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MANAGING DIRECTOR: ANGELO FRIGERIO

YEAR 14 | N°5 | SEPTEMBER/OCTOBER 2026

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EDIZIONI TURBO IN PARTNERSHIP WITH ITA ITALIAN TRADE AGENCY

EDITORIAL

Italian food and beverage exports shift into high gear

By Angelo Frigerio

The food and beverage industry continues to prove itself one of the strongest and most resilient pillars of the Italian economy. The sector delivered an exceptional performance in 2025, reaching an all-time high as exports of Italian agri-food products climbed above 72 billion euro, up more than 5% year on year.

The result is more than a short-term commercial success. It confirms Italy's strategic position within Europe, where the country now leads in agriculture and food processing, generating almost 89 billion euro in total value added.

Global demand continues to reward the distinctive quality of Made in Italy products, driven by sectors that are deeply rooted in tradition yet highly innovative. The strongest export performances come from products with a clear territorial identity, which together account for almost three quarters of total export value. Among the most dynamic categories are cheese, confectionery and bakery products, roasted coffee and fresh fruit. Wine and olive oil also continue to post outstanding volumes and values, confirming their role as true ambassadors of the Italian lifestyle.

Looking at destination markets, Germany remains firmly in first place as Italy's leading trading partner, with trade flows worth more than 11 billion euro. Just behind, a significant shift has taken place: France has moved into second place ahead of the United States, which nonetheless remains Italy's largest non-European market and a crucial destination for high-margin products such as premium PDO cheeses and fine wines.

These results come at a time of considerable complexity. After last year's exceptional momentum, figures for the first half of 2026 point to a natural slowdown, with export volumes broadly stable. Food and beverage companies are having to operate in a global macroeconomic environment marked by persistent inflationary pressures, volatility in energy and agricultural raw material costs, and mounting geopolitical tensions that could lead to new trade tariffs.

Despite this uncertainty, the Italian agri-food system continues to demonstrate a remarkable ability to diversify and adapt. The international appeal of Italian cuisine and the Mediterranean diet, combined with the strong link between food, wine and tourism, continues to generate added value that is difficult for foreign competitors to replicate.

Institutions and leading industry associations are already looking beyond the current economic transition, setting an ambitious but tangible target: to exceed 100 billion euro in exports by 2030.

Achieving that goal will require continued investment in supply-chain transparency, digitalisation and brand protection, particularly in the fight against Italian Sounding. These efforts will be essential to strengthen a sector that today employs more than one million people and remains synonymous worldwide with quality and excellence.

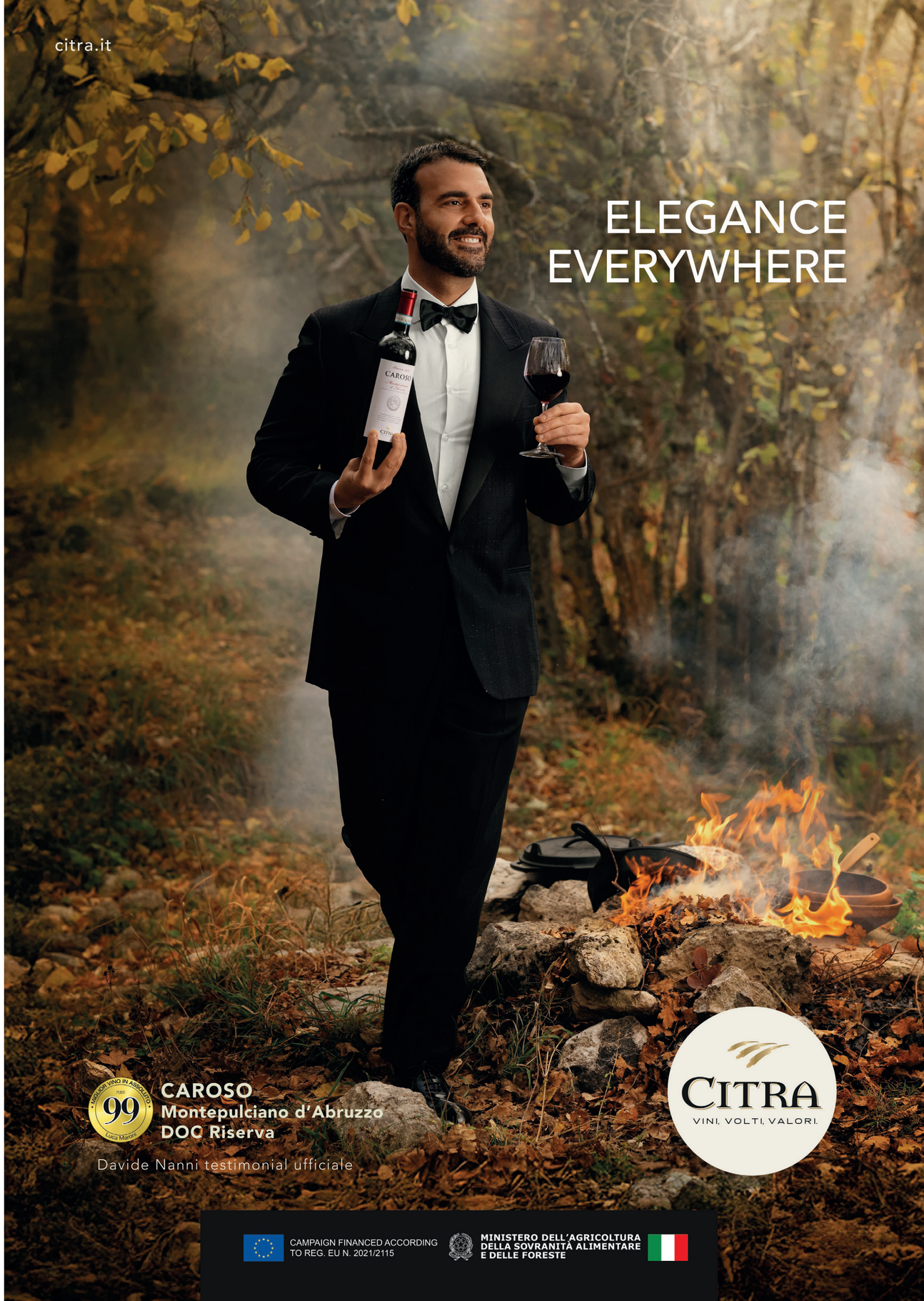
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NEWS

Polo del Gusto rebrands as Incantalia Group



Polo del Gusto S.r.l., the premium food & beverage investment holding founded and chaired by Riccardo Illy, has changed its name to Incantalia Group S.r.l. One of the aims of the rebranding is to create a more direct link between the holding company and Incantalia, its multi-brand boutique retail concept offering a selection of premium products, starting with those from the Dammann Frères, Domori, Pintaudi and Achillea brands. Further store openings are planned over the coming months.
“The change of name does not affect the structure or continuity of the holding company,” the group said in a statement. “Incantalia Group will continue to support the growth of the Group’s companies – Dammann Frères, Domori, Pintaudi and Achillea – by overseeing and strengthening their processes and production structures, further developing synergies across the different businesses and focusing not only on traditional channels, but also on international expansion and digitalization.”

Tonitto 1939 targets Central and South America

Tonitto 1939, the Ligurian company specializing in sorbets and ice cream, is accelerating its commercial expansion in Central and South America as it looks to make production more consistent throughout the year. In 2026, the company expects revenue of around 17 million euro, with exports accounting for 35% of the total, a share projected to rise to 38% in 2027. Tonitto products are already available in Peru through one of the country’s leading retailers, while initial shipments to Chile and Mexico are expected shortly. Brazil is among the company’s next target markets, alongside Costa Rica and Panama. Central and South America currently account for around 3% of Tonitto’s exports, with the company aiming to increase that share to 15% within three years.





Pernigotti launches new range inspired by classic Walt Disney films

Pernigotti, the historic Piedmont-based confectionery group, has signed an agreement with The Walt Disney Company to develop a new product range inspired by some of the most beloved Disney animated films of all time. The collaboration will bring a selection of autumn and winter products to shelves, elegant tin boxes and colourful Pernigotti-branded gift packs, containing assortments of pralines or torroncini, dedicated to great classics such as Pinocchio, Alice in Wonderland, The Aristocats, One Hundred and One Dalmatians and Peter Pan.

Nexture acquires Dubai-based La Crema, accelerating expansion in the Middle East

Nexture, the global ingredients platform indirectly controlled by Investindustrial, has signed an agreement to acquire La Crema, a Dubai-based producer specializing in chocolate and value-added ingredients for ice cream, bakery and fine pastry applications.
According to an official statement, once completed, the acquisition will enable Nexture to establish its first manufacturing presence in the Middle East. It will also expand Nexture’s range of value-added solutions by broadening the portfolio with a wider selection of chocolate-based products. Following completion of the transaction, the Group’s industrial footprint is expected to expand from the eight factories it operated when Investindustrial first invested in 2021 to 30 manufacturing sites worldwide: two in North America, four in Africa, one in the Middle East, one in Asia and the remaining 22 across eight European countries.





NEWS

Industria Dolciaria Borsari targets 85 million euro in revenue within five years



Industria Dolciaria Borsari, the group specializing in leavened baked goods and seasonal confectionery and comprising IDB, Giovanni Cova & C. and Muzzi, aims to increase revenue to 85 million euro over the next five years. In 2025, the group generated approximately 74 million euro in aggregate revenue, up 3%, and expects to reach 75 million in 2026.
In 2025, IDB invested a total of 2.7 million euro in tangible fixed assets, including machinery, equipment and new technologies, with the aim of improving operating efficiency. In 2026, it also began working to restore operating margins in response to higher raw material and energy costs.
To support growth, Borsari plans to open new pastry shops and strengthen its everyday product offering, particularly biscuits, tartlets, muffins and brownies. Exports are another priority, with a focus on China, Japan, South Korea and the United Arab Emirates.

Barilla acquires US mac & cheese brand Goodles



Barilla has acquired US brand Goodles. Founded in 2020, Goodles has reinterpreted traditional American mac & cheese with a modern, premium positioning. “Today is an important day for our Group,” said Barilla’s chairman Guido Barilla. “We had been following Goodles for some time and were impressed by the strength of the brand, the quality of its products and the momentum behind its growth […]. These factors convinced us that Goodles was the right fit and represents an exciting opportunity for the future.”
Financial details of the transaction were not disclosed. Goodles was valued at 88 million dollars following a funding round in 2023 and is estimated to account for 7.8% of US spending on shelf-stable macaroni and cheese, a market valued at between 2.1 billion and 2.3 billion dollars.

Italian wine exports: first signs of recovery from the US

Italian wine exports to the United States returned to positive territory in July, rising by around 10% in value and 1.3% in volume. According to the Italian Wine Union Observatory, the result narrowed the cumulative decline for the first seven months of the year to 11%, compared with a 14% drop recorded in June. For August, UIV estimates a further improvement to around -9.5%.
“It is still too early to speak of a reversal in the trend,” warned secretary general Paolo Castelletti, noting that US consumption remains weak and that several risk factors persist, ranging from tariffs and inflation to declining purchasing power.
“What is certain is that we had not seen two consecutive positive months since the beginning of 2025. This eases some of the evident market pressure ahead of the important autumn appointments with the US trade, starting with Vinitaly in New York in October.”

Vicenzi Group continues to grow, with 2025 revenue reaching 168 million euro

Vicenzi Group, a specialist in industrial pastry products, closed its 2025 consolidated financial statements with revenue of 168 million euro, continuing its growth trajectory.
According to the company, the results strengthen its position as the third-largest player in the Italian industrial pastry market. Today, Vicenzi Group comprises three brands – Matilde Vicenzi, Grisbì and Mr.Day – and operates three manufacturing plants in Italy with 12 production lines. Its products are exported to 97 countries worldwide.
Export performance was indeed particularly strong: in 2025, international sales rose by 9%, driven by Europe (+28%) and supported by growth in the United States (+13%) and Canada (+37%).

Processing tomatoes: Italy overtakes China as global crop declines



Climate change is reshaping the global processing tomato market. The latest estimates from the World Processing Tomato Council (WPTC), updated as of September 11, point to global production of just over 39 million tonnes, 1.5 million tonnes below forecasts at the start of the season and down 3.3% compared with 2025.
The decline is being driven mainly by lower output in China, where production has been affected by water shortages, extreme weather conditions and restrictions on water use. China is expected to produce around 5.1 million tonnes, allowing Italy to move into second place among the world’s leading producers, behind California. For Italy, the WPTC has confirmed an estimate of 6.3 million tonnes, more than 8% higher than the previous year.

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NEWS

Japan remains a solid market for wine and cheese, while cured meat exports suffer from ASF restrictions

With exports worth almost 1 billion euro in 2025 (924 million) Japan ranks as the 12th-largest destination market for Italian food & beverage products, according to Federalimentare. This represents a 27% increase compared with ten years earlier, in 2015, also supported by the trade agreement signed in 2019. The agreement removed a significant share of tariff barriers, although not across all categories, while several technical and sanitary barriers remain in place. Italian cured meat exports to Japan have been particularly affected, having faced restrictions since 2022 due to the African swine fever emergency.
According to industry association Assica, the ban has hit dry-cured hams especially hard, a category that had previously generated around 60 million euro in revenue. The association is working with local authorities to secure at least the resumption of exports of dry-cured hams, “for which the curing process is capable of inactivating the virus.”
Wine is the leading Italian agri-food product imported by Japan, generating 181 million euro in business. Preserved foods follow at 137 million, oils and fats at 124 million and cheese at 119 million. In the latter category, Italy is the leading European supplier by value of dairy products to Japan.

European poultry: Rabobank data for AVEC point to rising consumption while production lags behind

Consumption is rising at almost twice the pace of production, leaving the European poultry sector at a crossroads: either expand production capacity or make more room for imports. This was the picture that emerged from the 68th General Assembly of AVEC, the European poultry producers’ association, hosted in Sorrento by Unaitalia and returning to Italy after 14 years. Rabobank forecasts presented at the event indicate annual growth of 2% for EU poultry production through 2032. Globally, poultry output is expected to rise by 25% by 2035, the strongest growth rate among animal proteins. According to AVEC data, per-capita consumption in the EU has increased by 9.3% since 2020, reaching 29.3 kg. Total consumption has risen by 10.4%, while production has grown by just 5.6% - a gap of almost five percentage points, with demand expanding at nearly twice the pace of supply.

Switzerland: Corte Parma-Amoretti enters Eni Suisse and Tamoil service-station shops

Corte Parma-Amoretti has signed a new commercial agreement in Switzerland. The company’s products are now being rolled out nationwide across shops operated by the Eni Suisse and Tamoil service-station networks. The range includes a wide selection of filled focaccia snacks and piadine, as well as three different aperitif options.
According to Avenergy Suisse, Eni Suisse and Tamoil account together for around 15% of the country’s branded service-station network. Looking at stations with an attached shop, their combined share rises to roughly 18%. Eni Suisse has 156 stations with shops and Tamoil 99, for a total of 255 outlets out of the 1,386 shop-equipped service stations recorded nationwide.



Ferrero relaunches Wonka brand in the U.S.

Ferrero will unveil a new limited-edition range of sweets in November, inspired by the world of Willy Wonka, the central character in Roald Dahl’s Charlie and the Chocolate Factory. Designed to appeal to a new generation of consumers, the collection features four products with playful colours and unusual flavours: Wonka Magic Hats, colourful chocolate shells with a creamy filling; Wonka PurplyPurple Chocolate, a milk chocolate bar with a purple caramel-flavoured centre; Oompa Loompa Gummies, berry- and cola-filled gummies; and Wonka Magic Garden Chewy Ropes, filled lemon-flavoured gummy ropes inspired by blades of grass from the factory garden. The project was developed by Ferrero’s research and development team, which experimented with new recipes and formats to reinterpret some of the brand’s most iconic elements. “We wanted to create products that taste great while also delivering a few unexpected surprises,” said Gary Youren, Ferrero’s R&D lead.

Trevalli Cooperlat unveils 25 million euro four-year investment plan



TreValli Cooperlat has announced a new strategic plan involving total investments of 25 million euro over four years. The aim is to strengthen the Group’s competitive positioning, support value-driven growth and respond to changing consumer habits across its key markets. The plan is part of a broader development strategy targeting more than 320 million euro in revenue by 2030, while further expanding the Group’s international presence. “One of the main growth drivers will undoubtedly be our plant-based offering, an asset that sets us apart from competitors in the dairy sector,” explains Giordano Curti, General Manager. “This segment is currently delivering the strongest profitability and still offers significant room for expansion.” The plant-based category is led by the Hoplà brand, which is aiming to further strengthen its identity. Another strategic priority is to increase the Group’s presence across major retail and distribution channels, with the goal of boosting volumes, reaching new customer segments and developing commercial partnerships, including private-label production.

EU gives first green light to BECA draft: no health warnings on alcohol and distinction between moderate and harmful consumption

Europe’s alcoholic drinks industry has welcomed an initial positive signal after the European Parliament’s Public Health Committee approved the report on the implementation of Europe’s Beating Cancer Plan (BECA), the EU strategy aimed at strengthening cancer prevention, diagnosis and treatment while addressing major risk factors.
The approved draft draws an important distinction between moderate alcohol consumption and harmful consumption associated with excessive or compulsive drinking.
The wording has been welcomed by the wine sector, which in recent months had voiced concerns over the possible adoption of the “no safe level” principle.
The text also contains no references to health warnings on labels similar to those used for tobacco products. The report will now move to a vote in the European Parliament plenary.

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ANNIVERSARY

ITA Agency marks its first 100 years

The centenary celebrations, held in Rome on 16 July, highlighted the pivotal role the organisation has played in supporting the global expansion of Italian businesses. Italy is now the world's fourth-largest exporter. The outlook for 2026 remains positive despite a challenging international environment.

"Today we celebrate the birthday of ITA Agency, its organisation, its people and everyone who has helped build such an important institution," said Matteo Zoppas, President of ITA Agency, during the centenary celebrations held on 16 July at the Chamber of Deputies in Rome.

"For the past 100 years we have been supporting Italian businesses. This is an important milestone, made even more significant by the extraordinary results achieved. In 1926, exports accounted for 12% of Italy's GDP. A century later, that figure has almost tripled, reaching 32.2% in 2025."

The event was also attended by Deputy Prime Minister and Minister of Foreign Affairs Antonio Tajani, Minister for Enterprises and Made in Italy Adolfo Urso, Minister of Agriculture, Food Sovereignty and Forestry Francesco Lollobrigida, and Undersecretary of State for Tourism Gianmarco Mazzi. Also present were ITA Agency Director General Lorenzo Galanti, Stefano Menghinello, Director of Economic, Environmental and National Accounts Statistics at ISTAT, and ISTAT President Francesco Maria Chelli.

LOOKING AHEAD BEYOND 2026

Italian goods exports reached a record 643.2 billion euros in 2025, complemented by 148 billion euros in services exports. Presenting the 2025–2026 Export Report, ITA Agency Director General Lorenzo Galanti highlighted "the remarkable responsiveness and resilience of Italy's productive system", which has made the country the world's fourth-largest exporting nation, after China, the United States and Germany.

One of Italy's key strengths is the diversification of its export markets. The United States still accounts for 7.2% of total exports and, despite an average effective tariff of 11%, exports to the US increased by 2.6% during the first five months of the year.

"We exported more than Germany and France despite facing higher tariffs," Galanti noted.

Trade agreements are also delivering tangible results. Exports to Mercosur countries rose by 22% in May, while EU exports to India are expected to double by 2032, increasing from 5.5 billion euros to 11 billion euros.

By sector, mechanical engineering remains Italy's leading export industry with 100 billion euros in exports, followed by pharmaceuticals, metallurgy and agri-food, which generated 62.428 billion euros and grew by 4.3%.

Italy has approximately 120,000 exporting companies. Among non-multinational manufacturing SMEs – which currently generate 120 billion euros in exports – ITA Agency estimates an untapped export potential of around 40 billion euros per year. Unlocking this potential will require greater digitalisation, wider adoption of artificial intelligence and stronger export support services.

Companies relying on ITA Agency's services outperform their peers by an average of six percentage points.



"The weight of Italian exports has almost tripled over the past century"

"The remarkable growth of Italian exports reflects our companies' ability to innovate, compete and bring the quality of Made in Italy to global markets," Zoppas said. "Day after day, we succeed because we make better products. Italians have always been artists, merchants, innovators and, above all, entrepreneurs. We have always looked beyond our borders with the ambition to do even better."

According to the ITA Agency President, this long-term evolution has established Italy as a globally recognised country thanks to the strength of its companies and brands.

"Over time, we have become a truly global nation. We are Versace, Nutella, Ferrari and Dolce & Gabbana. We are recognised worldwide because we are Made in Italy."

Zoppas also highlighted the key role played by ITA Agency's people and international network in supporting Italian businesses abroad.

"For 100 years, Italian entrepreneurs have never been alone. They can rely on nearly 100 overseas offices staffed by professionals who support them in both established and emerging markets. Made in Italy continues to grow in both volume and value, but ultimately it is people who make the difference."

Looking ahead, he stressed the importance of further diversifying both export markets and supply chains. "The more exports grow, the more the economy grows," Zoppas concluded.

"Italy is now the world's fourth-largest exporter"

"Celebrating ITA Agency's centenary also means celebrating a century of Italy's history," said Adolfo Urso, Minister for Enterprises and Made in Italy.

"ITA Agency has never been just a trade promotion agency. Over the years, it has helped build Italy's image around the world."

"It is particularly fitting that this centenary coincides with Italy becoming the world's fourth-largest exporting country. In May, Italy overtook both Japan and South Korea, while remaining ahead of France and the United Kingdom."

"We have also weathered the impact of US tariffs, continuing to grow during the first part of the year because our production system is more resilient and diversified than that of many other countries," the minister added.

Urso pointed to Italy's broad industrial base as one of the country's greatest competitive strengths. "We have more than 1,000 products ranked among the top three worldwide. We are Europe's second-largest agri-food producer and its second most popular tourism destination. Diversifying supply chains, products and, above all, export markets is essential. It makes our economy more resilient and dynamic, even during periods of crisis."

"The 700 billion euros export target by 2027 is within reach"

"We have a clear international trade strategy and an action plan designed to boost exports, with the goal of reaching 700 billion euros by 2027. Current figures show that this objective is achievable," said Deputy Prime Minister and Foreign Minister Antonio Tajani during the centenary celebrations at the Chamber of Deputies.

Tajani praised the strength of Italy's manufacturing sector. "Exports now account for almost 40% of our GDP, demonstrating the extraordinary performance of our production system. Every sector delivers products of outstanding quality and, after China, Italy offers the widest range of exported goods in the world."

He also underlined the importance of coordinating all instruments supporting internationalisation and of continuing to diversify export destinations. "Diversification is now the key to export growth. The results achieved in India and Mercosur prove that this strategy is working. In the first month following the agreement, exports to Mercosur countries increased by 21%."

"Made in Italy stands for excellence"

Productivity, protecting Italian production and promoting it internationally are the three pillars on which the competitiveness of Italy's agri-food sector should be built, according to Agriculture Minister Francesco Lollobrigida.

"We must work closely with chambers of commerce, our diplomatic network and ITA Agency, which is doing an outstanding job," he said. "'Made in Italy' means much more than simply 'made in Italy'. It stands for products that are beautiful, of outstanding quality and sold at their true value."

The minister also highlighted the sector's recent achievements. "Today, agri-food exports are worth 72.4 billion euros, and Italy ranks first in Europe in terms of agricultural value added. Our strength lies not in the quantity we produce, but in the value we create. Together with ITA Agency, we are doing an exceptional job."





Val Venosta: the “Apple Paradise”

The unique Alpine microclimate and the daily commitment of the 1,500 farmer families united under the South Tyrolean association VIP ensure consistently high-quality produce, meeting the demands of modern supply chains and retail.

At the heart of the Italian Alps lies Val Venosta, Europe’s highest and most homogeneous apple-growing region, with orchards stretching from 500 to 1,100 metres above sea level. For industry professionals and trade partners, this territory represents far more than a simple agricultural area: its 300 days of sunshine per year, combined with significant daily temperature variations and naturally favourable soil conditions, make the valley a true “Apple Paradise”. This unique natural vocation translates into a promise of consistent and reliable quality – essential requirements for meeting the needs of modern supply chains and retail.

How the microclimate shapes quality and visual appeal

From an agronomic and structural perspective, altitude plays a crucial role. Higher altitudes significantly slow down the ripening process, giving apples an exceptionally firm flesh and outstanding mechanical resistance. These technical characteristics are essential to ensure extended storage, excellent shelf life and efficient logistics management.

The valley’s significant temperature fluctuations also contribute to the visual appeal of the fruit – a key factor at the point of sale – by enhancing the intense and vibrant colour of the apple skin. Finally, the constant airflow that runs through the valley helps keep the plants naturally dry, providing effective protection against fungal diseases and supporting efficient cultivation practices. These are further enhanced by widespread drip irrigation systems, which allow for responsible and optimised water management.



Safety and reliability: the farmer families

While nature provides the ideal conditions, it is the strong production structure of the Val Venosta valley that transforms this agricultural potential into an efficient and reliable system. The region’s apple-growing sector is built on the commitment of approximately 1,500 farmer families, organised into family-run businesses managing small-sized plots, with an average farm area of around three hectares.

This specific structure represents a strategic advantage: it allows farmers to dedicate meticulous attention to every stage of cultivation, ensuring a level of quality control that only highly focused production systems can achieve. Technical expertise and values rooted in respect for the land are continuously passed down through generations, enabling younger farmers to master the art of fruit growing and ensuring long-term production stability and reliability for business partners.

The goal? Delivering excellence

More than a slogan, the “Apple Paradise” represents a farming district where tradition, expertise and a deep connection with the land come together in perfect harmony.

The commitment of VIP and every individual farmer family works towards one shared objective: delivering first-class quality to trade partners and final consumers. Choosing products from this territory means relying on a solid and well-established system, where nature and human expertise interwine to preserve and enhance the authentic essence of the “Apple Paradise” – translating into a product that is not only exceptional in quality, but also a winning proposition on the market.

VIP: THE NETWORK

The Association of fruit and vegetable producers from the Val Venosta valley, in South Tyrol (Italy), was founded in 1990 as an agricultural cooperative and nonprofit organization. Guided by the principle “cooperative before profit”, it places particular emphasis on service quality, sustainability, and reliability.
Today, the association boasts around 850 employees, which support on a daily basis the 1,500 farmer families gathered in seven cooperatives. On average, the members collectively harvest 320,000 tons of apples annually.
Although each cooperative operates independently, they share a common objective: maximizing yields and securing the best possible outcomes for producers. The network functions as a cohesive unit, facilitated by the VIP structure, which provides centralized services in sales, marketing, administration, quality assurance, controlling, and information technology.

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Segata: 70 years of charcuterie from the heart of Trentino



From a butcher's shop to a modern producer serving all markets and distribution channels, Segata has grown without losing sight of its roots. Today, the company is investing in product development, exports, sustainability and people as it prepares for its next phase of growth.

Born in the heart of Trentino as a small village butcher's shop, Segata has spent the past 70 years building a strong reputation in Italian charcuterie, combining tradition and innovation with a strong regional identity. Over the decades, the business has evolved but the values behind its growth have remained unchanged: product quality, long-term commitment and close relationships with customers, partners and employees.

"Looking ahead, our next phase of growth will be driven by innovation, quality and international development," Segata explains. "Our goal is to further strengthen our global presence, build relationships with new commercial partners and continue investing in sustainability and in our people. This vision combines the experience gained over almost 70 years in business with the determination to meet modern market challenges, while remaining true to the principles that have made Segata a recognised name in Italian charcuterie."

From a butcher's shop to a modern industry

Segata's story began in 1956, when Fausto Segata opened a butcher's shop in Sopramonte, a small town just outside Trento. Over the years, the business expanded its production and strengthened its market presence, evolving into a modern food company.

The production site now covers 35,000 square metres, the company employs around 200 people, and its portfolio includes more than 100 cured meat products. Despite this growth in scale, the approach has remained people-driven, with a strong focus on quality and close customer relationships.

Today, Segata is led by the second generation of the family, which continues to carry forward the entrepreneurial spirit of its founder. A close connection with the Alpine region and Trentino's culinary heritage remains an important part of its identity.



A broader route to market

In recent years, Segata has stepped up its development strategy, expanding across a wider range of markets and channels. Through established partnerships with selected operators, the company has diversified its offer to supply large-scale retailers, ships, food service operators and food manufacturers.

"This ability to operate across very different channels is now one of our key strengths," Segata says. "We have matched the expansion of our production capabilities with a broader and more structured approach to the market."

Growth has also been supported by Segata's R&D team, which works on new product development, format adaptation, private-label projects and tailor-made solutions that meet very specific market requirements. The ability to adapt products and formats to different markets is becoming an increasingly important part of the company's growth strategy.

Exports are also on a growing trajectory, supported by international demand for Italian food specialities with a strong regional identity.

Quality as a foundation for growth

Alongside tradition and flexibility, quality remains one of the cornerstones of Segata's development model. The company continues to invest in production controls and high food safety standards across its operations.

This commitment is supported by IFS certification, confirming compliance with stringent requirements covering quality, food safety and transparency throughout the production and supply chain. For customers and partners, the certification provides an additional level of assurance and reinforces the company's reliability as a supplier.

People and ESG move up the agenda

Segata measures growth not only in financial and commercial terms. The company has also developed a more structured ESG strategy, with increasing attention to people, environmental performance and corporate governance.

Its gender equality certification is part of this approach, reflecting a focus on inclusion, skills development and equal opportunities. "People are a strategic resource for the success of a business," Segata says. "Our aim is to create a working environment that supports professional development, collaboration and employee well-being."

Sustainability backed by measurable action

The same approach has led Segata to adopt a Sustainability Report as a tool for measuring the economic, social and environmental impact of its operations. On the environmental side, the company has already introduced a number of measures aimed at reducing its footprint. The production site is equipped with a cogeneration plant which has helped cut CO2 emissions by 50%, alongside a new-generation photovoltaic system.

At the same time, the company continues to invest in employee wellbeing, workplace safety and support for the local community. Its Code of Ethics and organisational and control model under Italian Legislative Decree 231, both in place since 2011, complete an approach to sustainability designed to extend across every area of the business.



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Fiorucci: Roman roots, global ambitions

Building on more than 175 years of Italian charcuterie tradition and with Vladimir Dukcevich at the helm, the company is starting a new chapter focused on its identity, iconic products and a stronger international presence.



Based in Rome and deeply connected to the city and its surrounding territory, Fiorucci aims to enhance those products that best represent the authenticity, traditions and unmistakable flavours of Roman food culture. A heritage that today represents not only a connection with the company's history, but also a powerful opportunity to differentiate the brand in international markets, where consumers are increasingly looking for authentic Italian products with a genuine story and a strong provenance.

Over the past months, the arrival of Fiorucci's new Chief Executive Officer, Vladimir Dukcevich, has given the company a strong new direction. Drawing on his extensive experience in the cured meat industry, Dukcevich has introduced a clear strategic approach, working across different areas of the business to strengthen Fiorucci's position in Italy and accelerate its development in international markets. At the heart of this strategy lies one of Fiorucci's greatest assets: its identity.

Guanciale and Mortadella: icons of tradition

Among Fiorucci's flagship products, Guanciale undoubtedly plays a leading role. A true icon of Roman cuisine, Guanciale is the essential ingredient behind some of Italy's most famous pasta recipes, including Carbonara and Amatriciana. Its growing popularity around the world makes it one of the most representative products through which Fiorucci can tell the story of Rome, its culinary traditions and its distinctive approach to food.

Another historic pillar of the Fiorucci portfolio is Mortadella. The company continues to invest in this category through both its iconic Suprema brand, which has long been part of Fiorucci's heritage, and Mortadella Bologna IGP, combining tradition, product expertise and the guarantees offered by one of Italy's best-known protected geographical indications.

From traditional salami to roasted specialties

Salami are another important expression of Fiorucci's expertise. The company offers a broad and diversified assortment, designed to meet different consumption occasions and market preferences. Within this range, two products particularly reflect Fiorucci's Roman roots: Spianata Romana, with its characteristic flat shape and distinctive flavour, and Spianata Piccante, a bolder interpretation for consumers looking for a more intense and spicy taste.

The portfolio is completed by Fiorucci's range of cooked and roasted specialties, a category that is gaining increasing appreciation both in Italy and, especially, in international markets. One of the standout products is Rostello alle Erbe, a roasted cooked ham delicately flavoured with aromatic herbs. Its distinctive taste profile, appealing appearance and versatility make it particularly suitable for international consumers looking for premium Italian products that combine tradition with contemporary eating occasions.

Made in Rome, ready for the world

This strong and recognizable product portfolio provides the foundation for Fiorucci's next phase of development. The company's ambition is clear: to further accelerate its export business and bring authentic Made in Italy – and, even more specifically, Made in Rome – to consumers around the world.

To achieve this goal, Fiorucci is investing simultaneously in people, products and markets. The company is strengthening its international sales team in order to develop closer relationships with distributors, retailers and foodservice partners, while also expanding and adapting its product assortment to capture new opportunities across Europe and beyond.

International growth will therefore be driven not simply by increasing distribution, but by offering the right products for each market while preserving the authenticity and identity that make Fiorucci distinctive.

Tradition, product expertise and international ambition are coming together in a new phase of growth: Fiorucci is moving forward stronger than before, bringing the taste, culture and spirit of Rome to tables around the world.

DSCOVER FIORUCCI'S PRODUCT RANGE



THE INTERVIEW

Grand Frais: master in cheese selection

The French retailer owned by the Prosol Group specializes in fresh products and boasts an exceptionally broad and deep assortment. Kevin Schiavone, dairy purchasing coordinator for Southern Europe, explains how the range is developed for the over 350 stores in France.

Kevin Schiavone is dairy purchasing coordinator for Southern Europe at Grand Frais. The French retailer is part of the Prosol Group, which is also present in Italy through the Banco Fresco chain. Grand Frais takes inspiration from traditional covered markets and today operates more than 350 stores across France. Schiavone considers himself not simply a buyer, but a product selector. A significant part of his work involves sourcing, tasting and developing the retailer's cheese offering, which, for the Italian market alone, is supported by a team of 15 buyers. In this interview, Schiavone explains the criteria Grand Frais uses to select suppliers, the cheeses most appreciated by French consumers – including several Italian varieties – and much more.



Grand Frais specializes in fresh products. What are the distinctive features of your cheese selection?

Grand Frais, which initially specialized exclusively in fruit and vegetables, began introducing its first cheese products in 2015. The objective was clear: to offer customers fresh, high-quality products at the right price. Our buyers are not simply purchasers; they are also product experts. For the Italian cheese segment alone, Grand Frais has 15 dedicated buyers. In France, we even have buyers assigned to individual geographical regions or specific product categories, such as Camembert.

What criteria do you use when selecting a supplier?

There are three main criteria when selecting products for Grand Frais, all of which are sold under the retailer's private label. The first is undoubtedly taste. The second is price. The third concerns logistics: availability and continuity of supply must be guaranteed. Naturally, when we visit the premises of a potential supplier, we assess farming conditions, animal welfare standards, hygiene conditions in the plant and the different stages of production. We generally work with small and medium-sized companies. As we now have hundreds of stores in France, however, for a single product we may rely on as many as three to six different suppliers. Taste and quality are non-negotiable for us, which means that we sometimes have to reject a product if it does not meet our standards.

How many dairy products does your assortment offer? How many of them are Italian?

The range varies from store to store, but on average we offer between 100 and 150 different types of cheese and dairy products, 90% of which are French. We obviously carry PDO products, but we also develop original and distinctive products. As for Italian cheeses, we have more than 30 items in the fresh cheese and stretched-curd categories, in addition to spoonable Gorgonzola Dolce, 30-months Parmigiano Reggiano Prodotto della Montagna ('Mountain Product'), Taleggio, Pecorino Toscano, Asiago, Marzolino and Caciocavallo. Among Grand Frais's 'original' products, I would mention truffle blue cheese and Amatrice pecorino with chilli pepper. Introducing a new product to French consumers is never easy. Although they are curious, they are also relatively keen on their habits and prefer familiar local products.

So, even French consumers need cheeses to be explained when it comes to non-French products, don't they?

For sure. For this reason, we are increasingly working on training store employees, who play an essential role in explaining and selling the products. Grand Frais, in fact, does not have traditional counters, where cheese is cut and served on request. However, each store has at least five employees working in the cheese and dairy department, constantly assisting customers with their purchases and offering product tastings. So, despite not having a traditional deli counter, our assisted-service approach allows employees to build a personal relationship with regular customers, who come back every week looking for new products to taste and recommendations.

Let's step back to your assortment, which cheeses are most popular among French consumers?

The top three with French consumers includes Camembert, Comté and Gorgonzola. Parmigiano Reggiano also sells extremely well in its various formats, despite the high market prices reached in recent months.

And what about Italian stretched-curd cheeses?

Mozzarella and burrata have undoubtedly become major features on French tables in summer. This type of product is highly seasonal, but volumes are remarkable. Last summer in particular, burrata experienced a real boom. We offer a very broad assortment. There is Burrata di Andria PGI, but also buffalo-milk burrata and burrata filled with Gorgonzola. Then there are flavored varieties, including basil, wild garlic, truffle and 'nduja. This kind of product innovation is enormously appreciated.

Over the years, Italian cheese has secured an increasingly prominent position in the assortments of French supermarkets. What contributed to this success?

France has a strong cheese culture, but French consumers are also curious about discovering products from outside France. Italian cheeses have characteristics that fit very well with French tastes. Gorgonzola, for example, has some similarities with Roquefort, but it has a creamier and more appealing texture that you do not find in any French blue cheese. Taleggio, meanwhile, draws on the tradition of washed-rind cheeses, while offering a less intense flavor than its French counterparts. Furthermore, in recent years French consumers have increasingly been looking for cheeses with less pungent flavors. The milder profile of Italian cheeses therefore fits perfectly with this trend. For this reason, I believe Italian products will occupy even more shelf space in the coming years.

Grand Frais also owns its own cheese-aging warehouse. What does that involve?

Every year we choose a number of cheese wheels and complete their maturation in our own warehouse. This allows us to refine cheeses and create unique products that differentiate us from the competition.

How did purchase prices perform in 2026, and what is your outlook for the coming period?

At the moment *(the interview was conducted in early July, ed)* suppliers are operating with relatively 'comfortable' prices. Milk price is not particularly high. In fact, in Italy it fell significantly over the winter, helping to offset increases in costs such as oil and electricity. However, the milk market is unpredictable. While the sector of cheeses made from sheep, goat or buffalo milk has been pretty stable over the past two years, the cow milk segment is influenced by numerous factors that can cause considerable price fluctuations.

How do you manage retail prices in response to changes in the market and in costs?

Our supply contracts are annual, so we try to manage any discrepancies between retail prices and purchase prices as effectively as possible. As a retailer, we try to change the retail price as little as possible, while continuing to offer customers high-quality products at the right price. A recent example is Parmigiano Reggiano. While market prices were rising month after month – up 30% in one year – we increased the retail price only marginally. Raising it from 20 to 25 euros per kilogram would have been unthinkable.

Elisa Tonussi









Cantuccini Toscani PGI, ambassadors of Made in Italy

Interview with Giovanni Belli, Vice President of the Assocantuccini Protection Consortium, ahead of SIAL 2026.

Preparations are in full swing for SIAL 2026, where many confectionery companies from across the world will showcase their products. Among them there are several Tuscan businesses that are members of Assocantuccini, a leading Italian organisation in the baked confectionery sector. We interviewed Giovanni Belli, Vice President of the Consortium, to discuss the growing international success of Cantuccini Toscani PGI.


Giovanni Belli

Assocantuccini is the Protection Consortium for Cantuccini Toscani, a PGI product that is increasingly known and appreciated worldwide. Could you tell us about its history and the Consortium's activities?

The Consortium was founded in 2023 by 21 Tuscan confectionery companies. Before that, for 12 years, the promotion of cantuccini had been carried out by a producers' association with the same name. We obtained PGI recognition in 2016, and in that year certified production, monitored by an independent control body, amounted to 385 tonnes. Ten years later, in 2025, certified production reached 3,351 tonnes, meaning more than 3 million kilograms. Considering that our most widespread packages weigh 250 grams, millions of packs of Cantuccini Toscani PGI are now circulating around the world.

What is the current share of production destined for export markets?

Almost 50% of Cantuccini Toscani PGI produced is exported. This is a truly significant figure, especially when compared with the 27.7% share of exports recorded by Italian food products with geographical indications in 2025. It is even more remarkable if we consider that cantuccini are a product rooted in Tuscan tradition, with centuries of history behind them. The main destination markets are Germany, the Netherlands, Austria and Switzerland, but also the US, France, Denmark, the UK, Sweden and Japan.

How have you succeeded in introducing such a deeply-rooted product beyond Italy's borders?

This success is undoubtedly the extraordinary result of cooperation between producers and the Consortium. Entrepreneurs and export managers from our member companies travel around the world, taking part in trade fairs, business missions, and other initiatives aimed at bringing cantuccini to international markets. The Consortium guarantees the quality of the PGI product, supervises compliance with the production specifications, prevents misuse, combats imitations and counterfeiting. It also plays a strategic role in identifying the path to follow together, it provides the key messages for communication, and studies foreign markets in order to highlight commercial opportunities for companies.

The Consortium is the "heart and mind" of the PGI product, so to speak...

The Protection Consortium indeed plays an important role in guiding producers on which values should be at the centre of their communication. On one hand, Cantuccini are a piece of Tuscany; on the other, they are ambassadors of Italian agri-food excellence around the world. In short, PGI producers do not simply make a high-quality biscuit: we create a set of cultural meanings, appealing to the hearts of our consumers. From another perspective, Cantuccini Toscani contribute to promoting the image of the "dolce vita" that represents the essence of Italian lifestyle as a whole. If today Cantuccini Toscani PGI are the most important PGI biscuit and the leading Italian baked confectionery product with a geographical indication, it is due to their ability to express the values of our food culture and habits, both Tuscan and Italian.

How does the Consortium concretely support the promotion of the cantuccini internationally?

Since 2023, Assocantuccini has already implemented a first project financed through EU and Tuscany Region resources, and in 2026 it has launched a second project along the same lines of funding. The goal is to explain the value of the PGI certification through a series of communication and information activities aimed at consumers and B2B operators, including those attending events such as SIAL Paris. This means making clear that only biscuits bearing the PGI mark are the authentic Cantuccini Toscani: they are made according to production rules shared and approved by the EU. They are also guaranteed to come from Tuscany, as they are produced by certified companies with manufacturing facilities located in the region. We will carry out advertising campaigns, including on public transport and in transit areas, while also informing economic operators in large-scale retail distribution and the Ho.Re.Ca. sector, wholesalers and importers. It is certainly an ambitious goal, but we believe in the multiplier effect that these initiatives can generate, as well as in the power of word of mouth. After all, if Cantuccini Toscani PGI are successful, it is because they are delicious, made with carefully selected ingredients, and because they carry an unmistakable symbolic value. And success, as we know, is contagious.

Information campaign carried out as part of the SRG010 initiative for the year 2025
"Promotion of quality products" under the Complement for Rural Development of Tuscany 2023-2027,
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A journey through Granoro's 100% Apulian supply chain

On the occasion of the wheat harvest festival, the pasta producer showcased an integrated production model bringing together agriculture, cooperation, research and industry. A system built on long-term agreements, quality as a driver of value and full traceability. A closer look at one of the most structured examples of vertical integration in Italy's pasta sector.

It is not often that one gets to see an agri-food supply chain in its entirety, truly following it step by step, from the field to the finished product. This is what happened during the Festa del Grano (ed: the annual wheat harvest festival) organised in mid-June by Granoro, the historic pasta producer based in Corato (Bari), which allowed stakeholders and journalists to enter literally "inside" the production system of its 100% Apulian durum wheat supply chain.

From the durum wheat fields of the Tavoliere delle Puglie to the silos of Molino De Vita, and finally to the processing plant where Granoro pasta is produced, it becomes clear that this journey is not merely a production process: it is an economic and relational system built over time, in which agriculture and industry move in the same direction, with a shared vision.

What emerged, indeed, was not simply the story of individual production stages, but that of an integrated model, where each step is designed to enhance the previous one and ensure the success of the next. This is the supply chain behind Granoro Dedicato, the company's premium pasta line made exclusively with durum wheat cultivated in Puglia.

The project is based on a certified 100% Apulian supply chain, developed through agreements with 340 farmers, full traceability and a system that enhances quality throughout every production phase, from cultivation to pasta manufacturing.

A project born from a shared vision

"The idea of creating a supply chain was born between 2009 and 2010 as a dream," explains Marina Mastromauro, CEO of Granoro. "An idea that, from the very beginning, took shape not as a simple industrial initiative, but as a working method based on transparency, clarity and the creation of stable relationships with agricultural partners."

This approach led to the creation of a supply chain agreement introducing a key principle for the sector: quality as an economic variable. It is not just about agricultural production, but about the shared definition of quality standards and a system that recognizes the value of farmers' work through financial incentive mechanisms linked to performance.

The stakeholders: a network of expertise

The construction of the 100% Apulian durum wheat supply chain relies on a network of different stakeholders who, over time, have created an integrated system where agriculture, cooperation, research and industrial processing follow the same path.

The first step taken by Marina Mastromauro was involving agricultural organisations. The Fra' Coltivatori Cooperative of Apricena represents one of the pillars of the supply chain, later joined by other Apulian cooperative organisations – Semidaunia and Cosemefer – helping to strengthen production capacity, supply aggregation and continuity of raw material availability.

PEOPLE AS THE BACKBONE OF THE SUPPLY CHAIN

The strength and stability of the supply chain developed by Granoro do not depend solely on economic agreements or process technology, but on the people – and the values – that form its backbone.
For Marina Mastromauro, the principle guiding the project is clear: "It is not about controlling a production chain, but about building and safeguarding an origin." A definition that conveys the idea of a supply chain conceived as a shared responsibility towards the local area and the people who live and work there. In the story of Molino De Vita, this dimension takes on an even more tangible form. "When I heard about Marina's dream, I realised that we were not talking about an industrial project, but about identity, belonging and the future. We were giving shape to every farmer's greatest aspiration: seeing their own wheat become a plate of pasta, turning a field into a story and a source of pride," says Nicola De Vita.
"We are the connecting link between those who sow and those who process, the bridge between the farmer and the pasta maker, and we carry out this role with responsibility, respect and pride, because every grain that enters our mill carries with it a year of work, risk and hope. Our semolina is not simply a product: it is an act of care, the result of a transparent, clean and traceable supply chain with nothing to hide. This recognition rewards a choice: the choice to believe in Puglia, in its people, in quality and in the land, which, if you know how to listen to it, always gives back more than you give."
The cooperative sector also reinforces this sense of continuity. From their original role of protecting producers in a fragmented market, the cooperatives involved have evolved over time into an organisational infrastructure capable of aggregating supply, guaranteeing quality and engaging in a structured dialogue with the processing industry.
The Festa del Grano therefore provided an opportunity to showcase a system that normally remains out of sight: the system that transforms a raw material into an industrial product through a network of relationships connecting the economy, the local area and professional expertise.



From left: Pietro Spagnoletti (Coldiretti), Giandomenico Marcone (Pastificio Granoro), Marina and Daniela Mastromauro (Pastificio Granoro), Nicola De Vita (Molino De Vita), Donato Luciani (Coop. Fra' Coltivatori di Apricena) and Pasquale De Vita (Crea)

Alongside the organisational dimension, the role of agronomic research has been essential – and remains fundamental today. A central contribution comes from the team at CREA Foggia and researcher Pasquale De Vita, who works on the development and selection of durum wheat varieties increasingly suited to local climate conditions.

"The objective is twofold," explains the agronomist. "On one hand, to increase crop resilience to drought and climate variability; on the other, to improve the qualitative characteristics of the raw material, particularly protein content and technological performance during processing."

The next step involved the milling sector, a crucial stage in the process where wheat is transformed into semolina through a sequence of highly controlled technical operations.

The chosen partner was Molino De Vita: today led by Nicola De Vita, the company combines industrial scale with a strong agricultural heritage, maintaining a cultural connection with the world of farming. It is here that the raw material is selected, refined and prepared for the subsequent pasta production stages, in a process requiring precision and constant quality control.

Together, these stakeholders define a supply chain that does not simply connect the various production phases, but creates a coordinated system of expertise, where each participant contributes to determining the final value of the product.

The pasta plant: synthesis of the supply chain

Granoro represents the point where agricultural production meets the final market. Founded in 1967 by Attilio and Chiara Mastromauro, the company is today one of the most structured players in the sector, with a presence in more than 130 countries and production capacity reaching 80,000 tonnes per year.

The production site covers approximately 70,000 square metres and integrates 10 production lines dedicated to short, long and special pasta formats.

The industrial growth achieved over the years has not altered the company's original approach. Its connection with Puglia remains the cornerstone of the Granoro model, with the Dedicato supply chain representing its fullest expression: a 100% Apulian supply chain involving hundreds of farmers and operating within a defined geographical area, with the aim of reducing the distance between cultivation and processing while strengthening product traceability.

The Dedicato system is based on agreements that include the purchase of the harvest, the definition of a guaranteed price and a quality-based premium mechanism linked to wheat characteristics. This approach transforms the relationship between industry and agriculture into a structured planning model rather than a simple procurement relationship.

Industrial scale is therefore combined with a governance model that keeps supply chain control and the enhancement of human capital at its centre.

A model that speaks to the market

For the retail sector, Granoro Dedicato represents a model capable of responding to three key market needs: security and continuity of supply, consistent quality and transparency.

In a context where agri-food supply chains are increasingly exposed to price volatility and instability, Granoro positions itself as a reliable partner.

Completing this system is the digital traceability pathway developed with Authentico, an Italian company specialising in foodtech and innovative digital solutions.

Through the QR Code displayed on packaging, consumers can access information about the supply chain: from the Apulian fields where the wheat was grown to the farmers involved, from the mill to the pasta production stage, including data on distances travelled and certifications.

It is a tool that makes the value of transparency tangible, bringing the supply chain story directly to the end consumer.

Margherita Luisetto



Wheat fields, with Molino De Vita in the background, in Casalvecchio di Puglia (Foggia)



Wheat processing inside Molino De Vita





On the occasion of the wheat harvest festival, Granoro presents its limited-edition 'Le Spighe' pasta shape, a symbol of the origins of the Dedicato project

Semolina being processed into pasta at the Granoro plant in Corato (Bari)

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THE COMPANY www.martinorossispa.it



MartinoRossi brings plant-based innovation to SIAL Paris

At the show's 2026 edition the Italian specialist will showcase a retail offering focused on greater inclusivity, addressing evolving consumer needs and new consumption trends.

At SIAL Paris 2026, taking place from 17 to 21 October at the Parc des Expositions in Paris, MartinoRossi will showcase its retail portfolio and latest innovations at Hall 5A – Stand D218, reflecting the company's expertise in the selection and processing of cereals and pulses and in the development of innovative, free-from and plant-based products.

Know-how across the entire portfolio

MartinoRossi's identity is built on a broad set of complementary capabilities: control over its supply chain, specialist expertise in developing products free from gluten, soy and other allergens, and extensive experience in the plant-based sector. The company translates this know-how into products designed to respond to evolving eating habits, the demand for greater inclusivity and a wide range of consumption occasions.

At SIAL Paris, this expertise will be showcased through a diversified portfolio of brands and products designed to address evolving consumer needs across different moments of the day, from breakfast and snacking to main meals. The result is an offering created for different needs and lifestyles, combining taste, convenience and variety.

This approach is embodied by Beamy, with its plant-based mixes and ready-to-use sauces; Mr.Beans, with sweet and savoury snacks and spreads made from Italian pulses; and Goodly, whose wellness-focused range includes plant-based protein powders, high-protein pancake and mug cake mixes, and the new oat-based spread. Among the latest developments in the Mr.Beans range is the Cheese Flavour savoury snack, now 100% plant-based thanks to a fully vegan cheese flavouring.

The portfolio's focus on innovation is also reflected in the SIAL Innovation Awards 2026, where two MartinoRossi products have been selected as finalists: the Beamy Plant-Based Carbonara Sauce and the Goodly Oat Spread.

Beamy expands its range with a new instant hummus mix

Among the innovations presented at SIAL, Beamy is expanding its range of mixes with a new instant hummus mix. The product brings together some of MartinoRossi's core areas of expertise: its in-depth knowledge of pulses, its plant-based and free-from approach, and its ability to develop simple and convenient solutions.

The result is an allergen-free, versatile and easy-to-prepare mix that makes it possible to prepare hummus in just a few simple steps, by adding only water and vegetable oil. An immediate solution for everyday consumption, it further expands Beamy's portfolio of plant-based products.

From corn expertise to a new market segment



The second innovation showcased at SIAL is a white corn flour specifically developed for preparing arepas, the traditional corn-based food widely consumed across several Latin American countries.

With this product, MartinoRossi is bringing its know-how into a new retail segment for the first time: ethnic food, applying its long-standing expertise in corn selection and processing to new culinary traditions and consumption occasions.

The project therefore follows two complementary directions: on the one hand, continuity with a raw material deeply rooted in the company's history and expertise; on the other, expansion into a market that MartinoRossi has not previously addressed.

International food specialities are progressively moving beyond their traditional niche and gaining greater visibility on the shelves of major European retailers. MartinoRossi is responding to this evolution by bringing its corn expertise into a new consumption category, at a time when demand for ethnic foods to prepare at home continues to expand, encouraging retailers to broaden their dedicated ranges.

A positioning aligned with emerging trends

MartinoRossi's presence at SIAL confirms the direction the company has taken in recent years, responding to a market that is increasingly attentive to emerging trends and diverse dietary needs. Through plant-based innovation, its controlled supply chain and a portfolio focused on inclusivity and clean-label products, the company demonstrates its ability to interpret changes in the market and anticipate the evolving needs of today's consumers.



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Refined shape, Mediterranean heart

A filling of buffalo stracciatella and basil enclosed in an elegant 'Bottone'. The latest frozen speciality from Divine Creazioni, on stage at SIAL 2026, offers chefs around the world new creative possibilities.



In fine dining, shape is part of the culinary language. It defines proportions and contributes to the visual identity of a dish. The 'Bottone' has a modern design: compact, balanced and essential, it fits naturally with the aesthetics of contemporary cuisine and lends itself to a wide range of presentations.

Chefs can use it in minimalist, rigorously composed dishes or in more elaborate creations. Its shape offers expressive freedom while focusing the tasting experience on the balance between the pasta sheet and the filling.

This is the format chosen by Divine Creazioni, Surgital's premium brand dedicated to creative, refined foodservice, for its latest product: 'Bottoni with Buffalo Stracciatella and Basil'. "A filled pasta made with ingredients that are immediately associated with Italian culinary culture," explains the Ravenna-based company, "reinterpreted through a clean, contemporary and elegant flavour profile."







A creamy, Mediterranean heart

Protagonist is a generous, velvety filling in which buffalo stracciatella, accounting for 55% of the filling, takes the leading role. Its full, distinctive flavour, with a slightly tangy note, meets the aromatic freshness of basil to create a balanced profile with a distinctly Mediterranean character.

The rounded shape designed to enhance the creaminess of the filling, delivering a rich and satisfying mouthfeel. The thin pasta sheet, made with durum wheat semolina and free-range eggs, provides a balanced contrast to the soft centre.

It is a combination that lends itself to very different interpretations. Surgital's De Gusto chef team has developed a range of recipe ideas pairing the product with ingredients selected to complement and enhance its flavour profile.

One shape, two identities

The new product extends a path already explored by Divine Creazioni with its 'Bottoni with Red Shrimps', where the same geometry takes on an entirely different personality.

Here, the filling is built around Mediterranean red shrimp, selected for its tender, flavoursome flesh, vivid colour and distinctive taste. The generous, creamy centre is enclosed in a thin yet resilient pasta sheet, developed to preserve the right balance between pasta and filling during cooking.

"These two products show how the same format can express very different gastronomic identities," the company adds. "Buffalo stracciatella and basil is all about creaminess, aromatic freshness and an immediate Mediterranean character, while red shrimp brings marine intensity and greater depth of flavour."

Both can be served with simple pairings that keep the filling at the centre of the tasting experience or used in more complex compositions built around contrasts in texture, temperature and aromatic elements.

Designed for the chef's creativity

This freedom of interpretation highlights one of the defining features of Divine Creazioni: offering chefs a product with a clear gastronomic identity that can also serve as a starting point for their own creativity.

"The product provides a clearly defined base in terms of quality, flavour and structure, while composition, pairings and finishing touches are left to the chef's sensitivity and culinary language," the company underlines.

Alongside creativity comes operational efficiency, an equally important factor in fine dining. Surgital's IQF technology individually freezes each piece, preserving its structure and characteristics while allowing chefs to use only the quantity required during service and maintain precise portion control.

Fine dining, with professional efficiency

'Bottoni with Buffalo Stracciatella and Basil' require just 3-4 minutes of cooking time, making them easy to integrate into the workflow of a professional kitchen. The product has a 67% filling ratio and an individual weight of approximately 17-18 g.

"With this new Bottone," the company concludes, "Divine Creazioni continues to develop its vision of frozen fresh pasta for fine dining: careful ingredient selection and filling development, technical precision, attention to shape and professional functionality. These elements come together in products with a strong identity, designed to engage with the chef's creativity and the evolving language of contemporary cuisine."

The finest Italian excellence on your table



CASE HISTORY

Bud Spencer's legacy enters the food business

Carlo Pedersoli, the real name of the Italian actor whose career made him an international icon, is at the heart of a growing family venture. His grandson Alessandro reveals how he and his brother turned their grandfather's values into Bud Power, which has achieved 8 million euro in turnover in just a few years and is targeting 15 million euro by 2026.

With revenues reaching 8 million euro in 2025, up from 700,000 in 2023 and 2.7 million in 2024, Bud Power is one of Italy's fastest-growing food brands.

Yet those figures tell only part of the story. Behind this remarkable growth lies a broader ambition: turning an emotional legacy into a long-term business while remaining true to its roots. At the heart of the project are brothers Alessandro and Carlo Pedersoli Jr, grandsons of Bud Spencer, who set out to bring their grandfather Carlo Pedersoli's values into the food industry.

The impact of Carlo Pedersoli was evident at the end of June, when fans gathered at Rome's Cinecittà Studios to mark the tenth anniversary of Bud Spencer's passing.

It is from this perspective that our conversation with Alessandro Pedersoli begins. As co-founder of Bud Power alongside his brother, he shares memories of his grandfather and explains how an idea born within the family evolved into one of Italy's most distinctive food brands.


From left, Alessandro and Carlo Pedersoli jr

You must have been asked this countless times, but how did the idea of turning Bud Spencer's legacy into a food brand come about?

During Covid, we were all confined to our homes, spending a great deal of time together as a family, and we started discussing possible new projects. The idea of creating something in the food sector linked to our grandfather's image had actually already emerged while he was still alive. During the lockdown, we decided to revisit it and give it shape. For us, it was a way to continue telling the story of his world, his approach to life and the special relationship he had built with people. At the same time, we wanted to create a project that could involve the many fans who continued to show their affection for Bud Spencer.

How did you develop it?

At first, we mainly wanted to pay tribute to his sporting career, as he had been a highly successful professional athlete. We therefore started with protein bars and other protein-based products. The project then evolved. The bars were performing well, but we realised they appealed to a niche audience, whereas many fans were looking for more convivial products that could be shared with the family. That led us to launch beans three years ago, a product much closer to his world and his spirit.

How did consumers respond?

Bud Spencer Beans became the best-selling product in their category. We believe they succeeded because they were the right product at the right time. After Covid, consumers were looking for convenient and affordable ready-made solutions. They were also the perfect product to represent our grandfather: in his films, beans symbolised conviviality and togetherness. We therefore took a traditional Italian recipe, fagioli alla cacciatora, and turned it into Bud Spencer Beans, a fully prepared, ready-to-eat product. The concept then evolved further, with the addition of other products ranging from pizza and beer to snacks.

Your products carry the Bud Power brand, but I assume you rely on trusted manufacturing partners behind the scenes.

As we don't own production facilities, we work with specialist manufacturers that we carefully select from among the best companies in Italy. Product development, however, is entirely handled in-house: from recipes and packaging to the overall concept and graphic design. Production is then entrusted to third-party manufacturers. D'Amico, for example, was our first partner for the beans, but today we work with several producers. Since beans are our flagship product, we deliberately chose to diversify our supply base to guarantee continuity and avoid relying on a single manufacturer. Every product category has different requirements. Pizza, for instance, involves different volumes, and today we work with a single partner, Roncadin. We closely monitor each stage of production and carry out rigorous quality controls. Our grandfather's name is a huge responsibility.

On your snack range, however, the manufacturer's name – Fiorentini – also appears on the packaging, making it a genuine co-branding project.

Exactly. We could have developed a snack with any manufacturer and simply put our own brand on it, but for this category we wanted to work alongside a market leader. Fiorentini is much more than a well-known brand to us. It's an Italian family business whose products stand out from the competition, including non-fried, gluten-free snacks, and whose values closely match our own. We had to come up with a name that had to do with Bud Spencer's world. We needed something that better reflected his personality. After a long brainstorming session with Simona Fiorentini, the company's Marketing Manager, we came up with the name Crocche. In Rome, the expression prendere una crocca means getting punched, so the name captured both Bud Spencer's trademark sense of humour and the crunchiness of the snack.

Are there other product categories you plan to expand into?

We're a brand built around a person, so we have to remain faithful to what he represented. Every recipe has to have an immediate connection with Bud Spencer. It has to be something you could genuinely imagine seeing on the table in one of his films. That's why we have no interest in creating a huge assortment of products. We'd rather develop a limited number of goods, but make sure each one is well executed and fully consistent with the Bud Spencer identity.

Are you currently working on new products or new partnerships?

Yes, although I don't want to give too much away…

At least give us a hint...

I can say that we're developing a new version of Bud Spencer Beans. It will essentially be a ready-to-eat first course.

Which memory of Bud Spencer continues to guide your business decisions today?

There are many, but it's important to distinguish between Bud Spencer, the character audiences fell in love with on screen, and Carlo Pedersoli, the man behind the legend. Bud Spencer captured people's imagination through his films, but it was Carlo who truly won their hearts with his simplicity. Everyone knew where he lived in Rome, and fans would often ring his doorbell. He would answer: "Come on up, let's have a glass of water and a chat". They would often end up staying for hours. That was simply who he was: a genuinely kind and generous person.

Did Bud Spencer live long enough to see the beginnings of Bud Power?

In a way. Back in 2015, while my grandfather was still alive, I started working with him to protect his brand. Until then, nobody had really managed the rights to his name, and unauthorised products had begun appearing on the market. Just to give you a couple of examples, there was a cannabis light product bearing Bud Spencer's name and image, as well as football hooligan T-shirts featuring his face. We couldn't allow his legacy to become a free-for-all. That's when we began managing the official merchandising, and from there the idea of entering the food sector gradually took shape. Unfortunately, by the time Bud Power officially launched, my grandfather was no longer with us.

What do you think he would have said about the success you're achieving today?

My only regret is that he wasn't here to see everything we've accomplished, because I know he would have been proud. He had a wonderful sense of humour and never took himself too seriously. Some people might think it's strange to see Bud Spencer's face on a can of beans. He, on the other hand, would probably have put that can on his bedside table. I honestly believe it would have made him happier than receiving a star on the Hollywood Walk of Fame.

Let's wrap up with a few questions our readers will expect. First of all, what was the company's turnover?

We closed 2025 with revenues of 8 million euro. To give you an idea of the pace of our growth, we generated 700,000 in 2023, 2.7 million euro in 2024, and now 8 million euro in 2025. Over the past few years, we've recorded average annual growth of more than 400%, making us one of the fastest-growing companies in our sector. Our next target is 15 million euro.

Where are your products currently distributed?

Italy remains our core market, accounting for around 70% of total revenues. Today we're listed in virtually all major retail chains, and Bud Spencer Beans are the best-selling product in their category, with more than a 50% share of the ready-to-eat side dishes segment. Our focus now is international expansion. We have already entered Germany, Austria, Switzerland and Hungary, while launches in Poland, the Czech Republic and Portugal are planned in the near future. Germany has the potential to become as important as Italy because Bud Spencer still enjoys an enormous fan base there. Then there's Hungary, where the connection is truly extraordinary. In Budapest, there's a three-metre bronze statue of him standing in one of the city's main squares.

Finally, if your grandfather could sum up your products with one of his famous lines, which one would he choose?

The first thing that comes to mind is a scene from Who Finds a Friend Finds a Treasure. In the film, he enthusiastically promotes Puffin jam by saying, "Only Puffin gives you strength and energy galore". Then, moments later, he finds it so awful that he throws it into the sea and starts eating beans instead. We like to borrow that line and give it our own twist: "Only Bud Power gives you strength and energy galore!" (ed: he laughs).

Margherita Luisetto





THE COMPANY

www.salumificiosano.it

Salumificio Sano: excellence in the sign of Guanciale Amatriciano



Founded in 1984, the company celebrates the local butchery heritage through a production process that combines artisanal craftsmanship, advanced technology and Italian raw materials.

In the Central Apennines, in a scenic green valley nestled between the National Parks of Monti della Laga and Monti Sibillini, lies Salumificio Sano. In this area, rich in nature and traditions, the company has found the ideal environment for producing Guanciale Amatriciano, hams, cured meats and regional specialties.

The story begins in 1984 with a small pork processing workshop, initially producing a limited range of cured meats. From the very beginning, the bond with the territory was at the heart of the company's philosophy: through collaboration with local artisans, Sano began a journey to rediscover roots and traditions that ran the risk of being forgotten.

This vision led the company to invest in modern technology capable of preserving artisanal production methods while ensuring the highest hygiene and safety standards. The combination of tradition and innovation has allowed Sano to become one of the most cutting-edge companies in the Central and Southern Italian cured meat sector.

The company's commitment to promoting local heritage has also received institutional recognition: the Italian Ministry of Agricultural, Food and Forestry Policies included seven Sano products in the National List of Traditional Agri-food Products (PAT - Prodotti agroalimentari tradizionali italiani), while also recognising the only PGI-certified prosciutto produced in Lazio: Prosciutto Amatriciano.

The core values

Sano's philosophy is built on three fundamental principles: the rediscovery of Amatrician artisanal traditions, to offer the authentic flavours of the past; technology at the service of quality, to guarantee safety and reliability throughout every stage of production; and a deep connection with the territory, unique for its history, traditions and natural environment.

The selection of meats, salting process and aging take place according to traditional methods. The uncontaminated air of the Apennine woods and valleys is a key ingredient. Meticulous control throughout the production process and compliance with European regulations ensure superior and consistent quality over time.

Today, Salumificio Sano is Italy's leading producer of Guanciale Amatriciano and, despite its significant production volumes, it continues to dedicate the same attention to every single product.

The iconic Guanciale Amatriciano

The company is strongly focused on the continuous evolution of its flagship delicacies. Guanciale is the heart of Sano's production. Made exclusively from pork jowl, it is expertly salted and massaged with a selection of fine spices and aromas according to the traditional recipe before undergoing the drying process.



Once removed from the salt, drained and tied with string, Guanciale is left to develop its flavour with the addition of pepper: a touch that enhances the taste and gives the product character without altering its natural flavour. The aging process is completed after a period of two to three months.

Thanks to its distinctive characteristics and its versatility, Guanciale Amatriciano enjoys international recognition, and Sano is the leading Italian producer, with demand continuing to grow year after year.

The production area certainly plays a key role, but the uniqueness of this product also comes from a combination of other elements that distinguish it from any other cured meat available on the market. Sano's guanciale is made exclusively with top-quality Italian raw materials and aged for 60 to 90 days. This gives the finished product a texture comparable to a "small ham", considering the relationship between its weight and aging time. Moreover, Sano's Guanciale is a gluten-free product with no added preservatives.

It offers excellent performance when cooked and, beyond the traditional recipes such as Pasta all'Amatriciana, it can be used in a wide range of dishes and preparations.

Another important element is the way the product is presented to consumers. No other producer offers a Guanciale with such a distinctive identity, complete with its traditional label and original recipe included inside: Sano has elevated it from a simple ingredient to a product with its own heritage.



The recognitions

Recognised as one of Italy's finest, Sano's Guanciale is not merely an ingredient, but the guardian of a culinary identity. It is the key product of the Amatriciana Sauce STG (Traditional Speciality Guaranteed) and holds the De.Co. recognition from the Municipality of Amatrice (Lazio), as well as it is included among Italian Traditional Agri-food Products.



DISTRIBUTION







The gateway to America's food market

Behind the success of Italian food products in the U.S. lies a network of operators connecting brands, retailers and consumers. Driven by sharp market insights and a strong sense of pragmatism. Our exclusive interviews from the Summer Fancy Food Show in New York.

The Summer Fancy Food Show is the trade show for distributors. For those of us accustomed to events where buyers from retail chains meet directly with suppliers, finding ourselves at the headquarters of the so-called "intermediaries" can initially feel somewhat unusual. Especially when considering that, around 20 days earlier, Orlando hosted IDDBA (which will move to Atlanta next year), an event where buyers from major retailers such as Walmart, Amazon, Costco, Kroger, Target and others are strongly represented. This naturally raises the question: where does the real business opportunity lie for Italian companies?

The answer comes from Stefano Ragosa, a former professional water polo player who founded a distribution company in the United States 10 years ago (his interview is featured in this special report). His reasoning starts from a simple fact: when we talk about the United States, we are referring to a territory covering 9.834 million square kilometres, making it the fourth-largest country in the world by land area. To put this into perspective, at the height of the Roman Empire under Emperor Trajan, the empire that ruled much of the ancient world covered an area roughly half that size.

A few years ago, some US retailers began seeking direct agreements with suppliers, aiming to bypass intermediary steps. It took the Covid crisis — which in Italy and many other European markets resulted in a major boost for grocery retail — to make local retailers fully recognise the value and reliability of specialised distributors. These companies are highly developed organisations, capable not only of delivering imported products to every corner of the vast US market, but also of identifying consumer trends, introducing appealing brands and enhancing the value of "foreign" products with strong market potential.

A walk through New York in the morning is enough to see this in action. Dozens of trucks belonging to companies such as Sysco, Ace Endico, Baldor and US Foods navigate the city traffic every day, stopping to replenish supermarkets, restaurants and independent stores scattered throughout the city. In short, any company looking to work with major US retail chains must go through these operators.

Their role is equally important when it comes to mitigating the impact of the sweeping tariffs introduced by the Trump administration. Measures that, when examined through the lens of actual commercial operations, appear largely disconnected from market realities and driven by motivations that differ from those presented in official statements. In this context, distributors have worked hard to prevent valued and recognised products — often with no real domestic alternatives — from being priced out of the market. A task that requires the pragmatism of operators who understand how the market truly works.

In the following pages, we feature interviews with key players in US food distribution, met during the latest edition of the Summer Fancy Food Show in New York, held from 28 to 30 June.

Matteo Napolitano and Lucrezia Villa





DISTRIBUTION

ATALANTA (GELLERT GLOBAL GROUP)
Andrea Berti and Thomas Gellert



Their booth is one of the largest and busiest at the show. To secure an interview with Thomas Gellert and Andrea Berti, respectively Co-CEO and Senior Director of Business Development, we have to wait until the final hours of the exhibition, when the pace naturally begins to slow down.

"Despite the challenges," they explain, "this remains a favorable time for Italian products, which are adapting to new market trends in terms of packaging, formulations and labeling. On one hand, the snack segment and, more broadly, value-added products continue to experience strong growth; on the other, consumers are showing increasing interest in high-protein products."

Which categories are showing the most interesting opportunities?

The cured meats category has proven particularly innovative. In 2025, 'nduja and finocchiona received approval for export to the United States, joining guanciale, which has experienced significant growth in recent years. We work with all of these products, and the challenge is twofold: converting consumers who currently buy US-made alternatives and attracting new customers. Authenticity is certainly a very powerful factor. We are also focusing heavily on the snack segment, with an 'antipasto' format. Our goal is to offer ready-to-eat, easy-to-use products that provide convenience for consumers.

What is your view on tariffs?

The combination of higher prices and weaker dollar has created significant challenges. As a group, we have adopted a three-tier strategy – 'good' (entry level), 'better' (mid-range) and 'best' (premium) – and we are seeing consumption increasingly polarize toward the two extremes. It will be crucial to understand what happens after July 24, when the current tariff regime – which includes an additional 10% duty on top of historical tariffs – is no longer applicable. The most likely scenario is an alignment of tariff rates at 15%, a solution that would benefit some product categories while penalizing others.

What are your thoughts on moving the next edition of the Summer Fancy Food Show to late July?

We are concerned. It could lead to a reduction in the number of exhibitors, and the timing would also be quite late compared with the purchasing cycles of buyers, who need to make their sourcing decisions well in advance.

What is the current outlook for Gellert Global Group?

This year, there have been no new acquisitions following the one of Heartisan Foods – producer of Red Apple branded cheeses – completed in April 2025. Yet, in January we launched GGG Manufacturing, a new division focused on transforming raw materials sourced from around the world into high-value finished products, particularly in the dairy sector (crustless rectangular formats, grated cheeses, crumbles, diced products and more).

DISTINCTIVE FOOD IMPORTS
Michael Lamarca



"We are both producers and importers/distributors, based in the Midwest. We have a highly diversified portfolio of around 5,000 SKUs. Italian products represent a significant part of our business, particularly in the olive and beef categories. Our customer base is evenly split between retail and foodservice, with each channel accounting for around 50% of our business. Tariffs resulted in a more challenging market, but when products are strong and have real potential, there is always a way to keep them on the shelves."

EPICURE FOODS CORPORATION
Amelia Sisto



"We work with a wide range of Italian cheeses, from 24-month aged Parmigiano Reggiano to Pecorino. Their reputation in the US market is extremely strong, as these are well-established and widely recognised products. Our sales channels include both supermarkets and grocery stores. We are constantly looking for new cheeses to add to our portfolio."

SEACREST FOODS
Alberto Aurilio



From left: Glenn Hills and Alberto Aurilio

Alberto Aurilio is a senior sales representative at Seacrest Food, a Boston-based importer and distributor. We met him as he was enthusiastically offering visitors to the stand a taste of Robiola cheese and an Alta Langa sparkling wine glass. "We work with about 20 Italian companies, primarily in the dairy sector, along with a few producers of premium cured meats."

What are Seacrest Foods' best-selling products? And what about the main sales channels?

At the moment, our strongest products are Mozzarella and Mozzarella di Bufala Campana. We serve both the retail channel — from small independent chains to large-scale retailers — and foodservice. Before the pandemic, foodservice accounted for around 30% of our turnover. With Covid, this segment was virtually wiped out, but today we are gradually returning to pre-pandemic levels. In the meantime, however, the needs of this channel have changed.

How have you adapted?

The dwindling availability of skilled staff is driving us to offer products with a higher level of service, meaning increasingly convenient solutions that are ready for final consumption.At the moment, the market appears saturated, and all operators have the feeling that we are competing for the same space. However, I believe there will be a 'food renaissance' ahead.



DISTRIBUTION

LVB IMPORTS

Stefano Ragosa



From left: Bryson Huffine, Stefano Ragosa and Mike Cavallaro

LVB Imports is an importer and distributor of highly innovative Italian food products. The company was founded less than 10 years ago by Stefano Ragosa, a former professional water polo player who was part of the Italian national team and is married to Olympic champion Kelly Rulon. The company has been experiencing significant growth in the US market, thanks to partnerships with some of the country's largest retailers.

"We started almost by chance, importing dehydrated pasta that my wife had come across," explains Ragosa. "Since we were looking for a non-conventional market entry strategy, we decided to focus on the frozen category, although we also offer chilled products with a shelf life of around 25 days. Today, our key product categories include focaccias, pizza bases, pastries and ready-to-eat first courses."

What type of products do you focus on?

We look for innovative products that can offer our customers something different. In 2018, for example, despite widespread scepticism, we were among the first companies to import vegan croissants, which went on to achieve major success in the US retail sector.

How has the company evolved over the past 10 years?

We have grown significantly. We operate with integrity and transparency, and we are building a strong and distinctive identity. Using rented trucks, we distribute pallets across the entire US territory. We focus primarily on medium-sized and large customers, both in grocery retail and food service. Although developing these relationships initially takes more time, they ultimately provide stronger and more consistent volumes.

An important channel for us is the stadium sector, supplying products for events and concerts. Covid was a very significant turning point for our business. Six years ago, some retailers had already started looking for more direct relationships with suppliers, and the pandemic highlighted the crucial role played by distributors. After all, we operate across a territory that is twice the size of the Roman Empire.

What is your view on tariffs?

They have been a disaster. The uncertainty has had a very negative impact, with the consequences being felt first and foremost by domestic producers. Today, everything is interconnected on a global scale. Moreover, the food industry is structurally a low-margin sector, with average margins generally ranging between 10% and 20%. Any additional financial burden has had a very damaging effect across the entire supply chain.

SAVELLO USA

Anna Gallo



From left: Francesco, Anna, Cesare and Palma Gallo

When I had the opportunity to speak with Franz Mitterrutzner, Export Manager of the Speck Alto Adige PGI Consortium, one of his comments particularly struck me: "We were the first cured meat product to be officially exported to the United States, in 1997, thanks to Cesare Gallo, founder of Savello USA."

It is not insignificant to openly acknowledge such a debt of gratitude nearly 30 years later. And Gallo's contribution to promoting Italian food products in the US market certainly did not stop there. In 2010, for example, one of his old sales invoices proved crucial in helping a major Italian cheese obtain PDO recognition.

Savello USA is one of the American importers with the strongest ties to Italy, representing 24 family-owned Italian companies. We discussed the company's activities with Anna Gallo, Sales and Marketing Director: "We started by importing Savello, a traditionally aged sheep's milk cheese from Lazio. From there, we continued to expand. We specialise in PDO and PGI products and primarily serve the foodservice sector. We also have commercial partnerships with other importers and distributors."

Do you have private label products?

By choice, we only have one small private-label line (Silano, named after our Calabrian origins), because we prefer to highlight the producers' own brands. Many of them belong to families we have known for years, whose current generations running the businesses have grown up alongside ours.

How is your product portfolio structured?

Our products stand out for their high quality. To give two examples, our Prosciutto di Parma is aged for up to 30 months, while Montasio Stravecchio has a minimum ageing period of 18 months. We also have our own production of olives and cheeses.

The best-performing categories over the past year have been cured meats — particularly porchetta, pancetta and mortadella — as well as olives and anchovies (both marinated and traditionally cured). We have also introduced Calabrian 'nduja in a convenient squeeze format.

We were the first US importers of Speck Alto Adige PGI in 1997, and the first to introduce bresaola, Prosciutto di San Daniele and Piave PDO to the American market. We are currently the only company authorised by the USDA (the United States Department of Agriculture) to inspect goods after customs clearance. This allows us to cut and slice all imported products directly.

What is your view on tariffs?

They have certainly made business more complicated. We do not believe it makes sense to impose tariffs on products that are not produced in the US. We have tried to keep prices unchanged because consumers are already facing economic pressure. In most cases, we have aimed to share the additional cost equally with our suppliers.

COLAVITA

Nicole Bianco



The U.S. market is full of opportunities, and for an olive oil producer, becoming a distributor of leading brands was a natural step forward. "Colavita Extra Virgin Olive Oil has been present in the United States for over 40 years; we were the first introduce extra virgin olive oil to the US market, produced in our plant in Sant'Elia a Pianisi, Molise (production has since moved to Pomezia). In 2009, we began a partnership with Baci Perugina and quickly gained expertise in importing major Italian brands for the specialty channel, adding names such as Cirio, Rio Mare, Mulino Bianco, Sperlari, and San Benedetto. We have earned the trust of these leading brands because we deeply understand the needs of our customers, who are mainly specialty and grocery retailers looking for authentic 'ethnic' products. Our customers include Eataly as well as Italian specialty stores of all sizes located across the United States."

Which product categories do you cover?

In our Specialty Brands division, our focus is on authentic Italian brands in the dry goods and confectionery categories. Recently, we added OraSì – a 100% Italian plant-based milk brand – to our portfolio. At the moment, we do not handle fresh products.

What are the latest market trends?

The most significant market trend right now is the growing demand for high-protein products. Alongside OraSì, we recently launched 0at+Protein milk. In the confectionery segment, pistachio continues to be extremely popular. A strong example is the pistachio cream version of Baiocchi, which has been performing particularly well.

Do you operate in other sales channels?

We distribute across the entire US – serving both the retail (60%) and foodservice (40%) sectors – and utilize our domestic production of bulk oil formats to service the restaurant industry. This has been a particularly challenging year for our retail business, mainly due to cost fluctuations related to tariffs and market uncertainty, but we saw a significant recovery in June.

What is your view on the decision to move the next edition of the Summer Fancy Food Show to late July?

For us, as Americans, separating the trade show from the July 4th holiday weekend could actually be a positive change. We will see how the next edition performs.

DISTRIBUTION

KEHE
Justin Teten



KeHE is one of the major distributors at the Summer Fancy Food Show, serving approximately 30,000 customers – including retailers, specialty stores, e-commerce platforms, and convenience stores. We spoke with Justin Teten, the company's Category Management Director. "We do a fantastic job with Italian products and pay close attention to this market. We work with Italian producers from across all product categories, ranging from fresh to frozen goods. Our portfolio consists primarily of CPG products. Currently, pasta and sauces are the top-performing Italian products. We are always on the lookout for new items, and we have dozens of buyers scouting among the exhibitors. To this end, we also take part in the major European exhibitions such as Tuttofood, Cibus, Anuga, and SIAL."



SOGNO TOSCANO
Vittorio Veroni



From left: Brian Persico, Vittorio Beroni, Carlotta Montani (Ruliano) and Pietro Brembilla

"Sogno Toscano was founded in 2009, when childhood friends Pietro Brembilla and Brian Persico, who grew up in Bolgheri, began importing extra virgin olive oil from their family estates to New York. They offered it to restaurants as a private-label product, with each bottle individually customised with the customer's logo and no minimum order requirements," explains Vittorio Veroni, Chief Operating & Information Officer at Sogno Toscano, at the company's booth during the Summer Fancy Food Show.

"That is how the name Sogno Toscano was born. They began investing in the portfolio and, over time, the range expanded: cooking oils, tomatoes, flour, fresh products, pasta… until it evolved into the speciality food company it is today."

What kind of company is Sogno Toscano today?

Today, the company operates across three main business areas: B2B sales, which have expanded to include both foodservice and retail; the e-commerce channel; and the hospitality division, with six showrooms located across New York, California and Phoenix, where our main headquarters are also based.

In January, we opened our first full restaurant and market concept in Phoenix. Through these locations, we have also created a platform for training and marketing activities, including tastings, chef demonstrations and customer education.

What are your best-selling products today?

In terms of volume, olive oil and tomatoes remain at the top of the list. In terms of value, however, the category is led by Parmigiano Reggiano, Grana Padano and Prosciutto di Parma. Despite inflationary pressure, the latter has continued to grow for our company this year as well.

How do you serve your customers?

We have six direct distribution points and, alongside these, a network of partner distributors that allows us to cover the entire United States. Among our most structured partnerships are those with Greco and Sons and Sysco, but every partner in our network contributes to ensuring broad market coverage and a high level of service.

How have you addressed tariffs?

By trying to absorb part of the increases together with our suppliers. I must say that the entire supply chain has been very supportive. The current tariff system has created significant disparities: products that were already subject to duties, such as Parmigiano Reggiano and artichokes, have been impacted more heavily. We will see what happens with the new framework expected at the end of July.

Which other trade shows do you attend to support your business?

We participate in the renewed Winter FancyFaire, Pizza Expo and smaller proprietary events organised by distributors. We also attend TuttoFood (at the latest edition, we held 84 meetings over four days), Cibus, Marca and Anuga.

SITA FOOD
Alessandro Sita



From left: Salvatore and Alessandro Sita

Since 1958, the Sita family has been producing and exporting Italian food products to international markets. Alessandro Sita founded Sita Food, which now focuses on the US market.

"Even before entering the American market, we specialised in fresh products for the deli counter," explains Sita. "In the US, the service counter is dominated by cooked products — especially poultry — largely produced domestically. We offer our customers the opportunity to complement these mainstream products with premium specialities, and this segment is growing, also driven by the increasing popularity of aperitivo-style 'charcuterie boards' among American consumers."

Which products are you showcasing at the Summer Fancy Food Show?

We are presenting some interesting innovations, such as "Italian sushi", a combination of mozzarella, prosciutto and basil, and Parlami, a salami coated with Parmigiano Reggiano. Our goal is to deliver high quality at the right price.

Have tariffs created challenges in achieving this goal?

They have certainly been a major challenge. Today, speed of reaction is essential to remain competitive, and our positioning in the premium quality segment has helped us in some ways. For example, we have worked on pack sizes, offering slightly smaller portions in order to avoid negatively impacting consumers' final spending.

What are your sales channels?

Our sales channels are foodservice (60%) and retail (40%). Within retail, we focus primarily on independent chains with 30–40 stores, which are more specialised in premium products, rather than large national chains.



DISTRIBUTION

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THE FOOD SOLUTION



MAESTRI D'ITALIA INC.

Athos Maestri



After gaining extensive experience in Italy's cured meats sector, in 2014 Athos Maestri moved to the United States and founded Maestri d'Italia Inc. in New Jersey. The goal was clear: to import and slice the finest Italian charcuterie directly on site.

What potential did you see in the U.S. market 12 years ago?

I saw significant growth opportunities for Italian charcuterie. I moved to the U.S. and started from the ground up to introduce a product line specifically designed for the deli counter. From the very beginning, however, my idea was to import authentic Italian cured meats and slice them directly in America, making them available to consumers in a more accessible, more "convenient" format, as they would say here. The advantages are numerous: besides being authentic and high quality, the products are also fresher, have a longer shelf life and offer greater added service value compared with products sliced in Italy.

A pioneering idea, considering the growth of pre-sliced products over the past decade.

Absolutely. At the time, pre-sliced products did not have the same relevance they have today. The market was mainly driven by cured hams — especially major PDO products such as Prosciutto di Parma — as well as speck, cooked hams and mortadella. Shortly afterwards, the market opened up to shorter-aged cured meats, first and foremost salami and coppa, followed by guanciale. This made the category even more interesting. Today, the U.S. market offers an almost complete range of Italian cured meats.

These must have been years of major growth and transformation.

Definitely. The U.S. is also a very large market: today we have customers in all 50 states. We operate both in foodservice and retail, either through distributors or directly, depending on the case. We have two slicing facilities, both located in New Jersey.

How significant are Italian products within your overall offering?

The Italian offering is predominant. The range of exportable cured meats from other European countries is much more limited. Apart from Spain, if we look at Germany and France, the offering is quite restricted, as is the number of companies authorised to export.

Your portfolio now includes several convenience-oriented products that go beyond traditional sliced meats.

Everything in America is moving towards ready-to-eat and ready-to-serve solutions. This is why we have developed products such as our "Antipasto" trays, designed for different sharing occasions, as well as aperitivo platters featuring cured meats, cheeses, olives and breadsticks. The snack category, which was once largely limited to confectionery and bakery products, has also expanded significantly into the protein snack segment based on meat products.

Turning to current market challenges, particularly tariffs, what strategies have you adopted to remain competitive in such a difficult environment for imported products?

Naturally, we have had to adapt, but I would say that in our category — where product value is already relatively high — the current 10% tariff is perceived only to a limited extent. Of course, the final cost is borne by the consumer, because the price adjustment is passed from the producer to the retailer, who then transfers it to the final link in the chain. For us, the impact on volumes has been limited, despite the additional pressure caused by the depreciation of the dollar. The situation is complex, but still manageable.

What impact has the African swine fever emergency had on your business?

We are always somewhat on alert, because a complete market closure would be dramatic for us. Fortunately, the United States applies the principle of regionalisation, limiting the impact to affected areas. However, there are still Italian regions from which exports to the U.S. are not permitted. We hope that the containment measures currently in place will continue and eventually lead to the full reopening of the market.

How do you select your suppliers?

We do not work with "generalist" companies, but rather with medium-sized and small producers, often family-owned businesses, that represent excellence in their specific regional specialities. We source speck from Alto Adige, mortadella from Bologna, coppa and pancetta from Piacenza, and so on.

Have you recently introduced any new products?

Yes, Calabrian 'nduja.

What are the prospects for this product?

It is still too early to say, but the Calabrian community in America is very large and 'nduja has already proved its potential in many markets — I am thinking of the UK, for example — also as an ingredient suitable for a wide variety of Italian-inspired dishes. In the long term, I believe it can also establish itself in the American market.

Are there other products where you see growth potential?

As I mentioned, the Italian charcuterie offering in America is already very broad. I see strong opportunities for bresaola, once exports to the U.S. become possible.

What are the prospects for the coming years?

I believe there is still room for growth for imported Italian cured meats in America. The level of distribution achieved by us and our competitors is not yet at 100%. The key is to continue focusing on essential areas: innovation, efficiency and customer service, which plays a fundamental role in the U.S. market.

What is your view on the latest edition of the Summer Fancy Food Show?

The show is always interesting because it offers a good mix of local and national operators. Regarding the decision to move the dates to late July, however, I have some reservations. It is a holiday period for both Italians and Americans, so I am concerned that attendance could be lower.

Do you have an idea why this decision was made?

Honestly, no. Some people have mentioned a possible overlap with another trade show, which may have led to the change, but for now it is only a rumor.

KESTÈ RESTAURANT

Roberto Caporuscio



Among the exhibitors' booths at the Summer Fancy Food Show in New York, visitors can also meet personalities such as Roberto Caporuscio, pizza chef and ambassador of Neapolitan pizza in the United States, who was a guest at Golfera's booth. Having moved to the U.S. 27 years ago, Caporuscio opened several restaurants before settling in New York, where he now runs Kesté, the pizzeria located on Fulton Street in the heart of the Financial District.

"We use only Italian products, we have traditional ovens and we also run pizza-making courses. We are loyal customers of Golfera: Golfetta is the key ingredient in one of our signature pizzas, the Sabrina, a four-cheese pizza with truffle cream and, of course, Golfetta salami. With Golfetta, we also won Guy Fieri's Grocery Games, a competition hosted by the well-known American restaurateur and TV personality. Another highly requested pizza is the Baggio, made with Asiago cream, Golfetta salami, mushrooms and 24-month aged Prosciutto di Parma. We focus on quality at a fair price, because for us it is essential to help consumers discover and appreciate Italian products. With Kesté PizzaGo, we have also launched an e-commerce business offering high-quality frozen pizzas delivered directly to customers' homes throughout the United States."



DISTRIBUTION

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Beck Bolender



FOOD MATTERS AGAIN
Brad Dube



W&S FOODS
Nicholas Wooller



MUSCO FOOD
Sabina Belser



Musco Food is a family-owned company founded in the United States exactly one century ago by the Musco family, which emigrated from Mistretta, near Cefalù, Sicily. To celebrate its 100th anniversary, the company participated in the Summer Fancy Food Show with its own booth, in a festive atmosphere.

"Trade between Italy and the United States was already part of the Musco family's business, particularly olives and cheeses," explains Sabina Belser, Marketing Director at Musco Food. "In the 1920s, part of the family settled in California and founded Musco Family Olive Co. on the production side, while the other branch put down roots in New York and opened a store in Little Italy, followed by a full-fledged warehouse. We gradually shifted our focus entirely to B2B and grew into one of the leading Italian food importers and distributors in the United States. Today our trucks deliver from Boston to Philadelphia, and we reach the rest of the country through trusted sub-distributors. Our key categories are cheeses, such as Parmigiano, Grana and Provolone, along with cured meats and specialty grocery. Our Historic License lets us import at more competitive prices, and we're extremely proud of our heritage: around 1,800 SKUs in our portfolio, and relationships with many Italian producer families that often span decades."

Over the decades, several companies you work with have been acquired by groups outside the original founding families. Has this affected your partnerships?

No. Every acquisition has been handled with real respect for the previous owners, which has let us maintain strong relationships and continuity throughout.

How have you managed tariffs?

They've been a major headache. We've worked closely with our suppliers and freight partners to soften the impact on prices, and the premium positioning of our products has kept customers from being discouraged. That said, we recognize that at some point, price increases can simply be too high for shoppers to absorb.

Which sales channels do you serve?

Retail accounts for 70% of our business, with a strong presence in high-quality specialty stores, while distributors and foodservice make up the remaining 30%.

What have been the most significant market trends in recent years?

Pre-sliced products have grown significantly. In cured meats, prosciutto, soppressata and guanciale have all performed extremely well; among cheeses, Grana Padano is doing great, along with specialty Parmigiano Reggiano cheeses such as Ambrosi's White Gold or Red Cow. And there seems to be no stopping Burrata!

Have you started working with 'nduja and finocchiona, the cured meats that received U.S. import approval from Italy last year?

We began buying Calabrian 'nduja in May/June and are currently evaluating suppliers for finocchiona. It's very positive that these products are now officially entering the U.S. market. We strongly believe in authentic regional products, but there's an important consideration: PDO and PGI items can be very expensive, and new arrivals are often completely unknown to American consumers. The success stories (Parmigiano Reggiano above all) are the result of major investments in communication and marketing. We run many in-store demonstrations and welcome collaborations with Consortia and associations interested in developing promotional activities here.

Are there other categories where you see growth opportunities?

Absolutely. The specialty grocery category has grown significantly, and it's an area we're very focused on, in large part because the Italian aperitivo concept is expanding well beyond the fresh category to include exactly these kinds of products. Calabrian chili pepper items, in particular, have performed exceptionally well, from spicy honey to chili-infused olive oil. We can thank the ever-popular Bobby Flay for bringing that one into the limelight.

Some items that once spearheaded the specialty grocery category, such as balsamic vinegar or extra virgin olive oil, have become mainstream and can easily fade into the back of the consumer's mind, especially with the rise of trendy specialty foods from other regions of the world, like Asia. So we're focusing on items that stand out both for their quality and for their innovative approach.

That's why we were especially pleased to win a Sofi Award—the prestigious Specialty Outstanding Food Innovation award presented each year by the SFA—in the "Pickles, Olives, and Fermented" category for our Vantia-brand Grilled Italian Cipollini Onions. It's our second such recognition, following our 2024 win for Sun-Dried Peppers, and it's a strategically meaningful one: Musco has always set itself apart through the quality of its products, and seeing that commitment recognized in this growing segment is a milestone we're genuinely proud of.

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Brunello turns 65, looking ahead to a “future that tastes good”

From a small delicatessen to a fast-growing company, with poultry now one of its most dynamic categories and Tacchino Zero as the answer to consumers' growing focus on wellbeing.

In Bassano del Grappa (Vicenza), where everything began in 1961, the company led by the Brunello family continues to write its story, keeping its eyes firmly on the future while combining strong territorial roots, product innovation and a tagline that has become a clear statement of intent: “The future tastes good”.

There is a thread connecting the small home cellar where Domenico Brunello and his wife Bruna opened a resale of local cured meats in 1961, with today’s Brunello: a company with three production sites across Veneto and Piedmont, employing around 70 people and specialising in turkey and chicken roasts, cooked ham, porchetta, rolled pancetta and traditional cured meats.

The Vicenza area is not only the geographical setting where the business was founded, but also an essential part of its story. This bond is reflected in the company’s production organization. Bassano del Grappa hosts the headquarters, including the administrative offices, logistics centre, slicing and packaging areas, as well as storage and ageing facilities. Marano Vicentino is home to the heart of the company’s Venetian charcuterie production, while the Castelnuovo Bormida site, in the province of Alessandria, specialises in cooked hams and poultry roasts (turkey and chicken).

A family story

“Old photographs remind us of something simple: before products, there are hands, time and care. In a world that is moving faster and faster, we still believe that the value of a product starts from these elements: quality raw materials, simple recipes and gestures carried out with responsibility,” explain Gianni and Fabio Brunello.

A past that teaches, but at the same time encourages the company to look forward, as expressed by the tagline “The future tastes good”. Yesterday’s quality must be translated into tools, processes and products capable of responding to today’s needs and anticipating those of tomorrow. A statement that is also reflected in the company’s vision, put into practice through its mission. Diletta Brunello, marketing manager, comments: “Brunello's approach relies less on marketing claims and more on responsibility that can actually be verified — from ingredient selection to the label, which the company continues to work on making shorter and easier to understand”.

The success of Tacchino Zero

This value-driven approach is combined with the specialisation that today distinguishes Brunello within the Italian charcuterie sector: turkey and chicken roasts. The company has consistently invested in this segment, focusing on the use of whole anatomical cuts to preserve structure and improve cooking performance, together with simple recipes. This is not an occasional addition to the range, but a category in which Brunello aims to further strengthen its position.

The product that best represents this direction is Tacchino Zero: 100% Italian whole turkey breast, natural flavours, honey and organic whole sea salt from Cervia — just four ingredients, with no preservatives, antibiotics or unnecessary additives. The product has been developed to respond to a market increasingly focused on ingredient transparency, while also representing a statement of method: demonstrating that reducing the ingredient list is not merely a marketing tool, but the result of a production process that the company is willing to make transparent and verifiable. Diletta Brunello states: “At TuttoFood - Italy's international food fair, held in Milan - last May, we received the Alimentando Awards in the category ‘Best Product Innovation – Cooked Products’, awarded by a jury made up of 100 buyers, large-scale retail operators and industry journalists.”

Watchword: sustainability

The same commitment also guides Brunello’s sustainability strategy. The company has implemented a structured investment plan to further strengthen this area over time. The publication of its first Carbon Footprint Report in 2025 marked the beginning of a voluntary emissions monitoring programme, with the goal of achieving net zero emissions by 2040. This initiative is accompanied by investments in photovoltaic systems and new-generation refrigeration technologies with a lower environmental impact — choices that demonstrate Brunello’s attention to the entire production chain.

A starting point, not the finish line

2026 marks Brunello’s 65th anniversary, a milestone that the company sees not as the finish line, but as another step in a broader journey — one that will continue in 2027 with the centenary of the birth of founder Domenico Brunello. Meanwhile, the third generation of the family, Diletta and Mattia Brunello, is already actively involved in the company, ensuring that the link between the home cellar where it all began and today’s innovative production continues to unite the two ends of Brunello’s story: loyalty to its roots and the drive to imagine, every day, a cured meat product — and a future — that truly “tastes good”.





Gianni and Fabio Brunello



Diletta and Mattia Brunello







The future of oil according to Compagnia Alimentare Italiana

From spray to specialty condiments, the company is expanding consumption occasions and focusing on products with higher added value. A strategy that also targets international growth and the development of private label solutions.

In a category historically dominated by commodity dynamics and strong promotional pressure, Compagnia Alimentare Italiana is taking a different path: focusing on innovation, specialization and the ability to transform oil into an increasingly functional, convenient and distinctive product.

This strategy is supporting the company's growth. In 2025, Compagnia Alimentare Italiana recorded revenues of 110 million euro, while the first half of 2026 confirms positive value growth, with volumes remaining substantially stable. The strongest performances come from spray, organic and flavoured products, segments where the company has developed distinctive expertise over the years.

"The oil market is undergoing a transformation," explains Adriano Mantova, General Manager of Compagnia Alimentare Italiana. "Consumers are increasingly informed and are looking for products that combine health, convenience, sustainability and affordability. Interest is growing for products with a specific function: oils for the air fryer, BBQ, or with particular ingredients and flavour profiles."



Adriano Mantova





From a commodity product to specialty oils

For Compagnia Alimentare Italiana, the future of the category is not only linked to traditional seed oils, but increasingly to 'Specialty' oils: seed and fruit-based oils with distinctive characteristics, specific uses or higher service content.

This segment is gaining space on Italian shelves, driven by changing consumption habits and demand for products that combine wellness, taste, and convenience. The company's response is a range that includes, among others, avocado and coconut oils, together with an expanding portfolio of spray condiments.

Within this scenario, the Sprayleggero system represents one of the key elements of the company's strategy. The technology allows consumers to dose oil in a controlled way, turning seasoning into a precision tool while helping to reduce waste.

"The distribution of our spray range is constantly increasing," says Mantova, "confirming that this product format meets a real consumer need in a category that has experienced relatively limited innovation for many years."

Innovation through taste and functionality

Innovation is not only about format, but also about how oil is used and perceived by consumers. The company has therefore expanded its offer with several new products, including BBQ Spicy and BBQ Smoked spray condiments, made with high-oleic sunflower oil, Saffron infusion spray and Pizza Flavour spray condiment, based on extra virgin olive oil.

Among the latest launches, the BBQ Smoked spray condiment perfectly represents this approach. Made with high-oleic sunflower oil, it is designed to make the smoky barbecue flavour accessible all year round. The spray application ensures an even and controlled distribution. The product – with a premium positioning – also targets vegetarian and vegan consumers.

Rethinking shelf strategy

According to the company, one of the main challenges concerns shelf management. The seed and specialty oils category remains highly polarised, with a strong presence of private label and entry-level products. To fully unlock the category's potential, greater segmentation by usage occasion is needed, making value-added elements more visible, such as origin, organoleptic characteristics, production processes and functionality.

In this context, innovation can also become a category management tool: products with higher margins and stronger differentiation can help increase the overall value of the category, moving beyond price competition.

Private label and brands: complementary expertise

Compagnia Alimentare Italiana also operates as a private label supplier for national and international retailers, while maintaining a strong focus on brand development and premium, innovative segments. "We are close to completing new private label projects focused specifically on high value-added spray oils," says Mantova. This capability allows the company to offer retailers not only production expertise, but also know-how in developing new concepts, technologies and consumption occasions.

An increasingly international company

International expansion is another key pillar of the strategy. Exports currently account for around 70% of revenues, and the company's brands are present in more than 75 countries.

North America, particularly the United States and Canada, represents one of the company's main markets, together with the Middle East and Far East. In the coming years, the goal is to further strengthen penetration in North America through functional and spray products, while expanding in the Asia-Pacific region with premium products and innovative packaging.

This strategy is also supported by the company's innovation pipeline: the R&D department is developing new products to be presented at SIAL Paris.

For Compagnia Alimentare Italiana, the future growth of the category depends on creating new consumption occasions. The goal is not simply to sell more oil, but to transform an everyday product into a platform for innovation: more functional, more specialised, more international and able to generate value for consumers, retailers and the industry.



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Busy checkout area inside the Prisma hypermarket in Lappeenranta (73,000 inhabitants), in the South Karelia region.



Rich and carefully curated fresh produce display inside the Prisma hypermarket in Pirkkala (around 20,000 inhabitants), in the Pirkanmaa region.

S Group and the cooperative movement in Northern European retail

Today the century-old experience of the Finnish chain is expressed through a strong focus on sustainability, environmental responsibility and the efficiency of its hypermarket and supermarket formats.



Hannu Krook, born in 1965, CEO of S Group and former head of Coca-Cola Finland.

Founded in 1904 and headquartered in Helsinki, S Group currently manages around 46% of Finland's grocery retail market.

The company is a leading example of the cooperative movement: a deeply rooted and influential component of the Finnish economy that has long played a key role in strategic sectors such as agriculture, forestry, banking and, of course, food retail.

Finland is the eighth-largest country in Europe by land area, yet it has the lowest population density on the continent, with around 5.5 million inhabitants. Its economic environment benefits from advanced technological development and strong industrial traditions in sectors such as timber, paper and metallurgy. At the same time, the country's retail ecosystem has reached a highly developed level.

Hypermarkets and supermarkets driving the Group's growth

In 2025, S Group recorded revenues of 14.5 billion euro, up 1.5% compared with the previous year. Earnings before taxes, depreciation and amortisation (EBITDA) amounted to 614 million euro, an increase of 28 million euro compared with 2024.

The Prisma and S-Market brands made a decisive contribution to these results. Prisma generated 4.9 billion euro in sales (+3% year-on-year), while S-Market reached 4.8 billion euro (+2.9%). Together, the two banners achieved 9.7 billion euro in turnover, accounting for roughly two-thirds of the Group's total business.

Prisma is a hypermarket chain offering broad product ranges, modern services and locations also outside Finland, including Estonia. This follows S Group's withdrawal, between 2017 and 2022, from operations in Latvia, Lithuania and Russia. S-Market is the banner used for the Group's traditional supermarket network.

Overall, S Group's retail network now consists of 2,059 stores, compared with 2,035 at the end of December 2024. The cooperative system has also recently welcomed 111,970 new members, bringing the total number of cooperative members to 2,713,138.

S Group is made up of several independent regional cooperatives that have joined forces with SOK (the Central Finnish Cooperative Society). SOK supports these organisations by providing advanced services in areas such as logistics, legal affairs, assortment management, business development, commercial planning and marketing.

In-house energy production and biodiversity protection

The role of CEO has been held since 2021 by Hannu Krook (born in 1965), formerly CEO of Coca-Cola Finland.

His leadership approach is not focused solely on financial performance and commercial development but also reflects an uncommon level of commitment to environmental issues. His recent statements are particularly significant: "I am always pleased to have the opportunity to talk about S Group's sustainability initiatives and the incredible results we have achieved. In 2026, we will reach net-zero CO2 emissions. It is important to understand that we have installed wind turbines and solar panels. We have invested more than half a billion euros in energy production. Next year, provided that wind conditions are normal, our electricity production will reach approximately 1 TWh (a terawatt-hour is a unit of energy equal to one trillion watt-hours). This corresponds to our actual consumption: we will therefore be self-sufficient.

Our other major area of focus is biodiversity, an issue that does not receive enough attention. We must protect biodiversity on Earth: if we fail to do so, the planet will survive, but humanity may not.

To maximise our impact, we have launched rainforest restoration projects with our partner Chiquita and developed water-related initiatives in Southern Europe together with the German retailer Edeka, in order to secure a sustainable future for our fruit suppliers.

In addition, the John Nurminen Foundation and the Baltic Sea Action Group are doing excellent work to protect the Baltic Sea. As S Group, we cooperate with these foundations because what truly matters is taking concrete action."

The importance of cooperation

In Finland, cooperation is a structural pillar of the economic and social system. It provides the foundation for the stability and credibility of an influential retail company such as S Group, which successfully combines trust and collaboration, environmental responsibility, social inclusion, and cooperation between the public and private sectors, often through international partnerships.

This organic and forward-looking balance is achieved through transparent and courageous initiatives, where profit is always subordinate to respect for the environment and the communities in which value is created.

Regarding retail formats, the Finnish market leader follows an approach that differs significantly from the prevailing trends in Italy, where the most influential strategies often focus on reducing store space and narrowing assortments.

S Group instead favours broad and deep product ranges, creating an environment in which suppliers and retailers can enhance choice, reduce pressure on prices and protect profitability, while promoting a dynamic interaction between products, services and pricing strategies.

Could this be a model worth considering – or reconsidering – in Italy as well?

Antonello Vilardi

External view of a large Prisma store.





DAIRY

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La Bella Contadina: an integrated model from farm to shelf



Thanks to genuine, verifiable traceability from raw material to finished product, the Campania-based company can guarantee consumers quality and safety. Ongoing investment in infrastructure and processes also enables it to meet increasingly diversified demand.

La Bella Contadina was founded in Grazzanise, in the province of Caserta in Campania, in 1950 as a farming business specialising in buffalo breeding. It was not until 1998 that the company evolved into a dairy producer. This part of its history is far from incidental: control over the supply chain - now one of the company's key strategic strengths - was not developed over time but has been embedded in its identity from the very beginning.

"Our buffalo supply chain is a solid, consistent production model, deeply rooted in the Campania region," explains Maria Garofalo, Sales Manager. "It is a system in which agricultural tradition, direct control and sustainable innovation coexist in balance." Direct involvement in both farming and production gives La Bella Contadina genuine, verifiable traceability, an increasingly important requirement for large-scale retail, the food industry and the food service sector, both in Italy and abroad.

"In a market where transparency and food safety have become absolute priorities," Garofalo continues, "La Bella Contadina stands out for a system that runs seamlessly from the land to the finished product, ensuring consistent quality and continuous control."

Territory plays a crucial role

The area stretching between the municipalities of Capua and Mondragone has historically been one of the most important production hubs for Mozzarella di Bufala Campana PDO. Buffalo farming has developed here over the centuries, creating a distinctive ecosystem, free from intrusive industrial development and naturally suited to buffalo breeding.

It is precisely this close relationship between the land, the animals and the production process that PDO certification recognises and protects. As a result, the milk produced in this area is difficult to replicate elsewhere in terms of both organoleptic and quality characteristics.

Both the company's farms and its production plant are located within this area. The site now covers more than 25,000 square metres, including 10,000 sqm of covered space, and continues to evolve with advanced technologies for manufacturing and processing.

Thanks to ongoing expansion and the continuous upgrading of machinery, La Bella Contadina now operates one of the sector's most advanced facilities, designed to deliver high levels of efficiency, process control and quality.

Investment and production growth

Today, La Bella Contadina produces more than 6,500 tonnes a year of mozzarella, burrata and ricotta. This result has been made possible by a standardised raw-material collection system, sourcing milk both from the company's own farms and from a selected network of suppliers operating according to strict, shared criteria.

The company's growth has also been supported by targeted investment in infrastructure, staff training and process optimisation. This has enabled La Bella Contadina to respond effectively to increasingly diversified global demand while maintaining high quality standards and close control over every stage of production.

Lower impact, better animal welfare

Animal welfare is a key priority throughout La Bella Contadina's supply chain and is considered essential to maintaining high standards. The company's own farms, together with around 50 selected suppliers, comply with ClassyFarm standards, which provide for controlled conditions, continuous monitoring and transparency across the entire supply chain.

This is complemented by international certifications including IFS, BRC and ISO 14001, further reinforcing the company's commitment to quality, food safety and environmental sustainability.

Sustainability is indeed another central area of focus. The company has embarked on a programme to reduce its environmental impact and has installed a photovoltaic system that currently covers 33% of its energy requirements, with a target of reaching 40% in the short term.

At the same time, a biogas production system fuelled by processing waste helps close the production loop more efficiently, turning a potential waste issue into a resource.

"In an increasingly demanding market, where product origin and traceability are decisive factors, La Bella Contadina can rely on a genuine competitive advantage: a supply chain controlled from the very beginning, a history rooted in the land and a strong presence in its local area," concludes Maria Garofalo. "This is not simply about production, but about an integrated system that brings together tradition, innovation and responsibility, offering consumers a product that combines quality, safety and identity."



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Grocery retail business goes ‘social-to-shelf’

Trends born on TikTok, YouTube and Instagram are shortening the distance between consumer desire and the shop floor, forcing manufacturers and retailers to react faster and faster. And discounters, helped by the strength of their private labels, seem to have an extra gear.

The pattern is clear: a product goes viral on social media, consumers start looking for it, and manufacturers and retailers scramble to get it onto shelves. So where is the real battleground? In spotting, before anyone else, which trends have the potential to break out beyond the screen and translate into actual sales.

Viral products, real sales

Examples are everywhere. One of the most recent is sushi pop-up, or sushi in a tube, which Lidl cleverly launched as a limited edition this summer. It became almost impossible to find from the outset across Italy, much to customers’ frustration. Then there is “realistic fruit”: desserts disguised as apples, mangoes or peaches. Kaufland was the first European retailer to spot the opportunity, soon followed by Lidl in Germany - which, as we will see later, is consistently one of the quickest retailers to respond to social-media trends.

And of course, there is the now ubiquitous Dubai Chocolate, which has become so widespread that even the local ice-cream shop has developed its own version. Its designated successor appears to be speculoos, the spiced Belgian biscuit, which has now returned to the spotlight in the form of spreads, ice creams and snacks of every kind. According to The Guardian, Biscoff was the fastest-growing biscuit brand in the United States in 2025, while Lotus Bakeries recorded a 10% increase in revenue.

Confectionery may be the category most naturally suited to fads, but there are also some interesting examples in sectors traditionally considered more conservative. In dairy, perhaps the clearest case is cottage cheese, which has gone from being your grandmother’s cheese to a high-protein ingredient used in flatbreads and protein bowls. According to an analysis by Clal.it, UK brand All Things sold one million tubs of cottage cheese in just four months from the beginning of the year. In the United States, meanwhile, sales exceeded 2 billion dollars in 2025, with private-label products up 10% in value and 7% in volume year on year.

From meat to drinks: no category is immune

What could possibly go viral in the meat category, you might ask? I can tell you — or rather, my 11-year-old son can. In a Normal store - so, somewhere between a bar of soap and a bottle of shampoo - he managed to track down dried beef jerky made by MrBeast, one of his favourite YouTubers, who has more than 500 million subscribers across his channels, just to put things into perspective. The product itself? A protein-packed combination of dried beef and teriyaki sauce that under any other circumstances would probably have horrified him. But naturally, given who was promoting it, the child declared it absolutely delicious.

The beverage category should not feel left out either. Until yesterday, all anyone seemed to talk about was matcha - matcha latte, strawberry matcha, iced matcha. Today, the new buzzword appears to be ube, a purple yam native to the Philippines. Make way, then, for ube lattes, ube frappés and ube cocktails, all in an exceptionally Instagram-friendly shade of purple.

And if we move into alcoholic drinks, social media is even challenging the assumption that younger consumers no longer drink. Guinness is back in fashion - and it is no coincidence that it is one of Diageo’s brands currently posting positive sales growth - helped in part by “splitting the G”, the challenge that involves stopping your first sip exactly halfway through the letter G printed on the glass. In ready-to-drink beverages, BuzzBallz - premixed cocktails sold in brightly coloured spherical containers - have become cult products among young British consumers, climbing into the top 100 of Britain’s Biggest Alcohol Brands 2026, with volumes up 952% in a single year.

Why discounters have the edge

The common thread running through all these stories is the one we mentioned at the beginning: the emergence of a ‘social-to-shelf’ business model in which speed is what makes the difference. Because while it is true that not every trend is destined to last, the risk of arriving too late can be just as great as the risk of backing the wrong phenomenon.

So why do discounters seem to be consistently at the front of the pack when it comes to riding these trends? Thanks to leaner assortments and a significantly greater reliance on private label, they are able to identify a trend, develop a product around it and bring it into stores without having to build a long-term brand strategy around it.

Because what fills our feeds today may already be forgotten tomorrow. And in the ‘social-to-shelf’ paradigm, that hardly matters: a trend does not need to last. You simply need to get it onto the shelf before it passes.











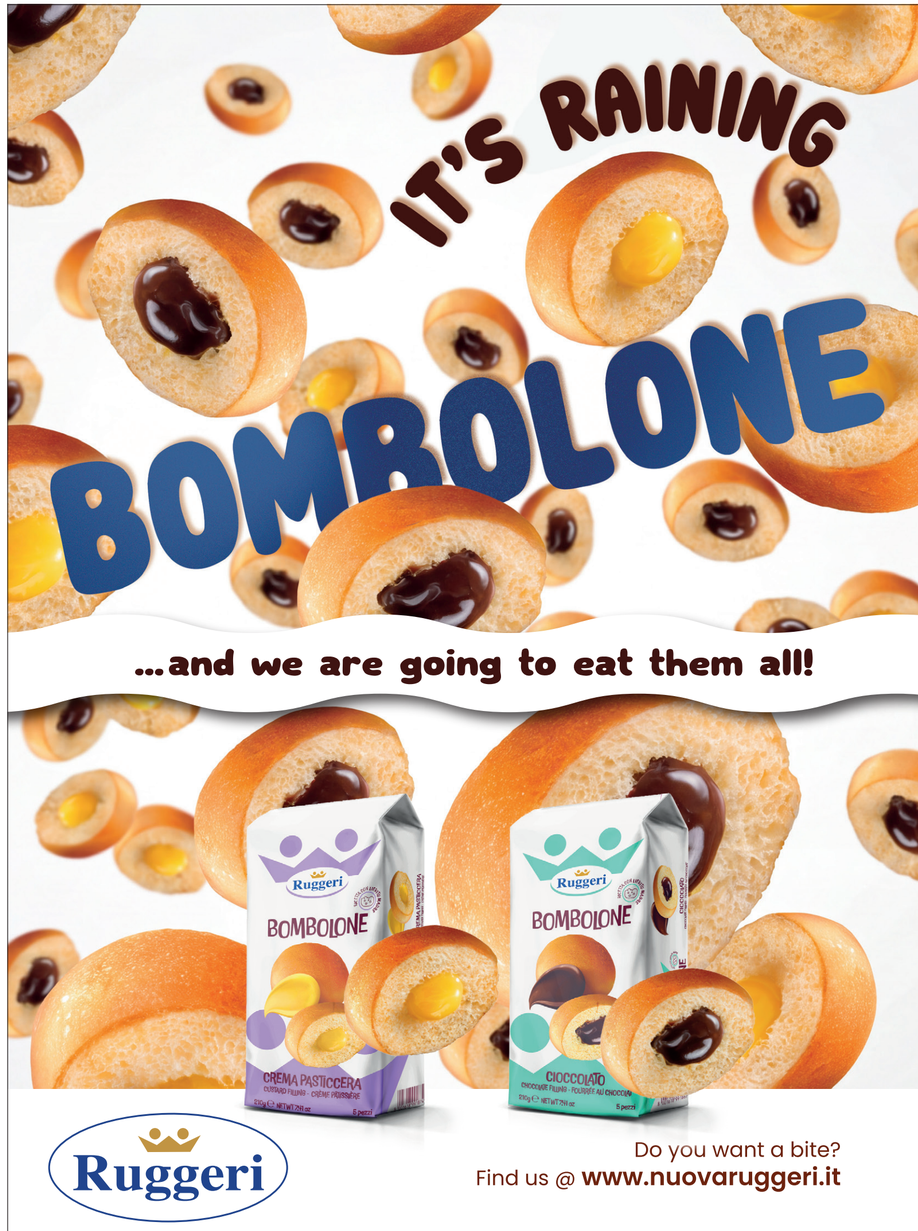












GranTerre reshapes Italian tradition for today's consumer

The Group is strengthening its international offer with a range of PDO cheese snacks for on-the-go consumption and 'Marinature', a new line of sliced meats built around bold Mediterranean flavours. Both on show at SIAL 2026.

GranTerre, the hub of Italian gastronomic excellence, will unveil at SIAL 2026 an international offering that brings together the richness of Italian food heritage with formats and flavors designed for contemporary lifestyles. For the cheese segment, the Group will spotlight its PDO snack range, while as for charcuterie it will introduce "Marinature", a new line developed to bring a more contemporary take to sliced meats.

"Through its leading cheese and charcuterie brands", the Group says, "we bring Italian gastronomic excellence to consumers and professionals around the world, combining traditional expertise, recognised origins and innovation in consumption occasions".



PDO cheese, made for snacking

As snacking becomes an increasingly important eating occasion, GranTerre is expanding its cheese proposition with a complete range of PDO cheese snacks: Parmareggio Parmigiano Reggiano Snack, Agriform Asiago PDO Aged Snack and Agriform Grana Padano PDO Snack. The range brings together three icons of Italian cheesemaking in individually wrapped, portion-controlled formats that are easy to enjoy at work, while travelling, after sport or whenever consumers want a satisfying, high-quality bite.

Each 100 g pack contains five 20 g snacks, protected in freshness-saving single portions that can be kept out of the fridge for up to four hours. The result is a practical format that preserves quality while extending the consumption opportunity beyond the home.

The range also offers a distinctive product story for international markets. Parmareggio Parmigiano Reggiano Snack - a leading product in its category - is naturally lactose-free and high in protein. Agriform Asiago PDO Aged Snack is made with cheese matured for at least three months and offers a balanced taste with delicate buttery and nutty notes. Agriform Grana Padano PDO Snack delivers the recognisable character of one of Italy's best-loved cheeses in a 20 g, 80-calorie portion.

"Simple recipes, protected designations of origin and the strength of the Parmareggio and Agriform brands make the range an authentic expression of Italian dairy excellence – reimagined for modern, on-the-go consumption", the company explains.



Charcuterie with a Mediterranean twist

For the cold cuts category Granterre presents 'Marinature': a new range in which selected meats are marinated slice by slice with extra virgin olive oil, citrus, wine, herbs and spices. The concept brings a fresh, contemporary dimension to the deli counter, turning familiar Italian specialities into surprising flavour experiences that are ready to serve and easy to enjoy.

The four 120 g tray-packed recipes explore different aromatic profiles while retaining a clear Mediterranean identity. Four products make up the range: the Pork loin with basil and lemon, that combines 100% Italian pork with the brightness of citrus and the fragrant delicacy of basil; the High-quality cooked ham with red wine and spices, which pairs extra virgin olive oil and red wine with cloves and cinnamon, creating a warm, rounded and elegant flavour; the Oven-roasted chicken with orange and wild fennel, that brings together 100% Italian chicken, the soft sweetness of orange and the balsamic freshness of fennel; and last but not least the Naturally beechwood-smoked cooked ham with citrus balances its delicate smoky character with orange and lemon for a refined, contemporary result.

"With these new launches – the company concludes - GranTerre further expresses its role as the hub of Italian gastronomic excellence: a Group where the flavours, stories and distinctive products of Italy's regions come together to meet international consumers' evolving expectations. From PDO cheese snacks to slice-by-slice marinated charcuterie, GranTerre transforms authentic Italian quality into relevant, contemporary and enjoyable everyday experiences."

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Three AI shifts are redefining media and advertising



Artificial Intelligence is changing how consumers discover products, how marketers allocate budgets and where value is captured and redistributed, a new McKinsey Report says.

The study 'The agentic advertising economy: From attention to action' by McKinsey & Company takes an in-depth look at how AI is reshaping the advertising economy. Based on proprietary research and a survey of leading industry executives, the report examines how value is being redistributed across the ecosystem and what actions companies can take to reposition themselves and capture new sources of competitive advantage.

• The adoption of artificial intelligence by consumers and businesses is set to become a major driver of growth and transformation in the advertising industry, accelerating structural shifts that were already under way. According to the survey cited in the report, 75% of advertisers expect AI to increase overall media spending, while around one-third expect return on ad spend (ROAS) to improve by at least 10%. At the same time, however, the way advertising budgets are allocated could change: a growing share of investment may move away from the open web, while direct deals between advertisers and media owners could become more important, reducing or eliminating the role of agencies and programmatic intermediaries.

• Traditionally, brands bought access to consumer attention through tools such as search results, web pages and advertising inventory. An ecosystem of technology intermediaries, data providers and marketing-services companies developed around this mechanism, connecting those buying attention with those selling it.

• The arrival of AI is challenging this model. More and more consumers are using AI-powered tools to search for information, evaluate alternatives and decide what to buy. Looking ahead, these activities could increasingly be handled by agentic systems capable of making or executing purchasing decisions with very limited direct human involvement. Advertisers are already noticing the change: more than half of respondents believe AI has already altered the way consumers discover and consider products and services.

• This is leading to a fundamental change in how marketers define success. Under the traditional model, the main objective was to reach consumers through data-driven advertising impressions using brand-controlled creative content. With the rise of AI, that is no longer enough. It is becoming increasingly important for brands to be found, recommended and selected by the systems that influence what consumers see, consider and ultimately buy.

Three AI shifts are redefining media and advertising

1. Attention and traffic are consolidating into AI environments

Consumer discovery is increasingly shifting away from the open web and towards AI-driven environments. Today, more than 50% of Google searches include an AI-generated overview, while between 20% and 50% of traffic generated by traditional search on the open web could be at risk by 2030.

This phenomenon is not limited to the open web. Arguably, the most significant shift is taking place within walled gardens — social media platforms and other technology ecosystems that combine discovery, purchasing, measurement, audience data and transaction visibility within a single environment.

AI-based ranking now determines a large share of consumer attention on major integrated platforms: more than 50% of the content viewed on Instagram and over 95% of watch time on TikTok now comes from algorithmically generated feeds rather than from accounts users actively follow.

Meta reported that AI-powered recommendations increased time spent on Facebook by 5% in the third quarter of 2025 and boosted watch time for Instagram Reels in the United States by more than 30% year on year.

Across both the open web and walled gardens, brand visibility increasingly depends on how a small number of AI systems source, rank and recommend content.

2. AI agents are increasingly helping to drive decision-making

Two distinct shifts are taking place on either side of the advertising transaction.

More than 90% of advertisers say they use AI to plan media, set budgets, optimize targeting and generate creative content.

On the consumer side, AI is increasingly mediating the purchase itself: shopping agents and AI assistants rank products, compare alternatives and, in some cases, complete transactions on the user's behalf.

In some early, selected implementations, AI-enabled shopping and recommendation experiences have delivered conversion rates up to 60% higher.

Over the next few years, between 10% and 35% of e-commerce transactions could be initiated, influenced or completed through

AI-native experiences. However, the exact role that stand-alone shopping agents will play relative to AI tools embedded directly by retailers remains uncertain.

3. Value could become concentrated within platforms that combine data, measurement and transactions

As attention, decision-making, purchasing, conversion and measurement move into more integrated environments, value could increasingly become concentrated among AI-native platforms and walled gardens that bring these capabilities together within a single AI-managed product — and move away from intermediaries such as exchanges, ad networks and traditional agencies, which historically connected buyers and signals separately.

This could make advertisers more dependent on platform-provided data, making measurement even more opaque. At the same time, advertisers could lose visibility and control over where their ads are actually being served across products, placements and channels within a single platform.

Some 42% of advertisers identify dependence on these "black-box optimization" systems as a key risk introduced by AI into their media-investment strategies.

Advertising economics are redistributing across the value chain

McKinsey's recent survey of 182 US-based buyers shows how these changes are already altering the way advertising budgets move through the ecosystem, redistributing value across channels, platforms and intermediaries.

• **AI is increasing total advertising spend**. Nearly three-quarters of the companies surveyed expect their media spend to rise on average over the next 12 months, driven by new use cases such as AI shopping agents and by AI-enabled improvements in ROAS. In fact, one-third of advertisers believe AI will increase ROAS by more than 10%.

• **Advertisers are investing in AI-driven formats, partly by reallocating existing budgets.** More than 50% of respondents say they are investing in ads integrated into AI-generated responses, while brands experiment with formats in AI-assisted commerce and recommendation-led environments. However, much of this funding does not represent incremental new advertising spend. Around 40% of the spending reallocated towards AI-based solutions is moving away from traditional search and the open web and towards platforms with stronger capabilities in data, measurement and transactions.

• **AI is reinforcing the already-growing appeal of direct buying.** Direct advertising buying has increased steadily over the past decade, nearly tripling between 2019 and early 2024, and AI is expected to strengthen this trend further. As discovery, purchasing and measurement become more integrated, advertisers are increasingly bypassing agencies and programmatic intermediaries to work directly with walled gardens and AI-native platforms offering automated targeting, richer data, closed-loop measurement capable of tracking the entire customer journey, and transaction-level visibility.

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FOUR POSSIBLE FUTURE PATHS ARE EMERGING FOR THE MEDIA ECOSYSTEM

- **AI evolution:** AI increases productivity and usage, but humans continue to directly drive key decisions, and spending continues to shift away from traditional channels.
- **Closed-web shift:** Discovery and monetization become concentrated within AI interfaces, where brands compete to appear in generated responses.
- **Autonomous delegation:** AI agents conduct searches, make recommendations and complete transactions on users' behalf.
- **Curated ecosystem:** Premium publishers and, potentially, retailers come together to offer authenticated content and audiences, with shared measurement and possible subscription or paywall models.



Innovation and sustainability: Sterilgarda's recipe for growth

With 51 production lines and more than 400,000 tonnes of finished products a year, the Mantua-based company has built an exceptionally broad portfolio. Its next chapter is focused on research, safety and environmental stewardship.

Sterilgarda Alimenti is an Italian food company founded in 1969 in Castiglione delle Stiviere, in the province of Mantua, in the hills near Lake Garda. For more than 50 years, the company has combined dairy tradition with innovation, supplying Italian consumers with a wide range of products including 100% Italian UHT microfiltered milk, whipping cream, cooking cream, béchamel sauce, desserts, yoghurt and fresh cheeses such as ricotta and Straki, alongside fruit juices, nectars and both FC beverages, made from concentrate, and NFC products, made directly from juice or pressed fruit. A leading player in the sector, Sterilgarda is now also one of the world's largest producers of long-life UHT mascarpone.

The production site covers a total area of 400,000 square metres and operates 51 production lines, with the capacity to process 1,600 tonnes of raw materials every day and manufacture more than 400,000 tonnes of finished products a year. Annual output reaches 2.5 million packs, while turnover exceeds 500 million euro. Behind these figures is a sizeable workforce: more than 400 direct employees, supported by around 150 people working across related activities and services.

Quality and authentic taste are central to every production decision. One example is Sterilgarda's UHT Microfiltered Milk, produced through a process that removes biological impurities while preserving the flavour and sensory qualities associated with fresh milk. The same focus on product development has led to the creation of a dedicated production facility for highly digestible milk, also designed for applications such as enriched and flavoured milk.

In 2025, Sterilgarda published its first Sustainability Report, marking both a milestone and the beginning of a broader journey involving its stakeholders. This commitment is reflected in a short and increasingly localised supply chain: between 80% and 85% of the milk used by the company is sourced from suppliers within a 200-kilometre radius, while 90% of the relevant products carry a "100% Italian milk" claim.

Packaging is another key area of focus, with initiatives ranging from the company's first aluminium-free Tetra Pak line to plant-based paper straws. As Sterilgarda explains, the Sustainability Report "is not an end point, but rather the beginning of a journey that will require listening, collaboration and shared responsibility."

RESPONSIBLE GROWTH



At Sterilgarda, innovation and sustainability go hand in hand. The process launched in 2024 with an assessment of the company's ESG performance and a double materiality analysis culminated in the publication of its first Sustainability Report in 2025, aligned with the Sustainable Development Goals of the UN 2030 Agenda.
Practical initiatives include a 1,000 kWp photovoltaic system, biogas cogeneration powered by wastewater-treatment sludge, an automated warehouse designed to reduce energy consumption, and an ongoing shift towards more sustainable packaging, including aluminium-free Tetra Pak solutions, plant-based paper straws and trials involving recyclable multilayer PE materials.
The company is also strengthening its short supply chain, helping generate value for the local area and its producers. Today, 100% of the waste generated by Sterilgarda is sent for recovery, reinforcing a commitment that, in the company's words, is driven by the aim of creating lasting environmental and social value for the local community and for future generations.



THE MILK AND DAIRY RANGE

Sterilgarda's milk and dairy portfolio includes whole, semi-skimmed and skimmed milk, as well as products developed for specific dietary needs, including lactose-free, highly digestible milk and long-life UHT milk. The range also includes whipping cream, cooking cream, béchamel sauce, single-serve desserts such as custards, puddings and panna cotta, plain and fruit yoghurts, and fresh cheeses including UHT mascarpone, ricotta and Straki, also available in the lactose-free versions.

Distribution channels: thanks to a fully automated warehouse capable of handling more than 750,000 pallets a year, Sterilgarda products are delivered efficiently across modern retail, the HoReCa channel and international markets, helping ensure reliable availability and product freshness.

Available formats: the dairy range is offered in a wide variety of pack sizes, from single-serve portions to 1-litre formats for cooking cream and 1,000 grams packs of UHT mascarpone. The portfolio is designed to meet the needs of both household consumers and professional operators.

Certifications: the quality of Sterilgarda's dairy products is supported by a comprehensive certification framework that includes BRC-IFS, Sedex SMETA, FDA, Halal and Kosher standards, reflecting the company's commitment to internationally recognised food safety and social responsibility requirements.



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Inlytes: when science meets nature

It's a new functional beverage developed by Inalpi Nutrition. It combines electrolytes from milk permeate with a clean, lactose-free formulation. It's the result of a new approach to consumers' well-being.

The modern concept of nutrition is undergoing a profound transformation: food and beverages no longer respond solely to a primary need, but have become an integral part of a lifestyle focused on health, balance, and the quality of everyday well-being. That is the reason why Inlife Science, Inalpi's R&D centre, has developed Inlytes, an innovative functional beverage. It is produced by Inalpi Nutrition, the new branch within the Inalpi Group having the strategic goal of developing and enhancing the nutritional and functional components of food products. Made with high quality raw materials and a genuine formulation, Inlytes is the result of scientific research, innovation and production expertise.

The product stands out for its exclusive formula, which enhances the electrolytes in milk permeate. This raw material is a natural source of minerals and will be key in a research path aimed at creating a beverage specifically designed for hydration. Such valuable mineral elements are included in a short and clean ingredients list, developed to meet the needs of consumers looking for functional, yet natural, products. The presence of essential minerals such as magnesium, potassium, and calcium characterises Inlytes formula and makes it an effective supplement. These minerals are involved in numerous body functions, making them particularly important to stay hydrated. Therefore, this beverage combines hydration and mineral intake in a unique solution that can be easily integrated into everyday habits.

Inlytes also characterizes for being completely lactose-free, although it is produced with a dairy derived-raw material. Such beverage can be safely consumed by people with special nutritional needs in many different occasions. Therefore, it responds to the growing demand for food solutions that combine high-quality raw materials and functionality with attention to special dietary needs and intolerances, yet keeping simplicity, quality, and freshness at its core.

Furthermore, Inlytes stands out for an approach to hydration that goes beyond sports. Electrolyte beverages are often associated exclusively with physical activity and athletic performance, nevertheless hydration needs are part of everyday life. Properly replenishing fluids and minerals is important in many different situations - during a day spent outdoors, in warmer seasons, after a walk, during a long journey, after exercising – or simply to take care of one's well-being.

The strategic synergy between the Inlife Science research centre and Inalpi Nutrition therefore represents the core of Inlytes' identity. On one side, the willingness to explore new frontiers in nutrition drives scientific research; on the other, the research centre is engaged in transforming this knowledge into concrete, ready-to-use solutions. Inlytes is the result of this continuous dialogue between different areas of expertise, that have designed a product capable of meeting the new demands of the functional beverage market.





Nowadays, consumers are increasingly aware of what they include in their diet: they are not only looking for convenience and taste, but also want to understand the origin of ingredients and choose products that respect their personal well-being. For this reason, Inlytes supports optimal hydration that originate from nature and develop through science. The combination of electrolytes from milk permeate, lactose-free formulation, and a balanced supply of magnesium, potassium and calcium creates a distinctive identity based on naturalness and innovation. This project reflects the new direction undertaken by Inalpi, where quality and well-being play a central role in nutrition. By combining tradition and deep knowledge of local raw materials with a constant commitment to scientific research, Inalpi develops solutions capable of delivering real added value: they move beyond the simple concept of food to address the new and complex needs of modern consumers.



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McKinsey: “Consumers are becoming increasingly selective”

Technology, health, experiences and the cost of living. These are the trends reshaping purchasing behavior. In food, consumers are increasingly looking to optimise spending within the category.

The consumer sector is changing rapidly. Four trends - an increasingly technology-driven shopping journey, the health revolution, the experience economy and more resourceful consumers - are set to reshape the industry. Will brands be able to keep pace?

Drawing on McKinsey’s ongoing research into consumer sentiment and data collected through surveys across five markets, the study outlines the potential and nature of these trends, examining how and to what extent they are accelerating and exploring what they mean for consumer-facing business models.

Technology

Digital tools have been reshaping the consumer purchasing journey for years. Social media is becoming increasingly important at every stage of that journey and has now emerged as the most important channel for Gen Z.

Gen Z is leading the way: 28% already use generative AI tools for shopping, compared with 16% of baby boomers, while 60% regularly use AI-generated overviews in search engines, versus 29% of baby boomers.

Social media is now the most important channel for Gen Z, particularly at the decision-making stage: 34% say social media plays a key role in their purchasing decisions, compared with 16% of baby boomers and more than any other channel.

Social media is also becoming increasingly important for brand discovery: 23% of Gen Z consumers say they have discovered new brands through social platforms, compared with 7% of baby boomers. This figure is lower than the share discovering brands in physical stores, at 28%, but higher than the 18% who discover them through friends and family.

The relevance of social media could increase further if platforms develop their own AI shopping agents. Trust, however, remains a critical issue: despite their heavy use of social media and generative AI, Gen Z consumers show lower levels of trust than baby boomers and remain sceptical of both.

At the same time, the evolution of search and AI is reducing the need for consumers to click through to brand, retailer and publisher websites, as answers can increasingly be obtained directly from AI-generated results. For brands, this means fewer opportunities to influence purchasing decisions through traditional organic and paid search strategies. As a result, brands may need to place greater emphasis on shaping consumer perceptions before the decision-making stage, intervening earlier in the purchasing journey.

They will also need to help shape the first-party and third-party content used by large language models (LLMs), in order to position their products effectively within AI-enabled environments.

Health

Health is becoming increasingly important to consumers, who are also defining it more broadly. It now encompasses areas such as cardiovascular health, cognitive function, sleep, stress and gut health. Although most consumers consider these aspects important, fewer than half believe they are successfully achieving their wellness goals, with the largest gaps seen in Germany and France.

Technology is a key driver of this broader approach, making a growing number of health indicators both accessible and measurable. Some 75% of Gen Z and 73% of Millennials say they use devices such as smartwatches, continuous glucose monitors and fitness trackers, compared with 55% of Gen X and 32% of baby boomers.

For consumer goods companies, growing access to real-time health data represents both a challenge and an opportunity. As consumers become more selective and increasingly focused on outcomes, growth in food and beverage is shifting towards products that reduce the trade-offs between taste, price and functionality.

Experiences

Long-term demand for experiences remains strong. Between 2023 and 2025, the global experiences market grew by 2.6%, at a pace similar to that recorded before COVID-19. Over the same period, non-essential goods grew by just 0.8%, compared with 2.3% between 2015 and 2019.

Tourism and travel are showing even stronger growth. The travel experiences market, which includes tourism, flights and accommodation, expanded by 4.4% between 2023 and 2025, broadly in line with its pre-pandemic growth rate.

The boundaries of what constitutes an “experience” are also expanding. Digital and at-home formats - from streaming and gaming to social media platforms - are increasingly becoming substitutes for, or complements to, in-person experiences. Consumers particularly value experiences that make them feel connected, relaxed or excited.

At the same time, consumer behaviour is becoming more polarised. Some consumers are both willing and able to spend on premium, high-value experiences outside the home. Luxury tourism is one example, having grown faster than comparable non-luxury categories: the luxury hotel market expanded by almost 6% between 2023 and 2025, compared with around 3.5% for the hotel market overall.

Cost, however, remains the most important factor in experience-related purchasing decisions among respondents across all generations.

Cost

Persistent pressure from the cost of living - driven not only by inflation but also by macroeconomic factors such as geopolitical instability and volatile energy prices - is leading more than three-quarters of consumers to continue trading down, although the way they do so varies by category.

For essential goods, consumers are primarily trying to optimise spending within the category: they switch brands, change pack sizes or seek out promotions.

Behaviours focused on reuse and waste reduction are also increasing: 82% use products for longer before replacing them, 69% repair products rather than throwing them away, and 68% say they are actively reducing waste.

Alternative consumption models are also becoming more widespread, including re-commerce: 30% buy second-hand clothing, more than 20% do the same in other categories, and almost half say they now carry out themselves services they previously paid someone else to do.

Giulio Rubinelli



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RETAIL

Are self-checkouts on the way out?

Self-service payment systems are entering a new phase. From the United States to Europe, an overview of how a model that once seemed unstoppable is now being reassessed.



For more than a decade, self-checkouts have been seen as one of the clearest symbols of retail automation. They promised shorter queues and greater customer autonomy. At the same time, they appeared to offer retailers a way to save on labour costs, or at least deploy staff more efficiently.

In recent years, however, the picture has become more complex, particularly in the United States, where several major retailers - including Walmart - have begun reducing the use of self-checkouts, restricting access to them or even removing them from parts of their store networks.

The main reason behind this shift is inventory shrink. More simply: theft, mistakes and items that are deliberately or accidentally left unscanned.

In Europe, the picture is more mixed. Some retailers are taking a step back, while others continue to invest in self-checkout, albeit alongside stronger surveillance measures and a more visible staff presence.

United States:
where the rethink is most evident

The United States currently provides the clearest example of a selective pullback from self-checkout. The trend does not extend across the entire market, nor does it signal the disappearance of the technology, but it now involves several of the country's leading retail chains.

The most significant case is Dollar General, which in 2024 took action across around 12,000 stores, removing or converting many self-checkout stations into staff-assisted solutions. In stores where self-checkouts remained in operation, the retailer also restricted their use by limiting the number of items customers could purchase through them. The decision was explicitly linked to the need to reduce shrink and improve transaction control.

Walmart has also begun removing self-checkouts entirely from selected stores and replacing them with staffed lanes. The company has said that these decisions are made according to the specific characteristics of each store, local shopping behaviour and feedback from customers and employees.

One of the most recent examples is its South Philadelphia store, where the vast majority of self-checkout stations were removed. At the same time, Walmart has announced a major refurbishment programme for its US network involving hundreds of Supercenters and Neighborhood Markets.

Target has adopted a less radical but equally significant strategy. Since 2024, it has largely repositioned self-checkout as an express option for purchases of up to ten items, while increasing the availability of traditional staffed lanes. The company presented the move as a way to speed up checkout and improve the overall customer experience, although it also comes against a broader backdrop of US retailers seeking to reduce theft, scanning errors and misuse of automated checkout stations.

Five Below has followed a similar path, scaling back conventional self-checkout and introducing a model it calls "associate-assisted checkout", in which staff continue to play an active role in the transaction. In stores with higher levels of shrink, this assisted format has become the predominant option. In this case, the link between reduced automation and loss prevention has been particularly explicit.

Overall, a more cautious model is emerging in the United States. Self-checkouts are not necessarily being removed, but their use is increasingly restricted, supervised or limited to simpler transactions.

This marks an important shift, as it challenges the once widespread assumption that automation would gradually replace staffed checkout lanes.

United Kingdom:
staff return in some formats

In the United Kingdom, the best-known case is Booths, the supermarket chain based in northern England, which decided to remove self-checkouts from 26 of its 28 stores.

The retailer justified the decision primarily on service grounds, arguing that having staff at the checkout is a distinctive part of the customer experience it aims to provide. The company later also highlighted benefits in terms of lower shrink, reinforcing the idea that a return to traditional checkouts can improve both customer interaction and security.

Morrisons has also begun rebalancing the role of automated checkouts. The chain acknowledged that it had gone too far with self-service and started removing some automated stations in order to reinstate staffed checkouts in a number of supermarkets.

This does not amount to a wholesale rejection of the technology, but it nevertheless marks a clear change of direction compared with the retailer's previous strategy of extensive checkout automation.

Asda has taken a similar approach, increasing the number of staff hours allocated to traditional checkouts. Here too, the signal is significant: the issue is not simply how many self-checkouts remain in operation, but how investment is being rebalanced between automation and people.

The UK is also one of the European markets where shoplifting has become an increasingly pressing issue. Rising levels of theft and assaults on staff have prompted many retailers to strengthen security systems, controls and supervision in checkout areas.

As a result, even where self-checkout is not being removed, it is increasingly operating in a far more controlled environment than just a few years ago.

Netherlands:
the limits of fully automated formats

In the Netherlands, one of the most interesting cases is Aldi, which announced in 2024 that it would close its experimental cashierless supermarket in Utrecht.

Opened in 2022, the store relied on a highly automated model and represented one of the most advanced attempts to eliminate the traditional checkout almost entirely.

The closure does not mean that Aldi is abandoning self-checkout as a whole, but it does highlight the economic and operational challenges associated with fully automated stores.

The level of investment required, operational complexity and the need to generate sufficient sales volumes can make these formats harder to sustain than conventional self-service checkout stations.

The Dutch market has also seen growing attention paid to theft linked to self-scanning. Major chains continue to use these solutions extensively, but they are increasing random checks, transaction analysis and monitoring systems.

Rather than a retreat, the Netherlands therefore appears to be going through a phase of adjustment and consolidation.

Belgium:
more selective access and customer identification

In Belgium, self-checkout remains widespread, but some retailers are making access more selective.

Delhaize, for example, has gradually begun limiting access to self-scanning to customers identified through its SuperPlus loyalty card. The rationale is straightforward: linking each transaction to an identifiable customer reduces anonymity and makes it easier to intervene when suspicious behaviour occurs.

Lidl offers another interesting example of ongoing experimentation. The chain had previously tested self-checkout formats in Belgium and later removed them. In recent years, however, it has resumed testing new self-scanning solutions.

This shows how the market is not moving in a straight line either towards abandonment or towards full automation. Retailers are instead experimenting with different models in an effort to strike the right balance between efficiency, costs and security.

Germany:
self-checkout continues to grow

Germany is the main outlier in this overview. Here, self-checkout continues to expand at a rapid pace.

Between 2023 and 2025, the number of stores equipped with fixed self-checkout stations increased significantly, while mobile self-scanning solutions also continued to spread.

By August 2025, Germany had more than 38,000 self-service checkouts, with particularly strong penetration in grocery retail.

For many German retailers, automation remains a response to staff shortages, the need to reduce queues and growing customer demand for faster shopping.

Even in Germany, however, shrink has become an important issue. Industry associations warn that self-service checkouts may carry a higher risk of theft and error than traditional staffed lanes.

The main problems include unscanned items, deliberately selecting a cheaper product on the screen, weight manipulation and other forms of fraudulent behaviour.

For the moment, however, the response has not been to remove self-checkouts. Retailers are investing more heavily in cameras, analytical algorithms, random checks, sensors and dedicated staff.

Germany therefore points to a different scenario from the United States: self-checkout is still expanding, but it is becoming less "self-service" in the purest sense and increasingly integrated with control systems.

Italy:
no retreat, but security is becoming more important

In Italy, there is currently no evidence of a pullback from self-checkout comparable to the one seen in the United States.

Automated checkout stations are now widespread and continue to feature in new store concepts and refurbishment projects.

According to the 2025 Retail Theft Barometer, 79% of the retailers surveyed have self-checkout stations. This is a significant figure, showing how deeply embedded the technology has become.

At the same time, retailers acknowledge that the risk of shoplifting in self-checkout areas is generally higher than at traditional staffed checkouts.

The Italian retail sector therefore appears to be focusing mainly on stronger security. Some 32% of companies have allocated specific resources to protecting self-checkout areas and, among those that have taken action, 83% have strengthened measures such as video surveillance, dedicated staff, barriers and anti-theft systems.

Around one third have also introduced or expanded the use of RFID solutions.

The issue is particularly important in food retail, as grocery products account for a significant share of shoplifting losses.

This makes the checkout area especially sensitive, since small items, high-value products and deliberate scanning errors can generate losses that are difficult to detect.

Despite these concerns, the leading Italian retailers do not appear ready to reverse course.

Federico Robbe



Il Buon Gusto Italiano: global ambitions, strong roots

The most promising markets, upcoming trade shows and future growth plans. Enrico Dalpane reflects on his first year as Export Manager of the Business Network, a role introduced in July 2025 to strengthen the coordination of its member companies' international strategies.

With more than 50 member companies, over 2 billion euro in combined turnover, exports accounting for 40% of sales and a total workforce of 3,600 employees, Il Buon Gusto Italiano has significantly expanded its scope over the past 14 years. Under the leadership of Network Manager Giancarlo Taglia, the Business Network has built an increasingly comprehensive product portfolio while steadily strengthening its international presence, from Asia to the Americas.

This journey entered a new phase in July 2025 with the appointment of Enrico Dalpane as Export Manager of the Network, with responsibility for coordinating and developing the international strategies of its member companies. One year after the project was launched, we take stock of the progress made so far and look at the opportunities ahead.


Enrico Dalpane

One year has passed since the network introduced the new Export Manager position. What were the main objectives behind the project?

I officially joined the network in July 2025, although I had already known Il Buon Gusto Italiano and Giancarlo Taglia since 2022, when I was working for a dessert manufacturer that was part of the network. The role was created to bring greater structure and coordination to the export activities of the member companies and to strengthen their presence in international markets. The aim is not simply to bring together as many businesses as possible, but to build a distinctive, comprehensive and consistent proposition.

How would you assess these first 12 months?

It has been a year defined by a strong presence on the ground. I have travelled more than 110,000 kilometres, visiting Australia, China, the United States, Canada, Southeast Asia, India and many more markets. Data and analysis are essential, but being directly present in the market allows us to assess the real potential of different regions, understand how competitors are positioned and evaluate the quality of prospective partners. Over the past 12 months, the network's international reach has expanded significantly, generating excellent results for many of our member companies.

Il Buon Gusto Italiano brings together companies that differ widely in size, offer and international presence. How do you build a shared export strategy?

The overall vision is shared, but the approach has to be tailored to each individual company. The network includes businesses with turnover of just over 1 million euro as well as companies generating around 250 million euro. Our role is to understand the potential of each business and identify the opportunities that are most relevant and realistic for it. The key word is balance: between the entrepreneur's ambitions, market demand and the company's actual ability to handle additional volumes.

Which markets are you currently focusing on, and where do you see the strongest opportunities?

Over the next five years, I see significant potential in selected parts of Africa and in Mexico. The United States and Canada also remain highly attractive markets, but choosing the right partner continues to be crucial. In North America, for instance, we can rely on established relationships with a number of importers, as well as on experience gained through collaborations with major retail players such as Costco. Entering distribution channels of this scale is complex, but it can deliver long-term results. We are also looking closely at Southeast Asia, China and India. These are huge markets, but that is precisely why finding an importer is not enough: what matters is identifying a partner with genuine distribution capabilities and broad geographical coverage. The challenge is not simply to sell a product in a given country, rather to find the right player to develop it successfully over time.

Could you explain that in more detail?

Outside Europe, with the exception of a few specific cases involving direct sales to the retail channel, managing the entire operation independently can become highly complex and risky. Customs procedures, logistics, regulatory requirements and administrative processes all require strong local expertise. A problem during the import phase can quickly affect the profitability of the entire operation. A significant part of my job is indeed focused on building a network of reliable partners in our strategic markets.

International trade shows are a key part of your strategy. What are the next events on your calendar?

In October, we will be exhibiting at SIAL Paris, and from 2027 our trade show programme will become even more extensive, with events planned in Japan, Singapore, Mexico, Brazil, the United States, Canada, India, Thailand and more. At the main international exhibitions, we participate directly as Il Buon Gusto Italiano, with a dedicated network stand. A trade show should never be seen as a stand-alone event. It should be one step in a broader journey that begins months in advance, working alongside institutional partners and local stakeholders to identify importers and distributors and plan targeted meetings. When travelling thousands of kilometres for just a few days, it is essential to make the most of every opportunity. Alongside trade shows, we also take part in more focused business missions, often in collaboration with ITA Agency, representing the individual companies within the network that are interested in specific markets.

What are the benefits for buyers and distributors of working with a network that brings together multiple companies?

On the one hand, it allows us to approach buyers and distributors with a broad and coordinated offering. This does not mean presenting all our products indiscriminately. On the contrary, the added value lies precisely in having access to a wide portfolio and selecting, on a case-by-case basis, the categories that best match each market opportunity. Managing a multi-category portfolio through a coordinated structure also reduces administrative and commercial complexity, while making it easier to develop promotional activities and assortment projects. On the other hand, the network enables member companies to share knowledge, contacts and experience, creating additional opportunities for business development.

Finally, what are your objectives for the next 12 months?

The first objective is to further strengthen our internal structure. One person cannot have in-depth specialist knowledge of every category represented by more than 50 companies. We also want to improve the speed and quality of our responses to both member companies and market opportunities, assessing potential projects more quickly and identifying the businesses best positioned to pursue them. At the same time, we will continue to expand our external network by selecting reliable partners in strategic countries. Competition today is extremely strong: product quality, pricing, service, responsiveness and the ability to build relationships all need to work together. Our goal is to develop an increasingly accurate understanding of international markets and build a network capable of turning relationships into concrete opportunities for our member companies.

Fiorucci DAL 1850
SUPREMA LA MORTADELLA
GUANCIALE
TIVOLI FUMO 100% ITALIANO

RETAIL

Maxima and the ‘Baltic model’ of grocery retail

This fast-growing Lithuanian chain is investing in affordability, operational efficiency, private label development and the differentiation of its formats.

Known around the world for its pristine forests, amber processing – the so-called “gold of the North” – its historic role as the first Soviet republic to seek independence from the USSR, voting for secession on 11 March 1990, and its deep-rooted passion for basketball, often described as a kind of “secular religion” that has captivated the country since the 1930s, Lithuania (2.9 million inhabitants) is also home to Maxima LT UAB, headquartered in the capital Vilnius and the country’s leading mass-market retailer.



Jolanta Bivainyte, CEO of Maxima Grupė, the Group’s holding company, since December 2019.

The latest figures

Maxima holds a market share of more than 30% and is one of the largest employers in the entire Baltic region. The retailer plays a significant role in the economic and social landscape of north-eastern Europe, serving at least 900,000 customers every day through the work of around 21,000 employees.

Its retail network comprises more than 500 stores, with direct operations extending as far as Poland and Bulgaria. In 2025, the Group grew by 4.1%, reaching revenues of 6.35 billion euro. EBITDA amounted to 510 million euro, an increase of 54 million euro compared with the previous financial year.

This operating profitability translated into consolidated net profit of 209 million euro, up by 73 million euro compared with 2024.

Jolanta Bivainyte, Chief Executive Officer, recently stated publicly: “We want to maintain Maxima’s leadership in its domestic markets, so we will focus on improving operational efficiency, pursuing organic growth and continuing to strengthen the Barbora online store. We also consider our operations in Poland to be a key driver of future performance.”

Strategy and future development

While Maxima has a strong presence across Lithuania, Estonia and Latvia – markets with a combined population of around 6 million people – its Bulgarian and Polish operations together generate more than one-third of the Group’s total revenues, amounting to 2.28 billion euro, and therefore play a clearly strategic role.

More than 80 million euro was invested in these two Eastern European countries in 2025 alone, including the expansion of the retail network by 33 stores in Poland and 5 in Bulgaria.

Looking specifically at the Baltic markets, revenues reached 601 million euro in Estonia, up 0.4%; 2.33 billion euro in Lithuania, up 5.4%; and 1.14 billion euro in Latvia, up 3.2%.

The pursuit of greater operational efficiency, aimed at freeing up substantial resources for commercial growth and network expansion, including outside the Group’s domestic markets, has gone hand in hand with stronger capabilities in digital channels and a broader effort to enhance the company’s reputation, particularly in terms of retail pricing.

In 2025, Maxima launched a campaign called ‘slashed prices’, designed to reduce retail prices across selected product categories, including coffee.

The retailer has also continued to expand its private label portfolio, which has delivered a 13% increase in sales over the past three years.

In 2025, Maxima invested 74 million euro in the Baltic countries through store refurbishments and new openings, further consolidating the store standardisation programme launched in 2021.

An additional 1 million euro was allocated to charitable initiatives, particularly those supporting children’s education and healthcare.

Maxima also donated around 3,100 tonnes of surplus food, with a value of 6.3 million euro, as part of its goal to reduce food waste by 30% compared with 2023 levels by 2030.

As part of its broader corporate reputation and environmental sustainability strategy, 2025 also saw the Group reduce its emissions by 24.5% compared with 2021, contributing to its target of cutting emissions by 42% by 2030.

Adapting formats to local demand

Maxima operates a range of different retail formats: Maxima X, Maxima XX, Maxima XXX and Maxima XXXX. Each has been designed according to specific parameters, including store size, assortment characteristics, service levels and location, whether in major cities, medium-sized towns, smaller urban centres or district hubs.



Outside a Maxima XX store, a medium-sized format, the company highlights the results achieved through a campaign supporting animal welfare. Northern European retailers often place particular emphasis not only on environmental sustainability, but also on animal welfare and responsible treatment.

In the largest stores, part of the retail space is generally leased to specialist operators, enabling customers to find a broad range of products and services in one place, under the same roof and within a single shopping destination. This approach reflects well-established retail principles centred on convenience and assortment depth.

Maxima has adopted a strategic direction whose development has been deliberately structured around a number of clearly defined priorities: operational efficiency, digitalisation, network expansion, the growth of private label and a stronger reputation for value for money.

Across the Baltic region, the cost of living remains relatively affordable while quality of life is generally high, within an environment that is undoubtedly characterised by a harsh climate but is also highly advanced from both a social and technological standpoint.

Since opening its first stores in Vilnius in 1992, shortly after Lithuania gained independence from the Soviet Union, Maxima has positioned itself within this environment as a modern and trusted retailer, building an image that has supported both its commercial success and its credibility among consumers.

Antonello Vilardi



External view of a Maxima store operating under the XXX format, corresponding to a medium-to-large store size.



INSIGHT

The quiet, underestimated power of frozen food

From misconceptions about freshness and nutrition to household savings and its strategic role in EU food security, the sector is a resource whose potential has yet to be fully recognized and harnessed.



Frozen food helps European households eat better, waste less and face disruptions across the food supply chain with greater security. Yet it remains an undervalued asset, both among consumers and in policy discussions. This is the picture emerging from Frozen in Focus 2026, the report published by Nomad Foods, Europe's leading frozen food company, whose portfolio includes brands such as Birds Eye, Findus, Iglo and Aunt Bessie's.

Now in its second edition, the report is based on research conducted by Focaldata among a representative sample of 2,000 consumers in the United Kingdom, France, Germany, Italy and Sweden, plus 750 consumers in Croatia. The survey was carried out between 15 and 27 April 2026 and complemented by market data and desk research. The findings highlight a sector whose actual contribution is still underestimated compared with the role it already plays.

The perception gap

Although freezing is a natural preservation process that locks in nutrients at the point of harvest, most European consumers still believe that fresh products are more nutritious. Some 65% consider fresh potatoes more nutritious than frozen ones, while similar shares (63%) hold the same view for chicken and fish.

Differences between markets are significant. Germany shows the most favourable perceptions of frozen food, particularly for spinach and white fish. The United Kingdom displays stronger confidence in long-established frozen categories such as peas and sweetcorn. France is the market with the most positive overall view of the nutritional value of frozen products, while Croatia remains the most sceptical across several savoury categories.

Consumer perception, therefore, is not fixed: it depends largely on how deeply frozen food has become embedded in everyday cooking habits in each country.

Nutrition labels are the main tool allowing consumers to make informed choices. However, the report suggests that, in practice, they are not working as effectively as they could. Differences between markets show that interest in nutritional information exists: in France, almost one in two consumers regularly checks labels, while in Italy the figure exceeds 40%. In Croatia, the share falls to 20%, with only 30% saying they understand labels well, compared with averages above 50% elsewhere.

The issue is therefore not simply a lack of interest, but one of clarity and accessibility. This limitation is particularly relevant for ready meals, the category in which 54% of consumers are asking for clearer information.

Food waste and time saving

Food waste is the first area where the gap between fresh and frozen becomes tangible. Across all markets analysed, consumers report wasting more fresh fruit and vegetables than frozen alternatives. On average, half of households in the UK, France, Germany, Italy, Sweden and Croatia throw away fresh vegetables at least once a month, compared with fewer than three in ten households for frozen vegetables.

The United Kingdom provides the clearest example: only 16% of consumers say they never throw away fresh vegetables, compared with 36% who never discard frozen vegetables. A similar pattern emerges for fruit, with the figures standing at 16% and 31%, respectively.

This difference translates into measurable savings. According to the report, making better use of the freezer could save households between 364 and 624 euro per year simply by reducing waste and avoiding unnecessary purchases.

The same logic applies to time. When preparing a meal in a hurry, 51% of European consumers rank the freezer among their top two options, compared with 30% who turn to food delivery or takeaway. This figure rises to around six in ten consumers in more mature frozen food markets such as Sweden and the UK, while in Croatia it stands at 36%.

Replacing takeaway meals with frozen alternatives could save households up to 1,200 euro per year, according to the report. One interesting finding is that 28% of European consumers admit to having served frozen dishes while presenting them as homemade — a figure that may indicate the extent to which trust in frozen food has become established.

A driver of security, resilience and availability

Often overlooked in discussions about food systems, the cold chain represents a critical infrastructure for ensuring food safety and continuity of supply. The ability to preserve food for longer periods, maintain stocks for months rather than days, and plan supplies more effectively helps mitigate the impact of supply chain disruptions, preventing shortages on shelves and sudden price increases.

Its importance is also highlighted by food waste figures. According to the FAO, 526 million tonnes of food — around 12% of global production — are lost or wasted every year due to insufficient refrigeration. Investing in cold chain infrastructure is therefore one of the most effective ways to reduce food losses, while also delivering environmental benefits.

A life-cycle assessment of products conducted by Nomad Foods shows that many frozen foods have a carbon footprint equal to or lower than their fresh or chilled equivalents, mainly due to the reduction of waste throughout the supply chain.

Extending availability beyond seasons

This preservation capability makes frozen food an important resilience factor in a food system increasingly exposed to global volatility. In the seafood sector, the European Union remains heavily dependent on imports: in 2023, EU self-sufficiency for fish and aquaculture products stood at just 38.1%. For some of the most consumed species — including salmon, Alaska pollock, shrimp and cod — the average falls to only 4%.

In 2024, 5.95 million tonnes of fisheries and aquaculture products were imported into the EU from non-EU countries, with a value of 29.87 billion euro. In a scenario characterised by increasing uncertainty, the ability to hold stocks and plan procurement over longer time horizons represents a significant advantage compared with supply chains relying exclusively on a "just-in-time" model.

Frozen food also plays an important role in overcoming seasonality. It allows products linked to specific harvesting or fishing periods to remain available throughout the year, preserving their characteristics at the moment of peak quality.

Peas, berries and spinach can therefore be consumed outside their natural growing seasons, while for certain fish species subject to catch quotas, frozen products ensure availability even when fresh supplies are restricted. This role is also recognised by consumers: according to Nomad Foods' 'Frozen in Focus 2026' report, 39% of Europeans choose frozen products because they provide year-round access to seasonal ingredients.

Unlocking the full value of frozen food

Frozen food is already helping European households eat better, waste less and access reliable food products. To unlock its full potential, however, the sector needs a shift in perception capable of overcoming current cultural and regulatory barriers.

First, on nutrition, the misconception that fresh food is automatically healthier must be challenged, while ensuring clearer, more consistent labelling focused on the actual quality of products.

Second, convenience should no longer be seen as a lower-quality compromise, but as a legitimate and essential factor in enabling access to quality food, particularly for consumers with limited time.

At the same time, reducing food waste should be recognised not only as an environmental priority but also as a direct response to the rising cost of living, helping households make better use of their budgets.

Finally, to guarantee varied diets throughout the year, food policies should stop considering frozen food as a secondary option and instead recognise its strategic role in ensuring continuous access to seasonal products.

Only by integrating these aspects into public policies and consumer communication will it be possible to fully acknowledge the structural role that the frozen food sector plays.

KEY FIGURES FROM 'FROZEN IN FOCUS 2026'

- **526 million tonnes of food are lost or wasted globally every year due to insufficient refrigeration, highlighting the strategic role of the cold chain in food security.**
- **Around 50% of European households waste fresh vegetables at least once a month, compared with fewer than 3 in 10 for frozen vegetables.**
- **A better use of the freezer could save households between €364 and €624 per year by reducing waste and unnecessary purchases.**
- **51% of Europeans rank the freezer among their top two solutions for preparing a quick meal, compared with 30% choosing delivery or takeaway.**
- **65% of consumers believe fresh potatoes are more nutritious than frozen ones; the figure reaches 63% for chicken and fish.**
- **Replacing takeaway meals with frozen alternatives could save households up to €1,200 per year.**

2,750 consumers surveyed across UK, France, Germany, Italy, Sweden and Croatia



TREND



Why peanuts are becoming a strategic ingredient

Their affordability, nutritional value and versatility are opening up new opportunities across confectionery, bakery and snack manufacturing, with further applications emerging in cosmetics.

The global processed peanut market is experiencing a period of strong expansion, driven by increasingly diverse consumption patterns and the continuous evolution of industrial applications. According to market research company Mordor Intelligence, the sector is valued at USD 115.47 billion in 2025 and is expected to grow to USD 120.57 billion in 2026, reaching USD 149.61 billion by 2031. These figures confirm the increasingly strategic role of peanuts within the confectionery, bakery and snack supply chains.

Two main factors underpin this growth. On the one hand, demand for affordable plant-based proteins continues to rise, particularly across Asia-Pacific markets. On the other, the ongoing premiumisation of snacks in mature markets such as North America and Europe is supporting value growth.

Containing between 25 and 28 grams of protein per 100 grams, peanuts represent a cost-effective alternative to more expensive protein sources such as meat and soy. This makes them particularly attractive for the development of functional, high-protein products, including protein snacks, fortified bakery products and plant-based solutions.

The growing adoption of flexitarian diets among Western consumers is further reinforcing this trend, creating new opportunities for peanut protein isolates and hybrid formulations in products such as protein bars, ready-to-drink shakes and plant-based meat alternatives, designed to meet increasingly diverse consumer preferences.

From food applications to cosmetics

Food remains by far the largest application area, accounting for more than 85% of total demand. Peanuts are used across a broad range of products, from sweet and savoury snacks – where consumers increasingly seek products that combine satiety with nutritional benefits – to baked goods, sauces and ready meals. In many applications, peanuts also perform important technological functions as natural emulsifiers, improving texture and product stability.

Compared with tree nuts, peanuts generally offer a more competitive cost profile, making them attractive both for branded manufacturers and private label producers.

However, the non-food segment is recording the fastest growth rates. Peanut oils and extracts are gaining traction in cosmetics and personal care thanks to their functional properties and the industry's growing preference for naturally derived ingredients. Advances in extraction technologies and sustainable practices such as upcycling are further increasing the appeal of peanut-derived ingredients for companies seeking environmentally responsible plant-based alternatives.

Product innovation

Product innovation – particularly in flavour development – is another major growth driver.

According to Mordor Intelligence, while plain peanuts continue to hold a significant market share thanks to their versatility and affordability, flavoured varieties are driving value growth. Consumers are showing increasing interest in bold, distinctive flavour profiles ranging from spicy and hot seasonings to premium gourmet offerings.

Key regional markets

From a geographical perspective, Asia-Pacific remains the leading market, accounting for 36.85% of the global processed peanut market value in 2025, supported by strong peanut production and exports. China and India play particularly important roles within the region.

North America is also expanding rapidly, driven by its well-established snacking culture. Companies in the region are investing heavily in innovation and sustainability, including the adoption of regenerative agricultural practices.

In Europe, demand remains stable, supported by the use of peanuts in snacks, bakery products and foodservice applications such as sauces, oils and dressings. However, the European market is shaped by stringent food safety and quality regulations. While these standards encourage the development of premium and certified products – including organic offerings and facilities with certified allergen management systems – they also increase production costs and may limit broader market adoption.

Challenges

Despite the positive outlook, significant challenges remain. The most important global issue concerns peanut allergies. Affecting an estimated 1.5% to 3% of children, peanut allergies appear to be becoming increasingly prevalent. This trend is influencing purchasing decisions across the food industry – particularly in institutional and foodservice catering – where peanut-containing products are often restricted or excluded altogether. As a result, manufacturers must continue investing in advanced allergen management systems, ensuring full traceability, effective cross-contamination control and transparent consumer information.

Leading players' strategies

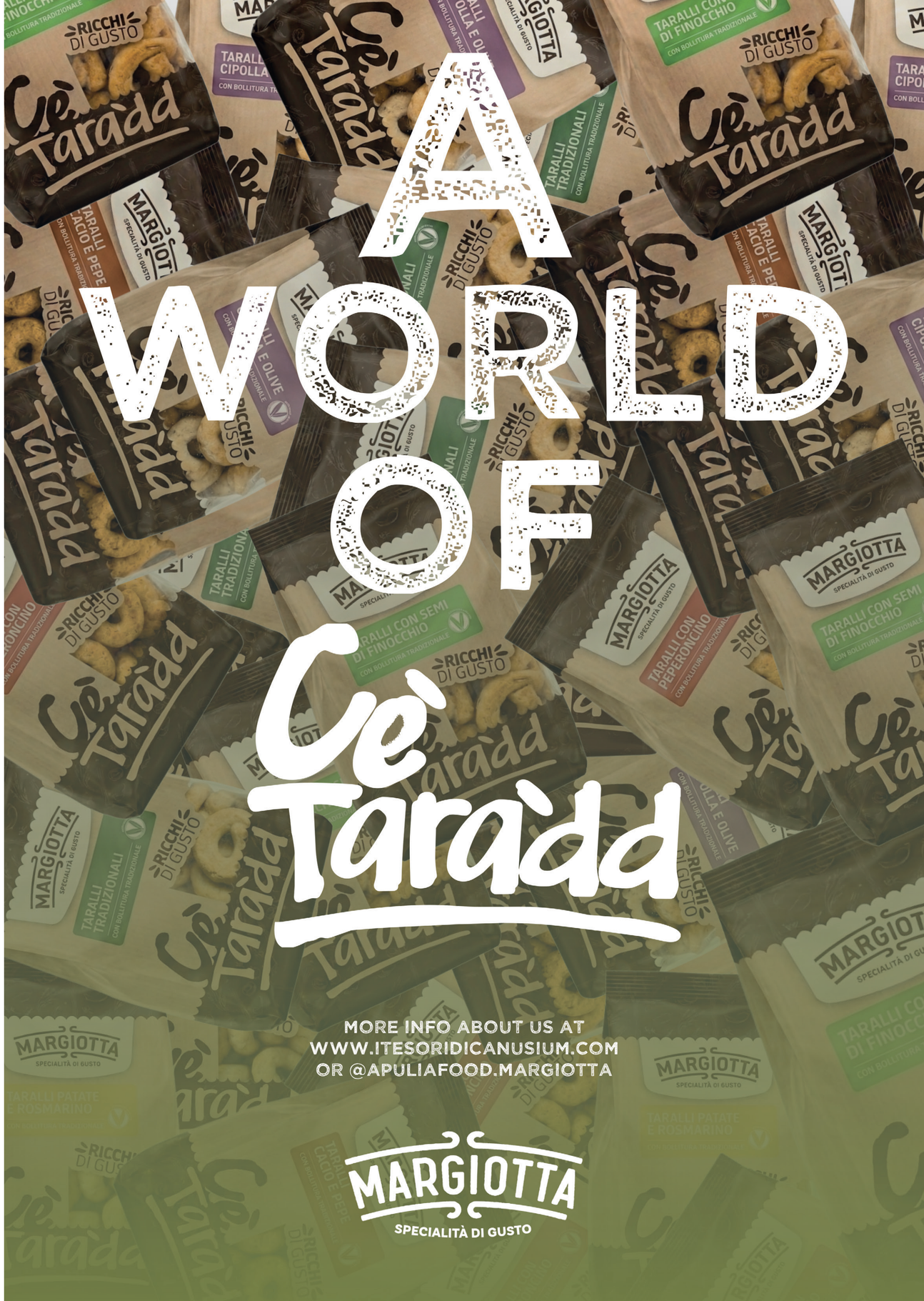
Against this competitive backdrop, major international companies – including Hormel Foods, Kraft Heinz and Archer Daniels Midland – are strengthening their market positions through product innovation and portfolio differentiation. Recent launches of premium product lines and distinctive flavour variants highlight the industry's shift towards increasingly segmented, value-added offerings.

For B2B operators across the confectionery, bakery and snack sectors, processed peanuts are therefore emerging as a strategic ingredient capable of combining cost efficiency, nutritional value and significant innovation potential. The key challenge will be to capitalise on opportunities created by premiumisation and new application areas while maintaining the highest standards of food safety and allergen management.

Margherita Luisetto

PEANUT SPREADS CONTINUE TO OUTPERFORM, ACCORDING TO CIRCANA

Within the sweet spreads category, peanut-based products rank second only to hazelnut spreads, which remain the undisputed market leaders. In 2025, peanut sweet spreads recorded sales of 3.517 million kilograms, posting modest volume growth compared with 2024, while sales value remained broadly stable, with a slight decline of 0.1%. The most significant performance, however, comes from the 100% nut spreads segment. Here, peanut spreads dominate the category, with approximately 2.15 million kilograms sold and 18.5 million euro in retail sales. Growth has been remarkable, with volumes increasing by 107.6% and value by 88.4%. Within this segment, 100% peanut spreads continue to be the primary growth engine, confirming their role as the category's strongest development driver.



PRODUCT SHOWCASE

BAKERY & CONFECTIONERY | PASTA & RICE | FROZEN | DAIRY | CURED MEATS | PRESERVES, SAUCES & DRESSINGS | SNACKS & MORE

Find them out at SIAL Paris 2026

From 17 to 21 October, the exhibition will bring together more than 8,000 exhibitors, including around 650 start-ups, and professionals from over 130 countries at Paris Nord Villepinte. Across 280,000 sqm of exhibition space, 400,000 products will showcase the latest innovations shaping the future of food. With 295,000 expected visitors, including over 5,000 top buyers from retail, food service and industry, the event confirms its role as a global platform for emerging trends.

Italy will once again be among the leading participants, with more than 650 exhibitors presenting the excellence, quality and innovation of Made in Italy. The following pages feature a rich selection of the latest product launches from Italian companies that will take centre stage at the exhibition.



CASA DEL DOLCE

www.casadeldolce.it

Hall: 5B - Booth: R316



Trinketto
Soft drink with no added colorants and gluten-free, available in a variety of flavors: strawberry, cola, bubblegum, peach, and sour.
Ingredients
Water; sugar; acid: E330; flavourings; preservatives: E202, E211.
Packaging details
Display with 24 pcs 70 ml each.
Shelf life
12 months
International certifications
BRC, IFS

EURO COMPANY

www.eurocompany.it/en

Hall: 1 - Booth: G200



Nut's Amore 100% pure nuts spread mango mix
Carefully selected nuts meet the sweetness of tropical ingredients. Euro Company uses only high quality ingredients, with no added refined sugars (only those naturally present), no salt, oils, thickeners, or artificial additives. This clean formulation preserves the authentic nutritional profile of each component.
Ingredients
Blanched almonds, mango.
Packaging details
Glass jar 175g
Shelf life
18 months
International certifications
IFS Food

SOCADO

www.socado.com

Hall: 5B - Booth: N229



Coffee Dubai Style Chocolate
The praline reinterprets the famous Dubai Style Chocolate trend by replacing pistachio with the intense flavor of coffee. A shell of fine milk chocolate encases a creamy coffee-flavored filling, infused with cardamom and enriched with crispy strands of kadayif pastry. The intensity of coffee meets the warm, spicy notes of cardamom and the crunch of kadayif pastry.
Ingredients
Milk chocolate, cardamom-flavoured coffee filling, kadayif pastry.
Packaging details
Standing bags 150g
Shelf life
18 months

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A.D.R. LA SASSELLESE

www.sassellese.it

Hall: 5B Booth: N150



Incanto – Mixed Pastry Cookies
Incanto is the new gift box that elegantly captures the timeless charm of Sassello's traditional pastry heritage. The delicate and refined design evokes a dreamlike atmosphere, making this assortment ideal for every special occasion and transforming each tasting experience into a moment of authentic pleasure. The stars of the box are the ABC of sweetness: Amaretti, Baci di Sassello and Canestrellini, symbols of the most authentic local confectionery tradition.
Packaging details
200g
Shelf life
10 months
International certifications
Rainforest Alliance Certified Cocoa, Piedmont Pgi Hazelnuts

ASOLO DOLCE

www.asolodolce.it

Hall: 5B Booth: K114



Cantuccini Chocolate
Delicious Cantuccini with chips of chocolate in convenient Doypack bag, added zip open-close. A classic item in a modern package.
Ingredients
Wheat flour, sugar, chocolate, eggs, vegetable margarine, butter, skimmed milk powder, honey, salt.
Packaging details
Selling unit: 170g, 8 pieces per carton, 48 cartons per pallet, 2 pallets are overlapped. Doypack type with stabilized bottom, heat-sealed top closure, integrated reseable zip (open-close) system.
Shelf life
14 months
International certifications
IFS, BRC, FDA, Ecovadis

DI MARCO CORRADO

www.dimarco.it

Hall: 5A - Booth: T119



Pinsa di Marco
Pre-cooked classic pinsa base. In the picture: classic pinsa topped with hazelnut cream, banana and hazelnut crumble.
Ingredients
Wheat flour, water, dried wheat sourdough, rice flour, soy flour, extra-virgin olive oil, sunflower seed oil, salt, yeast.
Packaging details
19x30 - 230 g, Plastic tray and lid
Shelf life
60 days
International certifications
Halal, Kosher

FIASCONARO

www.fiasconaro.com

Hall: 5A - Booth: L023



Tall Panettone with mango and chocolate with passion fruit - Ypsigro Collection
Tall panettone with candied mango and white chocolate with passion fruit, without raisins or candied citrus.
Ingredients
Wheat flour, candied mango, butter, sugar, fresh barn eggs, white chocolate with passion fruit, natural flavourings, mango and passion fruit granulate.
Packaging details
Part of the Ypsigro Collection, a limited-edition 750g line. A continuously evolving project that, for Christmas 2026, involved the creativity and vision of the students of the Academy of Fine Arts of Palermo. The students interpreted the project through their own artistic vision, creating the illustrations featured on the cardboard box that contains the product. The packaging is completed with a cotton cord, which makes it easy to handle and carry, and a dedicated tag that introduces and describes the product.
Shelf life
5 months

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Hall 5A – Booth S177

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ICAM CIOCCOLATO

www.vaniniciocolato.com

Hall: 5B - Booth: N159



Vanini Anniversary Collection
A collection celebrating ICAM's 80th anniversary: three 80% single-origin dark chocolate bars. Ecuador with honey flavour and chopped almonds has a fruity, floral profile; Madagascar with chai tea and caramel crystals offers lingering spicy notes; Jamaica with ground vanilla beans features roasted cocoa, coffee and vanilla notes.
Ingredients
Ecuador: 80% dark chocolate, honey flavour, chopped almonds. Madagascar: 80% dark chocolate, chai tea flavour, caramel crystals. Jamaica: 80% dark chocolate, ground vanilla beans.
Packaging details
90g bars (9,3x0,8xh.18,9)
Shelf life
Ecuador and Madagascar: 18 months. Jamaica: 24 months.
International certifications
Gluten-free and lactose-free

IL FORNAIO DEL CASALE

www.gecchele.com

Hall: 5B - Booth: M061



Monster Cake Dark – Gecchele
The Monster Cake Dark Gecchele is the ideal cake to celebrate Halloween with taste. Made with simple ingredients, it is a totally cocoa-based dessert enriched with a creamy cocoa filling.
Ingredients
Sugar, wheat flour, sunflower oil, eggs, water, cocoa decoration 3.4%, water, low-fat cocoa powder 5%.
Packaging details
Packaging pieces 6 - 350g
Shelf life
120 days

MARTINOROSSI

www.martinorossispa.it

Hall: 5A - Booth: D218



Goodly Oat Spread
Goodly Oat Spread is a 100% plant-based choice that is gluten-, dairy- and soy-free, and naturally rich in fibre.
Ingredients
Gluten-free oat flour (56%), sunflower seed oil, sucrose, chicory fiber.
Packaging details
200g, glass jar
Shelf life
18 months

MOLINO NALDONI

www.molinonaldoni.it/en/

Hall: 5B - Booth: J084



Manitoba Italica - 100% Italian wheat
Manitoba Italica is a flower made from 100% Italian wheat. Its W350 strength is ideal for long fermentation, with the added value of being a natural flour, with no enzymes or additives. Manitoba Italica reinforces the company's positioning, which mills 450 tons of wheat per day, 80% of which is Italian.
Ingredients
Soft wheat flour type "0", 100% Italian wheat.
Packaging details
Available in 25kg paper bags
Shelf life
300 days
International certifications
BRCGS Food Safety Global Standard, U.S. FDA – Food and Drug Administration, UNI EN ISO 9001:2015, Ecovadis Silver Score, Kosher, Halal

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MOLINO SPADONI

www.molinospadoni.it

Hall: 5A - Booth: J233



Oat Flour – Dispensa Creativa
Oat Flour is a novelty in the Molino Spadoni range. Stone-ground, rich in fibre and a source of protein, it stands out for its versatility: a single product suitable for every type of preparation, both sweet and savoury, and perfect for different moments of the day. Ideal for fit recipes. The Dispensa Creativa line also includes the new Rice Flour, as well as the established references Desiccated Coconut, Chickpea Flour and Chestnut Flour.
Packaging details
500g, plastic flowpack
Shelf life
1 year

ARTE BIANCA

www.panpiuma.it/en/

Hall: 5A - Booth: J245



PanPiuma 100% Whole Wheat
A bread without crust, super soft, produced with very few ingredients. No sugar additives or preservatives are added. The recipe involves traditional technology and a very long fermentation.
Ingredients
100% whole wheat flour, water, extra-virgin olive oil, natural yeast, sea salt, malted wheat flour.
Packaging details
Resealable vertical package. 300 g per piece / 12 slices
Shelf life
90 days
International certifications
IFS, BRC

PERNIGOTTI

www.pernigotti.it

Hall 1 - Booth: A282



Pernigotti Scrigni Tiramisù 150g
A creamy and indulgent heart with a tiramisu flavor, wrapped in a crunchy dark chocolate shell. Approved by Tiramisù World Cup 2026.
Ingredients
Sugar, cocoa paste, vegetable fats (coconut, palm kernel, palm), cocoa butter, whey powder (milk), skimmed milk powder, whole milk powder, mascarpone cheese powder (0,5%), emulsifier: soy lecithin, natural flavorings, flavoring. May contain nuts, eggs and cereals containing gluten.
Packaging details
150g bag
Shelf life
18 months

SOLO ITALIA

www.solo-italia.com

Hall: 7 - Booths: E205 (ICE), E84 (Il Buon Gusto Italiano)



Cheesecake with Greek yogurt
A new cheesecake range made with cream cheese and authentic Greek yogurt, reimagining this classic dessert with a modern twist. Available in three varieties: Plain, Pistachio, and Salted Caramel.
Ingredients
A crunchy speculoos biscuit crumb base topped with a light and creamy mousse made from authentic Greek yogurt and ricotta. Made with free-range eggs.
Packaging details
1x80g, 1x90g
Shelf life
45 days post production

Vegan

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ORE LIETE

www.orelieteperugia.it

Hall: 5B - Booth: N138



Bottondì Pistachio Cream and Hazelnut Cream
Bottondì is Ore Liete's crumbly biscuit, available in two varieties: hazelnut and cocoa cream, with its rich flavour, and pistachio cream, smooth and delicate.
Ingredients
Wheat flour, cocoa cream, hazelnut cream, pistachio cream.
Packaging details
Flowpack containing 5 individual portions of 4 biscuits each, for a total net weight of 180g.
Shelf life
12 months

THE BRIDGE

www.thebridgebio.com

Hall: 7 - Booth: B076



Bio Oat Chai
The new Bio Oat Chai! 100% plant-based, gluten-free, and with no added sugars. A unique blend of oat, black tea, and aromatic spices. To be enjoyed hot or cold, in a convenient 220ml format.
Ingredients
Spring water, gluten free oat* (11%), sunflower oil*, black tea powder*(0,06%), spice extracts* (cinnamon*, cloves*, cardamom*, ginger*, black pepper*)(0,15%), sea salt.
Packaging details
(base Ø=5,0 x H/A=10,8 x top Ø 7,5) cm, Cup.
Shelf life
270 days from packing date, kept in a cool dry place. Product subjected to UHT heat treatment.
International certifications
Bioagricert, KLBD

VICENZI

www.matildevicenzi.com

Hall:5B - Booth: M136

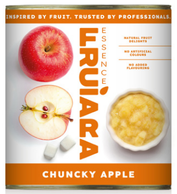


Matilde Vicenzi puff pastry rolls filled with pistachio cream
The finest and most luxurious puff pastry rolls in a versatile snack-size portion with pistachio cream filling. An ideal ready-to-go sweet bite.
Ingredients
Pistachio cream 40% [sugar, vegetable oils (palm, soy, sunflower), wheat starch, corn starch, pistachio paste 5%, whey powder (milk), whole milk powder, concentrate of: safflower, spirulina, lemon, apple; eggs yolk powder, salt, emulsifier: soy lecithin, natural flavouring (pistachio), vanilla natural flavouring], wheat flour, vegetable margarine (palm oil, sunflower oil, water), sugar, salt, butter, vanilla natural flavouring. May contain other nuts, mustard.
Shelf life
12 months
International certifications
Halal, Kosher

VOG PRODUCTS

www.vog-products.it/en

Hall: 5B - Booth: N001



Fruiara Essence - Chunky Apple
A ready-to-use apple preparation combining a creamy apple puree base (30%) with peeled and cooked apple pieces (70%). Developed for Food Service professionals, it offers the ideal balance between smooth texture and fruit pieces, making it versatile for breakfast applications, desserts, bakery fillings, toppings and sweet or savoury creations.
Ingredients
Apples, sugar, antioxidant: ascorbic acid.
Packaging details
Available in 3 kg tins
Shelf life
3 years from date of production
International certifications
BRC Global Food Standard, FSSC 22000, ISO 9001:2015, ISO 14001:2015



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SCOIATTOLO – RAVIOLIFICIO DI FAMIGLIA

www.scoiattoloraviolificio.it/en

Hall: 4A - Booth: J008



Giant Ravioli Ricotta and Spinach
Fresh egg pasta with ricotta and spinach filling, Giant Ravioli with Ricotta, Spinach and Parmigiano Reggiano is a classic, elevated by a gourmet-style filling. It belongs to the "Giant Ravioli" range, patented ravioli produced through an industrial process, featuring an extra-large 10x8 cm size with 70% high-quality creamy filling.
Ingredients
Pasta: wheat flour, eggs 30%, durum wheat semolina, water.
Filling (70%): Ricotta cheese, spinach, Parmigiano Reggiano PDO cheese.
Packaging details
240g
Shelf life
60 days
International certifications
ISO 9001, IFS (International Food Standard) HIGHER LEVEL, BRCGS/ grade AA+, Organic, Vegan, MSC, ASC, Rainforest Alliance

GRUPPO FINI

www.nonsolobuono.com/fini/

Hall: 1 - Booth: E267

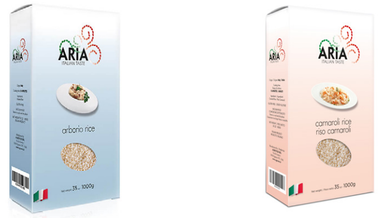


'Le Ricette Integrali' by Fini
Fini launches the 'Le Ricette Integrali' line, filled pasta made exclusively with wholemeal flour and semolina, a source of fiber, with a rough, porous dough. The range consists of three products: Tortellini with Prosciutto and Parmigiano Reggiano, a classic of Italian tradition, now available in a wholemeal version; Ravioli with Pesto and Potatoes, a flavorful recipe based on basil pesto and potatoes, suitable for vegetarians; and Ravioli with Meat, a simple recipe based on roast meat.
Ingredients
Dough with 100% wholemeal flour.
Packaging details
250g doypack.
Shelf life
66 days
International certifications
IFS, BRC

AGROVER

www.agrover.it

Hall: 5A - Booth: H097



Aria Arborio – Aria Carnaroli
Italian rice Arborio and Carnaroli suitable for risotto and dry rice dishes.
Ingredients
Rice.
Packaging details
1 kg in vacuum pack.
Shelf life
24 months
International certifications
BRC, Fairtrade, IFS, Bioagricert

PASTIFICIO ATTILIO MASTROMAURO GRANORO

www.granoro.it

Hall: 1 - Booth: D260



Granoro Dedicato Spaghetti 'Due Minuti'
100% Apulian supply-chain durum wheat. Patented die. Ideal for 'risottata' cooking (cooked directly in the pan). The grooves running along the entire surface allow Granoro 'Due Minuti' Spaghetti to: cook in just 2 minutes, reach the thickness of traditional spaghetti during cooking; maintain excellent firmness and bite.
Ingredients
Durum wheat semolina 100% from Apulia.
Packaging details
500 g - Paper bag
Shelf life
36 months from date of packaging
International certifications
FSSC 22000:2011, IFS, BRC, Organic, Kosher, Halal, ISO 22005:08, ISO 14001:2004, EMAS, OHSAS 18001-2007, SA 8000:2008, Glyphosate-free

ALPEKER

www.yogurteriafrozen.it

Hall: 5A - Booth: M191



Natural Frozen Yogurt
Natural frozen yoghurt with a creamy texture and a fresh, delicate flavour, made using only fresh milk and yoghurt. The lactose-free and gluten-free recipe preserves the live and active lactic cultures typical of yoghurt, offering all the natural delight of frozen yoghurt.
Ingredients
Fresh milk and yoghurt.
Packaging details
Paper jar 500ml
Shelf life
24 months

BOCON

www.bocon.it

Hall: 5A - Booth: T093



Tiramisù
A timeless classic of Italian tradition. Soft, velvety layers of cream made with fresh mascarpone and whipped cream alternate with rich coffee-infused layers enhanced with chocolate chips, all finished with a delicate dusting of cocoa. The result is a balanced dessert that captures the authentic flavour of Italian Tiramisù.
Ingredients
Mascarpone cheese, water, egg, sugar, egg yolk, wheat flour, chocolate chips, coffee, Marsala wine, cocoa processed with alkali, potato starch, salt, baking powder.
Packaging details
1240g - Box
Shelf life
18 months
International certifications
BRC, IFS

CALLIPO GELATERIA

www.gelateriacallipo.com

Hall: 1 - Booth: G32



Gran Tartufo
The delicate flavor of hazelnut meets the richness of chocolate, revealing a soft, enveloping heart that melts slowly on the palate. Gran Tartufo by Callipo Gelateria is a new size of the classic Tartufo — creamy and intense — featuring a cocoa coating that delivers an irresistible contrast, while fine chocolate and notes of hazelnut blend in harmony.
Ingredients
Milk, cocoa, hazelnut, chocolate.
Packaging details
520g, paper box
Shelf life
36 months
International certifications
Gluten-free



PRODUCT SHOWCASE

GEA INDUSTRIE ALIMENTARI

www.articafood.it/en

Hall: 5A - Booth: V162



Spaghetti cacio e pepe
Durum wheat spaghetti covered in a velvety sauce made of Pecorino cheese and ground black pepper for an authentic taste of the Roman culinary tradition, ready in 5 minutes in the microwave.
Ingredients
Durum wheat spaghetti, Pecorino cheese, starch, salt, black pepper.
Packaging details
300g, microwave ready single-serve, paper tray and lid.
Shelf life
18 months

SAN GIORGIO

www.sangiorgiobakery.com

Hall 1 - Booth E055



San Giorgio Riccia Sfogliatella
An expression of Campania's pastry-making tradition. Crafted with delicate, crisp, and flaky layers of pastry, carefully worked to create its distinctive shell, it encloses a rich filling of ricotta cheese, semolina, candied citrus peel, and a delicate balance of vanilla, cinnamon, and orange blossom.
Ingredients
A creamy filling of ricotta cheese, semolina, and fragrant candied citrus peel, enriched with the aromatic notes of cinnamon, vanilla, and orange blossom.
Packaging details
From 25 to 130g, depending on the size.
International certifications
BRCGS Food Safety, IFS Food, ISO 9001:2015, SA8000, Rainforest Alliance, RSPO

GRISSITALIA

www.grissitalia.it

Hall: 5B - Booth: M280



Pizza 260g
Il Buon Pane Pizza base is made with sourdough, hand-rolled, and baked on stone for an authentic flavor and irresistible texture. Ready in just 5 minutes in the oven.
Ingredients
Wheat flour type '0' 60%, water, re-milled durum wheat semolina 8%, sunflower seed oil 3%, dried sourdough from wheat flour 2.3%, salt, extra virgin olive oil 1%, wheat bran, yeast. Treated with ethyl alcohol. May contain soy, mustard, milk, eggs, nuts and sesame seeds.
Packaging details
260g - flowpack
Shelf life
60 days

MARGHERITA

www.margheritagroup.com

Hall: 4A H005– 5A V135



Pizza Napulì Re Pomodoro
A Margherita Napulì by Re Pomodoro brings the authenticity of Neapolitan tradition to the shelves: a high and melting crust, dough rolled and topped strictly by hand and baked on stone at very high temperatures for a balanced pizza.
Ingredients
Soft wheat flour, tomato pulp, mozzarella, extra virgin olive oil, basil.
Packaging details
1 pc 380g - cardboard
Shelf life
12 months
International certifications
BRC, IFS

PIZZOLI

www.pizzoli.it

Hall: 5A - Booth: S094



Pizzoli Extra Patatine 2,5Kg
Excellent quality straight cut fries with a special coating ensuring outstanding performances in terms of: crispiness and heat retention, reduced oil absorption during cooking, speed of preparation.
Packaging details
Carton 4x2,5Kg bags
Shelf life
48 months

SURGITAL

www.surgital.it/en

Hall: 5A - Booth: S177



Mini Pancakes – Blinis
The 5cm Mini Pancakes by Pastificio Bacchini are the ideal solution for elegant catering, structured aperitifs, and high-level banqueting. Within their small diameter, they contain all the quality of selected Italian ingredients – fresh pasteurized whole milk, butter, and eggs. Soft and delicately flavored, they naturally pair with refined toppings both sweet and savory. IQF technology ensures integrity and freshness, keeping each piece perfectly separated and ready to use.
Ingredients
Wheat flour, fresh pasteurized whole milk, egg whites, eggs, sugar, butter, raising agents, salt.
Packaging details
1,5 kg (150 pcs.)
Shelf life
24 months

PIZZAMI DI GALATI

www.pizza.mi.it

Hall: 1 - Booth: D138



Gluten-Free & Vegan Pinsa Base
The Gluten-Free & Vegan Pinsa Base combines Italian tradition with modern dietary needs. Made with premium ingredients, including extra virgin olive oil and a blend of 11 gluten-free flours, it delivers authentic taste, lightness and a crisp texture. It can replace bread, be sliced for aperitifs and sharing, or topped for gourmet recipes, brunch and quick meals.
Ingredients
Flour mix (rice and maize starch, maize flour, fibre mix (psyllium, bamboo, rice, peas, potatoes, linseed, alpha-cyclodextrin), sugar, thickener E464, baking powder E575, E500, pea flour, flavouring, millet flakes, linseed flour, buckwheat flour), water, extra virgin olive oil, sunflower oil, salt, yeast.
Shelf life
18 months
International certifications
Bio, IFS, BRCGS



PRODUCT SHOWCASE

DELIZIA

www.prodottideliziosa.it

Hall: 7 - Booth: E108



Burratina Deliziosa 125g
For many years, Delizia has been promoting the finest Apulian dairy specialties around the world. Deliziosa burrata – fresh stretched-curd cheese with cream – was awarded the title of the world's best burrata at the 2024 World Championship Cheese Contest. To achieve this outstanding result, the burrata is handcrafted by skilled master cheesemakers who use carefully selected milk collected daily from farms located within a 30-kilometre radius.
Ingredients
Pasteurized milk, UHT cream 41%, acidity regulator: lactic acid, salt, rennet, preservative: potassium sorbate.
Packaging details
125g
Shelf life
28 days
International certifications
BRC, IFS, Organic

CASEIFICIO LA BELLA CONTADINA

www.caseificiocooplacontadina.com

Hall: 7 - Booth: E084



Buffalo Mozzarella PDO
Buffalo Mozzarella PDO made from fresh buffalo's milk.
Ingredients
Buffalo milk, salt, rennet.
Packaging details
125g in pillow bag
Shelf life
34 days
International certifications
BRC, IFS

CASEIFICIO LONGO

www.caseificiolongo.it

Hall: 7 - Booth: E084



Tomino del Boscaiolo
100% Piedmontese milk, traditional recipe and genuine goodness: these are the ingredients that make Tomino del Boscaiolo a unique cheese, containing all the essence of an area where excellent food and wine are part of everyday life.
Ingredients
Pasteurized cow's milk, salt and rennet.
Packaging details
90g, flowpack
Shelf life
37 days
International certifications
BRC, IFS, Halal

AMBROSI

www.ambrosi.it

Hall: 7 - Booth: E126



Parmigiano Reggiano Pepite Ambrosi 85g
Parmigiano Reggiano Pepite Ambrosi feature an original, contemporary format that brings out the full flavour of Parmigiano Reggiano. Versatile and convenient, they are ideal for enhancing dishes, and equally perfect to enjoy on their own.
Ingredients
Milk, salt, rennet.
Packaging details
85g doypack bag.
Shelf life
80 days

3B LATTE

www.3b-latte.it

Hall: 7 - Booth: E225



3B Latte's Buffalo Milk Camembert
A fresh, soft cheese produced in Lombardy using pasteurized buffalo milk. With its soft, creamy texture and sweet, distinctive flavor, it is a versatile cheese that enhances every dish: perfect on its own, delicious in a fondue, or as an ingredient in recipes.
Ingredients
Buffalo milk, salt, rennet and penicillium.
Packaging details
Available in 150g and 250g sizes
Shelf life
30 days
International certifications
IFS, Organic

BRAZZALE

www.brazzale.com

Hall: 7 - Booth: B014



NIC – New Idea Cream
NIC is a multi-functional technical cream developed by Brazzale for professional use in pastry shops, bakeries, and pizzerias. Thanks to its dairy-based components, it improves the structure and growth of dough, adds aroma and flavour, and acts as a binding agent. It is made from milk derivatives, like whey, milk proteins and vegetal fibers. It is additive free and lactose-free.
Ingredients
Whey, whole milk powder, cow's butter "Burro delle Alpi Pro", glucose syrup, dietary vegetable fiber (acacia).
Packaging details
1 kg e 2 kg PP jar
Shelf life
60 days in original unopened packaging, under recommended storage and transport conditions.
International certifications
BRC, IFS Food, ISO 9001:2015



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CASEIFICIO PALAZZO – MURGELLA

www.murgella.com

Hall: 7 - Booth: C225



Fiordilatte Mozzarella di Gioia del Colle PDO
The fiordilatte of the first Italian cow's milk mozzarella to be granted PDO status. It is made in Putignano, using only whole cow's milk from local farms where the herds graze outdoors for at least 150 days a year. The curd is ripened with natural whey starter, obtained every day from the previous day's production: the method Caseificio Palazzo has kept alive since 1957.
Ingredients
Cow's milk, natural whey starter, salt, rennet.
Packaging details
200g ball, in its own brine, in a polystyrene tray for the deli counter. The Gioia del Colle PDO range also includes plaits (200g and 500g) and knots (50g).
Shelf life
16 days from the packaging date, stored at +4 °C.
International certifications
PDO Mozzarella di Gioia del Colle (EU registered designation), supply chain certified by CSQA Certificazioni.

TREVALLI COOPERLAT

www.trevalli.cooperlat.it

Hall: 7 - Booth: E180



Burrata TreValli Bontà del Parco
An ultra-smooth pasta filata cheese pouch with no head, filled with a creamy stracciatella heart. Made with 100% Italian milk. It also pairs perfectly with side dishes, lending itself equally well to simple preparations and gourmet creations.
Packaging details
Available pack sizes: 100 g, 125 g, 200 g, 250 g (125 g × 2), 800 g (100 g × 8).
Shelf life
16-21 days
International certifications
IFS Food

FATTORIE GAROFALO

www.fattoriegarofalo.it

Hall:7 - Booth: E002



Frozen Buffalo Milk Mozzarella
Made from 100% buffalo milk, it stands out for its distinctive flavor and superior organoleptic qualities. Freezing technology preserves the product's characteristics over time, ensuring high quality standards even after thawing. It is a solution designed to efficiently reach even the most distant international markets.
Ingredients
Pasteurized buffalo milk, natural whey starter (contains milk), salt, rennet.
Packaging details
Plastic cup 125g.
Shelf life
365 days

CAPURSO AZIENDA CASEARIA

www.gioiella.com

Hall: 7 - Booth: D197



Cestini di Mozzarella
Gioiella 'Cestini di Mozzarella' reinterpret mozzarella in a new form: an edible container that can be filled according to individual taste and creativity. Versatile and customizable, they offer new serving possibilities both at home and in professional foodservice.
Ingredients
Pasteurized milk, salt, microbial rennet, lactic cultures, acidity regulator: lactic acid.
Packaging details
13g / 100g
Tray 13g x 10 / Tray 100g x 3
Shelf life
18 days



INNOVATORI PER TRADIZIONE

Behind the unmistakable taste of **Sbirro** lies a story of nature, character and surprising encounters. **Cow's milk** meets **Menabrea Beer**, creating a **beer-infused cheese** with a delicate flavour yet a distinctive character, and a pleasantly bitter, hoppy finish that comes as a delightful surprise. **Sbirro. A taste that captivates, authentic by nature.**

botallaformaggi.com

PRODUCT SHOWCASE

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INALPI

www.inalpi.it

Hall: 7 - Booth: B107



Protein+ Cheese Slices
Protein+ cheese slices combine rich taste with premium nutrition. This is the core mission of Inalpi Nutrition. Packing 25g of protein per 100g, they are the ultimate choice for health-conscious foodies and fitness enthusiasts alike. The formula is enriched with zinc, selenium, and probiotics.
Ingredients
Cheese, milk, water, whey powder, butter, melting salt: trisodium citrate, pepper, salt, acidity regulator.
Packaging details
140g; 6 slices; recyclable plastic
Shelf life
270 days
International certifications
Halal, ISO 9001; IFS; FSSC 2000; ISO 14001; ISO 45001; ISO 22005; BRC

CASEIFICI GRANTERRE

www.granterre.it

Hall: 7 - Booth: D256



GranTerre Snack Range
GranTerre expands its offering with a complete range of PDO cheese snacks. The Parmigiano Reggiano PDO nack is naturally lactose-free and high in protein. Made from cheese aged for a minimum of three months, the Asiago PDO Snack stands out for its balanced flavor profile. The Grana Padano PDO Snack delivers the quality of one of Italy's most renowned cheeses in a convenient 20g portion containing just 80 calories.
Ingredients
Snack Parmigiano Reggiano = milk, salt and rennet. Snack Aged Asiago = milk, salt, lactic cultures and rennet. Snack Grana Padano = milk, salt, rennet and preservative: egg lysozyme.
Packaging details
Available in a bag of single portion snack (20g x 5 = 100g)
Shelf life
Snack Parmigiano Reggiano= 150 days. Snack Asiago PDO & Snack Grana Padano = 120 days
International certifications
EC-No of Producer: CE IT 28 76, PDO

GRANAROLO

www.granarolo.it

Hall: 7 - Booth: B125



Granarolo Burrata
Made with 100% milk and cream sourced from the Granarolo supply chain, it is produced at the Group's new highly automated dairy plant in Gioia del Colle, Puglia, following the traditional recipe. It features a soft, creamy centre of cream and shredded mozzarella encased in a thin layer of mozzarella.
Ingredients
Stracciatella 70% (UHT milk cream 41%, pasteurised milk, salt, preservative: potassium sorbate; acidity regulator: lactic acid; microbial rennet), pasteurised milk, salt, acidity regulator: lactic acid; microbial rennet. Milk origin: Italy.
Packaging details
Cup in the formats 100g, 125g, 150g
Shelf life
31 days

CASEIFICIO ARTIGIANA

www.caseificioartigiana.com

Hall: 7 - Booth: E084



Stracciatella affumicata (Smoked stracciatella)
Smoked Stracciatella is made from hand-shredded mozzarella, naturally smoked using certified organic beechwood and immersed in cream. It combines the delicate flavour of stracciatella with pleasant smoky notes, adding character and intensity to any dish.
Ingredients
Pasteurised milk, UHT milk cream (30%), salt, acidity regulator: lactic acid, coagulating enzyme. Smoked using smoke obtained from beechwood chips.
Packaging details
150 g jar, 250 g jar, 1 kg tray.
Shelf life
21 days
International certifications
V-Label



PRODUCT SHOWCASE

SORÌ ITALIA

www.soritalia.com

Hall: 7 - Booth: E146



Fior di latte Appennino Campano by Franco Pepe
It was created through the collaboration between Sorì and Master Pizzaiolo Franco Pepe, with the aim of celebrating the local territory and the Campanian dairy tradition. Made exclusively with milk sourced from the Appennino Campano, it revives the traditional slow maturation method, allowing the curd to mature for 14 hours outside the whey. This extended maturation is what gives it its distinctive milky flavour, pleasantly tangy note and enhanced digestibility. Soft and stretchy, it is ideal for pizza.
Ingredients
Pasteurized cow's milk, lactic acid cultures, salt, rennet.
Packaging details
Parchment paper – Tray containing 4 pieces
Shelf life
15 days
International certifications
BRC, IFS, ISO 9001, Halal

VALCOLATTE

www.caseificiovalcolatte.it

Hall: 7 - Booth: B084



Burrata 125g pot
Several years of burrata distribution allowed Valcolatte to acquire strong internal know-how. The company hired a Pugliese cheesemaker with years of experience in making burrata, who worked closely with the research and development team to create a product with excellent taste, the right level of sweetness, with a well-developed cheese strandsand. It is made with 100% Italian milk, from carefully selected suppliers within 100km of Valcolatteproduction site.
Ingredients
Pasteurized cow's milk, UHT cream (milk), acidity regulator: lactic acid, salt, microbial rennet. *Milk origin: Italy.
Packaging details
Drained net weight: 125g also available in a tray, 125gx2 pieces.
Shelf life
21 days
International certifications
BRCGS, IFS

NONNO NANNI

www.nonnonanni.it/en

Hall: 7 - Booth: C047



Smoked Nonno Nanni Mozzarelline
An addition to the Nonno Nanni range, the Smoked Mini Mozzarellas stand out for their rich and intense flavour, created by the combination of the delicate taste of fresh milk and natural beechwood smoking. With a soft yet firm texture, these mini mozzarellas are ideal to enjoy on their own, while also offering great versatility when paired with a variety of tasty dishes. With 20g of protein per 100g of product, they also provide a good source of protein.
Ingredients
Pasteurized milk, salt, microbial rennet, lactic ferments.
Packaging details
Plastic flow-pack, 150g
International certifications
IFS, BRC, FSSC 22000

LATTERIA SORESINA

www.latteriasoresina.com

Hall: 7 - Booth: B083



Snack&Mixa
The flavour of Gran Soresina Grana Padano PDO in a new format: mini cubes. They can be enjoyed as an aperitif with nuts, as a nutritious snack, as a dressing for salads and cold dishes, or to add richness to omelettes or savoury tarts.
Ingredients
Milk, salt, rennet, preservative: lysozyme from egg.
Packaging details
200g pouch bag with stay-fresh seal.
Shelf life
120 days
International certifications
Certified Supply chain, naturally Lactose-free

SALUMIFICIO F.LLI COATI

www.salumificiocoati.it

Hall: 1 - Booth: F228



Tris di Gusto
Tris di Gusto combines pinsa or mini piadine with selected cured meats and cheeses in four variants. Everything is contained in a single pack, offering a complete and quick-to-prepare solution. It can be enjoyed straight away or heated in the oven for a few minutes.
Ingredients
- pinsa + prosciutto cotto + Montasio;
- mini-piadine + coppa + Pecorino;
- mini-piadine + prosciutto crudo + Caciotta;
- pinsa + prosciutto crudo + Provola

Packaging details
150g trays

RASPINI

www.salumiraspini.it

Hall: 6 - Booth: D131



'Mangia&Chiudi' (Eat & Close) Tray Line
Raspini reinvents its resealable 'Mangia&Chiudi' tray with an exclusive, modern design. The rounded shape enhances shelf visibility, while the resealable system preserves freshness and ensures ease of use. The new line features High-Quality Cooked Ham (Prosciutto Cotto Alta Qualità), Dry-Cured Ham (Prosciutto Crudo), Mortadella Bologna PGI, Salame Milano, and new selections: Italian-style Antipasto and Salami Antipasto.
Packaging details
High-Quality Cooked Ham (AQ) 120g; Dry-Cured Ham (Prosciutto Crudo) 90g; Mortadella Bologna PGI 160g; Milano Salami (Salame Milano) 110g; Italian-style Antipasto (rolled pancetta and cured coppa) 110g; Salami Antipasto (spicy Ventricina salami and Napoli salami) 110g.
Shelf life
High-Quality Cooked Ham (AQ): 30 days; Dry-Cured Ham (Prosciutto Crudo): 60 days; Mortadella Bologna PGI: 30 days; Salame Milano: 90 days; Italian-style Antipasto: 90 days; Salami Antipasto: 90 days

DEVODIER PROSCIUTTI

www.devodier.com/en

Hall: 1 - Booth: D144



Prosciutto Riserva Devodier min. 36 months – sliced by hand
The product, brought to this very high level of aging, encapsulates all the aromas of the Devodier Ancient Cellars and elevates them. The hand-slicing, expertly performed by one of the leading masters of the craft, enhances its aromatic profile and creates a new tasting experience. Its purpose is to capture all the preciousness of hand-sliced product in an elegant and harmonious tray, with strong in-store impact, perfect for serving and defined by a powerful aromatic signature.
Ingredients
Italian pork, sea salt.
Packaging details
Vacuum pack
Shelf life
4 months
International certifications
BRC, IFS



Agrover is leader in the processing of any type of rice, bulk or packaged, experts in private label and Agrover branded product lines. Agrover exports rice to all continents, but also legumes, flours and preparations, working with tradition, passion and innovation.

OUR CERTIFICATIONS

BRCGS Food Safety CERTIFICATED · IFS Food · SRP · FAIRTRADE · Naturland · bioagricert · Sedex Member

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AGROMONTE

www.agromonte.it

Hall: 5A - Booth: J199



Ready to use cherry tomato pasta sauce
Already seasoned and ready to use pasta sauce. It contains only highly selected ingredients and the food processing is entirely natural. The low acidity rate allows the cherry tomato to preserve its natural and sweet taste.
Ingredients
Cherry tomato (97%), extra virgin olive oil, salt, carrot, onion, basil, celery, sugar.
Packaging details
Size 330g amber glass bottle, metal crown cap.
Shelf life
36 months
International certifications
BRCGS, IFS, Halal, Kosher, Vegan

ACETIFICIO ANDREA MILANO

www.acetomilano.it

Hall: 1 - Booth: G239



Aged Balsamic Vinegar of Modena
Aged 3 years Aceto Balsamico di Modena IGP, with a rich, velvety taste, balanced sweetness, fruity notes, and a harmonious, lingering finish.
Ingredients
Cooked grape must and wine vinegar.
Packaging details
100 ml
Shelf life
5 years
International certifications
IGP, BRC, IFS

CAMPO D'ORO

www.campodoro.com

Hall: 1 - Booth: F132



Sicilian pesto with 'Pecorino Siciliano PDO'
Traditional Sicilian pesto made with basil, parsley and Pecorino Siciliano PDO. Ideal for pasta dishes, especially spaghetti, and perfect for spreading on toasted bread or serving with cured meats and cold cuts.
Ingredients
Basil, sunflower seed oil, 'Pecorino Siciliano PDO', potato flakes, sugar, wine vinegar, salt, garlic, parsley, chili pepper.
Packaging details
Weight: 180G - 6 jars x box
International certifications
BRC, IFS, FSSC 22000, FDA, BIO / Organic, Kosher, Halal, Vegan, No GMO, Eco-Vadis

COMPAGNIA MERCANTILE D'OLTREMARE

www.compagniamercantiledoltremare.it

Hall: 1 - Booth: H001



Ciao – Il Pomodoro di Napoli
The Italian peeled tomato is probably the most iconic product of Southern Italy. With its elongated shape, firm flesh, bright colour, fresh aroma and full flavor, Ciao - Il Pomodoro di Napoli is the preferred choice by pizza bakers and chefs around the world. Minimally processed, the tomatoes are the ideal base for any sauce or condiment.
Main ingredients
Peeled tomatoes, tomato juice.
Packaging details
24 tins of 400g net – 12 tins of 800g net – 6 tins of 2,500g net
Shelf life
36 months

Devodier
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www.devodier.com/en/made-green-in-italy

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PIETRO CORICELLI

www.coricelli.com

Hall: 5A - Booth: G213



EVO Pietro Coricelli
Pietro Coricelli's EVO Extra Virgin Olive Oil comes from a careful selection of extra virgin olive oils, meticulously chosen for their characteristics and distinct qualities. Thanks to Blockchain technology, every bottle tells its own story. By scanning the QR Code on the label it is possible to access all certified digital content related to the product's quality. Its delicately fruity flavor, with a light bitter note and a peppery finish, makes it ideal for daily use. The new bottle displays the Pietro Coricelli rebranding.
Packaging details
1 liter, glass bottle
Shelf life
13 months
International certifications
Halal, Kosher

GIULIANO TARTUFI

www.giulianotartufi.it

Hall: 5A - Booth: MN005



Black Truffle Sauce Food Service – Doypack
Designed for professional kitchens, Giuliano Tartufi's Black Truffle Sauce Food Service combines the rich character of truffle with the convenience of a practical Doypack format. It is ready to use and resistant to high temperatures, ensuring aromatic performance during cooking. The lightweight, resealable pouch allows precise dosing directly onto dishes, while helping reduce waste and optimise storage space.
Ingredients
Water, cultivated mushrooms (Agaricus bisporus), sunflower seed oil, corn starch, vegetable fiber, summer truffle 1% (Tuber aestivum Vitt.), flavorings, natural flavoring, salt, antioxidant: ascorbic acid, thickener: xanthan gum
Packaging details
500g – Doypack
Shelf life
15 months



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booth 1818
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F.LLI SACLÀ

www.sacla.com

Hall: 5A - Booth: J191



Parmigiano Reggiano Cream
The unmistakable flavour of Parmigiano Reggiano in a smooth and velvety cream. Whether stirred through a creamy risotto, tossed with pasta or spooned over appetisers, its deep taste and silky texture emerges.
Ingredients
Water, Parmigiano Reggiano PDO cheese 25% (milk), butter (milk), salt.
Packaging details
410g – glass
Shelf life
24 months

D'AMICO

www.damico.it

Hall: 1 - Booth: E053



Linea Crunchy D'Amico
D'Amico continues to reinterpret Italian tradition through a contemporary lens. The range includes:
• Crunchy Tomato Flakes, ideal for pizzas, pasta dishes, and finger food;
• Crunchy Lemon Flakes, perfect for fish dishes and desserts;
• Crunchy Capers, for an intense and distinctive touch;
• Crunchy Sliced Asparagus, either to be eaten crispy or rehydrated;
• Crunchy Leccino Olive Crumble, with a bold flavour.
Packaging details
Glass – 6 pack
Crunchy Tomato Flakes: 80g; Crunchy Lemon Flakes: 80g; Crunchy Capers: 60g; Crunchy Sliced Asparagus: 25g; Crunchy Leccino Olive Crumble: 100g
Shelf life
24 months

ALBA TRAMEZZINI – IFEX GROUP

www.albatramezzini.it

Hall: 5A - Booth: D231



Sourdough's bread with Smoked ham, Edamer and dijonese sauce
The famous traditional Apulian Sourdough's bread, enriched with a classic recipe. Both the type of bread and the ingredients can be customized according to the customer's requirements. A product that brings together Italian authenticity, convenience and flexibility, offering an ideal solution for customers looking for a genuine Apulian-inspired panini with the added benefits of a long shelf life and a high degree of customization.
Ingredients
Smoked ham, Edamer and dijonese sauce.
Packaging details
185g, film
Shelf life
365 days frozen - 3 days defrosted

MADAMA OLIVA

www.madamaoliva.it

Hall: 5A - Booth: HJ067



Fruttino Line
Five premium olive varieties. Free from preservatives and packaged in a transparent tray.
Ingredients
Green Castelvetrano: olives, water, salt, lactic acid, ascorbic acid. Pitted Leccino: olives, salt, sunflower oil, spices. Pitted Olive Mix: olives, red peppers, garlic, salt, sunflower oil, bay leaf powder, lactic acid. Green Pitted Castelvetrano: olives, water, salt, lactic acid, ascorbic acid. Pitted Kalamon: olives, spices, salt, sunflower oil.
Packaging details
Tray 160g
Shelf life
8/12 months
International certifications
AOC / IGP, BRCGS Food Safety, EFSA Claims compliance, EU Compliance / CE food contact, REACH compliance, ISO 14001, IFS Food, HACCP+, Food Contact Materials Regulation, FSSC 22000



Discover the new Carpaccio Line

The Rigamonti Carpaccio line comes from a careful selection of the finest meats, chosen to offer a superior and authentic taste experience.



Fassona Beef Carpaccio



Angus Beef Carpaccio



Bresaola Carpaccio



Turkey Carpaccio

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PEDON

www.pedon.it

Hall: 5A - Booth: E189



Legume snacks
Crunchy legume snacks, oven-roasted, enriched with spices, vegetables or fruit. Naturally gluten-free. Available in two formats: single-serve, with 13 varieties; and multi-serve, with 8 varieties, featuring a resealable zip closure. New flavours available: Legume Mix, Chili Chickpeas & Fava Beans, Wasabi Edamame and BBQ Sauce Fava Beans. The entire range has also undergone a restyling, designed to improve clarity and shelf visibility.
Ingredients
Based on oven-roasted legumes, natural or enriched with spices, vegetables or fruit.
Packaging details
Single-serve 20g - multi-serve resealable 90g
Shelf life
12 months

SARCHIO

www.sarchio.com

Hall: 5B - Booth: R138



Vives
Savoury aperitif snacks made from wholemeal corn flour. Crispy and made using a traditional recipe from the Dolomites, they are available in Olive, Spinach and Turmeric, and Tomato and Basil flavours. Baked in the oven and gluten-free, they are ideal for aperitifs.
Ingredients
Whole corn flour, corn germ.
Packaging details
80g – Paper+Plastic
Shelf life
8 months
International certifications
Organic, Gluten-free

TERRE DI PUGLIA

www.terredipuglia.it

Hall: 1 - Booth: F092



Grissì Pop – Mexican flavour
Grissì Pop is a contemporary line of mini breadsticks designed to meet new snacking habits: light, versatile products with strong visual appeal, suitable for modern retail, convenience and gourmet channels. The Mexican variant represents an evolution in the mini breadsticks segment, integrating a high-rotation international flavour into a premium bakery format. It features a flavour profile inspired by Mexican cuisine, with spices, smoked paprika and a light spicy note.
Ingredients
Baked savoury product made with wheat flour and a blend of spices inspired by Mexican cuisine.
Packaging details
150g single flow-pack bag. Secondary packaging in shelf-ready display carton (10 units per carton).
Shelf life
12 months
International certifications
BRC, IFS

VALLEDORO

www.valledorospa.it

Hall: 5A - Booth: K033



Aperigri' with Grana Padano cheese
The new Valledoro Grana Padano cheese breadsticks. The light salting on the surface and the typical taste of Grana Padano cheese make it ideal for a break or as an appetizer.
Ingredients
Wheat flour, grated Grana Padano PDO cheese (milk, salt, rennet, lysozyme from egg) 12,5%, sunflower oil* 9,5%, salt, yeast, malted barley flour, flavouring.
Packaging details
100g - Carton x 24 units
Shelf life
240 days
International certifications
BRC, IFS

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