

THE ITALIAN FOOD MAGAZINE BUYER'S • GUIDE

MANAGING DIRECTOR: ANGELO FRIGERIO

YEAR 11 | N° 4/5 | APRIL/MAY 2023

Editore: Edizioni Turbo Srl - Corso della Resistenza, 23 - 20821 Meda (MB)
Tel. +39 0362 600463/4 Fax. +39.0362.600616 - 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 - In caso di mancato recapito inviare
al CMP di Milano Roserio per la restituzione al mittente previo pagamento resi.

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EDITORIAL

by Angelo Frigerio

Insects and novel food. Pros and cons

Including insect-based flours into food recipes is a relatively new practice and their use is still limited in many countries. Yet, in the last few years there have been considerable steps ahead by both consumers and regulatory authorities in accepting insects as a protein source for the human diet. Some companies have begun to launch foods containing insect powders on the market, mainly in Europe and in the US.

Such ingredients belong to the novel food category, that is to all those innovative foods or products, traditionally consumed anywhere outside the EU, that rely on new technology and production processes.

On 24 January 2023 the Regulation (EU) 2023/5 came into force, thus authorizing the placing on the market of the partially defatted powder of *Acheta domestica* in a list of widely consumed foods. For instance: multigrain bread and rolls, crackers and breadsticks, cereal bars, dry pre-mixes for baked products, biscuits, pasta, stuffed pasta, sauces, processed potato products, legume- and vegetable-based dishes, pizza and pasta-based products, whey powder, meat substitutes, soups and dry or concentrated soup mixes, maize flour-based snacks, beer-like beverages and chocolate confectionery, nuts and oilseeds, snacks other than chips, and meat preparations.

The European Union considers insects, and in general the so called alternative proteins, as a possible solution to the increase in animal proteins' cost, their environmental impact, food insecurity, as well

as to the growing population and the subsequent higher demand for proteins.

However, not everyone agrees it represents a valid solution. Among them there's Giorgio Calabrese, president of the Italian national committee for food safety, who warns about the risks of cricket consumption, including new diseases. "Unlike meat and fish we already know, insects contain allergenic proteins that are to be found traditionally in the Eastern world, to which we are not used to. If we go in this direction, we'll end up causing other diseases. Not to mention that some pathogens could infect such insects with salmonella or *Escherichia Coli*, hence they necessarily have to be treated with medicines." As a matter of fact, Calabrese explains, if "we want to farm them for human consumption we need to avoid their microbial spoilage and in order to do so we have to feed them antibiotics." To make them grow faster, moreover, we have to pack them full of hormones." Without mentioning that: "All the high-protein diets of the last 20 years have led to kidney issues and, over time, to heart problems as well. When we eat a food that is rich in proteins, there are always fats behind it." Indeed, crickets are promoted for their high protein content, which we usually get through other animals' meat. However, "some say that proteins in some insects amount to up to 50%. But that's a false indication," highlights Calabrese. "It's not the percentage we are interested in, but rather the quality. If an insect weighs a gram and 10% of such gram is made of proteins how many insects are we supposed to eat in order to equal the protein intake that a mere steak could provide?".

Insetti e novel food. Vantaggi e svantaggi

L'inserimento di farine a base di insetti negli alimenti è una pratica ancora relativamente nuova e il loro uso è limitato in molti Paesi. Tuttavia, negli ultimi anni ci sono stati significativi progressi nell'accettazione da parte dei consumatori e delle autorità di regolamentazione nei confronti degli insetti come fonte di proteine per l'alimentazione umana. Alcune aziende hanno iniziato a introdurre alimenti contenenti farine di insetti sul mercato, soprattutto in Europa e negli Stati Uniti.

Questi nuovi alimenti appartengono alla categoria dei novel food, ossia a tutti quei cibi innovativi o prodotti, tradizionalmente consumati al di fuori dell'Ue, che utilizzano nuove tecnologie e processi di produzione.

Il 24 gennaio 2023 è entrato ufficialmente in vigore il Regolamento (Ue) 2023/5 che consente la commercializzazione per uso alimentare della farina parzialmente sgrassata di *Acheta domestica* all'interno di tutta una serie di prodotti che si è soliti consumare. Ad esempio: pane e panini multicereali, cracker e grissini, barrette ai cereali, premiscele per prodotti da forno, biscotti, prodotti a base di pasta, prodotti a base di pasta farcita, salse, prodotti trasformati a base di patate, piatti a base di leguminose e di verdure, pizza e prodotti a base di pasta, siero di latte in polvere, prodotti sostitutivi della carne, minestre e minestre concentrate o in polvere, snack a base di farina di granturco, bevande tipo birra, prodotti a base di cioccolato, frutta a guscio e semi oleosi, snack diversi dalle patatine, preparati a base di carne.

L'Unione Europea vede negli insetti, e in generale nelle cosiddette proteine alternative, una possibile soluzione all'aumento del costo delle proteine animali, al loro impatto ambientale, all'insicurezza alimentare, alla crescita della popolazione e alla corrispondente e crescente domanda di proteine.

Ma non tutti pensano che questa sia una soluzione valida. Fra questi Giorgio Calabrese, presidente del Comitato nazionale italiano sulla sicurezza alimentare, il quale mette in guardia sui rischi del consumo di grilli, tra cui l'insorgere di nuove malattie. "A differenza delle carni e dei pesci che già conosciamo, gli insetti hanno delle proteine allergizzanti che sono tipiche del mondo orientale e che noi non abbiamo. Se lavoriamo così, riusciremo a produrre anche altre malattie. Senza contare che alcuni agenti patogeni possono dare a questi insetti la salmonella o l'*Escherichia coli* per cui devono per forza essere trattati con dei farmaci". Infatti, spiega Calabrese, nel momento in cui: "Vogliamo allevarli a scopo nutrizionale dobbiamo garantire la loro non alterazione microbica e per farlo dobbiamo dar loro gli antibiotici. Per farli crescere più velocemente, poi, dobbiamo riempirli di ormoni". Senza considerare che: "Tutte le diete iperproteiche che abbiamo fatto negli ultimi vent'anni hanno creato problemi ai reni e, nel tempo, anche al cuore. Quando usiamo un cibo ricco di proteine dietro ci sono sempre dei grassi". I grilli sono infatti promossi in quanto ricchi di proteine, che solitamente assumiamo attraverso la carne di altri animali. Tuttavia: "Qualcuno dice che le proteine di alcuni insetti sono addirittura il 50%. Questa è una falsa indicazione", sottolinea Calabrese. "Non è la percentuale, è la quantità che ci interessa. Se un insetto pesa un grammo e di questo grammo il 10% è composto da proteine: quanti insetti devo mangiare per poter pareggiare quello che potrebbe essere la banale bistecca?".



NEWS

MATILDE VICENZI'S NEW LOGO IS BORN

Clean and clear colors, symbol of elegance and authenticity. Feminine and gentle features, that bring to mind the brand's history, deeply connected to a woman entrepreneur. Matilde Vicenzi shows a whole new and timeless look, which perfectly enhances a brand that, for more than a Century, has been synonym with fine industrial patisserie. Since 1905 - when it was created in San Giovanni Lupatoto, province of Verona, where the company's headquarters are still located - the brand identifies iconic products like Vicenzovo Savoiardo (ladyfinger) and the Millefoglie range of puff pastries. The new design emphasizes the company values, through a simple and easy-to-read communication style: no more shades or tridimensional effects, thus improving significantly its readability also when new, environmental-friendly packaging materials are used. The aim of this important restyling is to highlight even more the brand and its products, both on retail shelves and on small devices like smartphones, that is to say today's contact point between the company and consumers.



Nasce il nuovo logo di Matilde Vicenzi

Colori nitidi e puliti, simbolo di eleganza e genuinità. Lineamenti dolci e femminili, per ricordare la storicità del brand, nato dalle mani di una donna imprenditrice. Matilde Vicenzi si rifà il look, esaltando la classicità

di un marchio che, da oltre un secolo, è sinonimo di alta pasticceria industriale. È infatti dal 1905 - anno della sua creazione a San Giovanni Lupatoto, in provincia di Verona, dove ancora oggi si trova la sede dell'azienda - che il brand identifica prodotti iconici come il savoiardo Vicenzovo e le Millefoglie. Il nuovo design esalta i valori aziendali prediligendo uno stile comunicativo semplice e leggibile: spariscono sfumature ed effetti tridimensionali, migliorando sensibilmente la leggibilità, anche nel caso di stampa sui nuovi materiali di confezionamento ecosostenibili. Obiettivo di questa grande operazione di restyling: dare massimo risalto al brand e ai suoi prodotti, sia sullo scaffale dei retailer sia nella visualizzazione da smartphone, oggi punto di contatto sempre più importante tra l'azienda e il consumatore.

ne, oggi punto di contatto sempre più importante tra l'azienda e il consumatore.

GIROLOMONI: FIRST 100% ITALIAN FOOD SUPPLY CHAIN TO ENTER THE WORLD FAIR TRADE ORGANIZATION

The Gino Girolomoni agricultural Cooperative, in the Marche region, has been recognized as a guaranteed 'Fair Trade' company by the World Fair Trade Organization (Wfto), global network of fair trade organizations. The recognition came at the end of a survey in which Wfto verified the compliance with the standards of fair trade, including fair compensation for workers and environmental protection. In the case of Girolomoni ecosystem, which boasts of a complete supply chain, this means that compliance with these principles is applied in every stage: from the agricultural activity to the processing in the mill up to the pasta factory, bringing to life a 'fair trade' guaranteed pasta not only from the point of view of the raw material, but also of the context that produced it. It is therefore the first 100% Italian food chain to make it into the Wfto.

Girolomoni: prima filiera food 100% italiana a entrare nella World fair trade organization

La Cooperativa agricola Gino Girolomoni, nella regione Marche, è stata riconosciuta impresa garantita 'Fair Trade' dalla World fair trade organization (Wfto), network mondiale di organizzazioni del commercio equo e solidale. Il riconoscimento arriva al termine di un'indagine in cui Wfto ha verificato il rispetto degli standard sul commercio equo, tra cui il giusto compenso per il lavoratore e la tutela ambientale. Il sistema di garanzia riguarda non solo un prodotto ma tutta l'impresa. Nel caso dell'ecosistema Girolomoni, che vanta una filiera completa, ciò significa che il rispetto di questi principi è applicato in ogni fase: dall'attività agricola alla lavorazione nel mulino fino al pastificio, dando vita a una pasta garantita 'fair trade' non solo dal punto di vista della materia prima, ma anche del contesto che l'ha prodotta. Si tratta quindi della prima filiera food 100% italiana ad entrare nella Wfto.

EU: POULTRY PRODUCTION SET TO DECLINE IN 2023

In 2022, the EU poultry production decreased by about 1% and it will keep declining by 0.4% as well in 2023. This is the figure that comes from the latest report on short-term prospects published by the EU Commission. Although poultry is supported by its affordability compared to other meats, especially in times of high inflation, and the Horeca has started working at full capacity again, the prospects are not rosy. The high production costs and the devastating impact of highly pathogenic avian flu have caused significant problems in many European Countries. According to what is learned from the Commission, the most affected countries are Italy, France and Hungary, which recorded an 11% reduction in production.

Ue: produzione avicola destinata a diminuire nel 2023

Nel 2022, la produzione avicola dell'Unione Europea è diminuita dell'1% circa e continuerà a calare, per uno 0,4%, anche nel 2023. È il dato che arriva dall'ultimo rapporto sulle prospettive a breve termine pubblicato dalla Commissione Ue. Nonostante l'avicolo sia supportato dalla sua accessibilità rispetto ad altre carni, soprattutto in tempi di alta inflazione, e l'Horeca abbia ripreso a funzionare a pieno ritmo, le prospettive non sono delle migliori. Gli elevati costi produttivi e l'impatto devastante dell'influenza aviaria ad alta patogenicità hanno causato significativi problemi in molti Paesi europei. Secondo quanto si apprende dalla Commissione, i più colpiti sono Italia, Francia e Ungheria, che hanno registrato una riduzione della produzione dell'11%.



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Edited by: Edizioni Turbo Srl - Palazzo di Vetro - Corso della Resistenza, 23 - 20821 - Meda (MB)

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Anno 11 - numero 4/5 - aprile/maggio 2023

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

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NEWS

ALIBABA: ITALIAN AGRI-FOOD "CAN STILL GROW A LOT"

Alibaba, Chinese giant of online commerce active in 200 countries, which involves 40 million buyers, allows over 2,000 Italian SMEs to promote their products to a global b2b market through virtual showcases. The face of the multinational company in Italy is the general manager for Southern Europe, Rodrigo Cipriani Foresio, that after the encouraging results of the last 2022 semester expresses his optimism: "International business grew by 26%. A significant data, that confirms the intention of the group to expand further in Italy and in Europe, both in b2b and b2c". Thanks to Alibaba's partnership with ITA (Italian Trade Agency), the online pavilion for the b2c helloITA was born, dedicated to the diffusion of Italian products.

Alibaba: l'agroalimentare italiano "può crescere ancora molto"

Alibaba, colosso cinese del commercio online aperto su 200 paesi, che coinvolge 40 milioni di buyer, permette a oltre 2mila Pmi italiane di promuovere i loro prodotti a un mercato globale b2b attraverso vetrine virtuali. Volto della multinazionale in Italia è il general manager per il Sud Europa, Rodrigo Cipriani Foresio, che dopo gli incoraggianti risultati dell'ultimo trimestre 2022 esprime il suo ottimismo: "Il business internazionale è cresciuto del 26%. Un dato significativo, che conferma l'intenzione del gruppo a espandersi ulteriormente in Italia e in Europa, sia nel b2b che nel b2c". Grazie alla partnership di Alibaba con ICE è nato il padiglione online per il b2c helloITA, dedicato alla diffusione di prodotti italiani.

PARMIGIANO REGGIANO: A RECORD TURNOVER OF 2.9 BILLION EUROS AT THE END OF 2022

The Parmigiano Reggiano Consortium presented the positive data of 2022. The consumption turnover reached an all-time high of 2.9 billion euros (it was of 2.7 billion in 2021), with an increase of +6.9% (156,620 tons against 152,690 tons of the previous year, +2.6%). Volumes in international markets are also growing: +3%, with 64,202 tons (against 62,351 tons of 2021). The countries that saw a major development were Spain (+11.3%), the United States, first foreign market for the PDO (+8.7%), and France (+7.2%). Good results also in Japan (+38.8%), Australia (+22.7%) and Canada (+6.3%). A peculiar case is that of the United Kingdom, the fourth export market, which recorded a drop of 1% on 2021. "The data of the beginning of the year are extremely encouraging", stated Nicola Bertinelli, president of the Consortium.

Parmigiano Reggiano: a fine 2022 giro d'affari record a 2,9 miliardi di euro

Il Consorzio del Parmigiano Reggiano ha presentato i dati positivi del 2022. Il giro d'affari al consumo tocca il massimo storico di 2,9 miliardi di euro (erano 2,7 miliardi nel 2021), con un aumento del +6,9% (156.620 tonnellate contro le 152.690 tonnellate dell'anno precedente, +2,6%). Crescono anche i volumi nei mercati internazionali: +3%, con 64.202 tonnellate (contro le 62.351 tonnellate del 2021). I Paesi in cui lo sviluppo è stato maggiore sono Spagna (+11,3%), Stati Uniti, primo mercato estero per la Dop (+8,7%) e Francia (+7,2%). Buoni i risultati anche in Giappone (+38,8%), Australia (+22,7%) e Canada (+6,3%). Un caso particolare è quello del Regno Unito, il quarto mercato export, che ha registrato un calo dell'1% sul 2021. "I dati di inizio anno sono estremamente incoraggianti", ha dichiarato Nicola Bertinelli, presidente del Consorzio.

DEAL SIGNED BETWEEN PACHINO PGI TOMATOES AND MCDONALD'S

Pachino PGI Tomatoes enters the McDonald's menu after the agreement between the fast food giant and the Consortium for the protection of the Sicilian tomato, that provides for the purchase of 250,000 kilograms of tomatoes per year. According to the first rumors, the agreement should come into force in the second half of 2023, bringing the Pachino tomato to debut in two references of the American chain. Sebastiano Fortunato, president of the Consortium for the protection, affirms: "It's an important signature, that will bring visibility to an Italian product within a large global chain, and that will certainly allow a great return of image and the possibility of discovering an excellent product within this group".

Nuovo accordo tra Pomodoro di Pachino e McDonald's

Il Pomodoro di Pachino IGP entra nel menù di McDonald's dopo l'accordo tra il colosso del fast food e il consorzio di tutela del pomodoro siciliano, che prevede l'acquisto di 250mila chilogrammi di pomodoro all'anno. Stando alle prime indiscrezioni, l'accordo dovrebbe entrare in vigore nella seconda metà del 2023, portando il pomodoro di Pachino a debuttare in due referenze della catena americana. Sebastiano Fortunato, presidente del Consorzio di tutela, dichiara: "Si tratta di una firma importante, che porta visibilità ad un prodotto italiano all'interno di una grande catena mondiale, e che permetterà sicuramente un grande ritorno di immagine e la possibilità di scoprire un prodotto di eccellenza all'interno di questo gruppo".

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NEWS

PROSECCO DOC 'FLIES' TO JAPAN

The mission organized by the Consortium for the protection of Prosecco Doc in Japan has come to conclusion. A market that, in 2022, recorded a +5% of imports compared to the previous year, for a total of 3 million purchased bottles, confirming Japan as one of the most promising markets in the Asian area. Among the events that featured the world's most loved Italian bubbly, there was also the 48th Foodex in Tokyo (March 7-10), which this year attracted more than 73,000 visitors. Over the four days, at the Consortium stand manned by the sommelier and brand ambassador of Prosecco Doc in Japan, Mr. Akira Mizughchi, operators, reporters and enthusiasts had the opportunity to taste over 23 types of Prosecco Doc offered for tasting.



Il Prosecco Doc 'vola' in Giappone

Si è conclusa la missione organizzata dal Consorzio di tutela del Prosecco Doc in Giappone. Mercato che, nel 2022, ha fatto registrare un +5% delle importazioni

sul 2021, per un totale di 3 milioni di bottiglie acquistate, confermandosi uno dei più promettenti dell'area asiatica. Tra gli eventi che hanno visto protagonista la bollicina italiana più amata nel mondo, anche il 48esimo Foodex di Tokyo (7-10 marzo), che quest'anno ha superato i 73mila visitatori. Nel corso delle quattro giornate, allo stand del Consorzio presidiato dal sommelier e brand ambassador del Prosecco Doc in Giappone, Mr. Akira Mizuguchi, operatori, giornalisti e appassionati hanno avuto la possibilità di degustare oltre 23 tipologie di Prosecco Doc.

ITALIAN AGRI-FOOD FLIES TO THE EMIRATES THANKS TO THE 'SHOP IN SHOP' OF EUROMERCATO

The Italian agri-food export to the United Arab Emirates will reach 416 million euros in 2022, +38.8% compared to 2021. Thanks also to activities such as the one undertaken by the ITA Agency, which has developed an important collaboration with Euromercato, one of the largest distributors of Italian agri-food products in the Emirates. 86 Italian companies have indeed already found hospitality on the shelves of the 'shop in shop' Italian corners created with Euromercato. The project, lasting 8 months – from October 2022 to June 2023 – consists of a multichannel promotion activity of both physical and digital or social events. "It is a model of project with very high potential that places Made in Italy products directly on the market", commented the president of ITA, Matteo Zoppas. The 'shop in shop' corners of Euromercato are located

in the points of sale of some of the major Emirates distributors: Union Coop, Abu Dhabi Coop, Ajman Coop, Sharjah Coop, Emirates Coop, Lulu Hypermarket, Falcon City Dubai, Carrefour – Cuisines of the world. The expected return from the campaign is equal to 400,000 euros of additional purchases.

L'agroalimentare italiano vola negli Emirati grazie agli 'shop in shop' di Euromercato

L'export agroalimentare italiano negli Emirati Arabi Uniti tocca quota 416 milioni di euro nel 2022, a +38,8% rispetto al 2021. Merito anche di attività come quella intrapresa dall'ICE Agenzia, che ha sviluppato un'importante collaborazione con Euromercato, uno dei maggiori distributori di prodotti agroalimentari italiani degli Emirati. Sono infatti già 86 le aziende italiane che hanno trovato ospitalità sugli scaffali degli 'shop in shop' corner

Italia creati con Euromercato. Il progetto, della durata di 8 mesi – da ottobre 2022 a giugno 2023 – consiste in un'attività di promozione multichannel di eventi sia fisici sia digitali e social. "E' un modello di progetto ad altissimo potenziale che posiziona direttamente sul mercato i prodotti del made in Italy", ha commentato il presidente dell'ICE Matteo Zoppas. Gli 'shop in shop' corner di Euromercato si trovano nei punti vendita di alcuni dei maggiori distributori degli Emirati: Union Coop, Abu Dhabi Coop, Ajman Coop, Sharjah Coop, Emirates Coop, Lulu Hypermarket, Falcon City Dubai, Carrefour – Cuisines of the world. Il ritorno atteso dalla campagna è pari a 400mila euro di acquisti aggiuntivi.

JAPAN: AT THE START THE COLLABORATION WITH THE SUPERMARKET CHAIN YAKO

A new initiative sees the ITA Agency and the supermarket chain Yaoko collaborating on the promotion of Italian food products in the country. The project, lasting one year (March 2023-2024) includes carrying out various activities, among which in-store events and e-commerce promotions, contests between costumers for the preparation of recipes and the creation of promotional videos. Founded in 1980, the chain counts 178 stores, primarily in the Saitama prefecture, and it is seventh in the ranking of the major Japanese retail chains. With sales reaching 442,220 million yen (about 3.3 billion euros) in 2021, +10.2% compared to 2020, informs ITA Tokyo. In 2017, the company founded the import company Ogawa Trading.



Giappone: al via la collaborazione con la catena di supermercati Yaoko

Una nuova iniziativa vede l'ICE Agenzia e la catena di supermercati Yaoko collaborare alla promozione dei prodotti alimentari italiani nel Paese. Il progetto, della durata di un anno (marzo 2023-2024) prevede la realizzazione di diverse attività, tra cui eventi in store e promozioni e-commerce, contest tra i clienti per la preparazione di ricette e realizzazione di video promozionali. Fondata nel 1980, la catena conta 178 punti vendita, principalmente nella prefettura di Saitama, ed è settima nella classifica delle maggiori catene della Gdo giapponese. Con vendite che nel 2021 hanno raggiunto i 442.220 milioni di yen (circa 3,3 miliardi di), in crescita del 10,2% rispetto al 2020, fa sapere l'ICE di Tokyo. Nel 2017 la società ha fondato la euro società di import Ogawa Trading.

THE 'I LOVE ITALIAN WINES & SPIRITS' MASTERCLASSES RESTART FROM BEIJING

A new cycle of 'I Love ITALIAN Wines & Spirits' masterclasses restarts from Beijing, a promotion event of Italian wine in China, which includes training activities and tastings for importers, distributors and sector media. The classes, funded by Maeci and realized by the Ice office of Beijin in collaboration with Federvini, Unione Italiana Vini and Federdoc, aim to diffuse the knowledge of Italian productions since 2016, the year of the first edition. The format has been proposed in 21 cities in China, involving more than 1600 participants. Under the guidance of a teacher expert in Italian wines, the trainees, during two days and a half of formation, will taste 64 wines from 20 regions and will deepen the aspects related to history, culture and production. Four more stages are planned for 2023: Jinan (Shandong): May 26-28th, Dalian (Liaoning): June 9-11th, Taiyuan (Shanxi): September 8-10th e Chongqing/Chengdu (Sichuan): September 22-24th.

Ripartono da Pechino le masterclass 'I Love ITALian Wines & Spirits'

Riparte da Pechino un nuovo ciclo di masterclass 'I Love ITALian Wines & Spirits', evento di promozione del vino italiano in Cina, che prevede la realizzazione di attività di formazione e degustazioni per importatori, distributori e media di settore. I corsi, finanziati dal Maeci e realizzati dall'ufficio Ice di Pechino in collaborazione con Federvini, Unione italiana vini e Federdoc, puntano a diffondere la conoscenza delle produzioni italiane dal 2016, anno della prima edizione. Il format è stato riproposto con successo in 21 città della Cina, coinvolgendo oltre 1.600 partecipanti. Sotto la guida di un docente esperto di vini italiani, i corsisti, nel corso dei due giorni e mezzo di formazione, degusteranno 64 vini provenienti da 20 regioni e approfondiranno aspetti legati alla storia, alla cultura e alla produzione. Nel 2023 sono in programma altre quattro tappe: Jinan (Shandong): 26-28 maggio, Dalian (Liaoning): 9-11 giugno, Taiyuan (Shanxi): 8-10 settembre e Chongqing/Chengdu (Sichuan): 22-24 settembre.

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A new label against food waste

The EU proposes the revision of the rules on expiration date. By adding the wording 'Often good beyond'. With a goal: raising awareness among the citizens on the possible consumption times of the products. The praise of Too Good To Go and the perplexities of Federalimentare.

The time has come to address the issue of food waste. And the EU Commission does it by starting from a change in the product labeling. The matter, that embraces different aspects - ethical, social, economic and environmental -, to this day has indeed gained such importance as to become part of the priorities that the agenda of the European Commission for 2023 has faced. The data speak for themselves. According to some estimations, a third of all the food produced in the world and intended for human consumption is lost or wasted. Eurostat (EU statistical office) estimates that, on average, in Europe 57 million tons of waste are generated every year along the entire food supply chain, equal to 127 kilos per inhabitant, at a cost of 130 billion euros. A survey conducted by the Department of agri-food Sciences and Technologies of the University of Bologna and by Last Minute Market (member of the European platform on waste) also declares that, in Italy, every year more than 27 kilos of food per inhabitant at the household level, about four kilos in retail, are thrown away. Numbers that translate into economic losses amounting to almost 6.5 billion euros.

Where to start to solve the problem?

Working hand-in-hand with a panel of 800 citizens, in 2022 the EU Commission started a work table to solve the problem. The offered solutions are various: from the incentives to consumers that reduce food waste, to the awareness campaigns; from donating unsellable food to food banks, to the reduction of the portions sold. Among the different options, the working group reached a conclusion: improving product labels. With a goal: providing more information to better understand until when it is possible to consume the product, making a clearer label that, currently, not all the consumers are able to understand.

EXPIRATION DATES ON THE LABEL. LET'S SHED SOME LIGHT

The 2011 EU regulation establishes the indications that have to be included on the label of pre-packaged foods.

• **The wording 'to be consumed within' indicates the expiration date, hence the product, once the expiration date has passed, could be harmful to health.**

• **The wording 'best before' (or date of minimum durability) instead indicates the date on which some organoleptic properties - such as smell, taste or fragrance - could start to fade, without the product being harmful for health and which, if preserved correctly, can still be consumed. This regime is applied mostly to dry products, canned goods, frozen foods, drinks, preserves and jams.**



Una nuova etichetta contro lo spreco alimentare

L'Ue propone la revisione delle norme sulla data di scadenza. Aggiungendo la dicitura 'Spesso buono oltre'. Con un obiettivo: sensibilizzare i cittadini sui possibili tempi di consumo dei prodotti. Il plauso di Too Good To Go e le perplessità di Federalimentare.

The 'Often good beyond' labelling

The Commission has therefore presented to the experts of the Member States a proposal to revise the rules on expiration dates. As reported by Ansa, Brussels would like to add on the label the wording 'Often good beyond' to be added next to 'best before'. This choice could allow "a better understanding of the expiration date", influencing "the decisional process of the consumers regarding the appropriateness of consuming or eliminating a food". As stated in the draft: "Most consumers do not fully understand the distinction between the labels 'to be consumed within' - as an indicator of safety - and 'best before' - as an indicator of quality". In Europe, indeed, 10% of food waste is attributable to an incorrect interpretation of the labels.

The praise of Too Good To Go

The proposal is not entirely work of the Commission. In 2021, Too Good To Go - the application born in 2015 in Denmark and to this day present in 15 EU Countries, in the US and in Canada, that offers the possibility to buy at affordable prices unsold foods, but still good, of restaurants and supermarkets - launched on the market 10 million products with the label 'Often good beyond'. It is a 'conscious' label, that thanks to the pictograms 'observe, smell, taste' explains to consumers how, after the 'preferable' date, the product should not be thrown away indiscriminately, but it would be helpful to verify the conditions also through the senses. The label has already been applied by more than 445 industrial partners and it is present in 13 European countries, on more than 7,000 assortments.

"We are in favor of the review of the products labels promoted by the EU to help citizens differentiate them and therefore to reduce food waste. We believe that in order to make a bigger impact we should launch a broader public campaign so as to educate the citizens and to accelerate the reduction of food waste within the families", comments Mirco Cerisola, country director for Italy. "The acceleration of this differentiation on a European scale should therefore allow a greater economic and environmental impact, because the commitment to reduce food waste is one of the first solutions identified to fight global warming". According to Too Good To Go, "10% of food waste is caused by a misunderstanding between the dates indicated on products labels. We are talking about a loss of about 100 euros every year per family".

The doubts of the food industry

The initiative has received approval from various agri-food associations that make the fight against food waste their benchmark. However, there are many other organizations that look at the solution presented by the EU Commission with diffidence. And that warn about the dangers associated with this type of information. According to Federalimentare, the Federation belonging to Confindustria which represents and protects the food industry in Italy, the new label should be voluntary and not obligatory: "The wording 'Often good beyond' can't be legally defined", emphasizes Federalimentare, "therefore, we believe that this kind of expressions shouldn't be requested on a mandatory basis, but only voluntary. Expressions like 'Often good beyond' may raise concerns due to uncertainties regarding the legal liability of food business operators with possible consequences for the integrity of the brand. While relevant to many products, 'Often good beyond' is not appropriate for all".

Margherita Luisetto

SECTORS THAT GENERATE FOOD WASTE (EU AVERAGE IN 2020) (% of food waste coming from...)

Households	55%	70 kg per capita
F&B industries	18%	23 kg per capita
Primary production	11%	14 kg per capita
Food service	9%	12 kg per capita
Retail sales	7%	9 kg per capita

Source:
Food Waste,
European Commission 2022

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THE COMPANY

The Bridge: 100% organic since 1994

Consistent R&D investments have always been a hallmark for the family-run company headquartered in Northern Italy. Which, over time, has developed a complete range of vegan options: from drinks to desserts. A glimpse into new launches as well as upcoming projects.

Dedication, ongoing R&D, and an all-around sustainability. From the carefully chosen organic raw materials – selected according to high-quality and traceability standards – to the respect for the producers: these are The Bridge's hallmarks. Headquartered in the small village of San Pietro Mussolino (Vicenza), the company has been producing a wide range of 100% vegan, lactose- and cholesterol-free drinks since 1994. Through the years, The Bridge has never stopped innovating, providing consumers with an ever-wider range, adding desserts, yogurts and cooking creams to its core production. Despite having conquered an increasingly larger share on foreign markets – with exports accounting for 80% of the total turnover, mainly destined to France, Hungary, Switzerland, the UK, and Israel – the cornerstone of the company remains its family-based nature. In an interview with Eva Pfeffer, sales & marketing director at The Bridge, we discussed 2022 business performances, projects in the pipeline for 2023, as well as the latest R&D investments.

How did The Bridge perform in 2022?

2022 was quite a challenging year for many different reasons: soaring inflation; a general increase in costs; as well as organic shops losing market shares in favor of supermarkets and discounts. And, last but not least, the loss of the Ukrainian market which, over time, had become one of our most promising ones. In spite of it all, we have proudly reached our goal, that was to maintain the same turnover recorded in 2021.

And how has 2023 started off?

We have recorded a 3% increase

in the first few months of the year. We have many new opportunities ahead, yet we are also faced with unforeseen obstacles. For instance, the Italian Ministry has recently abruptly informed us that we cannot include Lithothamnium into our products' recipes. This has taken us by surprise and it will obviously have a considerable impact on our production.

Speaking of the organic industry, what are the main trends that are currently shaping it?

High-protein foods have been on top of consumers' requests lately; they increasingly look for valid alternatives that mimic the taste of milk, hence we believe that the trend of functional beverages will continue to shape our industry.

Have your customers' requests also changed?

The difficult economic scenario has caused a shift in our customers' behaviors. As a consequence, retailers are mainly concentrating on high-rotation goods. Moreover, we have been noticing a higher demand for private label products.

Are you planning any new launches to meet such desires?

We are launching the Almond Barista and a banana and cocoa-flavored drink to go. At the same time, we have also been working on the Coconut Barista to complete the range. We have also recently embarked on a brand-new project, investing heavily in research & development, building a plant that allows us to access the fresh foods' sector.

velopment, building a plant that allows us to access the fresh foods' sector.

Tell us more...

After over three years of in-house research we have started producing our 'Biogurts', plant-based alternatives to cow's milk yogurts, which are available in a coconut base (natural, lemon or blueberry) or a soya base (natural, peach and blueberry). They are 100% vegan and organic and naturally gluten-free. Even though we cannot call it 'yogurt', the production process is exactly the same: we are able to preserve all the pluses of fermented and non-pasteurized foods unlike the majority of the options on the market.

What are the other advantages provided by the 'Biogurt' range?

Our products are healthy, and they boast a very long shelf life (no less than 70 days), which is granted by a packaging line with high hygiene standards that guarantee a prolonged storage time without the need for added preservatives. Supply chain security and a short label are other distinctive features of The Bridge's 'Biogurts'. The natural flavors do not entail added sugars, whereas the fruit flavors are only sweetened with organic apple juice. The plant is exclusively dedicated to the production and packaging of vegan products, hence there is no contamination with other goods containing cow's and sheep's milk or by-products. This new line also

allowed us to develop a new packaging solution for our Veggy Café to go.

What kind of packaging?

It's a Cup size where the so-called 'Comforlid' substitutes any kind of plastic lid or cap. It's made of a fine aluminum sheet, which is easy to remove. Apart from being gluten-free, the Veggy Café Cup is naturally sweet: it entails no added sugars due to the sole combination of Italian rice and almond paste.

Lastly, can you give us an insight into upcoming projects?

As for packaging and sustainability, we are finalizing the setup of a new packaging line called Elopak – operational from next June – which will enable us to get aluminum-free packaging certified Carbon Neutral. More lightweight, these new packs are made of only two materials: cardboard (70%) and polymers (30%). Thus contributing to making recycling easier, using less energy and producing less waste, as well as lower CO2 emissions.



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THE INTERVIEW

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PLMA 2023: Winning format does not change

The Amsterdam event will host more than 2,600 exhibitors and buyers from over 100 countries on May 23 and 24. A proven formula that continues since its inception, in 1986. Interview with Jan van Lier, International Trade Shows Director.

PLMA's 'World of Private Label', the most important global meeting place for Private Label operators, will open its doors once again on May 23 and 24 at Amsterdam's Rai Exhibition Center. Since its inception in 1986, the show continues its proven format: 2 days of intense in-person B2B contacts between private label manufacturers and buyers from over 100 countries. Providing them with the largest and most varied private label product offer anywhere to be found. Interview with Jan van Lier, PLMA's International Trade Shows Director.

How many companies are going to exhibit at PLMA 2023?

There will be more than 2,600 exhibiting companies from 70 countries this year.

Which are the key themes of this edition?

The main theme of the show is, of course, private label. Within that main theme, and following global developments, there is a growing interest in sustainable products, from organic to free-from to ethically sourced to plant-based to vegan and vegetarian products.

What about the major innovations in terms of exhibition format and events?

Innovation at PLMA's 'World of Private Label' is found with its exhibitors and their products, as well as in the PLMA Idea Supermarket, which brings together the latest trends, innovation and new product development from this year's exhibitors and from over 60 retailers around the world. In addition, one day prior to the show, PLMA announces the winning retailers of the 2023 'Salute to Excellence Awards' as part of its pre-show seminar programme. The show itself continues its proven format: 2 days of intense in-person B2B contacts between private label manufacturers and buyers from over 100 countries.

Do you expect a high number of Italian exhibitors and visitors?

Yes. Italy has been leading the ranks in exhibitor provenance for several years already and that continues in 2023. In 2022, several Italian retail visitors were still not allowed to travel but for this year, everything has it that the numbers will be back to where they were in 2019, or even better.

How did the private label business perform in 2022?

The private label business performed very well last year. In Europe, private label share grew with 25 billion euro to a record value of 302 billions. That corresponds to 37% of the grocery market. The highest private label share is found in Switzerland, the value share here is 51.6%, followed by the Netherlands (44%) and Spain (43.3%). The

countries with the highest growth in private label share last year are the Czech Republic (+3.5%), Portugal (+2.9%), Spain (+2.2%) and Hungary (+2.2%).

Which are the major changes occurred in the market and how will they be represented during the Amsterdam event?

The grocery market is becoming more and more sustainable, in products, in packaging, in sourcing. In addition, consumers are asking for healthy options and supermarkets are responding by adjusting private label recipes, to contain less sugar, fat, salt or add healthy attributed like fibres. Then there is a tendency towards premium private label. In these economic hard times, consumers are watching their wallets but at the same time want to indulge themselves. The ongoing trends of sustainability, healthy and premium can be found across the trade show flow, both in food and in non-food.

Which PL industries are growing the most, especially in the food & beverage industry?



Last year, the perishables and ambient food categories had the highest contribution to overall private label growth. According to NielsenIQ's data, perishable and frozen food, paper products, and ambient food are overall the top 3 categories of Private Label value share with an average of 50%

representing in total 212.8 billion euro across the 17 European countries tracked.

Which factors have determined, in your opinion, the growing success achieved by PLMA over the past years?

The success of the show depends on several factors. Just to name a few: the momentum gained by being the first and only trade show exclusively dedicated to private label for many years since its inception in 1986. Second, the expansion of the EU in the early 2000's, which opened up a vast new market that still needed to discover the benefits of both private label manufacturing and retailing. Third, the ongoing quality and value for money improvements of private label products over the years, which ensure ongoing consumer loyalty. And fourth, the dedication of PLMA's very international team working not only on its annual trade show, but also on conferences, education programmes and other topics of interest to private label professionals.

Which are the aspects you have been working on to further improve your offer?

Like to many other organisations in our field, the Covid years made two things clear to us: that online programmes make it easier to reach an even more international audience, especially those people that for a variety of reasons are unable to join our in-person programmes; and that nothing beats in-person meetings, at least not in private label. Our challenge is therefore to find a best-of-both-worlds solution between these two opposed conclusions.

One last question: why is PLMA 2023 a not-to-be-missed event for professionals?

Because it is a one-of-a-kind event with the largest and most varied private label product offer anywhere to be found. The 2,600 exhibiting companies I mentioned earlier include more than 700 new exhibitors from 55 countries, so any buyer looking for new private label suppliers or products simply must visit the show.



Torna PLMA: "Prima e unica" fiera della private label

Il 23 e 24 maggio, il quartiere fieristico di Amsterdam si prepara a ospitare oltre 2.600 espositori da 70 Paesi. Un format di successo ben collaudato, che in due soli giorni mette in relazione i principali fornitori mondiali di private label con una platea di buyer da oltre 100 nazioni. Intervista a Jan van Lier, PLMA's International Trade Shows Director.

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THE COMPANY

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Parma Is: in the sign of innovation

The brand of the Parmafood Group, a company active in the sector of ready-to-eat and quick meals, has become a benchmark in the sandwich world. Thanks to continuous investments and to the ability of intercepting market trends.

Parma Is is an actual 'hotbed of innovation' within a Group – Parmafood Group – that in the last years has stood out in the market thanks to its ability to look ahead. Parmafood Group, an entrepreneurial activity of the Gherri family, is specialized in the production and sale of food products that fit into the tradition of the Italian Food Valley. One of the distinctive features is the rich and cutting-edge assortment, able to combine the best quality, creativity and technological innovation in the spirit of an increasing sustainability. The Group has its origins in a family business with more than 50 years of experience, and it controls four companies specialized in different food sectors. It also represents an outstanding activity in the B2B scope, with a value system that combines respect for the agri-food Italian heritage with spirit of innovation. In addition to Parma Is, Prosciuttificio San Michele and HPP Italia also belong to the Parmafood Group holding. Overall, it counts on three consumer brands (Terre Ducali, Il Pagnotto and Fresche Idee), five establishments (in Lesignano de' Bagni and Traversetolo), for a turnover that in 2022 reached 63 million euros (+10% compared to 2021). Constantly investing in innovation, Parmafood Group wants to respond to the new needs of the consumers, thus satisfying those who lead a healthy and dynamic lifestyle without giving up the quality of fresh products, well-being and traditional flavors.

Distinctive brands

Parma Is stands out within the Parmafood Group for being the driver of innovation, as well as the laboratory of a wide range of ready-to-eat products and quick meals (sandwiches, fruit extracts and purees, sauces and raw vegetables condiments) sold in Italy and abroad with the brands Il Pagnotto and Fresche Idee. The offer of Parma Is is strongly distin-

ctive and innovative: it provides high quality products, realized with ingredients that aren't usually used in packaged sandwiches and of which it is able to maintain the freshness, the flavor and the nutritional features thanks to the use of HPP technology.

The brand Il Pagnotto is a market leader in the production of premium fresh sandwiches and it has now established itself as a benchmark also in the homeland of sandwich, Great Britain. With four product lines (Panino, Gourmet, Classico, Focaccia) and 13 recipes, the brand Il Pagnotto ensures the consumer the freshest sandwiches, based on strictly Italian and high-quality raw materials.

In the field of plant-based products, Parma Is launched in 2021 the brand Fresche Idee: raw Pestos for pasta, cubes and raw sauces, raw fruit purees, cold infusions and fresh organic fruit extracts. These are all clean label products with innovative features because they are obtained from fresh vegetable ingredients processed raw which, thanks to HPP technology, maintain their taste, color and nutritional features for a long time, without relying on extreme heat treatments and additives.

New delicacies by Fresche Idee

Some important innovations are coming from Fresche Idee, brand that makes use of the HPP technology to preserve freshness and naturalness of its packaged products. Today, the catalog becomes richer and able to meet all tastes thanks to its different lines: the Natural line, that includes raw fruit purees in pouch format, fresh fruit salads, cold infusions with fruits and vegetables, fresh fruit extracts; the Taste line includes raw pestos for pasta with various combinations, three different choices of diced tomato, raw sauces for healthy snacks and lastly the Chef line, first courses with fish recipes, that if cooked at low temperature preserve the excellent quality of the ingredients. A constant commitment, that of Parma Is, that has brought flattering results in terms of sales, both in Italy and abroad. In 2022, the company's revenue reached 9 million euro, confirmed itself as leader in the production of high-end fresh sandwiches, which are enjoying a growing success.

Parma Is: nel segno dell'innovazione

Azienda attiva nel settore dei prodotti pronti e pasti veloci, la realtà del Gruppo Parmafood è diventata un benchmark nel mondo dei sandwich. Grazie agli investimenti continui e alla capacità di intercettare i trend di mercato.



Quality products from Alto Adige

The Speck Alto Adige PGI product line bears its heritage not only in name, but also in the taste: the flavour of the mountains and the combination of Alpine and Mediterranean cuisine. We are committed to tradition, which is why only selected cuts and first-class ingredients are used.

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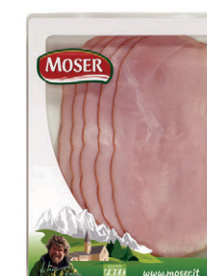
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- Lightly and naturally smoked
- Flavoured with fine herbs and spices
- Free from allergens



„Moser is deeply rooted in family, home and tradition. That is why we place great value on authenticity and quality when it comes to our Speck Alto Adige PGI. It is created in pure mountain air and finely smoked, with a little salt but lots of love, care and attention.

Every slice of Speck Alto Adige PGI contains the incomparable aroma of its homeland, its mountains and origins.

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Peter Moser, Joachim and Matthias

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RETAIL

Is the future of shopping checkout-free?

In 2018 Amazon opened the first cashier-less convenience shops. Tesco, Aldi and Carrefour experimented with their own versions. But in 2023 the e-commerce giant closed 8 of its 29 locations. Limitations and potentialities of a format that remains an open question.

Time traveling, as of now, only happens in movies. But if people writing about Amazon could have jumped from 2018 into 2023, they would have been shocked. Both due to the axe of 18,000 jobs as well as Amazon Go's resizing, that led to the shutdown of 8 stores out of 29. Something unthinkable up until a few years ago when everyone – from industry analysts to consumers – convened in defining the checkout-free shop in Seattle “the supermarket of the future” and thought that the world was actually going in that direction. ‘No lines, no checkout’ was the mantra.

The dedicated app is necessary to check in at the store, and smart sensors track the items a customer takes off the shelves or puts back before leaving, and then they can ‘just walk out’. A smartphone and an active bank account is all that's needed. No queues, no cashiers. Wonderful, isn't it? And that's how the management of the American giant embarked on ultra-optimistic forecasts: 3,000 shops within three years, according to the data leaked in 2018. It seems that London had been pinpointed as the test city to ‘conquer’ Europe. But it has come to nothing, on the contrary, the past few weeks the closures were announced.

The slow expansion

Back in 2018, also due to the hype created by media, customers waited in long lines at the entrance of the shop in Seattle. Hundreds of cameras and million-dollar investments in technology to eradicate queues at the checkout, and then people have to line up outside. Unpredictable, right? As it was impossible to predict that the system would have had issues in tracking more than 20 people at the same time in the first store in Seattle (170 sqm). But that's not all: videos on YouTube show the impossibility to

return goods after having submitted a refund request, thus allowing the customers to ‘steal’ legally. Such setbacks have clearly hindered Amazon Go's race, forcing Jeff Bezos and his team to better adjust the project, causing the American public's distrust.

But even after having solved such issues, difficulties have remained, and they go far beyond technology aspects. Consumers, all in all, are not that bothered by having to chat with cashiers, they are not always in a hurry, and they ask for a wider and higher-quality assortment, as well as more competitive prices. Hence, Amazon Go is a niche option that is only sustainable in specific locations and by a well-defined customer base, with a high purchasing power, that is hasty and not really interested in getting a wide variety, overall.

In other words, the American giant overlooked many aspects of the purchasing experience. The assortment is very basic and prices are high. On the inside, the shops are all the same: impersonal and, moreover, there's no real convenience perceived.

The closings announcement

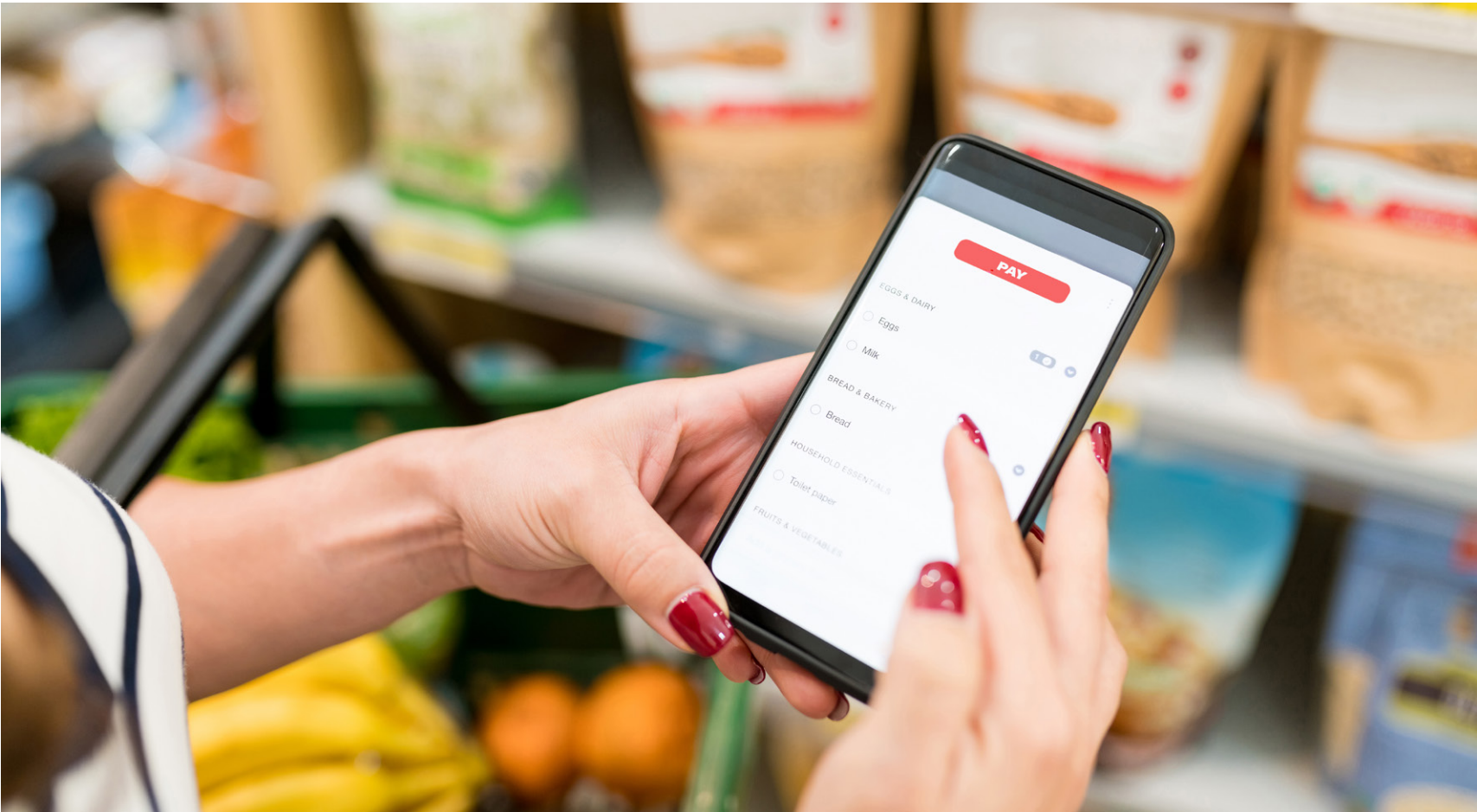
Considering such issues and Covid's long wave, which in some way led to the rediscovery of neighborhood shops and relations with their staff, Amazon had to deal with a very different scenario compared to 2018's one. This is why in 2023 the first clo-

sures were announced. “Currently we run over 20 Amazon Go shops in the US and we'll continue to work on the format,” referred one of Amazon's spokesmen to GeekWire.

Among checkout-free shops, Amazon also possesses a Whole foods store, the premium food chain acquired in 2017, which was inaugurated on February 23, 2022 in Washington DC. The store is actually not fully automated: there are still some self-checkout stations thought for those customers that are not too keen about ‘radical’ novelties such as Amazon Go's ones.

Tesco launches the GetGo store in London

Amazon's activities never go unnoticed. Hence, competitors soon tried to replicate the model. Tesco was the first in October 2021. The main British retailer has indeed inaugurated the GetGo format, its first checkout-free store. Open all days from 7am to 11pm, the store enables customers to shop with Tesco's app. They can choose to do the traditional checkout with the cashiers, but they also have the possibility to pay through the app without losing time queuing. A ‘hybrid’ model compared to Amazon Go's one, and that's exactly the flexibility that the Brits enjoy: a year after the inauguration, the chain has indeed announced the opening of three new stores with the same characteristics.



Carrefour: the French-style cashierless

Tesco was the first, but the others did not stand by and watch. In November 2021 Carrefour opened its Flash 10/10 in Paris. ‘10 seconds to shop and 10 seconds to pay’: this is the innovative formula. It is located at 11 avenue Parmentier, in the capital's eleventh arrondissement. We had the opportunity to visit it two years ago on November 24, the day of the opening exclusively for the press. It covers a 50-sqm area and offers a 900-product assortment: mainly dry and beverage items, there's only one fridge and there are no frozen groceries available. Customers are tracked anonymously as a virtual avatar, allocated to them as soon as they enter the store. The products that they pick up are automatically detected and then added to their virtual baskets. The experience, made possible by the startup AiFi, relies on 60 HD cameras, nearly 2,000 sensors built into the connected shelves. Once they have finished shopping, customers just get their baskets validated at one of the three kiosks: two enable to pay contactless, an automatic checkout kiosk is also available for anyone wishing to pay with cash. Four employees are on-hand to open the store and oversee its operation. Before opening, the Flash Format was tested at Carrefour's head office in Massy over more than a year.

Aldi's double experiment

In January 2022 it was Aldi UK's turn in Greenwich, London. By downloading the Aldi Shop&Go app, customers are granted access to the store.

They are allowed to complete their shop and pay without going to a till. How's that possible? Once again the startup AiFi provided the retailer with a series of hi-tech cameras that track customers as they do their shopping, and then bill them when they leave on the selected payment method.

A few months after, in July, Aldi Nord opened a cashier-less store in Utrecht (The Netherlands). Even this shop that covers a 370-sqm area is characterized by a high number of sensors placed on the shelves and cameras, which are able to analyze the movements of the customers. The supermarket's new site also allows customers to buy alcohol by accessing to a separate aisle after having shown the employees their IDs.

Aldi's stores, unlike Amazon Go, do not disdain promotions. After all, Aldi is a discount.

Evolution or involution?

Maybe not everyone knows that Helsingborg, a city in the south west of Sweden, hosts the Museum of Failure since 2018. It features a collec-

tion of failed products and services: Coca-Cola Blak – a coffee-flavored soft drink – Harley Davidson perfume, Google glass, Betamax video cassette recorder and many other ‘brilliant ideas’ withdrawn from the market in a short time. As of today, the collection could also make space for the checkout-free stores: none saw the thousands of Amazon Go stores that should invade the planet. On the contrary, chains such as Sainsbury's in Scotland, Albert Heijn and Jumbo in The Netherlands have launched ‘relaxed lanes’ for elderly people wanting to chat with the staff, those who need more time at the tills, with dementia-friendly trained staff and extra support for those who need assistance.

Moral of the story: there's place for everyone on the market, for those who are always on a hurry and those who prefer to take it slow. But don't talk about “the supermarket of the future”: managing the present is already complicated, let alone guessing how things will play out in two, three or five years.



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THE COMPANY

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 company. 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.

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 Cappo, explains. "Europe is definitely our most impor-

tant 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 products. "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.

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 them. "2023 will certainly be another complicated year, mainly

due to the inflation which significantly erodes the purchasing power of consumers," Giuseppe Cappo adds. "Nevertheless, we will keep manufacturing products with the same quality level that has distinguished our activity and our brand for decades. Furthermore, although the paralysis of the last two years has hindered the R&D activities, we are getting ready to launch some interesting innovation soon." And to meet its international customers, in 2023 Caseificio Longo will be exhibiting at the most important international event taking place in Europe: Anuga, in Cologne (Germany) from 7 to 12 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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RETAIL

The big are getting bigger



Deloitte released its yearly ranking of the 250 largest global retailers, according to FY2021 results. The pole position is earned by Walmart, Amazon and Costco. While Conad ranks first among Italian chains.

5,650,478 million US dollars. It's the revenue generated in fiscal year 2021 - that is to say between July 2021 and June 2022 - by the 250 largest global retailers. Together, they achieved a total composite retail growth rate of 8.5%; while the Top 10 retailers grew by 8% on a composite sales-weighted and currency-adjusted basis, as the 26th edition of Deloitte's 'Global Powers of Retailing' report highlights. Whilst still posing significant challenges, the retail environment became more hospitable in FY2021 compared to the previous year thanks to the partial relaxation of pandemic restrictions and consumers returning to pre-pandemic shopping habits. Pent-up consumer demand for apparel and accessories led to the 31.3% annual sales growth in the segment, compared to a 14% fall in the previous year. Luxury goods retailers achieved standout performances thanks to the reopening of brick-and-mortar stores and the re-emergence of social events and occasions. The department sto-

re format benefitted in particular, with a 25.7% revenue growth, after a difficult FY2020 plagued by store closures. E-commerce retailers and retailers with developed digital channels posted strong revenue growth during FY2021, on top of the record-breaking returns in the previous year. In total, 81.6% (204) of the Top 250 achieved positive retail revenue growth, and 35.2% (88) of them recorded double-digit growth.

The Top 10

Of the retailers in the Top 10, 70% are located in the US. The majority of them have actively boosted their digital capabilities through either the implementation of instore technologies to assist shoppers (such as The Home Depot's hdPhones) or through enhancing their omnichannel offerings (such as JD.com's new 'Shop Now' on-demand consumer retail service). The composite net profit margin among the Top 10 grew by 0.2 percentage points from 3.9% in FY2020 to 4.1% in FY2021,

but net profit margins among the Top 10 vary widely ranging between -0.5% to 10.9%. Target, Walgreens and Amazon increased their profit margins by over 1.5 percentage points in FY2021. The Top 250 posted a net profit margin of 4.3%, a 1.0 percentage point increase compared to FY2020. The increase in profitability comes despite the continuing pressure from the pandemic, inflation in the prices of energy and goods, and rising labor costs.

EU and Italian retailers

Taken together, European retailers had the lowest rate of growth in retail revenues in FY2021 among the geographic regions. The area grew in total by 6.9%, considerably higher than the 1.1% growth rate in the previous year. While the European region contains the largest number of Top 250 retailers, with 90 companies in total, it is only the second largest region in terms of total revenue share, accounting for 33.2% of the total retail revenues for the Top 250. There was low double-digit growth experienced by France, Russia and Spain, and mild single-digit growth in Germany, the UK and the Netherlands in FY2021. The top four fastest-growing European retailers were luxury fashion brands.

And what about Italy? According to Deloitte's report, some Italian retail chains are growing too. Conad, which classified 64th in the global ranking, is once again named the largest Italian retail chain, with estimated sales of 18 billion dollars in FY2021 (+6.5% YoY). Coop Italia ranks 87th (14 bln dollars, the only one showing a decreasing trend: -0.8%), Esselunga ranks 116th (10 bln dollars, +3.6%) and Eurospin stands in 145th place (8 bln, +7.7%).

Retail: la classifica dei big

Deloitte stila il ranking delle insegne top player a livello mondiale. Analizzando i risultati finanziari dell'anno fiscale 2021. Walmart, Amazon e Costco in testa. Tra le italiane primeggia Conad.

TOP 10 HIGHLIGHTS FOR FY2021

Walmart leads the world's Top 250 global retailers: retail revenue grew by 2.4% year-on-year to US 573 bln dollars

Amazon's retail revenue (first party retail sales only) grew by 12%, following exceptional growth of 34.8% in FY2020

Costco's retail revenue grew by 17.5%, making it the second-fastest growing retailer in the Top 10 after JD.com

The privately-owned retailer Schwarz Group increased its retail revenues by 5.5%, in part due to the addition of an estimated 550 stores

For the second year in a row, The Home Depot reported the third-highest retail revenue growth among the Top 10 retailers: the company's revenues grew by 14.4%

Kroger's retail revenues grew by 4.1%, following 8.3% growth in FY2020. The company operates, either directly or through subsidiaries, in 2,726 stores across the US

China's online retail specialist JD.com rose two positions to seventh place in the Top 10, as a result of 25.1% growth in retail revenue

Walgreens Boots Alliance's retail revenues grew by 3.7%, to 122.0 billion US dollars. Last June it announced it was no longer pursuing the sale of Boots UK

Aldi registered a marginal decline in retail sales after strong growth of 8.4% in FY2020

US discount mass merchandiser Target recorded retail sales of US 104.6 billion dollars, growing by 13.2% on top of the 19.8% growth the previous year. Retaining its 10th position in the Top 10



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Top 10 retailers, FY2021											
Top 250 rank	Change in rank	Name of company	Country/ Geography of origin	FY2021 retail revenue (US\$M)	FY2021 retail revenue growth	FY2021 net profit margin¹	FY2021 return on assets	FY2016-2021 retail revenue CAGR²	# countries/ geographies of operation	% retail revenue from foreign operations	
1	0	Walmart Inc.	United States	572,754	2.4%	2.4%	5.7%	3.3%	24	31.3%	
2	0	Amazon.com, Inc.	United States	239,150	12.0%	7.1%	7.9%	20.4%	21	33.2%	
3	0	Costco Wholesale Corporation	United States	195,929	17.5%	2.6%	8.6%	10.5%	12	27.8%	
4	0	Schwarz Group	Germany	153,754	5.5%	n/a	n/a	7.8%	33	73.0%	
5	0	The Home Depot, Inc.	United States	151,157	14.4%	10.9%	22.9%	9.8%	3	8.1%	
6	0	The Kroger Co.	United States	136,971	4.1%	1.2%	3.4%	3.5%	1	0.0%	
7	2	JD.com, Inc.	China	126,387	25.1%	-0.5%	-0.9%	28.0%	1	0.0%	
8	-1	Walgreens Boots Alliance, Inc.	United States	122,045	3.7%	1.9%	3.1%	4.7%	6	8.2%	
9	-1	Aldi Einkauf GmbH & Co. oHG and Aldi International Services GmbH & Co. oHG	Germany	120,947	e	-0.4%	n/a	n/a	19	72.8%	
10	0	Target Corporation	United States	104,611	13.2%	6.6%	12.9%	8.5%	1	0.0%	
				Top 10	1,923,704	8.0%	4.1%	7.5%	7.9%	12.1	27.9%
				Top 250	5,650,478	8.5%	4.3%	5.9%	5.7%	11.4	23.4%

Source: 26th edition of Deloitte's 'Global Powers of Retailing'



FOCUS ON

“‘Tofu steak’ can be misleading to consumers”

Interview with deputy Mirco Carloni (Lega), chairman of the House Agriculture Committee and first signatory of the bill on 'meaty' names for plant-based products.

Italy has a bill to combat 'meaty' names for plant-based products. Other countries, starting with France, have been moving in this direction for a few years now, and even the European Union has shown sensibility on the issue, taking action in 2019. However, in the Italian legal system there is, to date, a lack of rules regulating the naming of products that evoke meat but actually contain plant proteins. The first signatory of the bill is deputy Mirco Carloni, a member of Lega party, who assumed the chairmanship of the House Agriculture Committee in the 19th legislature.

Mr. Carloni, your bill redefines the naming of food containing plant proteins. Why is this regulation necessary?

This regulation is necessary because products such as 'tofu steaks' or 'seitan bresaola' can be misleading to consumers. People might be led to believe that plant-based food has the same nutritional value as meat-based food, which is

rich in vitamins, proteins and minerals. And that the same techniques and care are applied. The products are different, so the names must be different.

Article three of the bill introduces a ban on the use of names referring to meat, or meat-based products, for food containing plant proteins. Who is this bill meant to protect? And, on the other hand, who will have to comply by changing the name of specific products?

First of all, it is meant to protect our country's livestock production, as well as consumers and those working in the industry. Producers of plant-based foods – who will no longer be allowed to use names with references to meat or animal species – will have to comply.

Some exceptions are identified in articles four and five. What are they?

The exceptions include meat-based products – when animal protein is actually in the food – which also contain plant proteins. However, the nature of the product must always be clear to the consumer.

What is the position on food produced abroad?

If the food is produced abroad and it is sold in Italy, the same measures are applied.

What are the penalties for those who violate the provision?

Those who do not comply with the law will face administrative penalties ranging from 500 to 7,500 euros.

Andrea Dusio



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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THE OPINION OF LUCA
DE CARLO (FRATELLI
D'ITALIA PARTY),
CHAIRMAN OF THE
SENATE COMMITTEE
ON AGRICULTURE,
INDUSTRY, TOURISM
AND AGRIFOOD
PRODUCTION

“Let's call things what they are. Stop conjuring up meat when it is not actually meat. Each person is free to choose what to eat, but everyone should do so knowing what they are actually eating. Besides, Italian meat is, in many cases, the most sustainable. The whole narrative around intensively raised meat is often made up

of baseless claims. I come from a land where the whole system of pastures, alpine grazing and mountain areas would fail, if there wasn't quality cattle, sheep and goat farming – it does not have an impact on the territory, the farming is extensive and allows for absolute quality productions that are recognised

all over the world. The radical-environmental message often gets through because it is quick and it has a high impact. But when you are able to sit around a table and delve into the subject, it is clear that there are different issues behind it and, above all, these issues do not affect us directly, because Italy masters sustainability.”

SCENARIO



The unsustainable sustainability of the EU

The constraints of the Farm to Fork strategy threaten to drastically decrease (-15%) European agricultural production, encouraging the import of less eco-friendly alternatives. This is why we must reverse course. And focus on reciprocity.

Once upon a time, there was Greta Thunberg, a very young Swedish activist with quite a following in many countries, including Italy. It was 2019 when the Fridays for Future phenomenon exploded in 1,700 cities in 100 different countries around the world. Greta, who is now less exposed in the media, has one very well-known goal: to make the world aware of the climate and environmental emergency, focusing on a new production model with sustainability and respect for our planet at its heart. Greta is a global icon of this approach, and she travels the world far and wide, going from event to event, always in close contact with the most influential people on Earth. The United States, with Trump – not exactly a fan of the “green” genre –, and China shrug it off. On the contrary, unlike the World’s two biggest polluters, good old Europe gets carried away: in 2020 it embraces the green turn with a ten-year plan and, what is worse, with excessive enthusiasm. Let’s try to understand why.

Brussels divided

At the highest levels in Brussels, the ball is in the hands of Frans Timmermans,

the Commission’s powerful number two and the man responsible for implementing the Green Deal – the wide-ranging project that includes the Farm to Fork strategy for the agri-food business. Timmermans’ right hand is Health Commissioner Stella Kyriakides. They are the two main standard-bearers of the “green revolution”, which includes reducing the use of chemical pesticides by 50% by 2030; promoting a “healthy” and sustainable regime, which means declaring open war on products such as meats, cured meats, and wine; halving nutrient loss, ensuring that soil fertility does not deteriorate; reducing total sales of antimicrobials for farm animals and of antibiotics for aquaculture by 50% by 2030; and converting 25% of farmland to organic farming areas by 2030.

In Brussels’ intentions, these goals should lead to a sustainable, green Europe. However, farmers, breeders and industry are not on the same page: indeed, they think that the road to sustainability is indisputable, but it should be pursued gradually, without counterproductive rifts or leaps. However, it should be noted that producers have found an interlocutor in the Commissioner

for Agriculture, Poland’s Janusz Wojciechowski, who has voiced the productivity – as well as employment – needs clamoured for by millions of businesses, a pivotal issue to consider before embarking on the “green revolution”. This might turn into a dangerous hara-kiri.

The pesticide issue

One of the most divisive issues is the restriction on the use of pesticides – a sentence that affects indiscriminately all European countries, without considering the actual amount of chemical agents used in agriculture. For example, as Wojciechowski mentioned, some countries apply between 6 and 10 kilograms of chemicals per hectare, as is the case in the Netherlands (10.8) and Italy (6.1), while others use much smaller amounts – this is the case in Romania and Sweden, where application is even less than 1 kilogram (2020 FAO data). A more pragmatic approach would have implied a case-by-case assessment, rather than imposing abstract rules which do not take into account the real situation. But things have turned out differently. And the outbreak of the Russo-Ukrainian war in February

2022 – which led to immediate fertiliser shortages and other well-known market consequences – has only fuelled the debate. Providing good arguments for Farm to Fork critics: in an emergency environment, priority must be given first and foremost to food security and the ability to secure supplies.

War on processed products

As anticipated, in view of a green and sustainable Europe, the consumption of processed products such as meats, cured meats and wine should also be limited. And here comes the paradox again: even though we cut subsidies for the promotion of such sectors (a questionable choice, by the way, if the impact of livestock farming is not seriously considered), demand will remain high – thus the floodgates will be opened for poor-quality products from abroad. It will be up to each of us to judge whether this is a judicious choice or not. As for wine, the labelling debate is as hot as ever, with Ireland leading the way in proposing health warnings on bottles. But even in this case, it is hard to agree with the logic: it is a sentence imposed from above which does not take into account the

different and complex situations that vary from country to country; the international scientific community is also divided. The same applies to the labelling of packaged food products: the Nutriscore, also known as the traffic light label, still has too many opponents. In the meantime, given the current climate, the EU has postponed its decision on the common nutrition label until 2024.

Solo battle? No, thanks

Besides the declarations of intent on sustainability, while agreeable, the real issue is that the EU cannot fight a solo battle, while others persevere with their far-from-sustainable conduct. As economist Felice Adinolfi, professor at the University of Bologna, has written, the reasoning is simple: if the EU continues on this path, “less will be produced in Europe (both because there will be an inevitable reduction in the supply of agricultural products, and because producing will be more expensive), as certified by impact assessments carried out by the EU’s Joint Research Centre (JRC), Wageningen University and the US Department of Agriculture (USDA).” And we are not talking about a minor decline: the decrease

in production is estimated at 15%. And all of this would happen in an increasingly “hungry” world, where European production will soon be replaced by that of other countries, in which sustainability standards are most likely not regarded with the same importance. And here the paradox is triggered: Europe would become a sort of green oasis at the industrial level, filled with ultra-sustainable marvels, but it would be a garden “polluted” by very unsustainable foreign products, which would be set off against the expensive made-in-Europe excellence. Leading scholars at the Garmisch Institute of Climatology also hypothesised such a scenario in 2020, which was later published in Nature journal under the title ‘Europe’s Green Deal offshores environmental damage to other nations’. As for the consequences for citizens, the risk is to find less safe, as well as less green, products on supermarket shelves. To quote Adinolfi again, “Europe’s effort could be madness. We are giving up producing a kilogram of grain or meat in one of the Earth’s most sustainable and safest places, only to get it from countries where chemicals are used and possibly destroying a portion of the

Amazon rainforest to build a new farm.” In short, it takes reciprocity. This is the only way to try to bring the world closer to European standards.

“It is not a law, it is a programme”

Last December, before the Polish parliament, Wojciechowski pulled the brakes, reminding that “the Green Deal is not a law,” but rather “a political programme in which all kinds of objectives are included and which – as in the case of political programmes – will be implemented to a greater or lesser extent.” The commissioner thus tried to reduce the scope of the European plan, confirming the struggle among the higher echelons of the EU and the lack of feeling between Ursula von der Leyen, president of the Commission, and Wojciechowski himself. A Commission spokesman then tried to cool tempers, without adding anything specific about the strategy for the coming years: “The long-term sustainability of our food system is pivotal for food security.” In short, the green transition seems to be left standing, at least as far as agri-food is concerned. And that is not necessarily a bad thing.

The goals the Farm to Fork strategy aims to reach by 2030

- Reducing the use of chemical pesticides by 50%
- Reducing the use of nutrients in agriculture, cutting by half the nutrient loss in soil and by 20% the use of fertilisers
- Halving the sales of antimicrobials for livestock and antibiotics for aquaculture, reducing antibiotic resistance
- Reaching 25% of agricultural land under organic farming

L’insostenibile sostenibilità dell’Ue

I vincoli della strategia Farm to Fork rischiano di far diminuire drasticamente (-15%) la produzione agricola europea. Facilitando l’import di alternative ben poco ‘green’. Ecco perché bisogna invertire la rotta, puntando sulla reciprocità.

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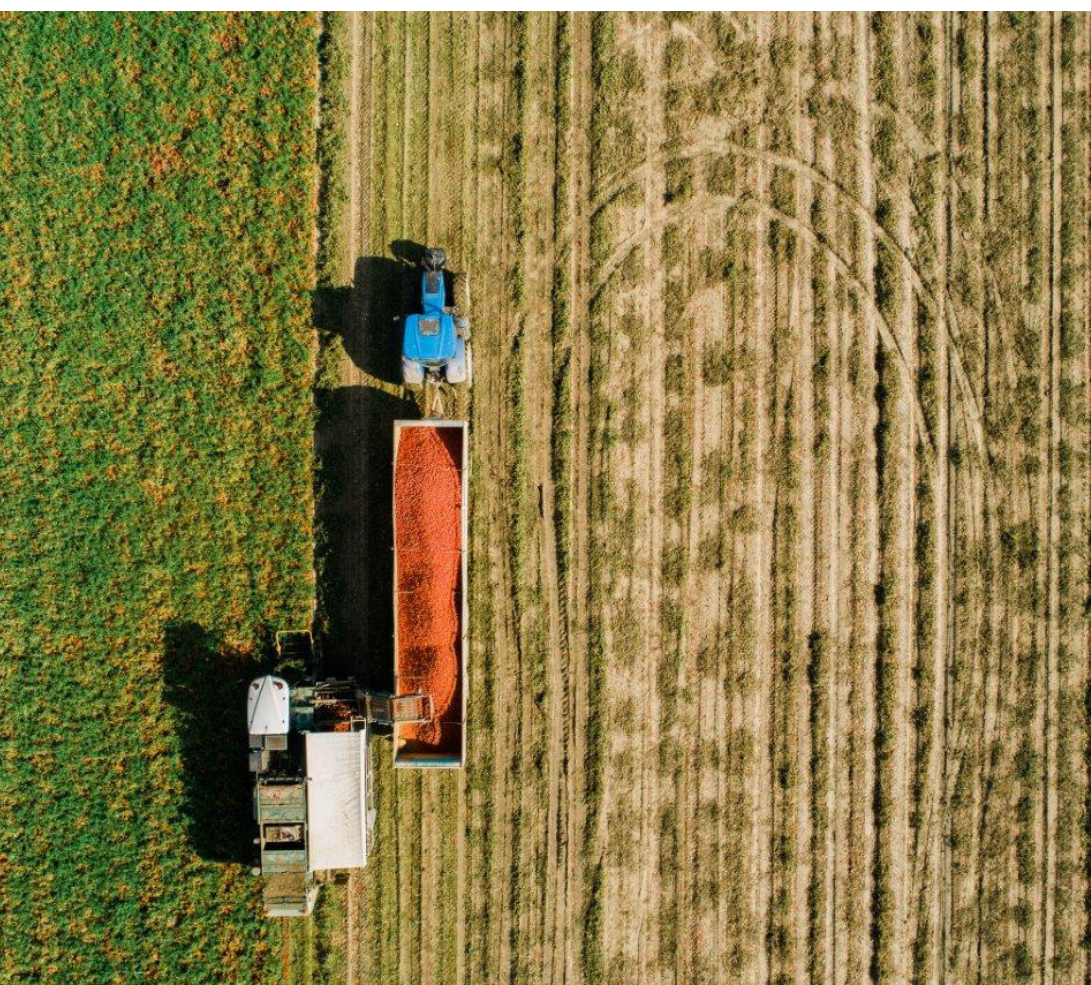
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THE COMPANY

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Ensuring a 100% high-quality Italian tomato supply chain is the company's mission. With a special focus on all-around sustainability: from the land to the collaborators. 2022 performances and industry trends in an interview with Linda Avigni, key account manager.



12,000 hectares of land and 5 production plants, for a total of 800,000 tons of fresh tomato processed in 2022. In over 40 years of activity, Casalasco has never stopped growing, carrying on a story characterized by know-how, ongoing research and passion for the land and its produce. Headquartered in Rivarolo del Re, in the province of Cremona (Lombardy), today the company is able to grant the shortest supply chain possible, thus taking care and tracking tomatoes in every phase, from seed to shelf. The mission? Maximizing the value alongside the whole supply chain, ensuring a fair compensation to the over 800 conferring farms Casalasco collaborates with. From 2022 performances, distribution channels in Italy and worldwide, and the latest packaging solutions adopted with a special focus on sustainability. We talked about all this, and much more, with Linda Avigni, key account manager at Casalasco.

Let's start from the results: how did Casalasco perform in 2022?

2022 ended on a very positive note. During the year, we finalized the acquisition of Emiliana Conserve, a specialist in the processing and preserving of tomatoes, as well as in the production of sauces, pulps and paste for third-party brands. This operation further strengthened our production capacity, as well as our market offer.

What kind of products does the Group provide as a co-packer?

Casalasco is among the main co-packers for the production of tomato products destined for retailers and food corporations. Establishing trusted and long-lasting relationships with our customers is key for us. Customers to whom we guarantee high quality and an efficient service in a win-win perspective. Private label, indeed, is a matter of trust. Without this, it's hard to create value. As far as the types of products available, our core business obviously remains tomatoes, from primary processing to packaging. Over time, though, we diversified our production by introducing sauces made with tomatoes (and not only), ambient liquid broths, traditional soups and vegetables, dressings, side-dish sauces such as ketchup and BBQ sauce.

PL and co-manufacturing account for over 80% for Casalasco: in which markets and distribution channels is the company mainly active worldwide?

We address all distribution channels: from the industry to the retail sector, up to Food Service. Our private label products are distributed in almost all of continental Europe, yet we are also present in Japan, South Africa, Chile, Brazil, and Canada. Foreign markets account for approximately 70% of Casalasco's total turnover. As of now, we aim at strengthening our presence in Europe in all the markets we are already active, but we are also looking forward to expanding in North America.

How have your global partners' requests changed recently?

Worldwide, some market sectors have been affected by the crisis in Ukraine, which is a producer of tomato paste and sauces. Casalasco, however, processes only tomatoes that are 100% of Italian origin. Hence, we have not experienced such issues. For the first time after many years, furthermore, the sector was characterized by a drop in the supply compared to the demand. Certain markets, therefore, have witnessed strong pressure due to the scarce availability of the products and the subsequent price increases. As far as packaging materials' availability, moreover, some critical issues regarding tinplate and glass, but our purchasing department has been able to grant continuity and stability even during the most complicated times in the last two years.

Speaking of packaging, what's the level of service and flexibility you provide?

We trade heat-treated products, therefore for us it is crucial to rely on cutting-edge packaging solutions. Our assortment ranges from bricks to glass packs, up to PET plastic for squeezable tubes and pouches up to 500 grams for the retailing sector, which are very interesting mainly for the small sizes since they allow a very appealing shelf impression. Moreover, we can provide the classic 400-gram cans, the traditional aluminum tubes and many packaging formats for the Food Service, such as the bag in box. Clear and sleeve labels in plastic complete our packaging range and they contribute to providing our customers with high levels of customization.

Finally, what are the latest investments in terms of sustainability, ethics and environment?

The land is crucial for Casalasco. Hence, the necessity to preserve the business continuity by taking care of the environment has always been high on the agenda. Having such a natural inclination in mind, we have embarked on a sustainability path which is certified by our fourth edition of the Sustainability Report. We carry out projects focused on biodiversity and the land sustainability, in parallel, we study the recyclability of secondary materials as well as we work daily to ensure plastic reduction in order to curb down the environmental impact.



Linda Avigni

CASALASCO'S SUPPLY CHAIN

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tons of fresh tomato processed in 2022

Casalasco: "La PL? Una questione di fiducia"

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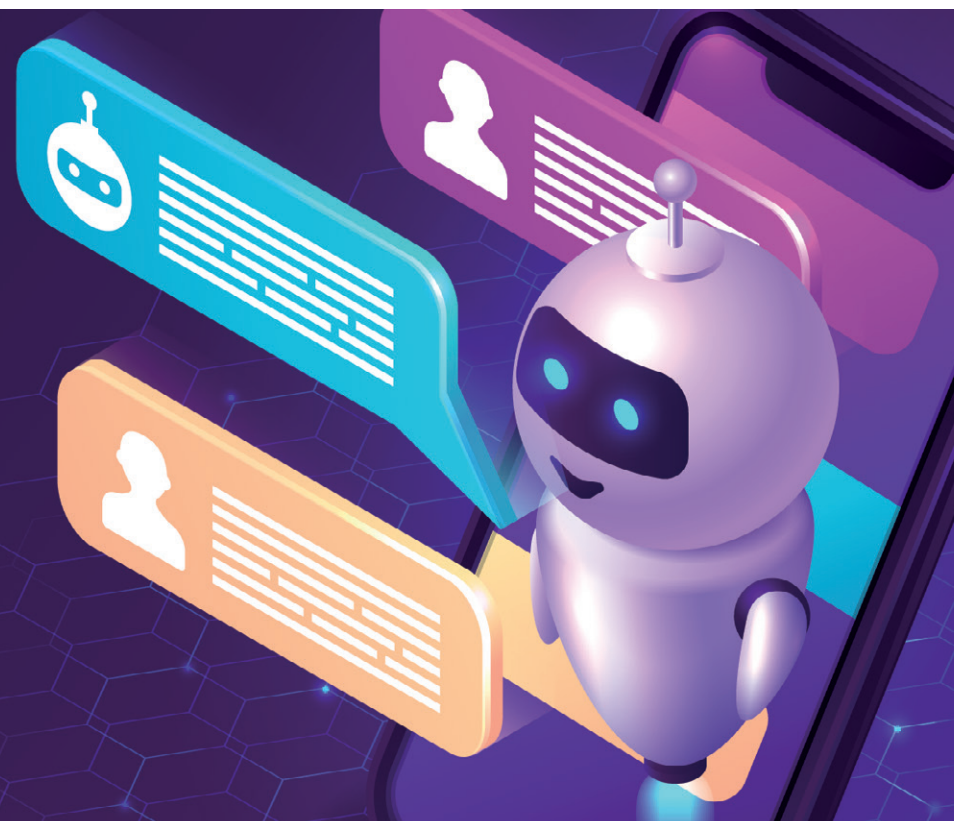
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ZOOM

AI at the service of retail

Grocery stores are taking advantage of artificial intelligence too. It is used to implement customer care and personalize the shopping experience, as well as simplify the logistics and supply chain.



ChatGPT, Sparrow, Bard & company. For the past few months, artificial intelligence has been on everyone's lips. Attracting public interest because of the great potential and benefits it could bring to daily life, starting with the professional context.

Italy has certainly not been caught off guard and, although it is not at the same level as the US, it is moving along these lines by accelerating on machine learning and artificial intelligence. According to the paper published last February by the Artificial Intelligence Observatory of Politecnico di Milano, in 2022 Italy witnessed record growth in investment in this sector. The market is currently worth 500 million euros - 32% more than the previous year. About 365 million euros (73% of the total) are generated and commissioned by Italian businesses, while 27% - about 135 million euros - is destined to exports across borders. The research estimates that the most active sectors - accounting for 29.5% of 2022 AI investments - are the following: retail and distribution, pharmaceuticals, logistics, health care, and public administration.

Customer care and personalization

How can AI improve the retail industry? Entering a supermarket, a shopping mall or accessing an e-commerce website, artificial intelligence is already everywhere: tools, sensors, simple cameras and technological devices of any kind that collect and process information.

But there is still plenty of room for growth and improvement. According to a study carried out by research organization Precedence Research, in 2022 the global artificial intelligence market in retail was worth 8.41 billion dollars (around 7.8 billion euros), but estimates predict that it will grow to 46 billion dollars (42.9 billion euros) by 2032.

Many sectors could benefit from AI's implementation, starting with customer service. Virtual assistants

and chatbots that are able to respond in real time to fix unresolved issues or redirect consumers to a live support team are thus taking hold. Messaging chats on social networks, Facebook, and even WhatsApp, are also pivotal. These assets would offer 24/7 support, eliminating waiting times. However, there is also a downside: while it is true that retailers would reduce costs by introducing chatbots and virtual assistants, on the other hand, this would cause a significant drop in employment.

AI is also used to advise consumers while shopping. This is certainly true for online shopping, with data, searches, and order history becoming key to showing consumers the products that best match their tastes and needs - in an even more targeted and personalized way than today -, but this also applies to physical stores.

Logistics and supply chain

The supply chain could also benefit extensively from AI, especially for inventory management in warehouses and stores. While the number of 4.0 technologies used by retailers is already significant, it might increase even further. Think, for example, of the "smart" shelves designed by Amazon for the world's small and medium-sized businesses: they are made up of Wi-fi-connected platforms on which products up for sale are arranged. By keeping track of the total weight of items, the shelves report when stock is about to run out, urging the need for restocking.

In general, according to estimates released by McKinsey & Company, the use of artificial intelligence in supply chain management would bring enormous benefits: the margin of error would be reduced by 20-50%, resulting in a drop in unsold inventory. According to the consulting firm, the costs of warehousing and inventory management could decrease by 5-10%, and administrative costs could drop by 25-40%.

L'IA al servizio del retail

Anche la Distribuzione moderna sfrutta i vantaggi offerti dall'intelligenza artificiale. Per implementare la customer care e personalizzare la spesa dei consumatori. Oltre a semplificare logistica e supply chain. Il caso Walmart.

WALMART'S CASE

In recent years, some retailers have taken advantage of the potential offered by artificial intelligence. Some examples are Amazon, with its cashier-less Amazon Go stores

- some of which are heading for closure - and Walmart. In 2019, the largest US supermarket chain - according to the latest estimates in Deloitte's 'Global Powers of Retailing' report - experimented with a kind of technology lab, called the Intelligent Retail Lab (IRL), inside one of its stores in

Levittown, NY. The goal was to test the efficiency of artificial intelligence and understand how it can be useful for the supermarket. Unlike Amazon's format, which was designed to speed up and simplify the shopping experience for consumers, Walmart used AI tools to facilitate the work of its

employees. The cost was obviously a considerable investment. Through a dense network of sensors, cameras and processors, supermarket employees are able to tell when it is time to restock products, thanks to some internal applications, so that consumers do not come across empty shelves.

The same applies to carts and baskets. At the same time, some sensors placed behind supermarket fridges are able to signal how long products have been inside and, if it is an extended time, to warn that they need to be replaced, thus ensuring the freshness of the assortment.

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INSIGHT

Apocalypse Now

When it comes to the future and sustainability, the slant is often apocalyptic. After all, knowing that in 2030 two planets will not be enough to meet the needs of the world's population is quite bewildering. But, in order to guide history toward a more sustainable future, we must not panic or be bamboozled by false prophets. On the contrary, data and science help us to have a more balanced perspective, on which we can work constructively. On March 9, 2023, at Palazzo delle Stelline, Milan, DNV – an international accredited certification body and classification society – presented the white paper "The Integrated ESG Approach. Driving the Future of Sustainable Food Systems" to analyze how the Food&Beverage sector impacts the planet's resources, but also to help us realize that protecting the environment is not enough to ensure a truly sustainable future.

Emissions, water consumption and food waste

Let's start with numbers. As reported by the United Nations, by 2050 there will be 9.8 billion people on the planet. People are already using 1.75 times the planet's resources: 50% of habitable land is devoted to food production, from which 34% of anthropogenic greenhouse gas emissions are derived – 71% of which can be attributed to agriculture, including cultivation, as well as livestock farming, fishing and fish farming.

Every year, about one-third of the food produced is lost or discarded, and food waste accounts for 6-8% of emissions (if it were a state, it would be the third largest producer of greenhouse gasses after China and the U.S.); in 2019, deforestation was the greatest source of greenhouse gas emissions. End consumers waste 931 million tons of food every year (The Food Waste Index Report 2021), 61% of which comes from individuals, 26% from food service and 13% from retail. However, 54% of food waste is concentrated at the primary production stage; the remainder comes from processing, distribution, and consumption. Food accounts for 44% of global municipal solid waste, and most wasted food ends up in open

landfills where it produces large methane emissions. With these numbers, all lost or discarded food ends up weighing on global warming as much as road transport.

Agriculture also heavily affects water consumption: 70% of fresh water is used for agricultural purposes, 85% of which is used for irrigation. Freshwater withdrawal varies considerably by geographical area: the poorest countries allocate 90% of it to the food chain, while the rate drops to 77% for middle-income countries and to 43% for high-income countries. Moving to energy use, it is noted that each year the food sector consumes 200 exajoules of energy, 45% of which is related to the processing and distribution stages.

Social impact and governance

So far, we have talked about the environmental impact. But the analysis cannot stop there: this is why the white paper proposes a holistic approach, which also takes into account social and governance, as well as environmental, aspects. And that is why it is also important to point out that 2 billion people have micronutrient deficiencies, while 1.9 billion adults are obese or overweight. Agriculture, which can account for as much as 60% of developing countries' GDP, employs 27% of the world's population (1 billion people), but it also accounts for 70% of child labor. Speaking of workers' conditions, it is reported that after the pandemic hundreds of millions of employees are paid less than the minimum wage (International Labor Organization data).

Food safety is also key. The World Health Organization estimates that 600 million people become ill from eating contaminated food each year. In 2021, the Rapid Alert System for Food and Feed received 4,102 reports on food, 236 on feed, and 269 on contact between food and materials: in total, there was a 19.6% growth in reports over the previous year. In short, governance cannot be limited to normal business activities, but must also take into account the safety and sustainability of operations, promoting values such as equity, transparency and ju-

stice. "Governance at global, national, and company level can ensure that agri-food systems are equitable and sustainable", the white paper concludes.

The need for an appropriate strategy

Faced with such figures, it is impossible to hope for an easy and convenient solution. Yet, too often the issue is trivialized. "Companies have found it difficult to agree on the very definition of sustainability", explains Nicola Rondoni, head of section and director of DNV's "Sustainable Food Systems and Supply Chains" program. "The regulatory framework is fragmented, and despite many different conferences, declarations and regulations over the years, there has been a lack of a reference point capable of showing the way. The consequence has been a partial approach to ESG [environmental, social and governance, ed.] issues, which focuses on the environment – often limited to carbon footprint assessment – and neglects the social and governance sectors".

A proper strategy should include the environment, society and governance. Moreover, by adopting this approach, companies would be able to "consolidate their reputation, corroborate consumer trust and attract capital from investors that are increasingly sustainability-conscious", DNV explains in a note. In short, the benefits would be: greater transparency in reporting results, stakeholder satisfaction, compliance with regulations, and long-term growth thanks to access to investment.

Therefore, in order to analyze companies' progress more comprehensively, DNV sought to define indicators for measuring parameters related to

global sustainability challenges. They were divided into three types: cross-sectorial "minimum" indicators; "sector-specific" indicators; and, finally, "recommended" indicators. The sum of the "minimum" and "sector-specific" indicators certainly gives an idea of how sustainable a company is. The "recommended" ones, however, allow a deeper analysis down to the specific product category. And, as DNV explains, these indicators promise to be not only objective but also flexible, as



La green economy non basterà a fermare l'Apocalisse

L'industria alimentare produce il 34% delle emissioni di gas serra. L'impegno per la riduzione di questa percentuale è un parametro importante, ma non sufficiente per valutare la sostenibilità di un'azienda. Anche l'impatto sociale e la governance sono fondamentali. I numeri del white paper di Dnv.

assessment metrics can and should be adapted to special needs and exceptional situations such as the pandemic and war. As one gets into the details of an individual industry, industry-specific indicators should be considered. In order to identify them, stakeholders need to be involved and consider how many and what aspects are relevant, carrying out what is known as "materiality analysis". The aim is to identify and assess priority issues – including social and environmental issues – for

all stakeholders inside (and outside) a company.

In conclusion, sustainability is a serious business, requiring specific studies and careful analysis. It is too easy to clear one's conscience by only considering the environmental impact. What is the point of having greener companies if rights, safety and health fade into the background? If these issues are not considered, we will certainly have a cleaner world, but it will still be near its end.

The food industry produces 34% of greenhouse gas emissions. Efforts to reduce such an amount are an important but not a sufficient measure to assess the sustainability of a company. Social impact and governance are also pivotal. The numbers in DNV's white paper.



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DISCOVER



What's for dinner? HelloFresh

The German recipe box delivery corporation counts on over 7 million active customers. And in 2021 it landed on the Italian market. From the weekly meal planning to the dishes' preparation. We tested the service ourselves.



A middle ground between food delivery and online grocery shopping. Namely, meal kits delivered weekly directly on the doorsteps of the subscribers of the service. Boxes that contain all the ingredients (pre-measured) needed to cook the dishes selected by the users following closely the instructions of the recipe cards illustrated in easy steps. We are talking about HelloFresh. Founded in Berlin in 2011, the corporation – listed on the Frankfurt stock exchange since 2017 – is active in 15 countries. And it has been present on the Italian market since 2021. The meal kits delivered in 2022 to the more than 7.1 million active customers are over 1 billion, for a total of 7.6-billion-euro net revenue.

The goal of the service? Enabling subscribers to plan a weekly menu in advance. Facilitating the meal routine, without giving up on quality and with a focus on budget as well as food waste. We decided to test the service ourselves. Here's how it went.

How does HelloFresh work?

In order to subscribe to Hello Fresh's delivery service, it is necessary to create an account directly on the website or download the official application on the smartphone. Once the registration is completed, users have to decide how many people the box is intended for (two or four) and the number of recipes that they want to receive on a weekly ba-

sis (three, four or five). Each week the subscribers can choose from a list of 17 new recipes inspired by regional and international cuisines, grouped into five different meal plans: Meat & fish, Family friendly, Veggie, Low calorie, and Flexitarian. Prior to the payment, the delivery address must be added. An email confirms the reception of the order.

HelloFresh offers a flexible subscription. This means that it can be paused, thus suspending the delivery, and reactivated at any time. Every week, moreover, customers can change the number of portions and recipes needed to suit their needs.

Each selected recipe comes with an ingredients' and nutritional values' list, without forgetting allergens, total preparation time (30-40 minutes maximum) and the level of difficulty (easy, intermediate, difficult). The box comes with recipe booklets with detailed step-by-step instructions, together with pictures. Moreover, on the app instructions are also available in an audio format.

The order placement

After registering through the app, we selected our weekly plan: three

recipes for two people. Among the available dishes, we opted for Asian style noodles with beef, lentil and chickpea dahl with coconut milk and lemongrass and, lastly, an Italian recipe: strozzapreti pasta with cherry tomatoes and pancetta. It is also possible to choose two 'extra' recipes, which cost more. We proceeded by specifying our delivery preferences: it's possible to choose the day but, unfortunately, we are not allowed to choose a specific time slot due to our address (in bigger town centers this possibility is provided). All in all, that's not really the utmost convenience for those who work. We point out, though, the possibility of delivery on Saturday (from 9am to 3pm).

Coming to the payment part: three recipes for two people cost 36 euro, plus 5.99 euro of shipping fees. However, we take advantage of a 10-euro discount code provided by a food influencer promoting HelloFresh on her Instagram page. Hence, we pay 31.99 euro, overall.

The delivery

On the selected day, we get the box delivered at midday. Opening the cardboard box (sealed with pa-

per tape), we find three bags – in paper as well – one for each recipe we ordered, containing ambient foods. The numbers on each kit refer to one of the three recipe booklets with all the instructions for the dishes preparation. Fresh foodstuffs, instead, come in paper cool bags containing ice packs.

All the items we got were far from their expiration dates and almost all of high quality and almost all in good condition (except for some damaged vegetables). We do not know the origin of the latter, whereas many of the packaged goods are of known Italian brands, others (for example lentils and chickpeas, as well as coconut milk) are branded HelloFresh.

All in all, HelloFresh's service is suitable for anyone desiring to experiment in the kitchen, the fact that the ingredients are pre-measured and directly delivered to the subscribers' doorsteps represents an added value. This makes it almost impossible to fail in the preparation and, moreover, there is no need to lose time to plan and buy all the necessary at the supermarket. The wide range of proposed recipes is also valuable. Anyone who is more at ease in the kitchen or, on the contrary, not at all, might find the service boring in the long run, especially considering the fact that the boxes are delivered on a weekly basis and that the preparation times are never under 30 minutes. Finally, the impossibility to order a box just for a single person is also a downside.

Alla cena? Ci pensa HelloFresh

Sono oltre 7 milioni gli abbonati al servizio di delivery di box ricette della multinazionale tedesca. Che, nel 2021, è approdata anche in Italia. Abbiamo voluto testare anche noi il servizio: dalla pianificazione settimanale dei pasti alla preparazione. Ecco com'è andata.

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INSIGHT

Wine and health warnings: yes, no, maybe...?

An anonymous survey reveals what producers really think about introducing alerts or consumption advices on labels – among firm stances, lots of skepticism and some interesting surprises.



After the European Commission, with its silent consent, gave the all-clear to the introduction of health warnings on alcoholic beverage labels in Ireland, the debate over the possibility to extend the obligation to all European countries has dominated the discussions in recent weeks. And while the clamor now seems to have died down a little, we are actually right in the eye of a storm that is not destined to pass soon. The signs have been there for all to see for years. Think of Europe's Beating Cancer Plan – introduced in February 2021 – or the document adopted by the World Health Organization (European framework for action on alcohol 2022-2025), whose guidelines speak of com-

bating alcohol consumption in member countries to reduce it by 10% per capita by 2025. "The document is based on the idea of 'no safe level' consumption – that is, that any amount, however small, is still harmful to our health – which was in fact challenged in the European Parliament's vote on the Cancer Plan just a few months ago", we wrote on Alimentando in September 2022. "The result that emerged from the vote is a heavy sentence for the wine industry and

the beginning of a new prohibition wave for this sector", Unione Italiana Vini foresightedly predicted at the time. It is the same association that today urges producers not to passively wait for Brussels' impositions, but to be the creators of a labeling proposal that can meet the needs of everyone instead: institutions, producers, and consumers.

"We are talking about messages that would be consistent with the warnings indicated by the Europe-

an Parliament during the discussion on the Cancer Plan", Unione Italiana Vini secretary Paolo Castelletti recently said, "when 'health warning labels' were replaced with 'moderate and responsible drinking information.' We appeal to the entire Italian and international wine industry to come forward with a communication model based on the importance of responsible and moderate consumption."

These are the reasons why we decided to bring the matter up directly to Italian wine producers, through an anonymous survey to which 59 of them responded. The result, among firm stances, lots of skepticism and even some surprises, provided us with interesting food for thought.

Vino e alert salutistici: sì, no, forse...?

Un sondaggio anonimo ci svela quello che i produttori pensano davvero sull'introduzione di avvertimenti o consigli di consumo in etichetta. Tra prese di posizione nette, tanti scetticismi e alcune interessanti sorprese.

the survey

IN FAVOR OR AGAINST

The first, big question was: "Would you be in favor of the introduction of health warnings on labels (e.g. 'Drinking alcohol can harm your health')?". The vast majority of producers answered "no", accounting for 78% of the total (46). On the contrary, 15.3% – nine producers – responded positively, thus suggesting that not quite everyone in this great debate is against this measure. However, quite interestingly, some producers felt represented neither by the "no" nor by the simple "yes": "The answer is yes, as long as we find unified symbols that are easy to understand. And they have to be small!" said one producer. Others introduce a major concept – if not the key – in this whole issue: it is essential not to confuse alcohol consumption with abuse.

We also asked the 78% of producers who are against the introduction of health warnings on labels why they refused. Among the different answers, with multiple choice options, 60.9% – the highest percentage – said they did not think it was the right way to inform consumers. This was followed (56.5%) by the fact that such warnings do not allow a distinction to be made between use and abuse, while 41% considered it detrimental to wine producers. Only three of them stated that, in their opinion, wine is not harmful to health. Others said that "this kind of communication damages the Made in Italy business" and that "the risks of abuse should be indicated on wine labels, but then the same should be done for sugary drinks and all foods that can be harmful if consumed in immoderate quantities."

ADVICE ON LABELS DIVIDES OPINION

The distinction among those who say they are willing to include consumption advice on labels (e.g. "We suggest a maximum daily consumption of ***") is much less clear-cut, compared to the question on health warnings. This was the verdict: 33 were in favor (55.9%) and 23 were against (39%). The cue for this question, as many may have already realized, is the precedent set by Bottega: the Treviso-based company has recently taken a significant "solo" step forward by introducing labels bearing the words "We recommend a maximum daily consumption of two glasses".

"Doctors and politicians, producers and consumers, have often said something very true: alcohol is bad for us, but if consumed in moderate quantities, it is a vice that our bodies can tolerate well," the owner Sandro Bottega says. About the advice on the label, he adds, "It is not an imposition or an invitation to consumption,

or a 'terrorist' warning as has been discussed in Europe. It is a way to educate, and we all have to make our contribution."

In our survey, most of the criticism connected to this mode of information is precisely related to the scientific aspect. "The consumption and effects of wine differ depending on aptitude, gender, physical structure, etc. Such a suggestion does not take into account these subjective characteristics" one of the producers said. "There are no precise scientific indications in this regard; also the reaction to alcohol is plainly subjective" another producer confirmed. And many others point out that this kind of advice cannot be given universally, since alcohol tolerance changes depending on the – many – variables involved.

Some provocatively said: "On cookies, on sugary products in general, on refined flours, on farmed eggs and meats, etc. – and the list could be much longer – will a suggestion for a maximum daily consumption be provided?"

WHAT FUTURE?

The last question was aimed at sampling producers' sentiment regarding the possible developments in this matter: "Do you think the introduction of health warnings will become mandatory for wine producers?" These are the answers we received: 61% are convinced that they will become mandatory – although they hope that they will not –, compared with 27.1% who think that health alerts will not become mandatory in the future – and are pleased about this. A smaller 8.5% believe that the obligation will come, and are glad that it will.

What emerges from the survey is thus an extremely fragmented

scenario, especially if we consider that all respondents were wine producers. And all of them were Italian. Let's think about how different the sentiments can be if we also take into consideration the other players in this market and in the other EU states. However, some shared positions emerge strongly. The need for the issue to be addressed unambiguously and scientifically; the urgency to emphasize the distinction between consumption and abuse; the need for institutions to do their part to educate and inform consumers. And also, that alcohol should not be considered the worst of all evils, and the same treatment should be given to all substances that are potentially harmful to health if consumed immoderately.

POSSIBLE ALTERNATIVES

We asked producers whether – as an alternative to including warnings on labels – there were, in their opinion, other contexts and tools better suited to convey information about the risks of alcohol consumption to consumers. An overwhelming 76.3% (45 responses) indicated the government as the most suitable entity to take on this burden, through information campaigns and public service announcements. Producers did not back off, choosing themselves

in 25.4% of cases (15 responses) as the right entity to inform the consumer, but through different channels, such as the internet or social media. This was followed by trade associations (18.6%) and distributors (8.5%). "Prevention could be a good form of education to be conveyed through schools. It is the new generations that need to be made aware of adequate and appropriate consumption of alcohol, as well as proper nutrition", a producer said. Others rely heavily on consumer common sense and prefer the already widely used sentence "drink responsibly". However, 13.6% of respondents do not think it is necessary to convey this kind of information.



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RESEARCH

When packaging and taste 'don't bind'

A North Carolina University study has analyzed the taste alterations of the milk preserved in containers made of cardboard, glass and different types of polyethylene. Noting some interesting differences.

Whether it is cardboard, polyethylene or glass, the material of which the milk container is made may affect the food preservation, altering its taste and chemical properties. Several studies prove this thesis, including the one carried out by the department of food, bioprocessing and nutrition Sciences of the North Carolina State University. This analysis has taken into consideration pasteurized skim and whole milk, filled into paperboard carton, glass or different types of plastic, such as Pet, Hdpe (high-density polyethylene) and Lldpe (linear low-density polyethylene). Milks were stored at 4°C in the dark, and sampled on the basis of chemical and taste parameters, after 0, 5, 10 and 15 days after bottling. The result? It seems that cardboard isn't entirely suitable for the storage of milk, while glass seems to be one of the best choices.

Why cardboard?

In the milk industry cardboard containers are widely diffused. This happens in the first place because it is cheaper than other materials and it is easily malleable. The non-transparency of cardboard also makes it possible to overcome one of the main problems around milk storage, that is sensitivity to light: that's why over the years the industry has focused on packaging materials that could have a light barrier effect. And compared to other materials like Pet and Hdpe, cardboard easily accomplish this function. However, cardboard remains highly permeable to the surrounding environment, with the consequent risk of contamination of the food from the outside.

Indeed, that of photosensitivity isn't the only factor that threatens to compromise the preservation of milk. Another problem is that of the so-called 'migration', which is the transfer of unwanted chemical contaminants into a food - milk in this case - from the packaging or the surrounding environment. On the other hand, we talk about 'food scalping' when due to interaction with the packaging or the surrounding environment, the flavor of the product undergoes modifications. Migration and scalping are heavily affected by the storage conditions and by the physical structure and temperature of both the food matrix and package. Therefore, for the product to reach the consumer in an optimal state of conservation, manufacturers need to choose the material that better prevents this kind of problems.

How taste and chemical properties change

The goal of the study of the North Carolina University was to determine the 'weight' of packaging on chemical and sensory properties of milk in the



Quando pack e sapore 'non legano'

Uno studio della North Carolina University ha analizzato le alterazioni del gusto di latte conservato in contenitori di cartone, vetro e diversi tipi di polietilene. Notando alcune interessanti differenze.

absence of exposure to light, so as to isolate the actual role of package materials in migration and scalping.

Skim milk packaged in paperboard carton and Lldpe had lower sweet aromatic flavor with storage time and distinct stale flavor; this flavor difference may be due to high permeability of these materials. 'Paperboard flavor' was only detected in milks packaged in cartons, and this flavor was detected within hours of packaging (day 0) and increases with storage time. Also, skim milk packaged in Lldpe had higher 'stale flavor' than skim milk packaged in cartons across storage.

When it comes to whole milks, the ones packaged in paperboard carton and Lldpe had lower sweet aromatic flavor across storage time compared with milks filled into glass, Pet or Hdpe. Similar to skim milk, 'paperboard flavor' was only detected in whole milks packaged in paperboard cartons. Unlike skim milk, this flavor was not detected until day 5, but also increased through day 15. 'Stale flavor' was detected in milks packaged in Lldpe at day 0, while in whole milk filled into paperboard carton by day 10, and this flavor increased with storage time.

The conclusions of the study

"Though skim and whole milk cannot be directly compared", it's written in the document, "cardboard' and 'stale' flavors in milk packaged in paperboard carton or Lldpe were generally more intense for skim milk at a specific time point compared with whole milk".

Milks packaged in paperboard carton and Lldpe had the highest intensities of off-flavors, due to permeability and migration, with off-flavors present by day 0 in skim milk. Milks packaged in Hdpe, Pet or glass in the absence of light exposure have no discernable sensory differences by day 10 post-processing. In contrast, milks filled into paperboard carton were differentiated by consumers compared to milks filled into glass. The conclusion to which the researchers of the North Carolina University came to is that glass, along with some types of plastic (Pet and Hdpe), seems to be the ideals for storing milk, at the expense of cardboard and linear low-density polyethylene (Lldpe)".

Anna Lietti



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INSIGHT

Breakfast: music to the ears

The five senses are essential for a complete dining experience. A social survey, carried out by Unione Italiana Food, studies the most appreciated sounds of the first meal of the day.



While eating, whereas more than half of our brain is involved in processing what we see, only 1% is directly engaged in taste perception. This is proven by a study carried out on the human cerebral cortex by Charles Spence, experimental psychologist, and recalled in the publication titled 'Gastrophysics: the new science of eating'. In the last years the amount of analyses focusing on the importance of all five senses at the table has increased. And if at the beginning it was believed that the only element involved was taste, today there are actual proofs that all senses are crucial.

The five senses

Sight, sound, smell, taste, and touch: these are the senses that need to be taken into consideration when commenting a dining experience, but also when thinking of a way to positively influence consumers' opinion of a product. Only by promoting each sense, it will be possible to provide clients with a complete experience that they can remember over time.

Smell, for instance, is able to anticipate what we are about to eat. Moreover, as Spence shows, compared to all the other senses, smell has a more direct connection with the emotional and memory circuits of the human brain. Sight, instead, is key since it provides the 'first taste' of the dish. Sound is also important because it enables to create expectations, increase the appetite and feel more satisfied when tasting food.

But that's not all. Other researchers, as a matter of fact, highlighted how other sensory modalities come into play when eating. Fiona McPher-

son, for example, in the article 'Taxonomizing the senses' explains that also senses like proprioception (the body's ability to sense movement and location), the sense of balance, the vomeronasal organ which specializes in detecting pheromones, pain, temperature and pressure receptors, and other senses such as the sixth one can influence the dining experience per se. In a nutshell, the five senses together with the just above cited enable a more intense and valuable 360° experience.

Breakfast sounds

A piece of research carried out by Aidepi/Doxa reveals that 35 million Italians (7 out of 10) enjoy breakfast time. The number of people eating the first meal of the day has also increased, from 79% to 84%. The sounds that characterize the moment contribute to making the experience more pleasant. Unione Italiana Food – the largest association of food categories in Europe, representing 550 Italian agri-food companies – focused on the importance of the latter in the campaign 'Io comincio bene' (starting the day off right with breakfast, ed.). Through a social survey conducted in 2022 it tried to identify the sounds consumers associated with the first meal of the day.

According to the analysis, more than 6 interviewees out of 10 (64%)

associate the 'crunch' produced by the biscuits consumed in the morning with the typical sound par excellence of breakfast. A sound that moreover recalls memories of their childhood. Only 36% (over 3 people out of 10), instead, prefers the sound of cereals poured in milk. The sound of boiling coffee as well as chocolate cream spread on toast, that is harsher sounds, are also highly appreciated (83%). Such sounds are considered to be pleasing because, according to the panel, they give the right energy to start the day. "After all, chocolate was defined 'Food of the Gods' because it boosts the production of endorphins, better known as the 'feel-good' chemical of the brain," explains professor Michelangelo Giampietro, food scientist and sports medicine expert.

The sounds of beverages being poured in glasses are also quite popular, 46% of the consumers associate them with the concept of modern breakfast. The same applies for the sound of syrup poured on pancakes (54%), which is associated to modernity but also to the typical American breakfast. Lastly, according to the piece of research, other two sounds Italians highly appreciate hearing during breakfast are the splitting in half of a croissant (8 consumers out of 10, 81%), and a knife cutting through a cake (19%).

THE SOUNDS INTERVIEWEES MOSTLY APPRECIATE AT BREAKFAST

83%
Boiling coffee/creams spread on toast

81%
Splitting a croissant

64%
'Crunch'

54%
Syrup poured on pancakes

34%
Adding cereal to a bowl of milk

19%
A knife cutting through a cake

Data collected by the social survey carried out in 2022 for the 'Io comincio bene' campaign by Unione Italiana Food.

Colazione: musica per le mie orecchie

I cinque sensi sono fondamentali per vivere un'esperienza gastronomica completa. Una social survey, realizzata da Unione Italiana Food, analizza quali sono i suoni più apprezzati durante il primo pasto della giornata.



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BREAKFAST WITH LA FAMIGLIA ORGANIC



new line of fermented coconut-based products





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SWEETS & CHOCOLATE DAIRY & CHEESE OTHER FOOD SPECIALTIES

The Italian Food Gallery

ISM Cologne (23-25 April), Tuttofood Milan (8-11 May), PLMA Amsterdam (23-24 May). Three of the most important food & beverage trade shows globally are set to take place over the coming weeks in Europe. And manufacturers won't be caught unprepared. In the following pages, a showcase of products designed to meet the needs and wants of operators around the world.

La vetrina dell'Italian Food

ISM Colonia (23-25 aprile), Tuttofood Milano (8-11 maggio), PLMA Amsterdam (23-24 maggio). Tre degli appuntamenti fieristici più importanti, su scala mondiale, per il food & beverage si terranno in Europa nelle prossime settimane. E i produttori non si fanno certo trovare impreparati. In queste pagine, una galleria di prodotti pensati per soddisfare i desideri degli operatori di tutto il mondo.

ASOLO DOLCE

www.asolodolce.it



Ventagli

Crunchy puff pastry, fan-shaped and covered with sugar, this baked product is ideal as a snack or for breakfast, to be accompanied with a cup of tea or coffee.

Weight

110 g

Shelf life

14 months

International certifications

IFS, BRC, FDA

BHB ITALIA

www.bhb.name



Raspberry Cake

A fluffy vegan sponge cake base with delicate fruity syrup, filled with cream and decorated with raspberry compote.

Weight

350 g

Shelf life

5 months

International certifications

IFS, BRC, Gluten free, Organic and Kosher

BISCOTTIFICIO GRONDONA

www.biscottificiogrondona.com



Canestrelli Antica Genova

A sweet butter cookie oven baked, made with wheat flour, butter and sugar. The crumbling and the tasting of the best shortbread in a simple pastry, thanks to the quality of the ingredients.

Weight

100 g

Shelf life

8 months

International certifications

UNI EN ISO 9001, BRC

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We explore the sweetest part of it.



QUALITY AT THE CENTER OF THE UNIVERSE

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Present at fairs

ISM COLOGNE 23-25 APRIL 2023 | HALL 4.2 STAND D051
TUTTOFOOD MILAN 8-11 MAY 2023 | HALL 5 P13 S22

www.sassellese.it





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- OTHER FOOD SPECIALTIES

BISCOTTIFICIO VERONA - MARINI

www.biscottificioverona.com



Ladyfingers

Their sweet lightness makes them a perfect base for delicious Tiramisù and other desserts or a tasty snack at any time of the day. This special size is made for the USA market.

Weight

500 g

Shelf life

12 months

International certifications

IFS, BRC

FREDDI DOLCIARIA

www.freddi.it



Freddi Stars Collection Sweet Halloween

Sweet Halloween mini-cake has a delicate pumpkin filling that accompanies a soft carrot cake, for a scary break... with less than 100 calories per mini-cake.

Weight

250 g (10 x 25 g)

Shelf life

9 months

International certifications

Haccp, IBS, BRC, Kosher

CHOCOLITALY

www.chocolitaly.it



Pistachio Heart Cake

Soft vanilla cake with pistachio cream filling.

Weight

450 g

Shelf life

12 months

International certifications

IFS, BRC, Organic, Fairtrade, Kosher

LA MOLE - F.LLI MILAN

www.la-mole.com



Cakes by La Mole

La Mole cakes are a sweet harmony of taste and aroma. The secret of their goodness begins with a simple and authentic recipe. The best ingredients artfully mixed in a soft perfumed dough, from Sicilian lemon juice, to cocoa and to vanilla.

Weight

400 g

Shelf life

12 months

International certifications

BRS, IFS

FLAMIGNI

www.flamigni.it



Gin Panettone

Panettone with a soft and flavoured dough enriched with gin cream and covered with white chocolate and meringue.

Weight

950 g

Shelf life

6 months

LA SASSELLESE

www.sassellese.it



Soft Amaretto - New recipe

This new recipe of Soft Amaretto is made by using more almonds. And yet the innovation doesn't lie in taste only: the pack has been renewed too. A smaller pack allows indeed for a lower amount of plastic used.

Weight

180 g

Shelf life

6 months

f sgambaro.it



GOOD FOR YOU, GOOD FOR THE PLANET

Sgambaro's Organic Label line, created over 20 years ago, is now a family tradition. It offers only expertly grown, milled and processed special grains and cereals that are perfect when cooked and taste wonderful. Emmer wheat and Einkorn wheat, Kamut® khorasan wheat, quinoa and wholemeal wheat: a selection of good and pure products for an organic line you can trust.



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AND SUSTAINABLE
AGRICULTURE



A MILL JOINING
HANDS WITH
A PASTA FACTORY



100%
GREEN
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CARBON-OFFSETTING
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NUOVA RUGGERI

www.nuovaruggeri.it



Mini Croissants with Custard Filling

Sweet, naturally leavened bakery product filled with custard cream.

Weight

150 g

Shelf life

180 days

International certifications

IFS, Rspo

FRANTOIO BONAMINI

www.oliobonamini.com



Vert De Vertes Italian Extra Virgin Olive Oil

Vert de Vertes has a beautiful intense limpid golden yellow colour with slight green hues. Its aroma is ample and rotund, with fruity hints of unripe tomato and white apple. Its taste is elegant and complex. Olive varieties: Peranzana 60%, Coratina 20%, Frantoio 20%.

Weight

0,50 L

Shelf life

18 months

International certifications

IFS, Organic

POGGIO DEL FARRO

www.poggiodelfarro.com



Crunchy cookies

These simple but delicious Crunchy Cookies are produced in the company's artisan laboratory. Oat flakes are combined with the best spelt flour and some characterizing ingredients. They are available in 3 variants: cocoa, chocolate chips, chia seeds.

Weight

200 g

Shelf life

8 months

OLIO GUGLIELMI

www.olioguglielmi.it



Olio di Puglia PGI

The PGI Puglia extra virgin olive oil offers the utmost certainty in terms of authenticity. Each bottle is guaranteed by the consortium, verifying the entire production chain, rigorously made in Apulia, from the plant to the packaging. It comes from selected olives, milled in a short time and at very low temperatures.

Weight

500 ml

Shelf life

18 months

ORE LIETE

www.orelieteperugia.it



Rosso di Sera

A soft and crunchy biscuit made with 100% wholemeal flour. The filling with pomegranate and black cherry jam gives a fruity and intense flavour that perfectly blends with the texture of the biscuit.

Weight

200 g

Shelf life

12 months

International certifications

BRC, IFS

MEDSOL - OLIO LUGLIO

www.olioluglio.it



Extra Virgin Olive Oil PDO 'Terra di Bari-Bitonto'

Environmental conditions and the cultivation methods make this 'Terra di Bari-Bitonto' PDO extra Virgin Olive Oil a precious oil. Medsol considers the traditional ways of cultivating and pruning olives very important, to preserve all their original characteristics.

Weight

0,50 L

Shelf life

18 months

International certifications

ISO 22005, IFS, BRC, Kosher, Halal

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and the desire to start over...
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OLIO DANTE

www.oliodante.com



Dante Flavored Extra Virgin Olive Oil Range
The classic taste of European blend extra virgin olive oil, enriched with herbs from the Mediterranean. It satisfies the most demanding consumers and food lovers, to enrich in taste as well as aromas the dishes of traditional and international cuisine.
Packaging details
250 ml
Shelf life
18 months

PONTI

www.ponti.com



Aceto Balsamico di Modena PGI
Obtained by the careful acetification of must from grapes of 7 selected varieties and excellent Wine Vinegar. It has an intense and fragrant aroma and a well-balanced taste. Perfect for adding flavour to raw and cooked red meats, fresh and mature cheeses, vegetables and strawberries.
Weight
500 ml
International certifications
ISO 22000:18, FSSC 22000

TRASIMENO

www.oliotrasimeno.com



100% Italian Extra Virgin Olive Oil Classico
A blend of expertly selected oils, 100% Italian Extra Virgin Olive Oil Classico, the pride of the Arioli family, is packed in 1-litre dark glass bottles with no oxygen in order to preserve the best of its excellent natural taste and flavour qualities.
Weight
1 L
Shelf life
18 months
International certifications
ISO22000:2018, BRC, Kosher, Halal, FDA

BOMBIERI

www.salumificiobombieri.it



Cooked Ham 'Fior di Loto'
Wellness and nutrition are at the heart of Bombieri's daily commitment. With the High Quality Cooked Ham Fior di Loto, the company offers the result of what it calls 'Bombieri - well-being'. Animal welfare lies at the basis, and translates into quality meats.
Weight
8,7 kg
Shelf life
150 days
International certifications
BRC

CENTRO CARNE

www.centrocarne.com



Rindless Black Abruzzo Swine Aged Borbone
The Bourbon, lonzino with lard is obtained by processing the anatomical muscle portions of meat of Black Swine D'Abruzzo, between the 6th and the 7th rib of the loin, the loin and the tail. This muscular region after boning is trimmed to obtain a product with a characteristic layer of fat that gives unique and rustic scents.
Weight
3,5/4kg. Vacuum packed in slices 0.8/0.9 kg
International certifications
IFS

CENTRO CARNI COMPANY

www.centrocarnicompany.com/it



You&Meat
Gourmet burger with Aberdeen Angus Sired heifer meat. Skin pack.
Weight
200 g
Shelf life
21 days
International certifications
BRC, IFS

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ITALIA BULGARI

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GIUSEPPE CITTERIO SALUMIFICIO

www.citterio.com



Citterio Vivere all'Italiana - Original Salame Milano
Vivere all'Italiana - Original Salame Milano is part of a new line that includes the best traditional Italian Salami. High quality product, thinly sliced, laid by hand in a pre-formed tray of small weight.
Weight
80 g
Shelf life
42 days

LEONI RANDOLFO

www.porchettaigp.eu



Porchetta di Ariccia PGI
Two slices of Porchetta di Ariccia PGI in a microwaveable skin tray.
Weight
220 g
Shelf life
40 days
International certifications
IFS

DEVODIER PROSCIUTTI

www.devodier.com/en



Parma Ham PDO Devodier min. 30 months
The product is born from a supply chain project developed with Italian farmers who follow strengthened biosafety and environmental standards. The final product has all the guarantees of the Parma Ham PDO because it is made with Italian meat and salt only and without preservatives.
Weight
Whole product vacuum-packed
Shelf life
6 months
International certifications
BRC, IFS, Animal Welfare

SALUMIFICIO PALMIERI

www.mortadellafavola.it



Mortadella Favola
Favola is the first mortadella in the world stuffed and cooked into the natural pig skin, that is hand-sewn. A simple and natural recipe, made by 100% Italian meats, salt, natural flavours and honey. Gluten free, lactose free.
Weight
12 kg medium weight
Shelf life
90 days

SALUMI EMMEDUE

www.salumiemmedue.it



Lucanica
Lucanica ha a particular curved 'U' shape, a soft ruby-red slice with a pleasant taste of fennel. It does not contain added polyphosphates and glutamate, is gluten-free, lactose-free, and has no milk proteins. In 2018 it obtained the PGI brand as Lucania di Picerno.
Weight
300 g
Shelf life
120 days (ATM), 240 days (vacuum packed)

PROSCIUTTIFICIO MONTEVECCHIO

www.prosciuttificiomontevecchio.it



Fior di Fesa
It comes from the pig's leg, which is boned before curing. This process allows an early maturing stage and great advantages in terms of cutting and slicing as well as cleaning, having a reduced waste and the possibility of being worked at a positive temperature.
Weight
6.5 kg
Shelf life
365 days / 180 days vacuum
International certifications
Canada, Japan, Brazil, Korea and Hong Kong

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ITALIA BULGARI marshmallow dal 1880

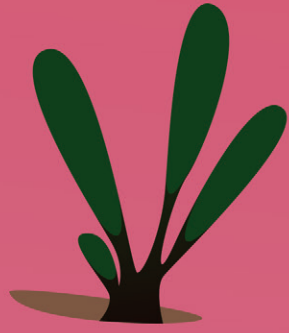


Bulgari Agostino srl

was founded in **Italy in 1880 by Bulgari family**, whose members still carry on the long tradition in the confectionery sector. It was originally founded as a handcraft company producing pastries and sugar sweets, over the years it has increased to create a flexible system in order to meet the market needs all over the world. Now Bulgari brand is known all over the world for the production of marshmallow candies and foamy sweets covered with chocolate.

Today the company can count on important production capacity and very modern technologies. The secret of Bulgari success is the constant attention in the selection of raw materials and care in workmanship.

The scrupulous attention in quality purposes has brought to the achievement of very important objectives, such as the quality certifications IFS, BRC and ISO 9001:2015. This is a reason of proud for our company and an important assurance for our customers.





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- SWEETS & CHOCOLATE
- DAIRY & CHEESE
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SALUMIFICIO MOTTOLINI

www.mottolini.it



Bresaola La Chianina

Chianina by Salumificio Mottolini was born from courageous choices and a fruitful collaboration with the San Giobbe farm, which operates in the heart of the Valdichiana where Lazio, Umbria and Tuscany meet each other, raising cattle in compliance with the specification of the White Vitellone dell'Appennino Centrale PGI. The light marbling gives to this all-Italian bresaola a particular sweetness.

Weight

Available whole, half, pre-sliced.

Shelf life

60/120 days

International certifications

IFS, BRC, ISO22005, Halal, Organic

ANTICA TORRONERIA PIEMONTESE

www.torrone.it



La Perfetta

Delicious, wire-cut chocolate bars framed in a refined, nuanced case. Available in three different tastes: milk chocolate with caramelized hazelnuts, chocolate with nougat grains, dark chocolate with cocoa grains.

Weight

Box 85 g

Shelf life

12 months

International certifications

SMETA, FDA, IFS, BRC

PERTUS

www.cottipertus.com



Il Manzoni Sugar Free

High quality cooked ham from Italian pork leg, guaranteed sugar-free.

Weight

11 kg

Shelf life

120 days

International certifications

IT 9-1046/I CE

BULGARI AGOSTINO

www.bulgariagostino.it



Marshmallow sour watermelons

Soft marshmallow candies in watermelon slice shape with sour sugar dusting.

Weight

500 g

Shelf life

12 months

International certifications

IFS, BRC, ISO 9001:2015

VION FOOD GROUP

www.vionfoodgroup.com



Robusto

The meat for the Robusto range comes from carefully selected farmers that work according to the highest standards. That leads to meat with better fat quality and more intramuscular fat which results in premium quality meat. The Robust range covers all major parts of the pig, from neck to leg, that can be delivered according to the costumers need.

Weight

Different weights available.

Shelf life

21 days

International certifications

IFS Food certificate, QS

DOLCERIE VENEZIANE

www.dolcerveneziane.it



Ciocozucca Halloween

Chocolate pumpkins, of white and milk chocolate, handmade. Trademark design.

Weight

70 g (net)

Shelf life

30 months

International certifications

Rainforest Alliance

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SWEETS & CHOCOLATE DAIRY & CHEESE OTHER FOOD SPECIALTIES

DI COSTA

www.dicosta.it



Salted Pistachio Chocolate Bars

Two great Gourmand products, a white chocolate bar with salted pistachios and a gianduia chocolate bar with salted pistachios.

Weight

100 g

Shelf life

18 months

ICAM

www.icamcioccolato.com



Vanini Monorigin Uganda BIO bars

Vanini Monorigin Uganda BIO bars are made with the fine cocoa produced by ICAM Uganda Ltd., a company established to support the Ugandan district of Bundibugyo. Inclusions all strictly BIO: Whole hazelnuts, Whole almonds, Whole hazelnuts and caramel, Whole salted pistachios. Tablets are packaged in a compostable wrapper.

Weight

85 g

Shelf life

18 months

International certifications

BIO, 100% Made in Italy, Bean to Bar in Italy, Vegan Ok, Gluten Free, Packaging certificate Ecocert.

LA PERLA DI TORINO

www.laperladitorino.it/en



Limoncello and Meringue Chocolate Truffle

La Perla di Torino celebrates the Mediterranean tradition with a new chocolate truffle that enhances the beauty of the Italian summer. Limoncello and Meringue chocolate truffle has a base of white chocolate, nougat and natural limoncello flavouring: an explosion of freshness.

Weight

3 or 6 kg (loose), 200 g (clear bag)

Shelf life

10-12 months

International certifications

BRC

LAGO GROUP

www.lagogroup.it



Crepe Dentelle

Crunchy biscuits coated with dark chocolate.

Weight

120 g

Shelf life

18 months

LAICA

www.laica.eu



Laica 'Icona' line

The new Laica 'Icona' line is a masterpiece of taste. The line includes a new format of thin tablets available in 5 flavours: pistachio, gianduia, salted caramel, extra dark 72% and 85%.

Weight

100 g

Shelf life

18 months

International certifications

BRC, IFS, Rainforest, Srpo, Kosher, Sedex, Fairtrade

MAJANI 1796

www.majani.it



Dadino Fiat Granellati Mix

The classic cubic confection containing 18 pieces of assorted nuts grains Cremini: Hazelnuts, Almonds and Pistachios.

Weight

167 g

Shelf life

18 months

International certifications

Reg. CE 1881/06, Reg. CE 396/05, Reg. CE 178/02, Reg. CE 852/04, Standard FSSC 22000

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The tasty ham of Umbria

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www.assisisalumi.it



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SWEETS & CHOCOLATE

DAIRY & CHEESE

OTHER FOOD SPECIALTIES

DTS DOLCIARIA - PENNISI DOLCERIA SICILIANA

www.cannolisicilia.it



Sicilian Cannoli With Cream Filling

The sweet icon of Sicilian pastry: the cannolo. A crunchy outdoor waffle filled with a tasty cream with three flavors: pistachio, cacao and vanilla. Each cannolo is placed on a dish and sealed individually.

Weight

180 g

Shelf life

12 months

International certifications

IFS, Kosher

ARBOREA

www.arborea1956.com



UHT Semi-skimmed Milk

UHT semi-skimmed milk Arborea comes from only the best Sardinian farms. It is homogenised and heat treated with UHT technology, indirectly and at high temperatures, in order to guarantee outstanding quality.

Weight

1 L

Shelf life

140 days - best before

SOCADO

www.socado.com



Dark Chocolate 75%

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

Weight

230 g

Shelf life

18 months

BOTALLA

www.botalliformaggi.com



Botallini Range

Tasty cheeses produced with 100% Piedmont milk adding chilli pepper or aromatic herbs or turmeric or flowers or ginger or coloured pepper. The flow pack allows to preserve the organoleptic characteristics and extend the shelf-life. The portioned version is perfect for tasting different tasty cheeses.

Weight

Flowpack: 700 g / Portioned: 120 g

Shelf life

Flowpack 120 days / Portioned 45 days

International certifications

IFS, 9001

T'A MILANO

www.tamilano.com



Ciocosushi

20 artisanal pralines with soft filling (dark chocolate with ginger and coffee, milk chocolate with mango and hazelnut), dark chocolate chopsticks, wasabi dragées.

Weight

Single unit: 180 g

Shelf life

8 months

CASEIFICIO CAVOLA

www.993.it



Parmigiano Reggiano Grated

40 months aged; doypack package with zip.

Weight

60 g

Shelf life

90 days

International certifications

IFS, BRC

The Pride of Naples

A Neapolitan pizza characterized by a light dough, a fluffy crust and air pockets: 100% "Made in Italy".

Haven't you always dreamt of it? It's here now and the name's Smorfia, a unique mix of selected Italian wheat only, chosen as the perfect flour for a traditional Neapolitan pizza by the most expert pizza chefs and approved by the Verace Pizza Napoletana Association.



You can find us at
TUTTOFOOD - MILAN
8th-11th May, 2023
MOLINO NALDONI
HALL 7 STAND E25



molinonaldoni.it





SHOWCASE

- CAKES & BAKERY
- CONDIMENTS
- MEAT & DELI MEATS
- SWEETS & CHOCOLATE
- DAIRY & CHEESE
- OTHER FOOD SPECIALTIES

CENTRALE DEL LATTE D'ITALIA - BRAND LATTE TIGULLIO

www.centralelatteitalia.com
www.lattetigulio.it



Tigusta – Tigullio Milk

Spreadable milk cream, fresh, preservatives free, 100% Italian milk, with cremoris type lactic ferments. Not the classic spreadable cheese, but a fresh and genuine cream of sour milk to be enjoyed on a slice of bread.

Weight

125 gr

Shelf life

40 days

LA CONTADINA

www.caseificiocooplacontadina.com



Buffalo Mozzarella PDO

Buffalo Mozzarella PDO made from fresh buffalo's milk.

Weight

125G g

Shelf life

34 days

International certifications

BRC, IFS, FDA

DELIZIA

www.prodottideliziosa.com



Burratina Deliziosa

Stretched-curd stuffed with stracciatella.

Weight

125 g

Shelf life

28 days

International certifications

BRC issue 6, IFS issue 6, ISO 9001:2008, Halal, ISO 22005:2008, OGMs free

LATTERIA DI CHIURO

www.latteriachiuoro.it



AlpiYò Valtellina Yogurt Without Lactose

The company expands its product range with AlpiYò lactose-free to allow intolerant subjects not to give up the taste and pleasure of Valtellina Yogurt. Choosing a food without lactose can have positive effects, thus also promoting better digestion and restoring intestinal health.

Weight

125, 500 g

Shelf life

40 days

International certifications

IFS

IGOR

www.igorgorgonzola.com



Gorgonzola Gran Riserva Leonardi Igor Ecopack

A premium Gorgonzola with a mild and exclusive taste. Now also available in the new 100% recyclable Ecopack. Rich in Calcium, Protein and Vitamin B12, it is also certified LFree (naturally lactose-free) by the Italian Association for Lactose Intolerance (AILI).

Weight

150, 190, 200 g

Shelf life

40 days

International certifications

BRC Food Safety, IFS Food, 0 Emission Company

AGROZOOTECNICA MARCHESA

www.cfelix.it



Yogurt 100% Buffalo Milk

Yogurt 100% Buffalo Milk available in 5 tastes: Plain, Lemon, Berries, Apricot and Pistachio. No preservatives.

Weight

140 g

Shelf life

40 days



SPICY PALZOLA



MILD PALZOLA



EXTRA CREAMY.
MILD PALZOLA,
PALTUFA
AND PALFUOCO



PALCIOK
DELICIOUS PALZOLA-FILLED
CHOCOLATES

PALZOLA,
AN EXQUISITE,
INIMITABLE
GORGONZOLA
AND MORE

PALZOLA.IT



PALFUOCO, CHILLI PALZOLA



PALTUFA, CREAMY PALZOLA WITH TRUFFLE

follow

SHOWCASE

CAKES & BAKERY CONDIMENTS MEAT & DELI MEATS
SWEETS & CHOCOLATE DAIRY & CHEESE OTHER FOOD SPECIALTIES

CASEIFICIO PALAZZO

www.caseificiopalazzo.com



Frozen Burrata
Kneaded cheese with cream. Quick frozen product.
Weight
120 g
Shelf life
12 months
International certifications
BRC, IFS, Halal

CASEIFICIO PREZIOSA

www.mozzarelladiseriate.it



Fior di Latte Gourmet Cut
Produced from harvested milk from the Bergamo area with self-produced ferment that gives the Gourmet Cut Fior di Latte a delicate taste with a low salt content, ideal for high-end pizzas.
Weight
2,5 kg
Shelf life
30 days
International certifications
BRC, IFS, FDA

CASEIFICIO PEZZANA

www.pezzana.it



BBQ Premium
Quick and unique dish in a practical, convenient and economic packaging with tomino natural, tomino with speck and tomino with bacon to satisfy every taste. The perfect barbecue mix.
Weight
420 g (7 pieces).
Shelf life
30 days (dmd)
International certifications
BRC version 9, IFS version 8

SORÌ ITALIA

www.soritalia.com



Provolone Affumicata
The Provolone Affumicata Sorì is a cow's milk mozzarella, with a golden color and the typical taste given by smoking process, which takes place with certified beech wood chips or certified natural straw. Available in a convenient heat-sealed bag.
Weight
250, 500 g
Shelf life
25 days
International certifications
IFS, BRC, ISO, Halal

PEZZETTA

www.pezzetta.it



Montasio PDO Prodotto della Montagna
The only Montasio that can be called PDM (Prodotto della Montagna - Product of the mountain) because of its peculiarity of being produced and seasoned in a dairy at over 500 m altitude, with milk coming from areas over 500 m. The taste is soft and delicate when it is fresh, then it goes stronger and aromatic.
Weight
6,50 kg
Shelf life
12 months
International certifications
FSSC 22000

SPINOSA

www.spinosaspa.com



100% Italian Buffalo Milk Mozzarella
Starting from 2023, the authentic taste of buffalo mozzarella is in a sustainable pack, made of 100% recyclable paper. Thanks to this pack, Spinosà will put at least 6,000 kg less plastic on the market.
Shelf life
21 days
Weight
10, 25, 50, 100, 125, 150, 200, 250, 500 g (multipack paper)
International certifications
BRC, IFS

STERILGARDA ALIMENTI

www.sterilgarda.it



Sterilgarda Lactose-free milk
Long-life UHT microfiltered lactose-free and 100% Italian milk (1-1.2% fat). Through microfiltration the biological impurities are removed from the milk, without reducing its nutritional value and organoleptic features. Afterwards, the milk is heat treated in a delicate way.
Weight
1 L
Shelf life
4 months
International certifications
Halal Food, IFS Food, BRC

CASEIFICIO FRATELLI CASTELLAN

www.fratellicastellan.it



Stracchino
The 'Stracchino' is a soft cheese made by whole pasteurized cow milk. This cheese has a soft and compact texture. The Stracchino smells like milky products, with fresh scent.
Weight
100 g
Shelf life
18 days

CASEIFICIO VAL D'APSA

www.caseificiovaldapsa.it



Affettiamo - Pecorino Toscano PDO
The new line of cheeses by Val d'Apsa Group proposes a new format of Pecorino Toscano PDO, sliced into very thin slices, individually interleaved and packaged in an innovative and eco-sustainable 100% recyclable packaging: the trays are made of paper combined with a transparent film coating that keeps the flavor of the product unaltered.
Weight
80 g
Shelf life
75 days
International certifications
IFS, BRC, FDA, List Eurasian Custom Union (EA CU)

Raspberry - 350gr

Giant cake - 330gr

Apples, Cinnamon, and Raisin - 250gr

Chocolate and Coconut - 250gr

bhb

BIG HOUSE BROTHERS
— VENEZIA —
ITALIA

WE ARE PLEASED TO INVITE YOU

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Cologne

23 / 25 April

HALL 4.2

STAND C031

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Via Luigi Negrelli 4
31038 Paese (TV) Italia
T +39 0422 1724585
P.IVA 04682750262
info@bhb.name
www.bhb.name

Filled Sponge Cake - 350gr

Pastry base Ø 22 cm - 230gr

Gran Pasticceria Ø 24 cm - 450gr

Red Velvet
Gran Pasticceria Ø 24 cm - 450gr

info@athenacommunicazione.com



SHOWCASE

CAMPO D'ORO

www.campodoro.com



Sicilian Pizza Sauce

Campo d'Oro Sicilian Pizza sauce is the perfect choice for dressing home-made pizza. It's made with raw materials processed by artisan methods and packaged using modern machinery without any preservative. The jar is enough for 4 pizzas and it's ready to eat, allowing to prepare a Sicilian pizza in just 5 minutes.

Weight

350 g

Shelf life

36 months

International certifications

Brogs, IFS Food, Fssc 22000, Jas, Ccpb Bio Organic, Carbon Neutral, Kosher Siks.

UPSTREAM ITALIANA

www.upstreamsalmons.com



Reale di Salmone Seasoned

This kind of smoked salmon is aged with controlled humidity and temperature, according to Claudio Cerati's rules. This control system allows to enhance and express all salmon flavours, from sweetness to saltiness, as a result of a unique process. Perfect to be cut with a knife into thin slices, it also can be grated as a Bottarga. Vacuum packed with cotton bag.

Weight

240 g

Shelf life

90 days

EAT MEAT

www.zeromea.it



Plant-Based Skewers with Peppers

High in plant-based proteins, gluten and allergen free, with natural ingredients and nutritionally balanced. Inspired from what is offered on the meat market, a wide range of products quickly ready to eat. MAP or vacuum-sealed.

Weight

160 g

Shelf life

28 days

International certifications

Viabel, GF, AF

LE VIE DEL TARTUFO

www.jimmytartufi.it



Truffle Honey Mustard

This Truffle Honey Mustard has a fresh flavour that blends harmoniously with the Black Truffle. It is part of a new range dedicated to retail, designed as a supermarket product to be placed on the shelf alongside other seasonings.

Weight

210 g

Shelf life

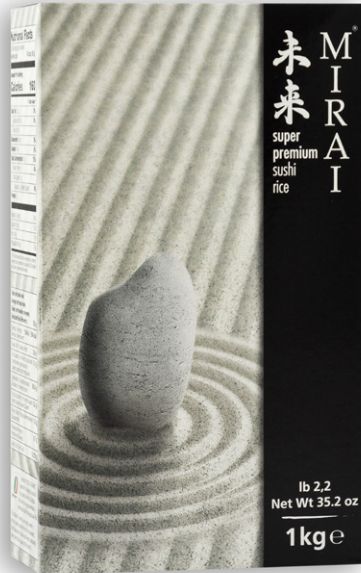
24 months

International certifications

IFS

RISO VIGNOLA 1880

www.risovignola.it



Mirai - Super Premium Sushi Rice

Mirai is a variety of rice selected and designed for the preparation of sushi and Japanese recipes. The pure grains, free of defects, unique in taste and texture, are the result of the research, selection and experience of Riso Vignola 1880 that carefully process them to make them beautiful and shiny, without any impurities.

Weight

1 kg

Shelf life

36 months

SINISI

www.sinisisrl.it



Party Snack - Salted Fried Broad Beans

The PartySnack range was created to offer the consumer a snack that can be eaten in any situation, for a break full of flavor without sacrificing freshness and crunchiness thanks to the resealable film and the practical paper cup.

Weight

100 g

Shelf life

1 year

International certifications

BRC, IFS, Aticelca

NOVA FUNGHI

www.novafunghi.it



Tartufata 1% Pasta and Bruschetta

A truffle cream that contains all the flavor of fresh truffles. A tasty creaminess on the palate, perfect for serving a crouton, accompanying a first course or garnishing dishes and pizzas. To be appreciated it in everyday cooking and on special occasions.

Weight

140 g (160 ml)

Shelf life

48 months

International certifications

IFS

ITALPEPE

www.italpepe.com



Spice Up - Freeze dried dragon fruit

A range of products made with 100% fruits and vegetables. Thanks to the freeze-drying process, each product preserves nourishing, sensory properties and original taste. A true ally of nutrition, always ready to use.

Shelf life

24 months

International certifications

IFS, BRC, Organic

IL FORNAIO DEL CASALE

www.gecchele.com



Pane Pita Greca

The Pita Greca is the typical product of the Greek tradition. It is prepared with sourdough, is low in fat and has a good protein supply. Ideal as a side dish but also perfect to fill at will.

Weight

360 g

Shelf life

60 days

International certifications

IFS food standard.



lsmgroup.it





REPORTAGE

Agrifood restarts from Cibus Connecting Italy

Great success for the two-day event, hosted by Fiere di Parma on the past 29-30 March. With a high attendance of foreign buyers, once again, it proves to be a relevant rendezvous for the sector's trade operators.

The 2023 edition of Cibus Connecting Italy – held in Parma on the past 29-30 March – in its smart version of odd-numbered years, came at a crucial time for the agrifood sector. On the one hand, there is still the uncertainty caused by the skyrocketing inflation on a global scale, on the other side, significant changes in consumption and great opportunities for agrifood are ever more on the rise. Both on the national as well as on foreign markets.

Goal of the exhibition is to gather, in Parma, know-how and innovation to match supply with an ever-changing demand. In this scenario, export plays a crucial role. In 2022, indeed, Italian food&beverage sales on foreign markets reached 50 billion euros (+19%), reinforcing a trend that has been going on for 20 years. The growing appeal of PDO products, a sector in which Italy boasts a quarter of the European total, is also a contributing factor to the exports' increase. Such a positive trend is also highlighted by the high attendance of foreign buyers. Indeed, ICE-Agency has favored an incoming action at Cibus Connecting Italy with more than 250 specialized buyers from 46 different countries.

The CEO of Fiere di Parma, Antonio Cellie, has reminded the important milestone achieved with the historic agreement signed between Fiere di Parma and Fiera Milano for the creation of a large Italian agri-food platform. Ready to compete with the main international players. "With Cibus 2023 an extraordinary cycle for our agri-food exports ends and a new path begins, that will see us engaged in reaching new goals in the world. The coordinated and joint administration of Cibus and TuttoFood, that will alternate under the direction of Fiere di Parma and Federalimentare, will be a new promoting and visibility opportunity for made in Italy, but also a real alternative for all international operators in choosing leader exhibitions globally."

L'agrifood riparte da Cibus Connecting Italy 2023

Grande successo per la due giorni in scena a Fiere di Parma il 29 e 30 marzo scorsi. Numerosa la platea di buyer esteri, che hanno affollato i padiglioni della manifestazione. Che, ancora una volta, si conferma un appuntamento positivo per gli operatori del settore.

Acetaia Terra Del Tuono



Jessica Ghidoni

Biscottificio Verona



Claudio Rizzi

Brazzale



Francesca Brazzale

Campo d'Oro



Paolo Licata

Casalasco



Linda Avigni

Cisalpino - Marenchino



Stefano Ziliotti



CONNECT. SOURCE. GROW.

On 23 and 24 May, the private label industry will gather again at PLMA's annual "World of Private Label" International Trade Show at the RAI Exhibition Centre in Amsterdam.

More than 25,000 trade professionals from 120 countries will assemble. Exhibiting manufacturers will be joined by visiting retailers, wholesalers, importers, exporters and others, to examine products, strengthen or start partnerships, identify innovation and plan for profitable growth in the years ahead.

**Interested in attending?
Go to www.plma.nl to register**

23-24 MAY 2023

RAI EXHIBITION CENTRE • AMSTERDAM

REPORTAGE

Colla



Filippo and Erika Colla

Consorzio Prosciutto di Parma



From left: Paolo Tramelli, Matteo Cavalli and Elke Fernandez

Corte Parma



Linda Di Martino

Delicatesse



Chiara Gennaro and Davide Bianchi

Molino Grassi



Federica Grassi

Molino Naldoni



Alberto Naldoni and Vania Chiozzini

Monini



Raffaella Bassitto and Luca Conti

Monti Trentini



From left: Maria Vittoria Finco, Pietro Scalco and Eduardo Huby

Delicius



Stefano Capelli

Devodier



Michele Devodier

Dts Dolciaria



Orazio Pennisi

Fontana Ermes



Gianluca Zanetta

Neogal



The booth

Neri Industria Alimentari



Alessio Baronti

Olio Clemente



Dino Clemente

Parmafood Group



From left: Simona Sacchi, Elvire Deperrois and Federico Gherri

Fraccaro Spumadoro



From left: Paolo Pietrobon and Luca Fraccaro

Fumagalli



Arnaldo Santi

Garofalo



From left: Giuseppe Garofalo and Francesco Grignoli

Guffanti



Davide Guffanti Fiori

Pasta dei Prai



From left: Luca Zorzato, Gianmarco Bergamin and Gianfranco Bergamin

Raspini



From left: Sara Loffredo, Francesco Zanchelli and Carmen Corredor (Behr)

Renna



Francesco Renna

Riso Margherita



Chiara Dalmasso and Davide Brusa

Itali



From left: Alessandro Pigazzani, Chiara Bedogni and Silvano Bedogni

Jomi



From left: Michele Campitiello and Andrea Bedogni

La Doria



From left: Diego Nobile, Gianluca Colasante, Stefano Grieco and Biagio Guarino

La Torrente



Giuseppe and Giuseppe Torrente

Rizzoli



Cinzia Romeo

Rodolfi Mansueto



Vanessa Ollari

Sgambaro



Federico Gris and Martina Durighello

Tedesco



Luca Alessandro Ceriani

Lago Group



From left: Francesco De Marco and Andrea Pianca

Martinorossi



From left: Manuel Sirgiovanni and chef Emanuele Giorgione

Molino De Vita



Nicola De Vita

Molino Filippini



Luisella Piccapietra

Valentino



Giancarlo Valentino

Valsa Group



Marco Setti

Walcor



Marilisa Cornacchia

Zanetti



Valentina Zanetti



buona COSÌ

Ready to eat!

or heat up
5 minutes in a pan?



With Italian tomato
With extra virgin olive oil



AMSTERDAM
FOOD SECTION
23-24 MAY 2023
HALL 7 - STAND N° 7.D12

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