

THE ITALIAN FOOD MAGAZINE

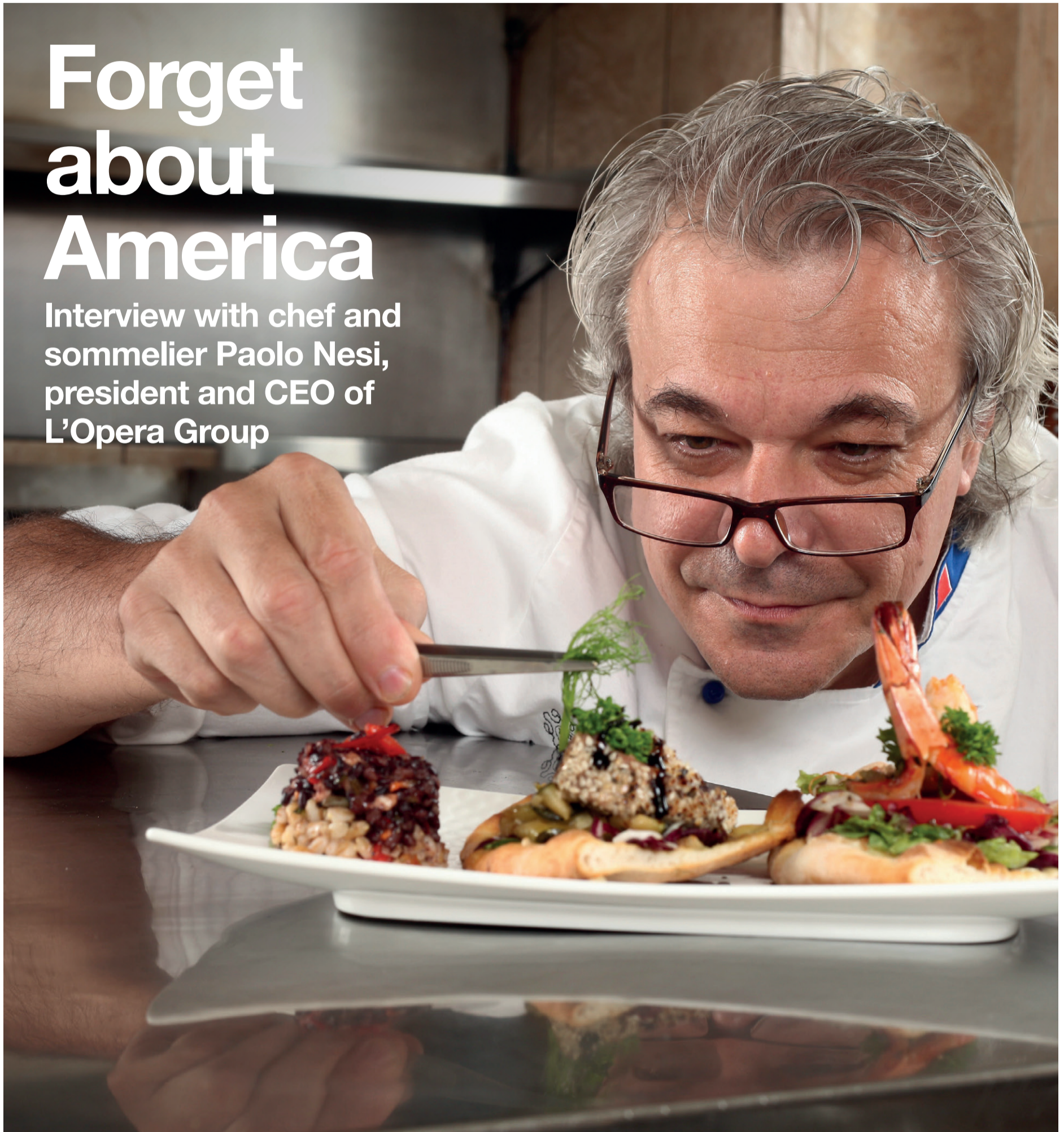
BUYER'S • GUIDE

MANAGING DIRECTOR: ANGELO FRIGERIO

YEAR 11
N° 3
MARCH 2023

Forget about America

Interview with chef and sommelier Paolo Nesi, president and CEO of L'Opera Group



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EDITORIAL

by Angelo Frigerio

Cibus-Tuttofood: a sole platform for Italian agri-food is born

At last! With an official statement, the long road that has led to the signing of a historic deal between Fiere Parma and Fiera Milano, which ratifies the union between the two most important food trade exhibitions in Italy - Cibus and Tuttofood -, ended on 9 March. A little victory for our Publishing Company too, since we have been the only media operator to promote and support this operation also from the outside. But the real 'architect' of the initiative is Antonio Cellie, CEO of Fiere Parma. The idea, first aroused in 2020, was supported by the main shareholders of Milan and Parma, respectively Fondazione Fiera Milano and Crédit Agricole. Nevertheless it took some years to take the form of an agreement which, according to the CEO "represents a best practice also for other trade show organizers willing to build new alliances." One of the great objectives was, of course, the creation of a single platform for Italian agri-food able to compete internationally.

The combined action of the two leading trade shows in Italy can indeed create a champion capable of competing at a European level, by specializing even more the two events: Cibus

Parma, an immersive showcase of Made in Italy food and its territories; and Tuttofood Milano, a global and innovative platform for food & beverage from all over the world. Both exhibition formats will be able to capitalize on the characteristics of their exhibition grounds and cities, a note issued by the protagonists of the merger explains. Parma would become the reference point for all Italian food production districts, their products of excellence and the major PDOs and PGIs. Milan, for its part, could be the ideal hub to communicate to the world - both inside and outside the fair - the new paradigms of good & sustainable food. A combination that should convince Italian and foreign exhibitors to choose Italy as a preferred exhibition stage, compared to other venues in Europe and around the world, which are currently less characterized.

So what will happen next year? "We are working at some hypotheses but there is nothing definitive yet", Cellie says. "We can definitely affirm, nevertheless, that in Italy there will be a major international event in the first week of May. So it's better not to make commitments for the first semester... (he smiles, ed)."

Cibus-Tuttofood: nasce una piattaforma unica per l'agroalimentare italiano

Finalmente! Con un annuncio ufficiale si è conclusa il 9 marzo la lunga maratona che ha portato Fiere Parma e Fiera Milano a un accordo storico che sancisce l'unione fra le più importanti manifestazioni del comparto alimentare in Italia: Cibus e Tuttofood. Da sempre il nostro Gruppo editoriale, unico nel panorama dei media, ha sollecitato e sostenuto dall'esterno l'iniziativa. Per questo la consideriamo anche una nostra vittoria. Il promotore e artefice è Antonio Cellie, Ad di Fiere Parma. Un'idea nata nel 2020 e sponsorizzata dai principali azionisti di Milano e di Parma, rispettivamente Fondazione Fiera Milano e Crédit Agricole, che tuttavia ci ha messo anni a concretizzarsi in un accordo che, secondo l'Ad "rappresenta una best practice anche per altri organizzatori e quartieri che vogliono costruire alleanze". Tra i grandi obiettivi dell'operazione c'è naturalmente la creazione di una piattaforma unica dell'agroalimentare italiano in grado di competere a livello internazionale.

L'azione combinata delle due fiere leader in Italia può creare un campione in grado di competere a livello europeo, specializzando ancor più le due manifestazioni: Cibus Parma vetrina immersiva del made in Italy alimentare e dei suoi territori; e Tuttofood Milano piattaforma globale e innovativa per il food & beverage di tutto il mondo. Entrambi i format fieristici sapranno capitalizzare le caratteristiche dei loro quartieri e delle loro città, si legge in una nota diramata dai protagonisti del merger. Parma baricentrica rispetto a tutti i distretti produttivi italiani, alle loro eccellenze e alle principali Dop e Igp, Milano location ideale per comunicare al mondo - dentro e 'fuori' - i nuovi paradigmi di un cibo buono e sostenibile. Un combinato disposto che dovrebbe convincere gli espositori italiani e stranieri a privilegiare il nostro Paese come teatro fieristico rispetto ad altre sedi in Europa e nel mondo, attualmente meno caratterizzate.

Cosa succederà quindi dal prossimo anno? "Ci sono delle ipotesi allo studio, ma niente di definitivo", afferma Cellie. "Però possiamo già affermare che in Italia ci sarà una grande fiera internazionale la prima settimana di maggio. Per cui è meglio non prendere impegni per il primo semestre... (sorride, ndr)".

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NEWS

RODOLFI MANSUETO STRENGTHENS ITS GLOBAL REACH AND TAKES ITS ARRABBIATA SAUCE TO THE US

Rodolfi Mansueto, leading player in the tomato processing industry, started its activities in San Pancrazio, in 1896. After 127 years and four family generations, it yearly processes over 280,000 tons of fresh tomatoes in the three production plants in Ozzano Taro, Fontanini and Castelguelfo, in the heart of the Italian 'food valley', in Parma. "Our tomatoes are 100% Italian and mostly harvested less than 50 km from the production plants", the company explains. With a well-rooted presence in more than 85 world countries, to further strengthen its global reach Rodolfi takes to the US market its Arrabbiata Sauce 680 g, a tomato sauce with the addition of chili pepper for intense taste lovers. Professional operators attending Cibus Connecting Italy (Parma, 29-30 March) will have the chance to discover the products at Rodolfi's booth. "It is made of basic ingredients that represent the Mediterranean culture," the company highlights. "That is to say soffritto, spicy flavour and 100% Italian tomatoes: the perfect base to all dishes."



Rodolfi Mansueto consolida la sua presenza internazionale e porta il Sugo all'arrabbiata negli States

Rodolfi Mansueto, uno dei maggiori player dell'industria del pomodoro, nasce a San Pancrazio nel 1896. Dopo 127 anni e quattro generazioni di famiglia, ogni anno processa oltre 180mila tonnellate di pomodori freschi nei suoi tre stabilimenti di Ozzano Taro, Fontanini e Castelguelfo, al centro della food valley parmense. "Usiamo solo pomodori 100% italiani, per la maggior parte coltivati entro un raggio di 50 km dagli stabilimenti di lavorazione", spiega l'azienda che, per consolidare ulteriormente la sua presenza all'estero, già radicata in oltre 85 Paesi, porta sul mercato a Stelle e Strisce il suo Sugo all'Arrabbiata in confezione da 680 grammi. Una salsa al pomodoro con l'aggiunta di peperoncino, per gli amanti dei sapori intensi, che gli operatori potranno scoprire in occasione di Cibus Connecting Italy (Parma, 29-30 marzo). "Un prodotto realizzato con gli ingredienti della cultura alimentare mediterranea", spiega ancora Rodolfi, "vale a dire soffritto, peperoncino e pomodori 100% italiani: la base perfetta per qualsiasi ricetta".

ANIMAL WELL-BEING: FUMAGALLI'S BEST PRACTICES A BENCHMARK ACROSS EUROPE

Open farrowing cages, greater comfort, less stress factors, improved animal welfare. These are some of the best practices that characterize Fumagalli's model, so much so that it has become a European case study. Hence, the EU Commission has invited the company to share its experience with other pig farmers on the occasion of the Intergroup on the Welfare and Conservation of Animals, which was held in Strasbourg. "For over 20 years, our company has animal welfare as its focus", explained Pietro Pizzagalli, veterinary surgeon and general manager of Fumagalli Industria Alimentari, deli meat producer based in Tavernerio (Como). "For a long time we have observed their behavior, and this allowed us to create breeding conditions suitable to satisfy every specific need, with excellent results in the consequent improvement, both from an ethical perspective and in terms of quality of the meat produced."

Benessere animale: il modello Fumagalli fa scuola in Europa

Gabbie parto aperte, maggior comfort, meno fattori di stress, miglioramento del benessere animale. Sono alcuni dei plus che caratterizzano il modello di Fumagalli industria alimentare, specializzata nella produzione di salumi con sede a Tavernerio (Como). Tanto da diventare un caso di studio a livello europeo: la Commissione europea ha infatti invitato l'azienda a condividere la sua esperienza con altri suinicoltori nell'ambito dell'audizione all'Intergruppo sul benessere degli animali che si è svolta a Strasburgo. "Da oltre 20 anni la nostra azienda", ha spiegato Pietro Pizzagalli, direttore generale della Fumagalli Industria Alimentari e medico veterinario, "ha come focus il benessere degli animali. Abbiamo osservato a lungo il loro comportamento e questo ha consentito di assicurarci che le condizioni di allevamento fossero adatte a soddisfare ogni specifica esigenza, con riscontri eccellenti nel conseguente miglioramento, non solo etico, ma anche del rendimento in termini di qualità di carne prodotta".

PROSCIUTTO DI PARMA: NEW PRODUCTION DISCIPLINARY APPROVED BY THE EU COMMISSION

After a long-lasting procedure, the Prosciutto di Parma PDO Protection Consortium announced that the EU Commission has approved the new production disciplinary, which is based on four main goals: to further raise the product's quality standards; to enhance its identity and distinctiveness from competitors; to strengthen its guarantees to the customer; to meet the challenges of the ecological transition. The changes will impact production, sales and marketing activities too. Among the most important changes: the minimum seasoning has passed from 12 to 14 months, while the minimum weight of the product has increased from 7 to 8.2 kg, and the maximum weight to 12.5 kg; the maximum amount of salt has been reduced, with the limit going from 6.2 to 6%. As regards export, the results of scientific tests carried out on the shelf life of pre-sliced ham in trays allowed to extend the product's minimum shelf life.

Prosciutto di Parma: nuovo disciplinare approvato dalla Commissione Ue

Dopo un lungo iter, il Consorzio del Prosciutto di Parma ha comunicato la via libera della Commissione Ue al nuovo disciplinare, pubblicato anche sulla Gazzetta ufficiale europea. Quattro gli obiettivi: innalzare ulteriormente gli standard qualitativi del prodotto; consolidare la sua identità e distintività rispetto ai concorrenti; rafforzare le garanzie nei confronti del cliente; raccogliere le sfide della transizione ecologica. Si tratta di scelte con impatti sul piano produttivo, commerciale e di immagine. Tra le novità: la stagionatura minima è stata portata da 12 a 14 mesi, mentre il peso minimo del prodotto passa da 7 a 8,2 kg e quello massimo a 12,5 kg; il tenore salino passa da un massimo di 6,2% a 6%. Ci sono poi novità che potranno avere un impatto concreto sull'export: i risultati positivi di prove scientifiche effettuate sulla shelf life del preaffettato hanno permesso infatti di estendere il Termine minimo di conservazione (Tmcc) del prodotto.

SALES OF PROSCIUTTO SAN DANIELE SOAR IN THE US

Prosciutto San Daniele closed an excellent 2022 on global markets. In the United States, sales increased by almost two points (1.8%) compared to the previous year. More specifically, there was a 1% increase for whole hams and a 4% growth for pre-sliced hams. Overall, 564,000 pieces were sold in the US, accounting for 19% of exports. "We are very satisfied with our sales performance in America - Mario Emilio Cichetti, general director of the protection Consortium explains - which represents an important market for us".

MARTINOROSI GETS THE ISCC PLUS CERTIFICATION

MartinoRossi is among the first companies in Italy to have obtained the ISCC Plus certification. Specialized producer of flours, functional ingredients and plant-based semi-finished products, the company has received the certification for its yellow corn certified 'from a sustainable supply chain'. To obtain the certification, companies must prove the product's sustainability along the entire production chain. "A result that rewards us for following a challenging path, based on the construction of a wholly controlled supply chain," Daniela Guindani, Supply Chain Coordinator at MartinoRossi explains. "It also certifies that we are aligned with the 2030 EU Agenda for Sustainable Development, which our customers will definitely benefit from".

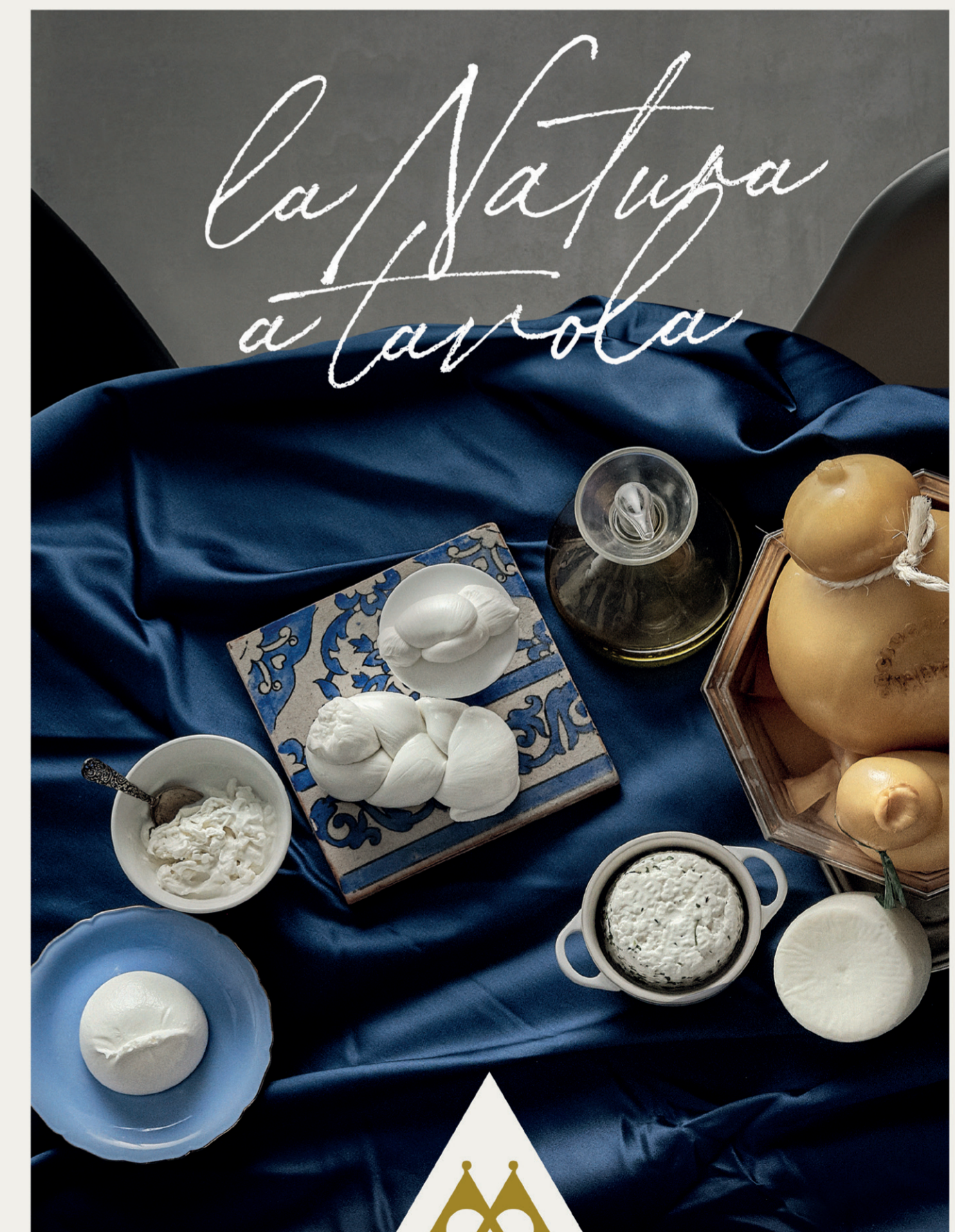


MartinoRossi ottiene la certificazione ISCC Plus

MartinoRossi è tra le prime aziende in Italia ad aver ottenuto la certificazione ISCC Plus. La società, specializzata nella produzione di farine, ingredienti funzionali e semilavorati plant-based, ha ricevuto la certificazione per il mais giallo alimentare certificato 'da filiera sostenibile'. Per ottenere la certificazione è necessario dimostrare la sostenibilità del prodotto lungo tutta la filiera produttiva. "È un risultato che ci ripaga della scelta di un percorso impegnativo, basato sulla costruzione di una filiera agricola interamente controllata", ha dichiarato Daniela Guindani, responsabile filiera Italia di MartinoRossi. "La certificazione attesta, inoltre, il nostro essere allineati agli obiettivi 2030 di agricoltura sostenibile ed economia circolare disegnati nei documenti strategici dell'Unione Europea: un posizionamento di cui possono e potranno beneficiare i nostri clienti".

Prosciutto San Daniele: crescono le vendite negli Stati Uniti

Il prosciutto San Daniele archivia un ottimo 2022 sul fronte export. Negli Stati Uniti le vendite sono aumentate di quasi due punti (1,8%) rispetto all'anno precedente. Più nel dettaglio, c'è stato un incremento dell'1% per il prosciutto intero e del 4% per il prosciutto affettato. Complessivamente, negli Stati Uniti sono stati venduti 564mila pezzi, pari al 19% delle esportazioni. "Siamo molto soddisfatti di come stanno andando le vendite in America, che per noi rappresenta un mercato importante", commenta il direttore generale del Consorzio, Mario Emilio Cichetti.



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

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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 3 - marzo 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/M

Una copia 2,00 euro - Abbonamento annuo 50,00 euro

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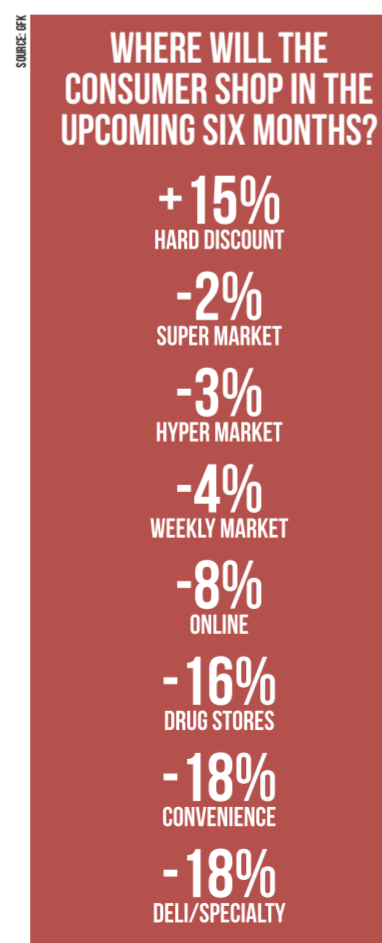
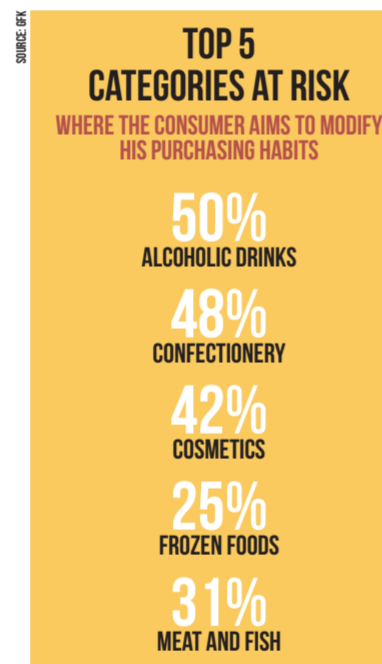
Responsabile dati: Angelo Frigerio
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ZOOM

Making it into the consumers' basket

Search of personalized promotions, convenience and brand unloyalty. How Europeans' habits changed in 2022, and how they'll mutate in the upcoming months. A survey conducted by the research society GfK.



- 5 ADVICES FROM GfK THAT MAY INCREASE THE CHANCES OF MAKING IT INTO THE CONSUMERS' BASKETS**
- 1 STRATEGIZE FOR THE STRUGGLING** PERSONALIZE PROMOTIONS TO DRIVE TOP END OF A LOWER RANGE 'PREMIUM SUBSTITUTIONS' FOR 'STRUGGLING' CONSUMERS
 - 2 BE INCREMENTAL TO YOUR CATEGORY** HELP BRING SHOPPERS BACK TO THE CATEGORY AND SHOW YOUR BRAND'S ADDITIONAL WORTH.
 - 3 SAVING GETS PERSONAL(IZED)** PERSONALIZE SAVINGS. SHOW YOU UNDERSTAND YOUR TARGET AUDIENCES' SPECIFIC NEEDS. CHANGE YOUR TACTICS AND PROMOTIONS TO SUPPORT THEIR NEW MOTIVATIONS.
 - 4 BE WHERE YOUR SHOPPER IS** SHOPPING AROUND IS BACK, SO IT'S CRITICAL THAT YOUR PRODUCTS ARE PRESENT WHEREVER YOUR TARGET AUDIENCE IS NOW SHOPPING.
 - 5 LEAD WITH THE HEART** CONNECT THROUGH GENUINE TRANSFORMATIONAL MESSAGING THAT CONNECTS EMOTIONALLY WITH YOUNGER SHOPPERS, EVEN THOUGH RATIONALITY DRIVES SHOPPERS' BEHAVIOR OVERALL.

The growing cost of leaving and inflation, that led to a significant increase of the consumer goods prices, has determined a series of changes in the consumers' daily grocery shopping, as in Italy as in the rest of Europe. Both the manufacturing industry and retailers need to understand those changes in order to plan communication and sales strategies that aim to address new needs, so as to make it into the consumer's basket. A survey, conducted by the research society GfK, describes a quite detailed picture of the situation in 15 European markets. And it provides some useful suggestion to companies and retailers.

Three 'crisis types': Affected, Concerned and Resistant

Over 60% of the panel of European consumers interviewed by GfK between April and November of 2022 says that they have already performed or are ready to perform soon a budget resizing. Of this 60%, 53% doesn't define this as a choice but as a necessity to make ends meet. The research society has than subdivided this new 'consumers in times of crisis' into three categories. The first one is the category of the 'Affected': it is equal to 18% of the respondents and it includes the consumers that are very influenced by the effects of this crisis and are highly worried about their professional future. The second class is the 'Concerned' one: it corresponds to 44% of the sample and it is composed by those consumers that are currently making financial sacrifices and that are thinking about the future with great uncertainty. The third and last category (38%), the 'Resistant' one, includes those consumers that have enough financial stability not to be worried about their career prospects and that didn't have to apply any kind of restrictions to the family budget.

The class of consumers that is experiencing the strongest numerical growth is, however, the 'Affected' one. That is why it's necessary to know their needs in a more accurate way. How GfK explains, these consumers have already noticeably reduced their 'non essential' expenses, in particular sport and beauty expenses. And in 16% of the cases they have started planning their meals in advance and depending on their financial availability. It emerges that these consumers especially prefer choosing simple and healthy ingredients, but also time-saving solutions. As well as a growing research of targeted promotions.

The intensification of rational shopping

So, what are the major purchasing changes of that 60% of consumers that says to have modified their buying habits due to inflation? GfK describes them one by one, highlighting also the Country with the highest response rates. 50% of the respondents, the highest

percentage by far, has chosen to eat more often at home instead of going to the restaurant. This is particularly true for consumers from Bulgaria. It can be rather noticed a prevalence of answers from Australia and Croatia within 40% of consumers that started shopping around in different stores, and buying more store owned or discounter brands. There is another 30% of consumers (with a big component of Italians) that has chosen to be more cautious in the use of energy, switching to energy savings programs or just leaving some home appliances switched off. From Romania it is noted the trend of buying smaller portions to avoid waste, while in Sweden people opt for buying in bulk to get better prices. Also Swedes soar up within that 10% of consumers that claims to buy more frozen or canned food instead of fresh ones.

Consumers' coping behaviors for 2023

GfK than asked consumers what were, for the upcoming months, their coping strategies in order to save money. These are the main ones: checking

the prices more (60%), looking for promotions (54%), shifting from premium brands to cheaper ones (45%), cutting down food waste (45%), cooking more at home (43%), switching retailers to cheaper ones (43%), avoiding certain brands (35%). On the other side, these are the actions they'll try to avoid: buying for others (39%), and treating themselves with something special (37%).

The propensity for buying of the modern European consumer is indeed less and less driven by an impulse and is increasingly led by rational and weighted decisions. According to GfK, there are five new 'surrounding factors' that will more and more influence purchases, and other five that have become less important. In the first case, consumers look for self checkout, loyalty cards, private labels, attractive

promotions and proximity of the store. On the other side, among the factors that are considered less and less essential there is the presence of well-known brands, quick service, healthy choices, friendly staff and high quality products.

Categories at risk and consumers' preferences

An analysis is reserved for the macro categories that are more affected by the rationalization of purchases in place. Or rather the categories in which the consumers aim to contain their expenses. It is the case of alcoholic beverages, indicated by 50% of consumers, that rank first; 48% intends to save on buying confectionery and another 42% intends to look for less expensive cosmetics products. The fourth place, with 35%, is occupied by

frozen food, which a lot of consumers intend not to buy anymore. The last, with 31%, is the seafood and meat industry. Only a few consumers will stop buying meat or fish, but a lot of them are going to buy less or only when on promotion.

The purchase intentions of the European consumer for the upcoming six months have actually changed a lot. Within 14 'macro categories', GfK highlights the top five categories in which consumers economize the more: -54% of the expenses in bars and restaurants, -48% of the expenses on clothing, -46% of the expenses for gifts and accessories, -45% of the expenses on entertainment. Always considering the time frame of the upcoming six months, GfK asked consumers what kind of stores they are going to visit. It grows noticeably the number of people that will visit hard discounts (+15%), while all the other sales formats are becoming less popular: -2% for super markets, -3% for hyper markets, -4% for weekly markets, -8% for online stores, -16% for drug stores and -18% for conveniences and deli specialities.

Per un posto nel carrello...

Ricerca di promozioni personalizzate, convenienza e 'infedeltà' al punto vendita. Come sono cambiate le abitudini d'acquisto dei consumatori europei nel 2022, e come cambieranno nei mesi a venire, in un'indagine condotta dalla società di ricerche GfK.



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Culatta Emilia: the 'fruit' of the Italian charcuterie

The unmistakable pear shape, the ancient processing techniques, the use of few and natural ingredients. Briefly: an authentic masterpiece of craftsmanship and taste. Granted by the Protection Consortium.



CULATTA EMILIA DISTINCTIVE FEATURES

- The unique shape, similar to a 'pear'
- The use of few, natural ingredients
- The delicate and laborious workmanship
- The natural processing, without the use of nitrates
- The minimum aging period of 12 months
- The minimum weight of 3.8 kg for the cut without 'anchetta' (bone) and 4.5 kg with 'anchetta'
- The Collective Trademark on the label

A deli meat specialty that is winning the interest of consumers and operators. Its name is Culatta Emilia, a traditional Italian charcuterie obtained from the processing and curing of the noblest part of the pork leg. A product that, thanks to the natural processing, without the use of nitrates, retains all the prerogatives of healthiness and digestibility and is therefore suitable for the whole family. "Easy to slice and with very little waste, Culatta Emilia enraptures the sense of smell and the palate thanks to its irresistible aroma and taste in perfect balance between sweetness and sophistication," the Culatta Emilia Protection Consortium explains. Over the years, several initiatives have been put in place by the Consortium to promote the Culatta Emilia collective brand, supporting and promoting its members in Italy and abroad. These initiatives include the communication campaigns through the specialized press, a special editorial plan which will see Culatta Emilia land on Facebook and Instagram, the launch of a website and the participation in the latest two editions of Cibus, Parma's most important trade shows dedicated to food specialties.

The origins of the Consortium

In 2017, a group of entrepreneurs decided to give this typical Emilian cold cut a precise identity by enhancing its processing techniques, the quality of the raw material and the unique production territories. This is how Culatta Emilia was born. Today, it is produced in the provinces of Parma, Piacenza and Reggio Emilia by 16 companies organized in a Consortium of Protection in which other companies in the sector participate - who have expressed their interest to start production in the future - for a total of 27 members. To complete the supply chain, and provide consumers a complete quality guarantee, the Consortium also includes the companies that slice the product in pre-packed trays.

The Culatta Emilia 'goodness secrets'

The production of Culatta Emilia follows traditional craftsmanship produc-

tion techniques that give it its distinctive, qualitative elements of excellence. First of all, Culatta Emilia is produced with meat of Italian origin deriving from pigs born and raised in Italy and the production has to comply with a Production Regulation. The list of ingredients is limited and natural: Italian pork, salt, spices, natural flavors and possibly garlic and white wine. The workmanship is delicate and laborious, made exclusively by hand. The lean part is characterized by delicate pink-red hues, while the fat portions are white or slightly pink.

During the salting phase, the salt must be dosed according to the characteristics of the raw material and the humidity present in the first processing environments. The greasing with 'sugna' - a technological adjuvant that can be prepared with a mixture of pork fat, salt, spices and natural allergen-free thickeners - on the outer part is done to protect the muscle fibres by keeping them soft and avoiding encrustations.

Culatta Emilia: il 'frutto' della salumeria italiana

L'inconfondibile forma a pera, le antiche tecniche di lavorazione, l'utilizzo di pochi ingredienti naturali. In poche parole: un autentico capolavoro di artigianalità e gusto. Garantito dal Consorzio di tutela.

DISCOVER

Arancini: the Kings (and Queens) of Sicilian street food



The filled and deep-fried rice ball is beloved by adults and children all over the world. And yet, its origin, name and shapes are still surrounded with controversy and debate.

Arancini: Re (e Regine) dello street food siciliano

L'arancina, o arancino, è il timballo di riso ripieno tipico della Sicilia che piace a grandi e bambini, in Italia e in tutto il mondo. C'è però un dibattito, sopito ma mai dimenticato: quello sulla corretta grafia del suo nome, sulle sue origini e per giunta sulla sua forma.

Arancino or Arancina, that's the question for all passionate non-Sicilian foodies. The trustworthy Accademia della Crusca (Italian literary academy founded in Florence in 1582) explains that the female name - in the Italian grammar -, 'Arancina' is mainly used in the Western part of the Island while the male counterpart, 'Arancino', in the Eastern one, with the exception of the Ragusa and Syracuse provinces. The 'o' version comes from the Sicilian dialect term 'Arancinu', that means 'small orange'. The 'a' version is instead intended as more grammatically correct since the fruit of the orange tree is a female world, in Italian. So in the end there is not a right or a wrong way to call Arancini, both sound correct! One thing is certain, instead: this delicious rice ball, filled and deep-fried, is the undisputed King (or Queen?) of the Sicilian street food tradition. But how was it born?

Some believe that its origins date back to the Arab domination of Sicily, after the Muslims invaded the Island in 827 AD. Historians say that, at those times, eating rice balls seasoned with saffron and lamb meat was a widespread habit. In addition, the Muslims are said to have named these balls like the fruits that they recalled both in shape and look: oranges, of course. The breading would have been added only afterwards by Frederick II of Swabia, King of Sicily in the XII-XIII Century, because it allowed for a better preservation of the rice and its condiment making it also easier to carry during hunting trips and journeys.

The connection with the Arab domination is nevertheless not that certain. Other historians claim that Arancini were born in Sicily in the second half of the XIX century, as a sweet rice cake, probably cooked for the first time during the celebrations of Santa Lucia, patron saint of Syracuse. Arancini would soon become a salty specialty, due to the increasingly widespread cultivation of tomato and its use in culinary recipes starting from the '800s.

As we know, Arancini don't only exist in a spherical shape, which reminds of an orange, but also in a conical, pear-shape. This second version, according to the Catania's tradition, reminds of the shape of the Etna volcano and is more used in Eastern Sicily. Often the different shapes are used to distinguish the different fillings: that is to say ragout, the traditional one, from ham and cheese Arancini or 'Alla Norma' Arancini, made with aubergines and Bronte pistachio, just to name two. But the possibilities, for gourmet lovers, are endless. As the Accademia della Crusca points out: "Male or female, spherical or conical, Arancini are always incredibly good!".

Elisa Tonussi

the New Vinegar to bite

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POSTCARDS FROM DUBAI



From left: Matteo Zoppas, Lorenzo Fanara e Francesco Lollobrigida



Gulfood 2023: an unprecedented success

The food & beverage trade show, held at the Dubai World Trade Center from 20 to 24 February, closed a record-breaking 28th edition. Also present, to give their support to the Italian exhibitors, the Italian Minister of Agricultural Policies Francesco Lollobrigida, the Italian Ambassador to the UAE Lorenzo Fanara and the newly elected president of the ITA Agency, Matteo Zoppas.

<p>ACETAIA LEONARDI</p> <p>From left: Lucia Fava, Sylvie Incognito, Alice Schenetti</p>	<p>AGROVER</p> <p>From left: Feliciano and Roberto Mottino</p>	<p>ALBIERO</p> <p>From left: Riccardo and Marco Albiero</p>	<p>ALIMENCO</p> <p>Francesca Staempfli</p>	<p>AMBROSOLI</p> <p>From left: Federico Foti and Luca Torri</p>	<p>STERILGARDA</p> <p>Fernando Sarzi</p>	<p>LAICA</p> <p>From left: Andrea Saini and Eugenio Lombardo</p>	<p>LATTERIA SORRENTINA</p> <p>From left: Marco Capezzuto, Carmela Milito, Giovanni Amodio</p>	<p>LAURETANA</p> <p>From left: Anna and Mariangela Vietti</p>	<p>Laurieri</p> <p>From left: Adriano Buono and Gianni Laurieri</p>				
<p>ANDREA MILANO</p> <p>Marcello Milano</p>	<p>AROMA SYSTEM</p> <p>From left: Marcello Orioli and Darradi Abderrahim</p>	<p>ZANETTI</p> <p>Paolo and Valentina Zanetti</p>	<p>OLIO BASSO</p> <p>Silvio Chieffo</p>	<p>BISCOTTIFICIO VERONA</p> <p>Claudio Rizzi and Alessandra Mattioli</p>	<p>LUGLIO</p> <p>Paolo Luglio</p>	<p>MADAMA OLIVA</p> <p>Andrea Montanari</p>	<p>MARISTELLA</p> <p>Erica Tomasoni and Stefano Casella</p>	<p>MARTINO ROSSI</p> <p>The team</p>	<p>MASTER</p> <p>From left: Chef Alessandro Argento and Davide Dittadi</p>				
<p>BOSCA</p> <p>Antonio Romeo</p>	<p>BRAZZALE</p> <p>Lisa Cavaliere and Nicola Caprani</p>	<p>CAFFE' CAGLIARI</p> <p>Veronica Giovacchini</p>	<p>CAFFE' DIEMME</p> <p>Pierpaolo Meneguolo and Beatrice Boarelli</p>	<p>WITOR'S</p> <p>From left: Mauro Mangraviti and Marco Savoldi</p>	<p>MAZZA ALIMENTARI</p> <p>From left: Angelo Chiarazzo, Mariachiera Mazza and Giovanni Mazza</p>	<p>MENZ & GASSER</p> <p>From left: John Hazellrigg and Riccardo Bonatti</p>	<p>MOLINO CAPUTO - CIAO - SORI - OLITALIA</p> <p>The team</p>	<p>MOLINO NALDONI</p> <p>The team</p>	<p>MOLINO PEILA</p> <p>From left: Elisa Ottino and Marina Peila</p>				
<p>CALLIPO</p> <p>From left: Giacomo Cinelli and Matteo Calabresi</p>	<p>CASA RADICCI</p> <p>Simona Radicci</p>	<p>CASA RINALDI</p> <p>From left: Ivan Ranieri, Alice Rinaldi and Marcello Magagni</p>	<p>CASEIFICIO DELL'ALTA LANGA</p> <p>Dario Ambrosino</p>	<p>CEREALITALIA</p> <p>Sana Chefri</p>	<p>MONINI</p> <p>Guglielmo Giacconi and Raffaella Bassitto</p>	<p>NERI</p> <p>Filomena Napolitano</p>	<p>NEWLAT FOOD</p> <p>Giuseppe Mastrolia</p>	<p>NOVI</p> <p>Annarita Ruocco</p>	<p>PANEALBA</p> <p>Teresa Massarone and Nicolò Giraudo</p>				
<p>CONSERVE ITALIA</p> <p>Alessandro Torresi</p>	<p>CONSORZIO VIRGILIO</p> <p>From left: Camilla Pizzi and Elena Fiorini</p>	<p>COSTA D'ORO</p> <p>From left: Chiara Duranti and Arooj Butt</p>	<p>CRISPO</p> <p>Gianfranco Crispo</p>	<p>DE LUCIA</p> <p>Pino Colonna</p>	<p>PARMAFOOD</p> <p>The team</p>	<p>PASTA ARMANDO</p> <p>From left: Alessia Frichione and Marta Duda</p>	<p>PASTA BERRUTO</p> <p>Maurizia Folegatti</p>	<p>PASTA DEI PRAI</p> <p>From left: Luca Zorzato, Gianfranco Bergamin, Gianmarco Bergamin</p>	<p>PASTIFICIO DI BARI TARALL'ORO</p> <p>Antonello Di Bari</p>				
<p>VITABELLA</p> <p>Olga Nicoli and Cristian Caramia</p>	<p>DELICIOUS</p> <p>Beatrice Concari</p>	<p>DELLA PERUTA VINCENZO</p> <p>Maria Rosaria Voliaro</p>	<p>DOLCERIA ALBA</p> <p>Carlo Rolle</p>	<p>EUROVO</p> <p>From left: Danilo Colaiago, Damiano Forlani and Loic Coulombel</p>	<p>QUARANTA</p> <p>Laura Donghi and Fabio Quaranta</p>	<p>RENNA</p> <p>Francesco Renna</p>	<p>RISO VIGNOLA</p> <p>Mario Beretta</p>	<p>SCYVURU</p> <p>From left: Rosalia Diliberto and Mariaclara Sciacchitano</p>	<p>SICILIANI</p> <p>From left: Mario Marinaro and Mimmo Pisani</p>				
<p>FIDA</p> <p>Pierluigi Gravina and Alessandra Iannicelli</p>	<p>TEDESCO</p> <p>Eleonora Cecchiatti</p>	<p>GHIDETTI</p> <p>Monica Cavaler and Giuseppe Sartori</p>	<p>GIULIANO TARTUFI</p> <p>From left: Giulia Fringuelli and Laura Marcucci</p>	<p>GRANORO</p> <p>Marco Minervini</p>	<p>SOCADO</p> <p>Carla Manfredini</p>	<p>SORINI</p> <p>From left: Patrick Muscionico and Alessandro Lameri</p>	<p>TONITTO</p> <p>Alberto Piscioneri</p>	<p>VIGENZI</p> <p>Simona Marolla</p>	<p>GUSTIBUS</p> <p>Francesco Pecorino</p>	<p>ITALIANA CONFETTI</p> <p>Gabriele Ascione</p>	<p>TARTUFI JIMMY</p> <p>Silvia Cecchini</p>	<p>LA MOLE</p> <p>Valeria Caputo</p>	<p>LA MOLISANA</p> <p>Giuseppe Cornacchione</p>

**Gulfood 2023:
un successo senza precedenti**

La fiera emiratina dedicata al food&beverage, in scena dal 20 al 24 febbraio, chiude una 28esima edizione da record. Presenti per dare il loro sostegno agli espositori italiani anche il ministro italiano delle Politiche agricole Francesco Lollobrigida e il neodirettore dell'Agencia Ice, Matteo Zoppas.



TRENDS

High-protein: what consumers want

The popularity of enriched f&b products continues to rise. Appealing to a broader base than solely athletes. Brands are tasked with offering the right assortment to keep up with the demand. A dive into the latest launches by renowned Italian producers.

From niche to mainstream. High-protein products seem to have carved out an ever larger space for themselves in the market. With enriched bars and beverages, cheese and delis to pasta options crowding entire sections of supermarkets' shelves. Appealing to a broader consumer base than solely athletes, aiming to boost their protein intake.

The Pandemic has been a driving factor in all this, leading people confined in their homes to rediscover the pleasure of working out, both indoor and outdoor. Thus it is no surprise if in the latest years, the high-protein and dietary supplement sector has experienced an actual 'Golden Age', even in the face of an increasing number of amateur athletes who have decided to jump into sports competitions.

More in general, the pursuit of a physical and mental wellbeing seems to remain one of the top prerogatives for the majority of Italians who, ever more often, include food supplements and nutraceuticals in their daily diets.

A new ad hoc exhibiting area inside Hall 5 at Cibus Connecting Italy (Parma, 29-30 March), the reference event of the Italian agri-food sector, is dedicated to this expanding trend. It's called 'Endurance', which in sports indicates the ability to endure a physical activity without relevant performance drops over time. Besides the latest cheese and dairy, meat, delis, frozen and fresh product launches, visitors and trade operators will have the



TreValli
www.lattetrevali.it
Viviforte low-fat milk
Thanks to its enriched formula (50% more proteins and 30% calcium compared to a traditional milk), TreValli's low-fat milk Viviforte is thought for anyone who leads a healthy and active lifestyle. Easy to digest, it is suitable for lactose intolerants.

Tonitto 1939
www.tonitto.com

Gelato high protein
The taste of artisanal gelato, without giving up on a balanced diet. Low in sugar, each gelato box contains 20 grams of proteins, and it comes in four tastes: peanuts, chocolate, hazelnut, and vanilla.



Fiorentini
www.fiorentinimentari.it

Super Protein
Fiorentini's new protein-enriched range is called Super Protein. It includes four new products: Corn cakes, Triangolini Si&No, Chips and Oat flakes. Tasty and nutritious snacks for a daily energy boost.



Náttúra - Eurofood
www.nattura.it

Frollini - Protein Sport
In the morning at breakfast or in the afternoon as a snack, Náttúra's protein Frollini with oats - which are high in fiber, milk- and egg-free - contribute to athletes' muscle mass' growth and wellbeing.



Coati
www.coati.it
Fette Pro
Low in fat, yet full of taste. Coati's new high-protein delis (cooked ham, chicken and roasted turkey) are thought for anyone wanting to include more proteins into their daily diets. 120 grams entail a minimum of 20 grams of proteins.

chance to discover brands and companies specialized in the food supplements and protein-rich foods, as well as finding out the statistics and trends of the industry.

A booming market

The increasing demand was matched by a greater number of healthy options crowding the shelves in grocery stores. Having understood the great potential deriving from such products, the large-scale distribution has committed to 'steal' market shares from chemists' and gyms, the only channels where it was possible to purchase such products up until a few years back.

As far as Italy is concerned, according to the latest edition of the Osservatorio Immagino by Gs1 Italy released in January 2023, among all the rich-in sectors, the claim 'high in protein' is the one that recorded the sharpest increase in supermarkets and hypermarkets: found on 2,688 products (on a total panel of 9,832 items between June 2021 and June 2022). It has indeed achieved 1.27 billion euro in sales, up by +8.4% compared to the same period of the previous year. A trend that can be explained with a steady assortment growth (+18.4%).

Proteins, supplements, substitutes against the crisis

Many brands which, at first, were not investing in the sector, have therefore decided to explore such a 'new world', expanding their assortment with high-protein products and lines. If until recently companies limited to snack bars only, now the number of 'traditional' products being revisited in a 'high-protein' key keeps growing: from fresh desserts, spreadable creams, ready-to-eat meals, pasta, to delis and bread substitutes.

At the same time, the range of supplements and meal replacements, including powder proteins, grows more and more. In 2022, according to Nielsen data, in Italy the sector 'Sports nutrition, supplements, meal replacements' recorded a 580-million-euro turnover, with an increase of more than 20% in volume and value. And performances prove to be above the average of the total fast moving consumer goods (FMCGs), increased by +7.6% in value and down by -0.3% by volume. In this scenario, online sales are key since it is easier to find discounts and promotions on the web.

Such an increase is even more positive if we focus on the products bearing the claims 'without added sugars', 'high-protein', 'low calories' and 'rich-in' on the labels, proving that those specific food items are not impacted in any way, not even in a scenario like last year's one, marked by inflation and price increases overall.

The 'Endurance' area at Cibus Connecting

In light of the increasing demand of food supplements and high-protein options, Cibus Connecting Italy has decided to dedicate an ad hoc area to the topic, which is called 'Endurance' and is located in Hall 5 of the Parma fairgrounds. At the very heart of the area, an arena hosts several events and meetings, exploring nutrition and many related topics. The project is developed in partnership with Endu, a digital platform for sports enthusiasts. The area provides visitors with a complete perspective on the present and future growth of food supplements and rich-in protein products and features also a great number of emerging brands.



Molino Rossetto
www.molinosrossetto.com
Porridge Proteico Pro-Cocco&Cacao
Starting the day off right with a healthy breakfast is key. Molino Rossetto's protein coconut and cocoa porridge mix is ready in under three minutes. It doesn't need to be baked and it can be left overnight to rest for extra taste.

Bongiovanni
www.tibiona.it

ProteinBake mix
With a 47%-protein content, ProteinBake flour mix is low in carbohydrates (under 10 grams for 100 grams of product), and it is ideal for both sweet and savory bakery goods.



Cerealitalia
www.cerealitalia.it
20+Pro peanut and dark chocolate bars
Peanuts and dark chocolate: is there a more perfect combination? The new energy bars by Cerealitalia boast a high protein intake (29%), as well as being high in fibers. Also available in the peanuts and salted caramel version.

Valle Fiorita
www.vallefiorita.it

Protein sliced bread
100% vegan, with almond and pulse flour, protein sliced bread is ideal to be served with any meal of the day. It is made with Italian ingredients only.



Molino Spadoni
www.molinospadoni.it
Superproteini
A mix to bake home-made bread and pizza, which is characterized by a high content of proteins of vegetable origin (30 grams per 100 grams of preparation). Suitable for athletes and sport enthusiasts, and anyone interested in maintaining their physical wellbeing.



Bayernland
www.bayernland.it
Fiocco di latte high protein
A typically American cheese, also known as cottage cheese is ideal for both sweet and savory preparations. Having 20% more protein (24 grams per pack) and 50% less fat compared to similar options, it is ideal for anyone following a healthy lifestyle.

Mila
www.mila.it

My High Protein Yogurt
Made with 100% South Tyrolean milk, the protein yogurt is fat- and lactose-free. Meant for sport and fitness lovers, each jar contains 18 or 16 grams of proteins, depending on whether it is plain, vanilla or chocolate flavored.



Farmo
www.farmo.com
Protein Penne
Rich in proteins, gluten- and soy-free, Farmo's penne pasta are made with sweetcorn, whole rice and pea protein. They are ideal for any 'lifestyle consumer' looking for a tasty as well as value-added option.

Latteria Sociale Merano
www.latteriamerano.it

Bella Vita Protein 21g
Mango and turmeric; vanilla and cookie; and blueberry, currant and pomegranate. These are the three flavors in which the fresh fermented milk drink comes. It is lactose- and gluten-free and it entails 21 grams of proteins per 235-gram bottle.



FelsineoVeg
www.felsineoveg.com

Good&Green plant-based cubes
FelsineoVeg expands its 100% plant-based Good&Green range with new flavors: smoked bacon, salmon, bacon, roasted chicken. An ally in the kitchen for any type of preparation, they are high in protein content and low in fats.



High-protein: quello che i consumatori vogliono

Cresce la popolarità di cibi e bevande ad alto apporto proteico. Dai piatti pronti agli snack di frutta secca, dallo yogurt alle bevande vegetali, fino alla pasta. Un assortimento ampio e diversificato. Che fa gola a sportivi, ma non solo. In questo scenario, non stupisce che tante aziende - anche estranee a questo mondo - abbiano investito nel settore. Una panoramica degli ultimi lanci sul mercato.

Italy for Asia

Italy for Asia grows and renews itself

Two years after the launch of the first issue, the editorial project born from the collaboration between Tespi Mediagroup and Aeon Italia is expanding to new markets beyond Japan and Asia. The main purpose remains unchanged: to open new opportunities for Italian companies in Asia.

It was November 2020 when Tespi Mediagroup, a multimedia communication company, and the Italian branch of the AEON group, the largest Japanese retailer, gave life to a one-of-a-kind editorial project: Italy for Asia. A digital magazine that provides buyers from the region with first-hand information on Italian companies and their products for excellence.

In 2023, the project grows and renews itself. Hence, Aeon Italia has expanded its network to new markets beyond Japan, namely Vietnam, Thailand, Malaysia and Cambodia. Which thus become a new, strategic target for companies in Italy.

It doesn't end up here. In collaboration with the Italian Chamber of Commerce in the Philippines (ICCP), Italy for Asia becomes a showcase of the activities carried out by the latter in the country, where it promotes a rich calendar of events and meetings.

"Thanks to all these innovations," Angelo Frigerio, CEO of Tespi Mediagroup claims, "in 2023 Italy for Asia will become even more of a strategic communication tool for companies that operate in this area of the world already, as well as for those wishing to begin."

Italy for Asia cresce e si rinnova

A due anni dal lancio del primo numero, il progetto editoriale nato dalla collaborazione tra Tespi Mediagroup e Aeon Italia si allarga a nuove partnership e a nuovi mercati. L'obiettivo, invece, resta immutato: aprire nuove opportunità per le aziende italiane nella regione Asiatica.

Era il novembre del 2020 quanto Tespi Mediagroup, gruppo multimediale attivo nei settori editoria e comunicazione, e la branch italiana del gruppo Aeon - maggior retailer giapponese, hanno dato vita a un progetto editoriale unico nel suo genere: Italy for Asia. Un magazine digitale che fornisce ai buyer di questa regione informazioni di prima mano sulle aziende italiane e sui loro prodotti d'eccellenza.

Nel 2023, il progetto cresce e si rinnova. Aeon Italia amplia infatti la propria rete di competenze, oltre al Giappone, anche a nuovi mercati quali il Vietnam, la Thailandia, la Malesia e la Cambogia. Che diventano così un nuovo e prezioso target per le aziende del Bel Paese.

Non solo. In collaborazione con la Camera di Commercio Italiana nelle Filippine, Italy for Asia diventa vetrina delle attività condotte da quest'ultima nel Paese, dove promuove un fitto calendario di eventi e momenti d'incontro.

"Grazie a queste novità", sottolinea Angelo Frigerio, Ceo di Tespi Mediagroup, "nel 2023 Italy for Asia diventa ancor più uno strumento di comunicazione strategico per le aziende che già presidiano commercialmente questa parte del mondo, così come per quelle che desiderano entrarvi".

MASI PRESENTS THE LIMITED EDITION COSTASERA LUNAR 'NEW YEAR OF THE RABBIT'

Masi toasts the Chinese new year with a limited edition of its Amarone della Valpolicella Classico Costasera Docg: Costasera Lunar 'New Year of the Rabbit', vintage 2017. Many years ago Masi was the first Amarone producer to land on the Chinese market with its own wines, starting with the most iconic ones, including Costasera and Campofiorin. "With this limited edition we wanted to keep the focus on the Asian markets, where we have a solid position, also thanks to the distribution partnership - if we refer specifically to China - with ASC Fine Wines, which represents some of the most important international brands", explains Federico Giroto, Ceo of Masi. "In recent years we have strengthened omnichannel as a strategic lever for development also in the Chinese market, adding to the Horeca distribution an expansion in the more qualified travel retail, at the same time enhancing communication, especially digital, towards the consumer."



Masi presenta la limited edition Costasera Lunar 'New Year of the Rabbit'

Per festeggiare l'ingresso nell'Anno del Cinghiale del calendario cinese, Masi presenta Costasera Lunar 'New Year of the Rabbit', un'edizione limitata dell'Amarone della Valpolicella Classico Costasera Docg, annata 2017. Masi, si legge in una nota, è stata il primo produttore di Amarone ad approdare sul mercato cinese con i propri vini, a partire dalle sue referenze più iconiche tra cui Costasera e Campofiorin. "Con questa limited edition abbiamo voluto sottolineare il nostro focus sui mercati asiatici, in cui abbiamo un posizionamento solido, anche grazie alla partnership distributiva - se ci riferiamo specificamente alla Cina - con Asc Fine Wines", commenta Federico Giroto, Ad di Masi. "Negli ultimi anni abbiamo rafforzato l'omnicanalità come leva strategica di sviluppo anche nel mercato cinese, affiancando alla distribuzione nell'Horeca un'espansione nel più qualificato travel retail, potenziando al contempo la comunicazione, soprattutto digitale, verso il consumatore".

EXPORTS OF PECORINO ROMANO TO JAPAN KEEP GROWING

The Consortium for the protection of Pecorino Romano was among the protagonists of Foodex Japan, held from 7 to 10 March in Tokyo. The Italian cheese is having considerable success in the Land of the Rising Sun, where exports have exceeded the pre-pandemic levels: in 2022 exports value increased by 52% on 2019, with a 5% increase in volume. Every kilo of Pecorino Romano increased its value by 21% compared to 2019. "Results achieved also thanks to a three-year project of 1 million euro, co-financed by the EU, which we have implemented engaging restaurants in the Tokyo metropolitan area with a series of initiatives and activities", the President of the Consortium, Gianni Maoddi, explains. The Consortium will further invest in the Japanese market, financing another three-year project (2024-2026) valued at 1.5 million euros.

Boom per l'export di Pecorino Romano in Giappone

Il Consorzio di tutela del pecorino romano è stato tra i protagonisti del Foodex Japan, che si è svolto dal 7 al 10 marzo a Tokyo. Un formaggio che sta avendo un notevole successo nel Paese del Sol Levante, dove l'export ha superato i livelli del pre-pandemia: nel 2022 il valore dell'export è aumentato del 52% sul 2019, a fronte di un incremento a volume del 5%. Ogni chilo di pecorino romano ha aumentato il suo valore del 21% rispetto al 2019. "Questo anche grazie a un progetto triennale da 1 milione di euro, cofinanziato dall'Ue, che abbiamo messo in campo per coinvolgere i ristoranti della cinta metropolitana di Tokyo con una serie di iniziative e attività", spiega il presidente del Consorzio Gianni Maoddi. Il Consorzio di tutela del pecorino romano ha deciso di continuare a investire nel mercato giapponese, finanziando per il triennio 2024-2026 un altro progetto, questa volta da 1,5 milioni di euro.

VINITALY'S ROADSHOW ARRIVES IN TOKYO

Accelerate integrated and systemic efforts to ensure that promotion of Italian wine in Japan is more efficient by avoiding fragmentation and dispersion of resources. This is the unity of purpose that emerged on the past 21 February in Tokyo during the penultimate stage of the global roadshow organized by Veronafiere-Vinitaly in collaboration with ITA, Italia Trade Agency, which ended on the past 23 February in South Korea. "We are laying the foundations for a medium/long-term project to promote Italian wine in Japan wherein Vinitaly (Verona, 2-5 April 2023) will also confirm its role as the collective brand on a global scale," said the President of Veronafiere, Federico Bricolo, speaking to an audience of more than 50 top buyers, wine stakeholders and institutional representatives. 2022 closed on a very positive note for Italian wine in Japan, with growth in volume of +18.4% for a value of 278 million euros, taking 2nd place among supplier countries behind France, that alone crossed the threshold of 1 billion euros of orders from Japan. The Uiv-Vinitaly Observatory indicates that Italy's performance is particularly positive for imports of still bottled wines - especially reds - which closed at 165 million euros (+25%) as well as sparkling wines (+26% worth 44 million euros).



From left: Rosario Pedicini (Italian Chamber of Commerce in Japan), Erica Di Giovancarlo (ITA Tokyo), Federico Bricolo (Veronafiere), Gianluigi Benedetti (Ambassador of Italy in Japan)

Il roadshow di Vinitaly fa tappa a Tokyo

Accelerare sulla promozione integrata e di sistema per efficientare la promozione del vino italiano in Giappone evitando frammentazione e dispersione di risorse. È l'unità di intenti emersa a Tokyo, lo scorso 21 febbraio nella penultima tappa del roadshow globale realizzato da Veronafiere-Vinitaly in collaborazione con Ice Agenzia, che negli ultimi due mesi ha toccato nove Paesi di tre Continenti - America, Europa e Asia - e che si è chiuso il 23 febbraio in Corea del Sud. "Stiamo gettando le basi per un progetto di promozione del vino italiano in Giappone a medio e lungo termine", ha dichiarato il presidente di Veronafiere, Federico Bricolo davanti a una platea di oltre 50 top buyer, stakeholder del vino e rappresentanti istituzionali, "con Vinitaly (Verona, 2-5 aprile 2023) che conferma il ruolo di brand collettivo su scala globale". Il vino italiano in Giappone chiude il 2022 con una crescita a volume del 14,8% e un valore di 278 milioni di euro (al secondo posto dietro alla Francia che supera la soglia di 1 miliardo di euro), secondo dati dell'Osservatorio Uiv-Vinitaly. Bene in particolare per i fermi imbottigliati, che registrano un +25% a 165 mln di euro, e gli spumanti che mettono a segno un +26% a 44 mln.

IN JUNE, ITA TAKES ITALIAN CHEESES TO JAPAN

Data updated to September 2022 show that exports of Italian dairy products to Japan has grown by 34% compared to the same period of the previous year. And to further increase this share, the Italian Trade Agency for the promotion abroad and the internationalization of Italian companies is organizing a workshop, on 12 June 2023, at the Gajoen Hotel in Tokyo that will see the participation of 20 Italian dairy producers. Half of the available space will be reserved for companies not yet operating in Japan. The event indeed provide the opportunity to meet importers, wholesalers, and professional operators in the retail and Horeca channels.

A giugno l'Ice porta i formaggi italiani in Giappone

Dati aggiornati a settembre 2022 mostrano che l'export dei prodotti lattiero caseari italiani in Giappone è cresciuto del 34% rispetto allo stesso periodo dell'anno precedente. E proprio per far crescere ancora questa quota l'Ice Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane organizza il 12 giugno 2023, presso l'Hotel Gajoen di Tokyo, un workshop rivolto a 20 aziende italiane operanti nel settore lattiero-caseario. Con il 50% dei posti disponibili che verrà assegnato ad aziende non ancora presenti in Giappone. L'evento sarà infatti occasione per incontrare operatori importatori, grossisti, dettaglianti, operatori della Gdo e del canale Horeca.

A DIVINE COMEDY-INSPIRED DINING EXPERIENCE WAS HELD IN MARCH IN THE PHILIPPINES

In celebration of Dantedì, the National Day dedicated to Dante Alighieri, Società Dante Alighieri Comitato di Manila presented the 'Culinary Journey into the Divine Comedy', a night to commemorate the excellence of the Poet's contribution to the literary world. The event was celebrated on the past 23 March at L'Opera Ristorante Italiano in the presence of H.E Ambassador of Italy in the Philippines, Marco Clemente, and the Philippine-Italian community, as ICCPI, the Italian Chamber of Commerce in the Philippines reports. A fine dining experience consisting of three course dinner inspired by Dante's canticles: Inferno, Purgatorio, and Paradiso, with each dish accompanied by a literary and food commentary by Professor Vince Agcaoili, from the Department of Literature of the University of Asia and the Pacific (UA&P), and Paolo Nesi, owner of L'Opera Ristorante Italiano.

Nelle Filippine un evento culinario ispirato alla Divina Commedia di Dante

In occasione del Dantedì, la giornata nazionale dedicata a Dante Alighieri, la Società Dante Alighieri Comitato di Manila ha presentato il 'Viaggio culinario nella Divina Commedia', una serata per commemorare l'importante contributo del Sommo Poeta al mondo letterario. L'evento si è tenuto il 23 marzo presso L'Opera Ristorante Italiano alla presenza dell'Ambasciatore d'Italia nelle Filippine, Marco Clemente, e della comunità italo-filippina, come riporta ICCPI, la Camera di commercio italiana nelle Filippine. Un'esperienza culinaria che ha visto protagonista una cena di tre portate ispirata ai cantici di Dante: Inferno, Purgatorio e Paradiso, dove ogni piatto era accompagnato da un commento letterario e gastronomico del professor Vince Agcaoili, del Dipartimento di Letteratura dell'Università dell'Asia Pacifico (UA&P), e Paolo Nesi, titolare de L'Opera Ristorante Italiano.

ITALIAN EXHIBITION GROUP MADE A DEFINITIVE LANDING IN SINGAPORE

Just a few months after signing of the Mou, Italian Exhibition Group (IEG) has made a definitive landing in Singapore with its own company 'IEG Asia Pte. Ltd.', an entirely owned subsidiary, and with two trade show events in the jewellery and food & beverage sectors respectively, acquired from CEMS - Conference & Exhibition Management Services: to be precise, Sije - Singapore International Jewelry Expo and Café and Restaurant Asia. With this operation, IEG, organiser of Vicenzaoro and Sigep, leading events held in Italy in the jewellery and food sectors, is continuing its expansion strategy into Southeast Asia. According to Ilaria Cicero, Ceo of IEG Asia: "The aim is to develop the shows in Singapore, also by leveraging on a mutual, productive exchange of the enormous success of the last edition of Vicenzaoro in January 2023, which was attended by over 1.300 exhibiting brands. The same can be said for Sigep with 1.000 companies exhibiting at the 2023 edition in Rimini."

Italian exhibition group sbarca a Singapore

A pochi mesi dalla sottoscrizione del Memorandum of understanding, Italian exhibition group sbarca definitivamente a Singapore con una propria società 'leg Asia Pte. Ltd.', interamente controllata, e con due manifestazioni, rispettivamente nei settori del gioiello e del food & beverage, acquisite da Cems - Conference & Exhibition Management Services: si tratta di Sije - Singapore International Jewelry Expo e di Café and Restaurant Asia. IEG, organizzatrice in Italia di manifestazioni leader nei comparti del jewelry e del food, Vicenzaoro e Sigep, dà seguito con questa operazione alla sua strategia di espansione nel Sud Est-asiatico. Ilaria Cicero, Ceo di leg Asia, spiega: "L'obiettivo è quello di far crescere le manifestazioni a Singapore, anche facendo leva su un vicendevole e produttivo scambio del grande successo dell'ultima edizione di Vicenzaoro a gennaio 2023 che ha visto la presenza di oltre 1.300 brand espositori. Lo stesso si dica per il Sigep con le sue 1.000 imprese dell'edizione 2023 a Rimini".

INTERVIEW

The Philippines is a mature and rich market that loves everything that comes from Italy. But where, paradoxically, there is a severe lack of supply. Interview with chef and sommelier Paolo Nesi, president and CEO of L'Opera Group, the main Italian restaurant chain in the country.

Chef, sommelier, importer, entrepreneur, teacher. It's quite a long resume that of Paolo Nesi, founder of the restaurant chain L'Opera Group, operating in South East Asia, and headquartered in the Philippines, which has been Nesi's home for almost 30 years, and where he has opened about 20 restaurants. Our call, last 15 February, finds him in the midst of a particularly lively marketing season: Valentine's Day. "For us it's one of the busiest time of the year," he tells us, "considering the fact that celebrations could last up to three days." Thus begins a long conversation on wine, food service, export, and mainly on the great opportunities that the country offers to the Italian food & wine companies today. Where holding up high the Italian flag, to date, are almost exclusively restaurateurs.

Let's start from the beginning: where are you from?

I'm from Castiglione della Pescaia, a coastal town in the province of Grosseto, in Tuscany.

Where did you study?

I graduated in Hotel & Restaurant Management at Cornell University, in the state of New York. When I moved back to Italy, I didn't stay for long. I went to Thailand and then Laos. In both countries we opened a few Italian restaurants. I first set foot in the Philippines in 1994.

How was food service like, back then?

Complicated. At the beginning of the '90s it was quite difficult to find Italian products. And even 'basic' recipes, I mean pasta and pizza, did not recall even remotely Italian cuisine. The only pasta available was produced in Indonesia, with a percentage of rice flour. And then there were customers: the 'connoisseurs' accompanied the dishes with Rum and Cognac... Well, we had to start from scratch. And in just 30 years we experienced an epochal change. Today not only do they know Mozzarella, but they also look for Mozzarella di Bufala and Burrata. Not to mention truffle: between November and December I travelled to Italy three times to purchase fresh white truffle of Alba: we consumed something like 3.5 kilos.

What do customers look for when they come dine at your restaurants today?

The experience, the Italian 'dining experience', which better than other cuisines meets the needs of the locals. From kids to elderly people, anyone can find something in our menu, unlike other 'ethnic' cuisines. Moreover, the Philippines does not have a local fine cuisine, therefore, people in 80% of cases choose a non-Filipino restaurant. Everything that is



Forget about America

Italian is literally seen as something positive here.

Are there specific taste barriers, according to you?

No, absolutely not. Filipinos lived for almost 300 years under the Spanish domination. Hence, we can say that they are more European than Asian! And, as a matter of fact, they are the only ones in Asia who don't eat with chopsticks. For instance, all year round we organize many caterings and we serve the same products we would if we were to organize an event in Rome or Bologna. From taste's point of view, there are no barriers.

As for agri-food exports, instead, are there any restrictions?

The only limitations are the ones caused by bureaucracy, I think of permissions, phytosanitary inspections, and chemical analyses. And by the fact that today Italy does not boast a strong and cohesive export system. The Philippines is a mature market, yet still rarely considered, compared to countries such as China, Japan, and Korea, considering Asia, the same goes for Europe and the US, where Italian companies invest greatly, for that there is greater competition.

Hence, the Philippines is a high-potential market?

Sure, and not only the Philippines. I'm thinking about Thailand, Laos, Cambodia, Vietnam. Countries where citizens benefit from an increasingly higher spending power, they are used to travelling and on the hunt for the same tastes and

the same experiences even once back home. And above all, I am talking namely about the Philippines, it is a market on the lookout for particular and niche products, I'm indeed thinking about Burrata, truffle or peculiar cheeses. We are one of the few restaurants in Asia to offer Florentine Chianina beef steak every day. Opportunities for Italian companies are actually endless in this part of the world, which is the one that grows more and faster. The market is ready, the demand is there, yet unfortunately the supply is still not adequate...

Does the same apply to wine?

The wine offer is certainly wider but there is still a lot to be done. Suffice to say that the Philippines

is home to fairly 80 million people of legal drinking age, yet they mainly drink local spirits and beer. Wine consumption amounts to one glass per-capita, compared to the 40 liters of Italy. If it only increased to two glasses, we would talk about millions of bottles... There's a company that produces wine locally, it imports must to ferment it, therefore, in Europe, such a product could not even be considered wine because it does not stem from fresh grapes. Nevertheless, this company sells 13 million bottles a year.

What do Filipinos look for in particular?

Today, red wine accounts for almost 80% of consumptions, versus 20% represented by white

wine. In the higher-end range, among 100-150 euro, French products prevail apart from a few exceptions for Super Tuscan, Barolo or Brunello. A bit like in China, indeed, French came first and they stay on top of the preferences. That's not necessarily because of their quality, since the majority is drunk too young, but rather it's a cultural matter. In the middle range, 20-60 euro in shops, Italians are instead more competitive and sought after. I'm thinking especially about wines produced in Tuscany, Apulia, Sicily and Piedmont. Prosecco is a whole another story. And since the rosé version is available, sales have practically doubled. Everything sparkling and rosé is considered as high quality, while still rosé is not very popular, just like sweet wines like botrytized or raisin wines. The wines of the lowest range lie in the 10 euro spectrum and come primarily from Chile, Argentina, and Australia. Currently, on the market there are no wines from East Europe yet.

Hence, Italian wines have a good positioning, all in all?

Very good, also because it happens to be "easier" to drink compared to more renowned French wines. I teach classes addressed to CEOs and influential people who, in their cellars, have bottles worth up to 4,000 euro even. Yet, when we taste them together, these are not the ones they enjoy more. And, however, during business lunches and dinners, one would expect that these kinds of bottles are opened.



Altro che l'America

Quello delle Filippine è un mercato maturo e ricco, che ama tutto ciò che arriva dall'Italia. Ma dove, paradossalmente, c'è una grave mancanza d'offerta. Intervista allo chef e sommelier Paolo Nesi, presidente e Ceo di L'Opera Group, la maggiore catena di ristoranti italiani del Paese.

Appearance plays a key role...

And ratings do too. The follow closely American Wine Spectator or James Suckling. It has happened frequently at the restaurant that customers ordered a wine based on its rating and price, without knowing what they would have found in the glass. There is indeed a big cultural matter to face and that, like at the beginning, is almost exclusively up to us restaurateurs.

How?

Perhaps, we are the only mean through which local consumers discover Italian products. And we notice them react more and more positively towards novelties too. At first, we used to import products we needed, now we rely on various importers. And even from an educational point of view we are making great strides.

You also teach at Enderun Colleges, right?

Exactly, a private university specialized in Culinary Arts, Hotel and Restaurant Management. In partnership with Alain Ducasse we organize many events and this for sure contributes to spreading culture, on the matter of Italian sounding too. For instance, when I serve Parmigiano, I explain consumers that in order to produce a kilo 17 liters of milk are needed, and that it is made only with milk from specific cows and so on. When the same people will go to the supermarket and see Parmesan sold at 10 euro per kilo, they will see that there is a significant difference. But unless you explain it, people cannot understand why they should buy an Italian olive oil, Italian peeled tomatoes, or why Parmigiano and Parmesan are not the same thing.

The ball's in Italian companies' court now, as far as I can see.

It is. As I already said demand is there, what really lacks is the supply. And it is really a pity that Italian companies are not aware of the interest that Filipinos show towards everything that is Italian. I'll tell you an anecdote: in 2016, when Amatrice (Lazio Region) was hit by the earthquake, we organized a charity dinner. Many influential people, including some Ministers and the former Vice president, attended. A gala dinner with Sergio Pirozzi, Amatrice's mayor, connected through Skype. We raised 40,000 euro to aid the town. Many journalists from Italy called me in disbelief because the Philippines, instead of receiving support, was the one to actually provided humanitarian aid to Italy. It says a lot about how much Italy is actually loved here. And about how little is known in Italy about the Philippines.

Federica Bartesaghi



Discover AEON Vietnam

New business opportunities arise in this fast-growing economy since the Italian branch of AEON has been appointed for the purpose of selecting new, innovative products to satisfy the population's growing demand for Italian food and beverage.

Under Japan's leading retail group with a history spanning more than 260 years, in the Vietnamese market, AEON Vietnam Co., Ltd., established in 2011, is currently investing and operating in many retail sectors. Since it opened the 1st shopping mall in 2014, AEON Tan Phu Celadon, AEON Vietnam has expanded its business activities in 5 cities and provinces, invested in 5 business segments with 2 regional distribution centers and 4,000 employees nationwide. In response to customers' growing demands and trends, AEON Vietnam is now focusing on promoting multi-formats development, accelerating digital transformation, and enhancing strong product development, especially AEON private brands. This roadmap for growth represents a strategic business opportunity to Italian companies, since the Italian branch of AEON has been appointed for the purpose of selecting new, innovative products to satisfy the population's growing demand for Italian food and beverage.

"By expanding our activities to new, emerging markets like Vietnam," said Emanuele Bonsignore, Deputy President of AEON Italia, "we have been searching for the Italian companies and products that can better satisfy the new consumption needs of a wide consumer base."

AEON Vietnam was the only foreign company in 'Top 2 Retailers in Vietnam in 2022' and nominated in various Employer of Choice Awards namely 'HR Asia Best Companies to work for in Asia', 'Vietnam Best Places to Work'. AEON Vietnam has planned to open more and more shopping malls in upcoming 10 years in response to the growing customer demands in Vietnam, particular in retail business.

Scopri AEON Vietnam

La branch Italiana del Gruppo AEON, primo retailer del Giappone, si occuperà delle selezioni di aziende e prodotti italiani per inserirli nell'offerta di AEON Vietnam. Attiva nel Paese dal 2011, la società presidia diversi segmenti retail quali gli shopping mall, i supermarket, gli specialty store, i convenience store e non da ultimo l'e-commerce. Una nuova, importante occasione di business per il f&b made in Italy.

SPECIALTY STORES

Daiso Japan is operated as the flat price store with thousands of DAISO JAPAN products for customers' daily needs like household items, stationery, kitchen and gardening goods.

Petemo, the pet shop system of AEON group, is a pet shop model organized according to Japanese standards. It wishes to become the most prestigious shop system where pets are served and cared dedicatedly.

Glam Beautique is among biggest cosmetics, perfumes and health care stores in Vietnam, combining between AEON Wellness stores and major brands.

E-COMMERCE

Along with a growth of digital trend in the Vietnam market, AEON Vietnam has launched the official E-commerce website named AEON ESHOP in 2017. It offers wide range of product categories that meet customers' demands, including high-quality Japanese products and AEON's Private Brand - Topvalu.

AEON COMPACT GENERAL MERCHANDISE STORES & SUPERMARKETS

In April 2022, AEON Vietnam opened the first 'Compact LeanGeneral Merchandise Store & Supermarket' in Hanoi. A new retail model located in the inner city/ residential areas to bring AEON quality experiences and standards closer to customers.

SUPERMARKETS



In 2020, AEON Vietnam launched a new business, the AEON MaxValu Supermarket system to bring customers convenient, safe and healthy shopping experiences with a variety of products and services.

THE BUSINESS SEGMENTS

Since the 1st shopping mall was opened in 2014, AEON Tan Phu Celadon, AEON Vietnam has been expanding its business in many big cities and provinces including:

- 3 Shopping Malls
- 4 General Merchandise Store and Supermarkets
- 25 Specialty Stores
- E-Commerce: AEON Eshop official launched in 2017
- 2 AEON Regional Distribution Center in Ho Chi Minh City & Ha Noi
- 1 AEON Compact General Merchandise store & supermarket

SHOPPING MALLS

AEON Vietnam has developed and operated 'One-Stop Shopping' Malls where customers can enjoy fully services including shopping, food & beverage, finance & banking, entertainment and education.

GENERAL MERCHANDISE STORES (GMS)

AEON Vietnam has been developing and operating the GMS to offer a comprehensive shopping choice including foods, clothing, household, electrical products, health and beauty care, baby goods. AEON Vietnam strives to offer the superb shopping experience that enhances the convenience, comfort and enrich customers' lifestyle in suburban area.



ITALIAN FOOD IN VIETNAM: A MARKET ANALYSIS

Two-way trade exchanges between Vietnam and Italy have achieved positive outcomes following the enforcement of the EU-Vietnam Free Trade Agreement (EVFTA) in 2020, with total export value reaching over **1.7 billion US dollars in 2021**, up to 14.11% compared to 2020. According to the Ministry of Industry and Trade of Vietnam, **Italy remains Vietnam's 4th largest trading partner in the EU**, behind only the Netherlands, Germany, and France.

Statistics show that Vietnam's GDP is growing rapidly in recent years. In 2019, Vietnam's GDP growth rate was 7.02%, higher than the agency's forecast of 6.6% to 6.8%. At the same time, the growth rate exceeded 7% for two consecutive years, successfully surpassing India as the fastest growing economy in Asia. Nevertheless, since Vietnam was heavily affected by the Covid-19 pandemic, economic growth in 2021 only reached 2.58%, the lowest in the past 30 years, but still becoming one of the few countries

in the world with positive growth.

With a population of over **96 million people**, a growing middle class, especially large numbers of young consumers in urban areas, more concerns about food safety, quality, nutritious and hygienic food and drinks, Vietnam is becoming an important market for any businesses dealing in fast moving consumer goods.

Food safety and hygiene have a significant influence over Vietnamese consumers' food purchasing decisions. Because of several food safety incidents in the past few years in Vietnam, consumers are more careful about the quality of the products they purchase. Since brand awareness is still limited, a perceived quality associated with **a product's country-of-origin is becoming a key indicator for food shoppers in Vietnam.**

The combination of strong developing modern retail chains and growing consumer demand are making Vietnam an attractive market even for

Italian exporters. However, along with business opportunities, new-to-market Italian exporters should have a proper entry strategy to be successful in this market. To increase sales, exporters must be prepared to integrate image of Made in Italy products, brand-advertising and generic-advertising strategies.

Additionally, **lower import tariffs** obtained from free trade agreements make products from asean countries more competitive than those from non-asean countries including the EU. However, considering the EVFTA comes into effect from 2020 and the new rates of tariff, products from Europe will become more competitive to the local market.

Main products exported to Vietnam from Italy are: meat and cured meat, wine, cereals and flour, oil and olive oil, cookies and bakery products, pasta. Rice, cheese, coffee and dairy products still account small amount but increasing year by year.

Source: ITA Agency in Ho Chi Minh

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ZOOM

Novel foods, according to ChatGPT

EU-authorized foodstuffs arouse curiosity. From larvae and cricket flour to mushroom powder. Why do we need such ingredients? How can the industry benefit from them? In an era characterized by the implementation of new technology, we asked it to the artificial intelligence chatbot.

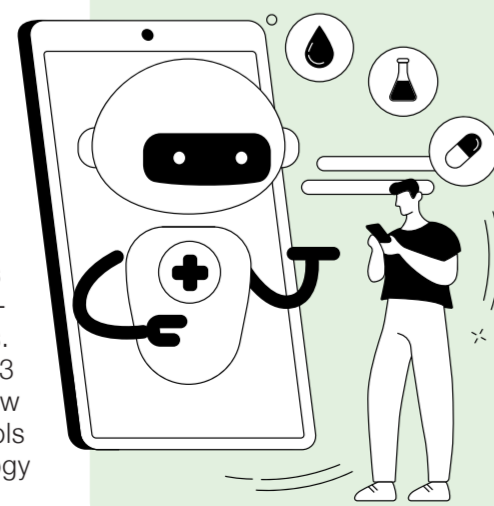


New kinds of foods fill our tables. After mealworm flour, used as an ingredient in the preparation of cookies and snacks too, cricket flour arose amazement and curiosity, leading the public opinion to wonder where food culture is heading and why.

The driving factors that resulted in the introduction of novel foods are to be found in three reasons: the increasing globalization – hence, production, information and patterns of consumption can ‘travel’ increasingly faster and further away –; cultural wealth due to different communities living together – which enables the implementation of foodstuffs in different cultures and subsequent influences –; the quest for new sources of nutrients – due to the new food trends but mainly to the growing population that needs an ever growing quantity of food, and proteins more specifically.

According to EFSA, the concept of ‘novel foods’ is not new. Throughout history new kinds of foods, ingredients or production processes have made their entrance in Europe from all over the world. Bananas, tomatoes, tropical fruits, corn, rice, a wide variety of spices have all reached our tables, originally, as novel foods. Just to mention a few of the latest cases, there’s chia seeds, seaweed-based foods, baobab fruit, and physalis.

Novel food is defined as food that had not been consumed to a significant degree by humans in the EU before 1997, when the first Regulation on novel food came into force. Technically, the category embraces: ‘new foods’, ‘foods from new sources’, ‘new substances’ used in food items as well as ‘new processes and technology’ for the production of food items. Examples include: oils rich in omega-3 fatty acids derived from krill as a new food source, edible insects, plant sterols as new substances or nanotechnology as a new way of producing food.



How to introduce them in food production, according to ChatGPT

In an era characterized by the implementation of new technology in all industries, in order to understand how novel foods can be introduced in food products, we experimented by asking it to the artificial intelligence software ChatGPT, the chatbot relying on AI and machine learning developed by OpenAI and capable of holding a human-like conversation. Hereafter, the original answers we got, asking the chatbot the origin and the use of every ingredient.

Please note: these texts comply with our specific request of having a maximum length of 500 characters. In a first phase, however, giving the software more freedom, the answers were longer and more detailed.

Vitamin D2 mushroom powder

This powder derives from the mixing of dried mushrooms mainly, such as Shiitake mushrooms, that are dried and then ground into powder. Vitamin D2 found in mushrooms is a form of vitamin D synthesized when fungi are exposed to sunlight. This powder is used as a food supplement and additive to enrich foodstuffs such as milk, tofu and cereals.

Acheta domesticus partially defatted powder

House cricket powder is a source of alternative proteins that is produced by removing grease and grinding crickets. This ingredient is used in foods such as snacks, protein bars, bakery products and food supplements. It's a source of high-quality proteins, it is rich in essential amino acids and minerals like iron and zinc.

Pea and rice protein fermented by Lentinula edodes (Shiitake mushroom) mycelia

This protein derives from the fermentation of peas and rice with Shiitake mushrooms mycelia. This ingredient is used as an alternative

to animal proteins in food products such as vegan burgers, sausages and plant-based cheese.

Lacto-N-tetraose produced by derivative strains of Escherichia coli BL21(DE3)

Lacto-N-tetraose is a complex sugar found in human milk. It is produced by fermentation of strains of Escherichia coli. This ingredient is used as a food additive and in pharmaceuticals to boost the immune system and prevent infection.

Frozen, paste, dried and powder forms of Alphitobius diaperinus larvae (lesser mealworm)

The larvae of this mealworm are used as a source of protein and fat in pet food and in some food products destined for human consumption, such as protein bars, snacks and bakery products.

3'-Sialyllactose sodium salt produced by derivative strains of Escherichia coli BL21(DE3)

3'-Sialyllactose sodium salt is a complex sugar found in human milk. It is produced by fermentation of strains of Escherichia coli. This ingredient is used as food additive to boost the immune system and as an ingredient in pharmaceuticals.

Dried nuts of Canarium ovatum Engl. included as a traditional food from a third country

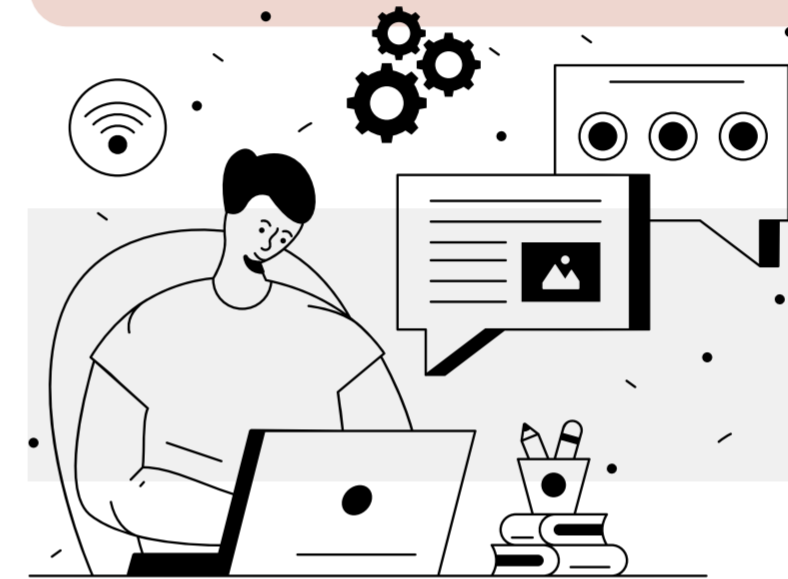
Dried nuts of Canarium ovatum Engl. are a traditional food which has been already implemented in some Asian and African countries diets. They are included in sweets and savory plates and are often eaten raw or toasted. They are a source of good fats and minerals such as vitamin E, magnesium and phosphorus. They are rich in antioxidants and phytochemicals that can have beneficial effects on health, such as reducing the risk of cardiovascular diseases and certain types of cancer.

A list of novel foods in the EU as of 2023

The EU Commission regularly publishes a list of new ingredients that can be used in the food sector. In the first two months of 2023, in particular, ingredients that have aroused a certain curiosity by the public opinion were authorized. Among them, larvae and cricket flour.

The list includes:

- Vitamin D2 mushroom powder
- Acheta domesticus (house cricket) partially defatted powder
- Pea and rice protein fermented by Lentinula edodes (Shiitake mushroom) mycelia
- Frozen, paste, dried and powder forms of Alphitobius diaperinus larvae (lesser mealworm)
- Lacto-N-tetraose produced by derivative strains of Escherichia coli BL21(DE3)
- 3'-Sialyllactose sodium salt produced by derivative strains of Escherichia coli BL21(DE3)
- Dried nuts of Canarium ovatum Engl. included as a traditional food from a third country



I novel food secondo ChatGPT

Gli alimenti autorizzati dall'Ue destano curiosità. Tra larve, farina di grillo e polvere di funghi. Perché c'è bisogno di questi ingredienti? Come possono essere usati dall'industria? In un'epoca caratterizzata dall'implementazione di nuove tecnologie, l'abbiamo chiesto al software di intelligenza artificiale ChatGPT.

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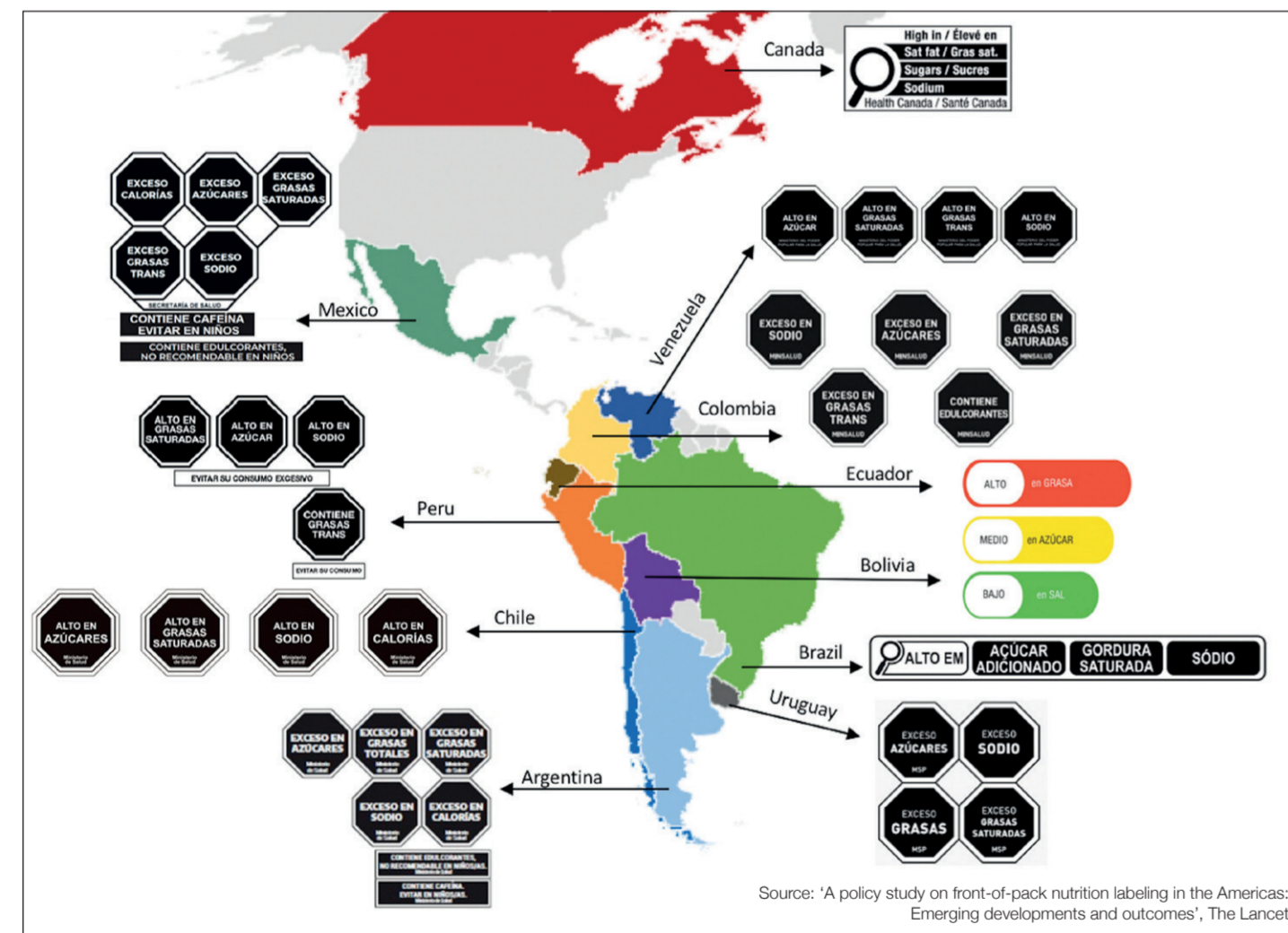
www.inalpi.it



ZOOM

Front-of-pack nutrition labeling: the Americas' case

A publication by The Lancet analyzes how the different models introduced in Latin and South America are performing among consumers, highlighting pros and cons. And providing useful information to EU countries, where the debate is still on.



- 🇧🇷 Brazil, Chile, and Mexico used emerging research to claim that GDA and traffic light labeling systems were not simple, time-consuming, and required consumer math calculations for nutrition decision making 🇧🇷**
- 🇺🇸 Studies have demonstrated that octagonal warning labels have shown to benefit populations equally across different socioeconomic groups and have not negatively impacted the economy 🇺🇸**

Etichette nutrizionali fronte pacco: l'esempio americano
Uno studio pubblicato a febbraio da The Lancet analizza i modelli adottati in alcuni Paesi del Sud e Centro America e dell'effetto che stanno avendo sui consumatori. Prestando particolare attenzione alla scelta della forma e del colore, o all'utilizzo di alcune parole di più immediata comprensione. Informazioni che possono tornare estremamente utili anche in Europa, dove il dibattito è tuttora in corso.

The plan to adopt a harmonized European-wide nutrition label has been once again delayed. The Nutri-Score, a five-color scale that indicates the nutritional quality of a product taking into account a fixed quantity of 100 grammes, has been criticized (especially by Italy) for oversimplifying the nutritional content to the point of being potentially misleading. Hence, it assigns low scores to some of the most valuable PDOs and PGIs, that is to say most of Italy's typical and traditional food products. The EU has therefore decided to formulate a new proposal, that should be presented in 2023.

Far away from Europe, several systems have been tried and adopted already, and in some cases proved to be quite successful too. This is the case of some countries in South and Latin America, where an in-depth study was conducted in 2022 and published, last February, by The Lancet Regional Health Americas, entitled 'A policy study on front-of-pack nutrition labeling in the Americas: emerging developments and outcomes'.

PAHO's model paved the way
The Pan American Health Organization's (PAHO) Nutrient Profile Model, established in 2016, was the first food classification tool to adopt World Health Organization's intake recommendations for critical nutrients of public health concern (i.e., sugars, sodium, total fats, saturated fats, trans fats) as a reference, instead of relying on the market of processed and ultra-processed products. PAHO's Nutrient Profile Model has been therefore considered a best practice for the Region of the Americas' (AMRO), and therefore used for designing and implementing front-of-pack nutrition labeling (FOPNL) policies, as well as other regulatory strategies related to the prevention and control of obesity and overweight. A publication that, according to The Lancet, "played an important role in reducing the time taken by countries to adopt policies and select warning label systems that are more effective."

Over the past decade important progress in the development and implementation of FOPNL in the AMRO has occurred. Every country in the region has entered the agenda-setting stage, and 30 of the 35 countries have formally introduced FOPNL legislation. 11 out of 35 adopted them - which accounts for approximately 60% of the population living in AMRO and 90% of the population of Latin America -, while as of August 2022, 7 out of these 11 countries have implemented them.

Interpretative vs. non-interpretative labels
FOPNL systems, the report highlights, are categorized according to their purpose and information provided. Nutrient-specific systems include interpretative labels, which provide nutrition information for one or more nutrients and show judgment or recommendation (e.g., UK traffic light label, warning labels, 'high in' symbols). Some nutrient-specific systems

also include non-interpretative labels, which show information, with no specific judgment or recommendation (e.g., Guideline Daily Amount - GDA, Facts Up Front - FUF). Summary indicator systems combine several criteria to establish one indication of the healthiness of a product and show judgment or recommendation (e.g., Health Star Ratings, Nutri-Score, and endorsement logos such as Choices, Keyhole, Healthier Choice).

To date FOPNL systems worldwide have been outnumbered by the food and beverage industry's voluntary GDA and FUF systems, which provide only numeric information about nutrients and calories. "However", the report claims, "these systems have been proven to be ineffective because they do not provide interpretative information requiring consumers to employ significant cognitive effort and time to understand numeric nutrient information". Such systems are indeed accused of mislead consumer perceptions regarding the healthiness of processed and ultraprocessed foods. "Recent studies", the paper adds, "have shown that FOPNL warning label systems outperform traffic light, and summary grade systems (e.g. Health Star Rating, Nutri-Score) in captu-

ring consumers' attention, improving their ability to identify products high in critical nutrients, and increasing their intention to buy a relatively less harmful option."

Let's go... Octagonal
All of the AMRO countries where FOPNL legislation has been introduced, reiterated their concerns about the rise of obesity and noncommunicable diseases. Some specific examples include the Argentine government stressing 40% of children are overweight, the Chilean government concerned about 60% of the population (age 15-64) were overweight or obese with the second-highest per capita ultra-processed food sales in the region, and the Costa Rican government emphasizing that 34 out of every 100 students were overweight or obese. All of these governments, the paper explains, have discussed different policy features throughout the past 20 years, including various types of FOPNL systems. And particular aspects evolved over time. For example, governments that began FOPNL discussions in the late 2000s and early 2010s considered the adoption of the GDA (Mexico in 2014) or traffic light labelling (Ecuador in 2014 and Bolivia in 2017) for their mandatory systems.

As the evidence evolved, governments such as Chile began developing a novel front-of-pack nutrition labelling system that could perform better in allowing consumers to identify products that were excessive in calories, sugars, saturated fats and sodium as it became the first country in AMRO to adopt a FOPNL warning label system in 2012. Following this success and international recommendations, from the late 2010s, governments (e.g. Argentina, Colombia, Mexico, Uruguay, Venezuela) have primarily focused on implementing FOPNL octagonal warning label systems. "Evidence and experience from implementing FOPNL continued to evolve and improvements to the application of octagonal warning labels persisted", the report says. "This included new or amended provisions that required larger sizes for warning labels, contrasting background devices for the design and application of warning labels to provide better salience for warnings, using the word 'excess' instead of 'high in' for the warnings to improve efficacy, and using PAHO's Nutrient Profile Model to define the products that should feature warning labels."
FOPNL legislation also evolved in terms of coherence by prohibiting persuasive

elements in products that are excessive in sugars, fats, sodium or contain other substances of public health concern. Starting in Chile, in 2016, products with warning labels were no longer allowed to depict cartoon characters or other devices targeted at children on product labels. In 2020 and 2021, Mexico and Argentina respectively adopted additional restrictions for health or nutrition claims, endorsements, and other persuasive elements in products that feature warning labels.
By the late 2010s, governments were no longer choosing FOPNL systems that could provide conflicting data (e.g. high, medium, low in different nutrients) or serve as an endorsement (e.g. green colour or endorsement logos) such as the traffic light labelling system and Nutri-Score. "Brazil, Chile, and Mexico used emerging research to claim that GDA and traffic light labelling systems were not simple, time-consuming, and required consumer math calculations for nutrition decision making", it adds. "Conversely, in Mexico, a modelling study projected that the warning labels could reduce the prevalence of obesity by 14.7% between 2018 and 2023, and save the country 1.8 billion US dollars in obesity-related costs."

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



REPORTAGE



Bio: stop and go

Price increases and production costs weigh on the market, but there's hope for the future. The industry's impressions in our interviews with the trade operators we met during our visit at Biofach (Nuremberg, 14-17 February).

After a difficult 2022, expectations for 2023 remain uncertain. This is the sentiment of the trade operators of the bio industry we met during our visit at the 2023 edition of Biofach, the trade fair for organic food held in Nuremberg, in Germany, on show from 14 to 17 February.

Yet there's still hope: the organic market grew exponentially until 2021; many believe that the current stagnation is strictly linked to the historical contingency. From utility bills and the rising cost of living that weigh on families, and energy and raw materials' costs that burden producers, consumers have become increasingly more price sensitive, hence carefully choosing which food items they put in their shopping carts. Only once these difficulties are overcome, we could talk about growth again. Yet – it should be pointed out – a more subdued and steady growth is to be noticed: by now the organic market is mature, according to many operators, and it has reached its own stability. Paolo Carnemolla, secretary general of Federbio (the Italian organic federation), who took part in the conference 'Choose the European organic leaf for a better world. Good choices matter' stated that "it is necessary to work to increase the consumption: the European plan to increase organic farming soils is not enough, we need to support the market." For this reason Markus Fadl, senior press officer at Naturland, the international

association that promotes organic farming, highlighted the need for a strong communication campaign, with the objective of showing consumers the added value of organic products compared to conventional ones. And Fadl's opinion is backed by some exhibitors: organic costs more, it is true; but what is hindering the growth are cultural factors. For this reason, for instance, the Italian market has proven to be less welcoming than other European markets (mainly compared to the North, driven by Germany's and Scandinavian countries' performances). It's not a case if Italy is, in this regard, mainly an exporter of organic products: at the end of 2022, the value of exports grew by 16% compared to the previous year at 3,372 million euro (a 181% increase compared to 2012).

The current stagnation, however, is reflected inside the trade show as well. Partly due to Biofach 2023 proximity to Biofach 2022, the one-off summer edition which was postponed because of the Covid pandemic. In July 2022, the trade show was almost deserted, with a few exhibitors and even fewer visitors. To date, the situation seems to have slightly improved. However, not enough: many have complained about the low attendance and the scarcity of opportunities. Some won't be back for the 2024 edition. The industry's impressions in our interviews with the trade operators we met last February.

Bio: stop and go

Un 2022 difficile, aspettative per il 2023 incerte. Ma la speranza rimane. Questo l'umore generale degli operatori attivi nel comparto del biologico che abbiamo incontrato all'edizione 2023 di Biofach, la fiera dedicata all'organico in scena dal 14 al 17 febbraio a Norimberga.

Organic around the world: statistics and trends

The 24th edition of 'The world of organic agriculture' was showcased at the Biofach Congress in Nuremberg, organized by the Research Institute Organic Agriculture FiBL and IFOAM - Organics International. Highlighting the statistics and trends of the organic sector around the world. According to the data from 191 countries (as of the end of 2021), organic farmland and retail sales both continued to show growth worldwide. Although at a slower pace.

In 2021, the organic market reached almost 125 billion euro – an increase of nearly 4 billion euro or approximately 3%. With 48.6 billion euro, the US continued to be the world's leading market, followed by Germany (15.9 billion euro) and France (12.7 billion euro). According to the report, in 2021 3.7 million organic producers were reported, an increase of 4.9% compared to 2020. India remained the country with the most organic producers (1.6 million). In 2021 the study also highlights a steady increase of organic farmland. 76.4 million hectares were organically managed at the end of 2021, representing a growth of 1.7% or 1.3 million hectares compared to 2020. The organic farmland area increased in Africa, Asia, Europe and Oceania, while it decreased in the Americas. A bit less than half of the global organic agricultural land was in Oceania (35.9 million hectares). Europe had the second largest area (17.8 million hectares), followed by Latin America (9.9 million hectares).

Especially in Europe, as showcased by the report, retail sales were valued at 54.5 billion euro (46.7 billion in the European Union). Thus being, as already mentioned, the second-largest single market for organic products globally after the US. European consumers spent more on organic food in 2021 (65.7 euro per person on average, 104.3 euro in the EU). Consumer spending on organic food per capita doubled in the decade 2012-2021. In 2021, Swiss and Danish consumers spent the most on organic food (425 and 384 euro per capita, respectively). Sales, instead, slowed down. Increasing only by 3.8%, compared to the 15% growth recorded in 2020. Let's take a closer look to the Italian organic market. From 2012 to 2022, the sales in the Italian bio market overall increased by 132% (Nomisma's data showcased during Biofach 2023). The out of home consumption (hotels, restaurants, food service) grew by 53%. At the end of December 2022, however, a 0.2% decrease was recorded compared to the previous year in the consumption at home. Data collected in July also highlight in households' purchases (-0.8%), whereas sales in specialized shops dropped by 8%. Large-scale distribution sales remain steady and increase (+14%) in discount supermarkets. Considering fresh produce, organic scores a 9.9% decrease in volume terms in the first eight months of 2022, but the results are in line with conventional products' ones.

De Cecco
Carlo Aquilano



"Our De Cecco Bio range is wide and elaborate, it includes over 120 products certified by ICEA and JAS that satisfy the needs of the most demanding consumers. In Italy, the organic's presence is large both in the private label sector and in the specialized channels, whereas the share of such products is not as high in the retailing sector (as for the dry semolina pasta it accounts for 3.4% of the turnover) compared to the other EU markets. With our organic pasta ranges Integrale Bio (whole) and Farro Integrale Bio (whole spelt) we aim at intercepting three types of consumers: the health-conscious ones and the ones interested in rediscovering ancient grains. In 2023, according to our forecasts we estimate that organic consumptions will be steady in Italy and the opportunity for the retailers will be to offer a real premium-quality product such as De Cecco's one which, thanks to its certified Method De Cecco it produces a higher quality from the organoleptic, sensory and nutritional point of view, with excellent cooking resistance and a perfect consistency."

Cavalier Umberto Boschi
Barbara Germi



"Our offer includes all the traditional Italian delis and, in particular, the classics of the Emilian territory, with a specific focus on the market trends of the sector. For this reason our range embraces various products of the Linea Bio, whole or sliced, that account for 5% of the total turnover, percentage that to this day is entirely developed by the foreign market. In 2022, we recorded a slight yet a steady increase in the organic sector, and no significant difference compared to conventional products. In 2023 we are planning to open up to new European markets and the introduction of new products to complete the range. Packaging designing also plays a crucial role. At this year's Biofach, as a matter of fact, we have introduced our Linea Bio packaged in an innovative tray made of eco-sustainable cardboard designed with 70% less plastic compared to our traditional trays. As far as the overall outcome of the trade show, we are satisfied. There are certainly some aspects that can be improved but the organization was good and, once again, it proved to be a key event for European visitors, whose attendance was high."

Molino Naldoni
Vania Chiozzini



"We dedicated a brand to our organic production: Farinaria. It's a relatively new project, started in 2019, when we inaugurated the new mill in Faenza (in the Emilia-Romagna Region), and we decided to dedicate our old mill in Marzeno di Brisighella to exclusively produce organic flours. In our organic-dedicated mill, which we call Farinaria, we only grind organic certified and 100% Italian wheat, at kilometer zero. Today organic accounts for 10% almost of the total turnover. In 2022 Naldoni performed positively: our turnover increased by 35%. At Biofach we launched two new products. Organic 00 flour for pizza in a 1 kg bag intended for retail and the Robusta type 1 in 25 kg bags, designed for pizza professionals, which is suitable for medium- and long-leavening, for light and easy to digest batters, which completely preserve the taste and smell of the wheat, whose nutrients are maintained thanks to stone grinding."

follow





REPORTAGE

Frantoio D'Orazio Giada Piccio



"We mainly manufacture conventional products: organic only accounts for a small part, almost 10%, which is mainly directed abroad. We have noticed that the demand for organic products is not as high outside the trade show. Anyway, we are making a bet. We are mainly aiming at developing innovative packaging: we provide consumers with tin bottles and the three-liter bag-in-box. Both 100% recyclable. We strongly believe in these two packaging options. The bag-in-box, especially, is ideal for oil and, even if slowly, it is acquiring an even greater acknowledgement."

Biofactor Elena Ghirotto



PAOLO FELLA AND ELENA GHIROTTI

"Our production is a 100% organic. Approximately 60% of the turnover is made in Italy, yet a significant share is represented by sales in foreign markets (the remaining 40%). Especially in Italy, the bio consumption has been affected by a slowdown, mainly due to costs, in my opinion. Looking at 2023 we are hopeful we will experience a recovery, but we cannot hide our concern, fueled by the current situation. A further increase in costs cannot be excluded. However, we want to aim at diversifying our range and launching new products, such as flavored ones. We have also renewed our packaging."

Fraccaro Spumadoro Luca Fraccaro



FROM LEFT: LUCA FRACCARO AND PAOLO PIETROBON

"Organic accounts for 25% of our turnover. 80% of this is made abroad, and only 20% is achieved in Italy. Where the organic sector has experienced a difficult context. A slight decline has also been recorded in other markets. France included. I don't believe the situation will stabilize in 2023. And as for us, the bulk of our organic production is linked to special holiday seasons such as Christmas and Easter, hence we make organic Panetone and Colomba. Anyway, we aim at investing not so much on the organic sector but rather on the private label: we'll definitely invest in other trade shows to make organic private label products. Here at Biofach we are showcasing our already existing range, we do not intend to invest much, especially after last year's one-off summer edition, which was a real disaster. I don't think next year we will come back."

Acetificio Mengazzoli Marco Nodari



FROM LEFT: CESARE MENGAZZOLI AND MARCO NODARI

"Organic accounts for 25% of our turnover. Namely, 50% is achieved in Italy and 50% abroad. In Italy the organic market is suffering: even though private label records an increase, specialized shops are going through hard times. Notwithstanding the fact that the latter are the ones that embody the values promoted by the organic industry the most. Abroad there is definitely a greater sensitivity to these topics, mainly in the countries that, historically, first invested in organic. In Europe, the UK and France the market is growing. Germany, instead, is a mature market, as well as the Asian one. Currently, the vegan and natural world is on the rise. Here at Biofach, we are launching an organic solid vinegar to be grated, which is designed for the Horeca sector."

Acetificio Andrea Milano Fabio Milano



"In 2022, organic accounted for 35% of the turnover. Of this, almost 90% was achieved through exports. Compared to Italy, other countries are more welcoming towards bio products, as well as new launches. Last year, marked by an increase in raw materials and packaging, we registered a 10%-decrease in volumes of organic products, yet the turnover has remained steady due to the rise in prices. As for 2023, unless the macroeconomic situation changes, it will be difficult to talk about a change in trend. In the meantime, we are working on the restyling of our filtered and non-pasteurized organic apple cider vinegar, that we are exhibiting here at Biofach."

Gruppo Germinal Elena Rocco



ELENA ROCCO AND EDOARDO PESSI

"Our turnover, almost entirely linked to the organic production, is divided equally among Italy and foreign countries. 30% is made through the retail sector, 20% in specialized shops and the remaining part with exports. Despite the slight drop recorded by the organic sector in 2022, due to the current situation, we are hopeful that there will be a recovery with increasing volumes in the next years. We are continuing to invest in innovation and range renovation, always focusing on consumers and sustainability. In this sector, Italy ranks in the first places in Europe for production and exports, but the domestic market also boasts wide growth margins."

Cerreto organic Massimo Cangiotti



"Organic accounts for 100% of our turnover, of which 80% of the products are directed to the Italian market. 2022 was a good year for us: we performed in line with expectations, despite the raw materials' soaring costs. Our business in Italy, indeed, remained stable and exports grew. In 2023 we aim at further increasing our exports. Here at Biofach we are showcasing our 5 Minute Meal range, which also includes risottos, and traditional soups which are ready in 10 minutes."

Pastificio Di Bari - Tarall'Oro Carmen Dioguardi



FROM LEFT: MARICA CISTERMINO, ANTONELLO DI BARI AND CARMEN DIOGUARDI

"We are acquiring a great number of customers in the US with our organic products (we are talking about more than 50% of the turnover). In the US, indeed, there is a sharp demand for organic pasta and sauces. Even in Europe we are recording an increase in turnover due to the organic sales, yet the situation is not easy, especially in Italy. In our country we are present especially in the North, Central and Southern Italy's scenario is more complex, and currently for us it is difficult to strengthen our presence in such an area. For the European market we are carrying out market research in order to understand the needs of the end consumer. We aim at growing especially thanks to the snacks, a sector that is recording great success in Europe. But we also want to expand further away, in markets such as the UAE and Asia."

Campo d'Oro Paolo Licata



THE BOOTH

"The bio range accounts for 12% of our turnover: 3% is represented by Italy and 11% by exports. In 2022, the organic industry has recorded a slight increase mainly for the foreign market: there's a niche of consumers who is ever more on the hunt for high-quality products that are as natural as possible. For Campo d'Oro 2023 will be a year of growth in the organic category, mainly in the Northern European markets, where products are ever more demanded and appreciated. Here at Biofach we presented our range of delicacies branded Campo d'Oro Bio with sauces, pesto options, soups, and vegan ragouts with tofu. Biofach is always a key showcase where we have been able to meet many trade operators and start new partnerships, as well as have everyone taste and appreciate our organic preserves."

Girolomoni Giovanni Battista Girolomoni



"Exports account for 80% of our turnover, which is 100% bound to organic, and the remaining 20% is made in Italy. In our country there is definitely room for growth for the bio market, yet currently it is not happening and consumption is steady at 3%. I don't believe the reason is to be found in costs only: it is also a cultural matter. With the Fondazione Girolomoni we have always been committed to promoting the organic culture. Now we also boast the fair certification. 2022 was marked by marginality's suffering, which was very low. Numbers were steady, and the increases have partially been transferred to price lists, hence turnover has grown. In 2023 we expect slight drops in quantities, yet we hope the value stays."

Joe & Co Elena Matticari



THE TEAM

"Our production is a 100% organic. 60% of our turnover is achieved in Italy, the remaining part through exports, but we aim at boosting the latter. We are proud of our 2022 achievements, made possible especially thanks to the acquisition of a new key client in the Italian retail sector, for which we manufacture six private label products. We are also optimistic about 2023: our strategy is based on the distribution of new products, which can enable us to meet different targets. Our new range 'Zero Sbatti' branded Crudolio which we presented here at Biofach, for instance, is thought for the new generations."

Molino Filippini Carlotta Di Carlo



FROM LEFT: GIULIA DALLOCO, LUISSELLA PICCAPIETRA AND CARLOTTA DI CARLO

"Organic accounts for almost 60% of our turnover. Our objective is to expand abroad, but we also want to continue growing in Italy. We experienced a sharp development in 2020, when Covid forced people to stay in their homes. According to us, after a steady 2022 as well as 2021, 2023 will be a year of growth. Here at Biofach we are showcasing our flakes, available in various tastes, our already seasoned cous cous, which are ready to be eaten. We want to invest in the rich-in sector, which is recording a great success: we are working on the launch of a new protein line. A combination of enriched and organic products could drive the growth of the bio sector."

Gran Brianza Giovanni Vismara



"Bio is conquering an ever greater share of our range, with a complete offer both in the pre-sliced and deli counter line. We are strengthening our presence in new clients abroad, focusing on high-quality, genuine and more sustainable products. 2022 was a difficult year for the organic world: after several years characterized by growth, sales dropped significantly in organic specialized shops. Thanks to our products' quality, which is ever more acknowledged by consumers, we were able to record positive results despite the clear decrease, especially in some countries, in the sales of organic delis. We strongly believe in organic and we are sure that in 2023, once the energy crisis will be overcome, the sector will start to grow again."

Meraviglie Giovanni Chiappano



"100% of Meraviglie's turnover is achieved with bio products, and in 2022 Italy accounted for 90% of it, whereas the remaining 10% was realized through exports. We are actually aiming at strengthening our presence on foreign markets. And Biofach is definitely a good base to reach out to our neighboring countries. In 2022, unfortunately, the bio food market did not perform well: with soaring inflation, consumers tried to save up. Yet we believe it was only a temporary situation: 2023 data already show a recovery. Expectations are good especially for bars, spreadable creams and probiotics. And that's exactly the sectors we are aiming to invest in."

Molino Grassi Rita Coppellotti



"Bio accounts for 45% of our production. Out of this share, 35% is linked to organic semolina and 10% to bio flours. Now we aim at strengthening our presence mainly abroad (with exports currently accounting for 35% of our total turnover), especially focusing on Arabic countries, Brazil and the US. There are nations where bio is already well developed, but we believe it will also reach countries where there is no strong organic culture. It's obvious that we also need to promote its communication and values. As for 2022, we are happy about the results we achieved, and we are optimistic about 2023. Here at Biofach we are promoting our new range Pasticceria Bio."

Icam Giovanni Agostoni



"We purchase cocoa from 21 countries in the world, especially from Central America and Africa. 70% of our production is organic and fair-trade, and the percentage has increased throughout the years. This makes us the largest organic chocolate producers in the world. Here at Biofach we want to promote the Vanini Uganda range, with compostable packaging. It's true that in 2022 the organic sector has been more negatively impacted than the conventional one, but we don't believe it's a decrease but rather a contingency. 2023 remains uncertain, even though the year started off greater than we expected."

Molino De Vita Nicola De Vita



FRANCESCA AND NICOLA DE VITA

"Our turnover, of which 70% is achieved with bio products and the other 30% with special supply chains, is mainly related to Italian wheat. Pasta and pasta factories' market, after all, is traditionally Italian. Numbers are lower abroad, but we are present anyway. We mainly aim at developing the US and North American market. The organic one is a mature market, there are no more double-digit growths. Of course, in 2022 consumers were more price-conscious, yet in 2023 we expect a recovery. We are strengthening our commitment to social policies with sustainable ethical-social supply chains to manufacture products obtained by the cultivation of soils managed by immigrants. It's a great project that will enable the integration of these communities living in Apulia."

Florentini Simona Fiorentini



"Organic accounts for 70% of our turnover. Of this percentage, 15% is achieved on foreign markets. We surely aim at increasing our exports and expanding in other countries, but in Italy too there are prospects for growth, mainly if we think about organic snacks. However, we need to highlight the fact that in 2022 the organic sector has decreased, and not just in Italy. Prices instability is what has affected the performance the most: consumers are not willing to experience such sudden increases for grocery spending. We are hoping in a trend change for 2023. Organic needs to be promoted, for this reason we have also decided to focus on protein products, such as our pulse and chickpeas chips: the rich in is growing, and it can be key in supporting the organic sector's recovery."



REPORTAGE

Molino Peila Maurizio Peila



"Over 20% of our turnover is achieved through organic products. Price increase and the subsequent inflation have heavily impacted on consumers' purchase power, which according to many operators have decided to avoid more expensive products such as organic ones. Actually, even the conventional products' consumption slightly decreased. In 2023 we aim at strengthening our presence on the bio and gluten-free market, with the inauguration of the new plant for the processing and grinding of pulses and multi-cereals without gluten. At Biofach we expected a higher attendance. In my opinion, some factors may have affected the number of visitors, such as Lufthansa flight disruptions and the excessive proximity to the 2022 edition of the show."

Caseificio Paje Heidi Gioana



"Our turnover is a 100% derived from organic products. In Italy we mainly invest in small specialized shops, which are the ones that embody the values of the organic industry the most. In the retailing sector, bio is a niche, present only perhaps to meet the current trend. The organic products on the shelves seem to appeal to a small number of consumers, since they are not even explained or promoted the right way. We, as a company, bring specific values forward. For instance we only use vegetable rennet, respecting the animals. Companies like our need to network in the current scenario, only by collaborating we will be able to grow."

Valle Fiorita Francesco Galizia



"Organic accounts for just a small share of our turnover (approximately 6%), we have been operational in the field for only three or four years. It's a sector in which we are aiming to grow and we are investing in it with this objective in mind. Italy does not necessarily represent a difficult market for the organic, according to us it depends on single products. Our brand Amicobio is performing well. For us 2022 has really been an exceptional year: we achieved a 16-million-euro turnover (+16% compared to the previous year). We are aiming at reaching 18.5 million euro in 2023. In our sector the growth trend has been especially clear, and bio performed in line with conventional products."

Montanari & Gruzza Margherita Montanari



"Organic accounts for approximately 18% of our turnover, of which 40% is achieved in Italy and the remaining part abroad. 2022 was not an exciting year for the organic sector: a stagnation in volume growth has been recorded already in 2021. We believe that 2023 will perform in line with the previous year. In our product category, and especially referring to the national market, the difference between conventional and organic products in terms of quality and healthiness is not perceived, by virtue of the bond with the PDO chain of Parmigiano Reggiano. During the show we noticed a lower attendance. However, almost all visitors were from the industry and seemed to be actually interested in our products. We are overall satisfied with our experience here."

Salumificio Falcone Antonio Falcone



"In our production, organic has had a significant increase, and now it accounts for fairly 50% of our turnover. Almost everything is destined to foreign markets, apart from what we sell in our shop 'A Chianca and in the restaurant Sorrelle Falcone, managed by my daughters Alessandra and Federica. Currently, ours is the oldest deli company in the Calabria Region: it was founded in 1846. We have first entered the organic world in 2014, aiming at promoting our territory and its products, such as the Calabrian black pork. Biofach is an important trade show which enables us to meet foreign customers, hence we have been attending it for 10 years now. At this edition we have been promoting our 'nduja mostly. In 2022, we performed well, and our bio turnover increased by 10%. We are hopeful about 2023."

Demeter Giulia Ledda



"Demeter Italia has attended Biofach 2023 in Nuremberg with a collective stall, which houses 16 biodynamic companies certified Demeter. The space representing our home in the trade show was designed to embrace different businesses all sharing the values that characterize our philosophy and inspire our work and life, and at the same time to promote Italian culture. Biofach 2023 has definitely been a much more successful edition than the one-off summer in 2022, being back to be held in February. Demeter's booth has been attended by interesting visitors, and in general all operators were waiting to see how the organic sector would evolve considering the current scenario."

Riso Vignola 1880 Giovanni Vignola



"The organic production of the firm accounts for 30% in volume and 40% in value, but we strongly believe in the potential of this sector, and in the near future we aim to progressively increase that share. Concerning our turnover, in Italy we achieve 16% of our turnover, while the remaining percentage is derived from exports. In 2022 our turnover remained stable, in the face of a slight contraction in volumes. Our goal for all of 2023 will be to keep working in order to ensure product and service availability, even if the sector is currently suffering. In such a unique time in history, in which the average families' purchasing power keeps changing, as a company we need to engage in spreading correct information to consumers regarding the benefits and the features of the organic offer, so to support even a price increase."

Sgambaro Martina Durighello



"Organic accounts for almost 40% of our turnover, at 28 million euro in 2022. Which for us was a year of growth, mainly across foreign markets, which account for 20% of our total turnover. Inflation and rising prices, instead, led to a drop in consumption of organic products in Italy. We now believe that the sector is in need of new consumers in order to grow. For this reason we are focused on widening the range with new products made with ancient grains. Whose nutritional benefits we will strive to communicate. Taking into account the major difficulties we are going through due to the supply disruptions for Kamut, after the environmental disasters that hit Canada, we believe it is essential to make do with alternative products to provide our consumers with a steady and diverse range."

Acetaia Leonardi



FROM LEFT: ASIA BERTOLANI AND ELISA LAMBERTINI

Agrover



ANTONELLA PRANDINO

Alba Bio



FROM LEFT: VITTORIO GONA, CATIA NIFOSI AND SIMONE PAVONE

Alce Nero



THE BOOTH

Bia



THE TEAM

Bomè



FABIO AND DANIELA BOMÈ

Vog Products Hannes Tauber and Werner Catigliani



FROM LEFT: WERNER CASTIGLIANI AND HANNES TAUBER

"The Consortium 'Vog - Home of Apples' gathers more than 4,600 farmers, 300 of whom deal with bio; of the 10,900 hectares that our apple orchards take up, 1,000 are under organic cultivation. Our bio apples are exported in more than 40 countries in the world, and among the most successful foreign areas there are Germany and, in general, Northern European countries. This year here at Biofach we are showcasing three novelties in their bio version: Red Pop, a sweet apple-shaped snack; Giga, a crunchy apple to share with a great shelf life; and Cosmic Crisp, with a harmonious and sweet taste. In order to offer the market new products at this level, a company needs have clear objectives, that's because if we want to have a new apple that embodies the desired characteristics, we need to follow a multi-year plan. This is how we are able to offer the right apple at the right time, 12 months a year."

Casa Milo



FROM LEFT: GIOVANNI MILO AND PIETRO ARTEMISE

Acetaia Guerzoni



FROM LEFT: LORENZO GUERZONI, FEDERICA BRACCI AND MONICA MARCHIO

Dea Nocciola



FEDERICO GUITARRINI

Fumagalli Industria Alimentari



THE BOOTH

Gandola



THE BOOTH

Gusto Sano



PAOLO LEONE AND SILVIA HAZAS GONZALES

Il Grifo



CLAUDIA CATELLANI

Probios



SILVIA ROSSI AND RENATO CALABRESE

Inalpi



FLORIAN GUIDA AND GIULIA MERLO

Molino Nicoli



THE BOOTH

Monari Federzoni



GARIO TIENGO

Pedon



THE BOOTH

Pfötscher Lukas Pfötscher



"It's been a year now that we have started producing organic products. The growth trend has been positive, and the expectations for 2022 were met. In 2023, we aim at growing further, mainly abroad and especially in Germany. In Italy, organic seems to be less relevant: as there are many regional and local brands, quite often consumers opt for those rather than organic-certified ones. We are linked to Bioland, an association for organic farming in Germany, which guarantees a more controlled and shorter supply chain, with stricter selection criteria."

Redoro



LUCA LEONE BROGIOLI

Salumificio Del Vecchio



MARCO BISACCHI

Sarchio



THE BOOTH

Sottolestelle



ROBERTA URBANO

The Bridge



THE BOOTH

Valdigrano



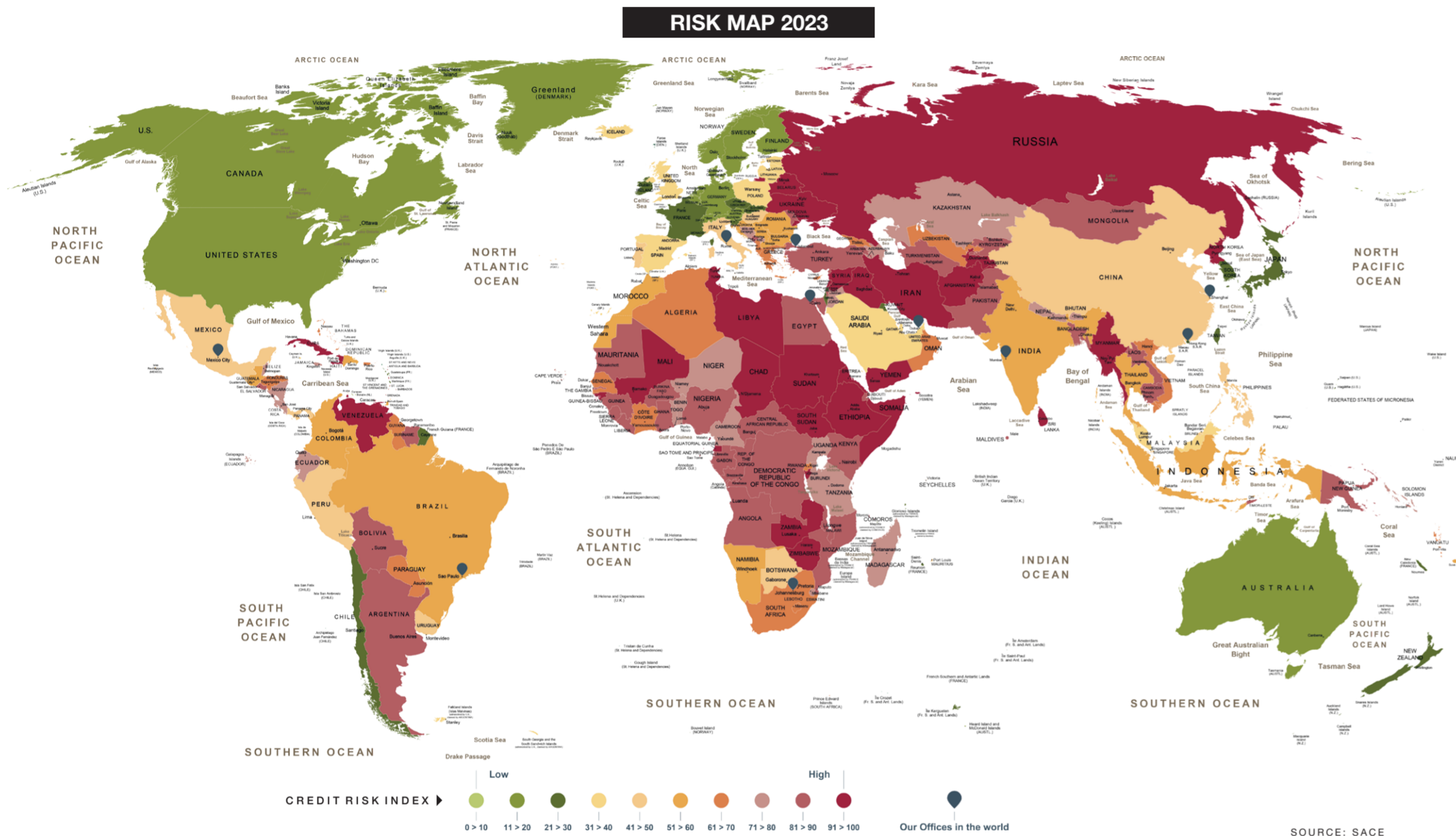
FROM LEFT: TERESA PAGANI AND FRANCESCA RECALDINI



SCENARIO

A slow-paced economy

Geopolitical uncertainty, climate changes and energy alerts dictate the performance of global trade. The picture of this new state of “stable fragility” provided by SACE’s Map of Risks 2023.



The traditional yearly rendezvous with SACE's Map of Risks provides a stationary picture of the global economic scenario. Which seems positive, given the premises. And these premises are nothing but the now well known “three shocks”, as defined by the export credit company: the Pandemic emergency, the Russian invasion of Ukraine resulting in the energy and food crises, the return of a sustained inflation and the end of the ultra-expansive monetary policies; without forgetting the ever more frequent natural disasters caused by climate change. 2022, which seemed to be a recession year, actually proved to be a growth year unexpectedly with Italian export reaching 600 billion euro. And according to SACE, in 2023, we're aiming at 650 billions.

To succeed, SACE's CEO Alessandra Ricci believes it is necessary to work towards opening to new markets and investing in the supply chain. Sustainability and energy transition have also become absolute priorities. One thing above all: the improvement of the energy transition index driven by the renewable energies indicator (mainly solar PV and wind generation), which last year

recorded 1.1 trillion dollar worth of investments. Larger, for the first time, to the ones in fossil fuels. Between 2005 and 2022 renewables share on energy consumption went from 10% to 23%.

The global economic forecasts for 2023, though, are deteriorating. In such a baseline scenario characterized by the weakness of the economic cycle, if global inflation is estimated to fall at around 5% for 2023, world GDP growth is expected to decrease to 1.3%, more than two percentage points lower than to the Russian-Ukrainian pre-conflict projections, and global trade will remain substantially unchanged, according to Oxford Economics estimates. The volumes of international trade in goods and services will be most affected.

The new geography of risk

According to SACE, the main risk indicators that companies need to

Andamento lento

Incertezza geopolitica, emergenza climatica e rivoluzione energetica dettano l'andamento dell'economia globale. A delineare questo nuovo stato di “instabilità persistente”, l'edizione 2023 della Mappa dei Rischi di Sace.

thoroughly take into account before planning its export strategies: the credit risk (that is the risk that the foreign counterpart – sovereign, bank or corporate – is unable or unwilling to honor the obligations arising from a trade or financial contract), the political risk and the climate risk.

On credit risk, of the 194 countries analyzed, the level decreased in 57, 72 countries remained stable, while it increased in 65. The main advanced geographies present an unchanged credit profile, whereas the producers of energy commodities (see the Middle East) record a benefit given from price increases; whereas in emerging Europe and CIS the credit risk is affected by the escalation of the Russo-Ukrainian crisis.

The political risk indicators – war, civil unrest, political violence etc. – show a deterioration for 88 out of the 194

countries analyzed, 35 are improving, and 71 are stable. In emerging Europe and CIS, the conflict has increased the risk almost everywhere, with Russia and Belorussia at 97, near the maximum rating. In Africa, the consequences of the food commodities shortage and social unrests in Tunisia, Egypt and Nigeria are evident. Elsewhere, the worsening is linked to already pre-existing conflicts, it's the case of countries in Sub-Saharan Africa.

Extreme natural events linked to climate change, which are on the rise, impact negatively on the local and international socio-economic balances, hence these are factors that need to be taken into account with an increasingly greater attention for the business risk. All in all, the climate change indicators are generally declining: the Asian area is the most exposed – with temperatures increasing twice as fast compared to the global average – together with Africa. Extreme phenomena are affecting the Caribbean as well as the so called ‘Dry Corridor’ in Central America. And drought is also causing worse conditions in the Middle East and North Africa.

Federica Bartesaghi



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