DOLCIARIA FALCONE**  
www.dolciariafalcone.com



**FELICE MATTINO BISCUITS ROMBI WITH CORN FLOUR AND FLAKES**  
Biscuits made with top-quality ingredients carefully selected with the precision of a pastry chef. A rich and genuine flavor, also characterized by the absence of hydrogenated fats and artificial colors.  
**Ingredients**  
Fresh cream, high oleic sunflower oil, grains of Italian origin, 100% Italian sugar supply chain.  
**Packaging details**  
500 g.  
**Shelf life**  
365 days.

**POGGIO DEL FARRO**  
www.poggiodelfarro.com



**CRUNCHY COOKIE WITH SPELT AND PEANUT CREAM**  
The new crunchy cookies with spelt and peanut cream are born in Poggio del Farro artisan laboratory. Available in three other variations: spelt and cocoa, spelt and chocolate chips and spelt and chia seeds.  
**Ingredients**  
Spelt flour, oat flakes and peanut cream.  
**Packaging details**  
200g.  
**Shelf life**  
8 months.  
**International certifications**  
BRC.

**SARCHIO**  
www.sarchio.com/it



**WHOLEGRAIN OAT BISCUITS**  
A recipe based on gluten-free oats and organic ingredients, which is ideal for breakfast or a sweet snack.  
**Ingredients**  
Whole oat flour\* gluten free, cane sugar\*, high oleic sunflower oil\*, corn starch\*, oat bran\* gluten free, thickening agents: guar gum\*; vanilla extract\*, leavening agents: acid sodium carbonate; salt. \*Organic product.  
**Packaging details**  
200g – recyclable paper package.  
**Shelf life**  
12 months.  
**International certifications**  
Organic, gluten free.

**MOLINO ROSSETTO**  
www.molinosrossetto.com



**BIGOOD PLANT BASED BOLOGNESE SAUCE**  
Plant based bolognese Sauce belongs to the new Bigood line by Molino Rossetto. It is obtained from the transformation of pea flour, with a process called texturing. The resulting finished product is rich in fiber and vegetable origin protein and can be used for various recipes. The Ragù format is a dehydrated sauce, with vegetable granulate, tomato and sautéed base, which once rehydrated turns into the perfect Bolognese sauce.  
**Ingredients**  
Pea protein 43,4%, tomato, potato starch, maltodextrin, carrot, salt, natural flavors, sugar, onion, yeast extract, rosemary, extra virgin olive oil, black pepper, sage.  
**Packaging details**  
Doypack.

**NOSTROMO**  
www.tonnonostromo.it



**TUNA NOSTROMO GOCCIA D'OLIO**  
Tuna Nostromo Goccia d'olio stems from the union between yellow fin tuna and quality olive oil. Thanks to the innovative Apri Gira Facile ringless can, it is also safe and simple to open and the product comes out of the can simply by turning the can over. It comes from sustainable fishing and the packaging is 100% recyclable. The case is made with paper certified by the Forest Stewardship Council.  
**Ingredients**  
Tuna, olive oil, salt.  
**Packaging details**  
65g cans.  
**Shelf life**  
48 months.

**NERI INDUSTRIA ALIMENTARE**  
www.sottoli.it



**MARINATED SUN DRIED TOMATOES, GRILLED BORETTANA ONIONS, MARINATED EGGPLANT, MIX MUSHROOMS**  
A special mix of traditional products. Neri, has always followed the recipes of the traditions and this time it presents quality and tradition in a small and versatile vase.  
**Ingredients**  
-Tomatoes, sun flower oil, herbs, salt, acidity corrector.  
- Borettana Onion, sun flower oil, salt, acidity corrector.  
- Eggplant, sun flower oil, salt, acidity corrector.  
- Mushroom, sun flower oil, salt, acidity corrector.  
**Packaging details**  
212 jars, 12 pcs per carton.  
**Shelf life**  
36 months.  
**International certifications**  
IFS.

**ROSSOGARGANO**  
www.rossogargano.com



**PASSATA DI PUGLIA**  
The Apulian company presents the brand-new line of ready sauces in glass which are added to the "Passata di Puglia" that has already obtained significant acclaim even outside Italy. The Rossogargano sauce is made with tomatoes that ripen in the Apulian sun, harvested by Rossogargano's farmers, and immediately processed by expert hands only in the months of August and September. Passata di Puglia is sweet and tasty.  
**Ingredients**  
Tomato, salt, acidity regulator: citric acid.  
**Packaging details**  
Packs of 12 bottles of 690 g.  
**Shelf life**  
40 months.  
**International certifications**  
Kosher 2023, HALAL 2023, BRC 2023, IFS 2023, ISO 22005.

**Rosa dell'Angelo**

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WWW.ROSAANGELO.IT  
SAGEM SRL VIA PER PARMA 6  
TRAVERSETOLO PARMA ITALIA



Hall 2  
Stand L-026

/ PRODUCT SHOWCASE

**TEDESCO – ORE LIETE**  
www.orelieteperugia.it



**VOGLIA DI EXTRA! CACAO**  
Tasty cocoa shortbread filled with cocoa and hazelnuts for truly tasty moments, made according to the pastry making tradition. Rich, creamy, enveloping to be enjoyed at any time of the day.  
**Ingredients**  
Cocoa shortcrust pastry, 35% hazelnuts cream.  
**Packaging details**  
200 g - single size / 200 g bag.  
**Shelf life**  
12 months.

**VICENZI**  
www.matildevicenzi.com



**VERONA TIN 907G**  
This "best-of" assortment of puff pastries and tasty cream-filled and crispy cookies is a tribute to the Italian pastry tradition: the most famous Matilde Vicenzi pastries in a gift tin depicting scenic views of Verona, the birthplace of Matilde Vicenzi. To be shared with loved ones on special occasions.  
**Packaging details**  
907g – tin.  
**Shelf life**  
12 months.  
**International certifications**  
ISO 9001 – BRC – IFS – Kosher – Halal.

**IDB – INDUSTRIA  
DOLCIARIA BORSARI**  
www.idbgroup.it - www.borsariverona.it



**PEAR AND CHOCOLATE  
PANETTONE IN A SHOPPER**  
Borsari presents, for Christmas 2024, the pear and chocolate panettone, in a renewed shopper in the colours green and brown. The panettone, made only with sourdough starter refreshed daily, is enriched inside with semi-candied pear cubes and chocolate drops.  
**Ingredients**  
Sourdough, semi-candied pear cubes, chocolate drops.  
**Packaging details**  
1000 g – shopper.  
**Shelf life**  
9 months.

**FIASCONARO**  
www.fiasconaro.com



**PANETTONE CLASSICO AL  
MALVASIA DELLE LIPARI PASSITO  
DOC (1953 COLLECTION)**  
Panettone with fresh Sicilian orange candied fruit, enriched with Sicilian wheat flour and fine raisins scented and flavored with Malvasia delle Lipari Passito DOC.  
**Ingredients**  
Wheat flour (wheat flour, Sicilian wheat flour 11%), raisins (16%), butter, candied Sicilian orange peel (11, sugar, fresh eggs from free-range hens (10%), yolk from fresh eggs from free-range hens (4.5%), Malvasia delle Lipari Passito DOC (3.2%), natural yeast (wheat flour), honey from Sicily, orange paste (orange zest, sugar, glucose syrup, lemon juice), invert sugar syrup, emulsifiers, cocoa butter, skimmed milk powder, salt, vanilla.  
**Packaging details**  
1 kg. Hat box with lid and tin bottom.  
**Shelf life**  
6 months.

**ZAGHIS**  
www.zaghis.eu



**TRIS PANETTONCINI 300G**  
The Panettoncini Zaghis follow a 72-hour processing cycle, they are made from sourdough and are left to rise in a cell for 16 hours, packaged one by one in protective cellophane and placed in the gift box. New is the version of Panettone with Pistachio Chocolate Chips, combined with the classic version and the one with dark chocolate chips. The box is also available with the Pandorino, 80g of Venetian tradition, combined with the Classic Panettoncino and the one with Chocolate Chips, in a 280g gift box.  
**Ingredients**  
Panettone with Pistachio chips, Chocolate chips, Classic and Traditional Pandorino.  
**Packaging details**  
Gift box 300g / 280g.  
**Shelf life**  
240 days.  
**International certifications**  
IFS Higher Level.

**FORNO DA RE**  
www.pandare.com



**CEREALINI**  
Multigrain breadsticks with extra virgin olive oil.  
**Ingredients**  
Mix of various flours and seeds, extra virgin olive oil, vegetable oils, salt, malt extract, yeast.  
**Packaging details**  
250 g – Paper bag.  
**Shelf life**  
10 months.  
**International certifications**  
IFS, ISO 22000, Organic.

**TERRE DI PUGLIA**  
www.terredipuglia.it



**TARALLI GOURMET  
WITH PARMIGIANO REGGIANO 200G**  
The Gourmet Taralli with Parmigiano Reggiano are born from the collaboration with the famous Italian brand. This 100% natural and lactose-free PDO cheese is added to the traditional tarallo dough.  
**Ingredients**  
Wheat flour, extra virgin olive oil, Parmigiano Reggiano.  
**Packaging details**  
200g bags in paper pack.  
**Shelf life**  
12 months.  
**International certifications**  
BRC, IFS.

**FRACCARO  
SPUMADORO**  
www.pasticceriafraccaro.it



**PANETTONE WITH PISTACHIO  
FILLING - HAND WRAPPED LINE**  
The soft dough of the panettone is filled with an intense tasty pistachio filling and completely covered by white chocolate with pistachio, and pistachio grains. Packaged in new handmade wrappings: each has a dedicated colour and is decorated with handmade illustrations.  
**Ingredients**  
Wheat flour, pistachio cream, butter, eggs, sourdough, white chocolate with pistachio, pistachio grains.  
**Packaging details**  
750g hand wrapped line.  
**Shelf life**  
180 days.  
**International certifications**  
IFS.

**MARINI  
BISCOTTIFICIO VERONA**  
www.biscottificioverona.com



**GIFT TINS COLLECTION**  
An elegant collection of collectible gift tins, an ode to Italian delights and architecture. The range includes two delicious Panettone, classic and chocolate, and two fine pastry packages, encased in decorated tins.  
**Ingredients**  
Flour, butter, sugar, chocolate, eggs, vanilla, raisins, candied fruit.  
**Packaging details**  
Panettoni Milano: metal tin 750g. Pastry Verona: metal tin 830g. Venice tin: metal tin 560g.  
**Shelf life**  
Panettoni Milano: 9 months. Pasticceria Verona and Venezia: 12 months.

**PAOLO LAZZARONI & FIGLI**  
www.chiostrodisaronno.it



**PANETTONE THE SKIERS**  
Panettone with raisins and candied peel, metal tin with vintage illustration. The Panettone Chiostro di Saronno is produced according to the traditional recipe, through a slow and natural leavening and all ingredients are of natural origin.  
**Ingredients**  
Wheat flour (gluten), sultanas raisins 13%, sugar, butter (milk), candied orange peels 9% (orange peels, glucose-fructose syrup, sugar), natural yeast (natural yeast, wheat flour (gluten)), egg yolks, emulsifiers: mono- and diglycerides of fatty acids, glucose syrup, milk proteins, salt, flavourings, skimmed milk powder.  
**Packaging details**  
Metal tin, 750 g.  
**Shelf life**  
9 months.  
**International certifications**  
BRC.

**VALENTINO**  
www.valentinodeclicaria.com



**ITALIAN SPECIALTY CAKE FILLED  
WITH TIRAMISÙ CREAM**  
This panettone is made with the traditional recipe. The care taken in the selection of the ingredients makes this dough soft and delicate, rich in butter and eggs. A tasty chocolate dough filled with a delicious tiramisù cream, hand wrapped with an elegant paper foil.  
**Ingredients**  
Wheat flour, eggs, butter, sugar, cocoa, tiramisù cream.  
**Packaging details**  
1000 g paper foil wrapped.  
**Shelf life**  
9 months.  
**International certifications**  
BRC, IFS, non GMO KIWA certified.

**CORRADO DI MARCO**  
www.pinsadimarco.com



**PINSA ROMANA CLASSICA FRIGO**  
The Pinsa romana classica frigo is crispy on the outside, soft on the inside, light, and easily digestible. Its dough, made with a blend of selected flours and sourdough, is low in fats and sugars. Di Marco pinsa boasts superior nutritional values thanks to its low-calorie content and remarkable digestibility.  
**Ingredients**  
Soft wheat flour type "0", water, rice flour, soybean flour, dried wheat sourdough, extra virgin olive oil, salt, and yeast.  
**Packaging details**  
1 pinsa weighing 230g in a multilingual pack made with 30% recycled plastic. The thermoformed rigid packaging preserves the product from moisture and ensures its freshness.  
**Shelf life**  
60 days.

/ PRODUCT SHOWCASE

**GRISSIN BON**  
www.grissinbon.it



**SALTED RUSKS**  
Exclusive salted rusk, produced with 100% wholewheat flour, suitable for any moment of the day. Ideal for bruschetta, spreadable cheese, vegetarian recipes and with a slice of salmon. Also a crunchy solution for lunch and dinner.  
**Ingredients**  
Wholewheat flour, sunflower seed oil, yeast, iodized salt (salt, potassium iodate 0.007%), oat flakes, malted wheat flour, natural flavourings.  
**Packaging details**  
250g in box – stay-fresh portions (7 portions of 4 toasts).  
**Shelf life**  
270 days.  
**International certifications**  
IFS, BRC.

**GRISSITALIA**  
www.grissitalia.it



**PAN BRIOCHE**  
A delicate brioche bread to enjoy on its own or filled with creams and jams.  
**Ingredients**  
Type "0" wheat flour, water, sugar, butter, egg yolk, yeast, milk powder, salt.  
**Packaging details**  
Flow pack 500 g.  
**Shelf life**  
90 days.  
**International certifications**  
IFS, BRC, Organic ICEA.

**TENTAZIONI PUGLIESI**  
www.tentazionipugliesi.it



**MULTIPACK MR KRUNC**  
The Mr Krunc multipack by Tentazioni Pugliesi – produced with genuine ingredients such as soft wheat flour, white wine, olive oil, extra virgin olive oil and salt – represents a tasty and healthy snack ideal for any leisure and work occasion in a practical format for convenient usability and in a new look given by the change in packaging.  
**Ingredients**  
Soft wheat flour, white wine (contains sulphites), high oleic sunflower seed oil, extra virgin olive oil 4%, salt.  
**Packaging details**  
6 pieces of 35 g.  
**Shelf life**  
6 months.  
**International certifications**  
BRC, IFS, Organic ICEA.

**TREVISAN**  
www.trevisandolciaria.it



**MINI BREADSTICKS WITH CRICKET POWDER**  
A tasty and crunchy mini breadstick. Rich in protein, with cricket powder.  
**Ingredients**  
Wheat flour, soy flour, chickpea flour, sunflower oil, partially defatted Acheta domesticus (house cricket) powder.  
**Packaging details**  
150 g.  
**Shelf life**  
9 months.

**LAGO GROUP**  
www.lagogroup.it



**PAN BRIOCHE WITH HAZELNUT FILLING**  
Naturally leavened bakery product with 39.2% hazelnut cream filling.  
**Ingredients**  
Wheat flour, sugar, water, egg yolk, mother yeast, hazelnut paste (5.6%).  
**Packaging details**  
135g (5x27g).  
**Shelf life**  
6 months.

**CASA DEL DOLCE**  
www.casadeldolce.it



**CUBOBOX TRINKETTO**  
Liquid candy in a new display.  
**Ingredients**  
Water, sugar, acid flavourings and preservatives.  
**Packaging details**  
Single unit 70 ml, pcs 160, in an easy ready box.  
**Shelf life**  
18 months.  
**International certifications**  
BRC, IFS.

**DOLCERIA ALBA**  
www.dolceriaalba.it



**PISTACHIO MERINGUE CAKE**  
Double layer of fragrant meringues, filled with a delicate "semifreddo" and pistachio cream topped with crunchy dark chocolate curls. This dessert is part of an innovative line of small cakes in tub, born from the revisitation of one of Dolceria Alba's greatest classics, appreciated worldwide: the Meringue.  
**Ingredients**  
Milk, pistachio, eggs.  
**Packaging details**  
300g/10,58oz. This new line has an eco-friendly, recyclable, FSC certified paper packaging.  
**Shelf life**  
18 months.  
**International certifications**  
BRC, IFS, Halal (Rainforest available on demand).

**LAICA**  
www.laica.eu



**EXTRA DARK CHOCOLATE BLOCK**  
Aromas, harmony and balance, all in a dark chocolate block, with a unique flavour. Crispy outside, it leaves the palate the surprise of top-quality ingredients, whose combinations recreate all the tastes, from sweet to bitter, from delicate to extra dark flavour, of the real chocolate to bite.  
**Ingredients**  
Sugar, cocoa mass, cocoa butter, soya lecithin and natural vanilla flavour.  
**Packaging details**  
400 g.  
**Shelf life**  
24 monthx.  
**International certifications**  
BRC, IFS, RSPO, Sedex, Fairtrade, Kosher, Rainforest

**VALLE FIORITA**  
www.vallefiorita.it



**PROTEIN PIZZA BASE**  
The protein pizza base is made from 100% vegan raw materials of Italian origin. It is stretched by hand like in a typical Italian pizzeria and it is realized with sourdough and micro-filtered water. The protein pizza base is a complete food high in protein and high in fiber and it contains mineral salts that make it an excellent source of magnesium for nutrition.  
**Ingredients**  
Water, wholemeal soft wheat flour, blend of flours of legumes (mix: white beans, chickpeas, hulled yellow lentils, yellow peas), almond flour, microfiltered sea water, sourdough.  
**Packaging details**  
1st of 250 g, packaged in flow pack film.  
**Shelf life**  
60 days.  
**International certifications**  
BRC, IFS, FDA.

**AMARELLI**  
www.amarelli.it



**LIQUORICE TOFFEE**  
Liquorice toffee, gluten- and colourant-free.  
**Ingredients**  
Sugar, glucose syrup, vegetable fat (coconut), skimmed milk powder, liquorice, stabilizer: glycerol, maltodextrin, salt, emulsifier: sucrose esters of fatty acids, natural flavourings.  
**Packaging details**  
Carton box 90 g.  
**Shelf life**  
2 years.

**ANTICA TORRONERIA PIEMONTESE**  
www.torrone.it



**PERFETTO GIANDUJA GOLDEN TWIST**  
A shiny package for the Gianduja "perfect" choco praline presented with the new 'Gold' wrapping.  
**Ingredients**  
Hazelnuts, Gianduja chocolate.  
**Packaging details**  
Bo x 280g.  
**Shelf life**  
12 months.  
**International certifications**  
SMETA, FDA, IFS, BRC.

**BARBERO DAVIDE**  
www.barberodavide.it



**GIANDUJA CHOCOLATE WITH NOUGAT GRAINS**  
Crumbly hazelnut nougat, Gianduja chocolate.  
**Ingredients**  
Crumbly hazelnut nougat, Gianduja chocolate.  
**Packaging details**  
260g carton box.  
**Shelf life**  
18 months.

www.inalpi.it



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

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/ PRODUCT SHOWCASE

**ICAM CIOCCOLATO**  
www.icamcioccolato.com/it/



**VANINI TASTING EXPERIENCE**

A new line of four bars made with excellent raw materials, which have been carefully selected and mixed to give rise to new sensory contrasts.

**Ingredients**

White chocolate with salted pistachio crumbs, caramel chocolate with cookie crumbs, milk chocolate with caramelized popcorn and salt, and dark chocolate with coconut and almonds.

**Packaging details**

75 g - 7,6 (width); 0,8 (depth); 15,8 (height).

**Shelf life**

18 months.

**BHB ITALIA**  
www.bhb.name



**SPONGE CAKE BROWNIES CUBE**

Soft brownies style sponge cubes, format 1.5x1.5x1.5, ready to be used for an innovative dessert.

**Ingredients**

Wheat flour, sugar, sunflower seeds oil, water, egg, low-fat cocoa powder 2.4%, cocoa mass 1.6%, potato starch, emulsifier: E471, raising agents: E450i-E500ii, Milk proteins, dyes: E153; preservative: E200, flavourings, salt.

**Packaging details**

Weight: 1 kg. Pack type: tray and flowpack.

**Shelf life**

3 months.

**International certifications**

IFS, BRC Food, Kosher.

**IL FORNAIO DEL CASALE**  
www.gecchele.com



**CHAMPION CAKE**

This new cake is part of 'The players' line designed for the European Championships. It is a soft cake with orange-flavoured paste and a cocoa-flavoured cream decoration. To be tasted at any time of the day. There is also a second variant with lemon cream.

**Ingredients**

Sugar, wheat flour, sunflower oil, eggs, cocoa cream.

**Packaging details**

300 g, paper tray and plastic foil. This pack is inside a cardbox.

**Shelf life**

120 days.

**International certifications**

IFS.

**MESSORI CIOCCOLATERIA**  
www.messoricioccolato.it



**CHOCROC CUBE**

Wafer milk and hazelnut.

**Ingredients**

Wheat grain wafer, filled with hazelnut cream and milk coating.

**Packaging details**

4 pack box, 32 pcs. Master.

**Shelf life**

15 months.

**International certifications**

IFS Food.

**SOCADO**

www.socado.com



**DARK CHOCOLATE 75%**

A new line created for the most demanding tastes, with a new elegant and refined graphic design. The new Socado Dark Chocolate 75% pralines promise an explosive dark taste experience, enclosed in three different bags with assorted flavours: Coconut and mint; Orange, cocoa and almond; Cocoa and cocoa with cocoa nibs.

**Ingredients**

Extra dark chocolate 75%, cocoa cream, caramelized almond grains, candied orange cubes, desiccated coconut, mint essential oil, cocoa nibs.

**Packaging details**

230 g, self-standing bags.

**Shelf life**

18 months (coconut and mint) or 24 months (orange, cocoa and almond; cocoa and cocoa with cocoa nibs).



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