



SPECIAL EDITION



# THE ITALIAN FOOD MAGAZINE

## BUYER'S • GUIDE

YEAR 4 - N° 5 • MAY 2016



In partnership with



ITALIAN TRADE AGENCY  
ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

# CONTEMPORARY GASTRONOMY. FROM ITALY.

JUST IN TIME QUALITY FOR PRIVATE LABEL

*Always careful to follow the customers' needs and to create new ones every day.*



# ITALIA:

LOW SPEED & MANUAL PACKAGING

*and care of its presentation through wavy slices in preformed trays so as to emphasise the artisanal features of its production.*



# THE ART

LIFE GOOD ORIENTED

*maximum care of the health aspects of the products.*



# OF

TIME<sup>3</sup>

*to devote to the product for a slower seasoning and a more natural product.*



# WONDER.

THE MAIN SQUARES

*the concept Perimetro focuses on the localization of the stores in central high-pedestrian areas, with the specific intention of "illuminating" the historical centres of the cities.*



FOOD SECTION



RAI HOLLAND COMPLEX - HALL 8 BOOTH 9205





YES WE CAN!

*No problem,  
you can do it.  
Or better,  
we can do it.*

*The group's great  
experience and its  
extraordinary  
technological vocation  
allow us to offer high  
quality products in  
a wide range of  
solutions that are  
widely customizable.*

*Quality and perfection  
to the marketing  
service.*

# DELICATESSEN

The group  
is mainly engaged in the production of cold cuts by certifying the  
supply chain that from the slaughter goes through the production  
and the seasoning up to the slicing.

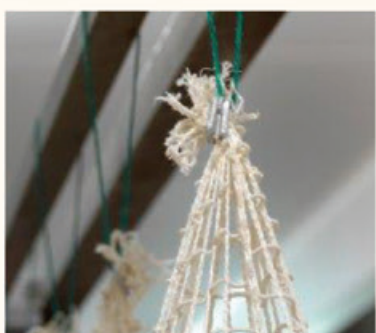
# AND GASTRONOMY

The research and the development of new products from red meats  
such as roast beef and "Salada meat" or from the white meats such  
as chicken and turkey.

# CONTEMPORARY

New

products for new consumption.



[salumificiovolpi.it](http://salumificiovolpi.it)

[allfoodsalumi.it](http://allfoodsalumi.it)

[goldenfood.it](http://goldenfood.it)

[quintastagionespa.it](http://quintastagionespa.it)

[perimetrofood.it](http://perimetrofood.it)







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MARKET

CHEESE

SWEETS

TECHNOLOGY

EXPORT

CURED MEAT

TRADE SHOWS

BAKERY

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THE 'SPECIAL' SIDE OF FOOD

# HOW CAN WE ENHANCE ITALIAN TYPICAL PRODUCTS?

Angelo Frigerio

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Italy is the country with the highest number of PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) products in the world. Unfortunately, Italians and foreign consumers seem unable to identify the special features of typical products.

Latest market research talk about a disoriented consumer, confusing typical with local, showing a limited knowledge of trade marks and hardly able to recognize the value of appellations of origin. Which is not surprising, if we consider how difficult it can be, today, to make purchasing decisions: the national scenario of Italian typical products is made of several players, responsible for products' quality and origin (producers, consortia, distributors), as well as a long list of trade marks for protecting products' authenticity (PDO, PGI, TSG), of industrial, commercial or collective brands and distribution channels (specialty stores, retailers, direct sales, e-commerce).

This sort of confusion in consumers can't be explained by the lack of investments in communication. According to Nielsen, investments in advertising exceed 35 million euro only in Italy: a significant amount of money, if we consider that it accounts for about 10% of total investments made in advertising in the food sector. The problem, indeed, is not 'how much' communicate, but 'how' to communicate in order to give consumers the opportunity to recognize the value generated by the different brands and concretely appreciate the efforts carried out by the different players of the supply chain.

A delicate issue to understand the

extent to which brand strategies in the marketing of typical products contribute to reducing this information asymmetry, that often results in the valorization of poorer quality and lower price products (adverse selection). In such a scenario, we wonder which are the key drivers behind purchasing decisions and, in particular, which is the role of branding strategies on one side, and of distribution strategies on the other, in the perception of authenticity that consumers have of typical products.

If we take into account the growing importance of shopping behaviours, and the increasing relevance of the choice of the store with respect to the choice of the products, it is clear that the role played by the brand in the purchasing decision can be no longer separated from the role played by distributors (specialized or not) in guiding consumption and purchasing decisions.

That's the starting point to make foreign consumers understand how different Italian typical products are with respect to the many counterfeits available around the world (the so called 'Italian Sounding' phenomenon). In this process, point of sales are the real nerve centers in the choice of products, and therefore need to be educated, for both sell-in and sell-out. The Italian Government made a bet, that food exports would be worth 50 billion euro by 2018. A hard challenge, that needs to be supported by anyone, including industry and distribution. The latter one, in particular, has a strategic task: communicate to its customers how good the original product is. An exciting challenge. To win at all costs.



## Come valorizzare i prodotti tipici italiani?

L'Italia è il paese più ricco di prodotti Dop e Igp al mondo (circa 300 nel 2015). Purtroppo però i consumatori, sia quelli italiani sia quelli all'estero, non sono ancora in grado di cogliere appieno le caratteristiche distintive dei prodotti tipici. Le ultime ricerche di mercato delineano un consumatore disorientato, che confonde i prodotti tipici con i prodotti locali, mostra una scarsa conoscenza dei marchi di certificazione e difficilmente riconosce il valore delle denominazioni di origine. Questa situazione non stupisce se si considera la complessità del contesto in cui si snodano le scelte di consumo e di acquisto: il mercato italiano dei prodotti tipici si caratterizza per la presenza di diversi attori che si fanno garanti della qualità del prodotto e della sua origine (produttori, consorzi, distributori), di molteplici certificazioni sviluppate a tutela dell'autenticità dei prodotti (Dop, Igp, Stg), di più marchi (industriali, collettivi, commerciali) e diversi canali distributivi (specializzati, despecializzati, diretti e online).

La confusione del consumatore non può essere spiegata dall'assenza di investimenti in comunicazione: Nielsen stima che siano stati investiti oltre 35 milioni di euro in pubblicità solo in Italia, una cifra non irrisoria se si considera che corrispondono a circa il 10% del totale investimenti pubblicitari nel mondo alimentare. Il problema, evidentemente, non è "quanto" comunicare, ma "come" comunicare affinché il consumatore sia in grado di riconoscere il valore generato dalle diverse tipologie di brand e valorizzare compiutamente gli sforzi messi in atto dai diversi attori della filiera.

Si tratta di una questione particolarmente delicata per comprendere fino a che punto le strategie di marca messe in atto nel settore dei prodotti tipici contribuiscono a ridurre il fenomeno dell'asimmetria informativa, in presenza della quale, come noto, si finisce con il premiare i prodotti di qualità inferiore e prezzo minore (adverse selection).

In questo scenario ci si interroga su quali sono i driver che guidano il processo di scelta del consumatore e, in particolar modo, su quale ruolo rivestono le strategie di branding, da un lato, e le strategie distributive, dall'altro, nella percezione di autenticità che i consumatori hanno dei prodotti tipici.

Considerata la crescente rilevanza del comportamento di acquisto (shopping behavior) e la maggior centralità della scelta del punto vendita rispetto alla scelta del prodotto, appare evidente che il ruolo che riveste il brand nel processo di scelta non può essere disgiunto dal ruolo che rivestono i canali (specializzati e despecializzati) nell'orientare le scelte di consumo e di acquisto.

Bisogna partire da qui per far comprendere al consumatore all'estero quanto sia diverso il prodotto italiano tipico rispetto a quello proposto dalle varie copie che si trovano nel mondo (italian sounding). Un percorso virtuoso che vede nel punto vendita il riferimento fondamentale per la scelta del prodotto. E' qui che bisogna fare educazione: sia al sell in sia al sell out.

Il governo italiano ha fatto una scommessa: far crescere le esportazioni di prodotti alimentari fino alla cifra di 50 miliardi di euro nel 2018. Un bella sfida che però ha bisogno dell'aiuto di tutti: industria e distribuzione. Soprattutto quest'ultima ha un compito strategico: far comprendere ai suoi clienti la bontà del prodotto originale. Una sfida entusiasmante. Da vincere a tutti i costi.

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MAGAZINE  
BUYER'S • GUIDE

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LOCAL WINS OVER GLOBAL

## PARMIGIANO REGGIANO EXPORTS WERE UP 13.2% IN 2015

Exports of Parmigiano Reggiano cheese experienced a 13.2% growth in 2015, the biggest rise in a decade, according to the Italian Parmigiano Reggiano Protection Consortium. Exports account today for 35% of turnover, for a total of 46,700 tonnes, about 1.150.000 parmigiano wheels sold abroad. "In just one year - said Riccardo Deserti, Director of the Protection Consortium - we registered an increase of 130,000 wheels, with grated cheese reaching +15.4%". In particular, as data showed, export to the US grew by 34%, making it the second biggest foreign market for the sector after France - top destination country - and before Germany.



### Parmigiano reggiano: export a +13,2% nel 2015

Cresce del 13,2%, facendo segnare il più rilevante incremento dell'ultimo decennio, l'export di parmigiano reggiano nel 2015. La quota di prodotto destinato ai mercati internazionali è così salita al 35% sul totale, collocandosi a 46.700 tonnellate, corrispondenti a 1.150.000 forme. "In un solo anno - spiega il direttore del Consorzio di tutela, Riccardo Deserti - abbiamo registrato un incremento pari a 130mila forme, con il prodotto grattugiato che ha fatto segnare un +15,4%". Particolarmente significativo l'incremento registrato sul mercato a stelle e strisce (+34%), per un totale di 225mila forme, tanto che oggi gli Stati Uniti si collocano al secondo posto della classifica dei paesi importatori, collocandosi prima della Germania e a ridosso della Francia, che resta in vetta alla graduatoria.



## ROVAGNATI PRESENTS THE 'ACCADEMY FOOD EXPERIENCE' CONTEST



The Italian cured meat company Rovagnati presents a new initiative for students: an international contest for schools of hotel management also open to Austria, Belgium, Germany and Switzerland. It is called 'Academy Food Experience' and aspiring young chefs will have the chance to elaborate new varieties of appetizers made with Rovagnati cured meats. On the 19th May, at the Gualtiero Marchesi Academy in Milan, the three winners will compete for the first place. 5,000 euro will be awarded to the first classified, 3,000 to the second classified and 1,500 for the last step of the podium.

### Rovagnati presenta il concorso 'Academy food experience'

Nuova iniziativa di Rovagnati dedicata ai giovani. L'azienda brianzola presenta Accademy food experience, un concorso internazionale per le scuole alberghiere a cui potranno partecipare istituti di Austria, Belgio, Francia, Germania, Italia e Svizzera. Gli aspiranti cuochi potranno cimentarsi in ricette per declinare in nuove varianti di antipasti i salumi Rovagnati. I tre migliori piatti si sfideranno nella finalissima che si svolgerà a Milano il prossimo 19 maggio, presso l'Accademia Gualtiero Marchesi, che sarà tra i giudici della gara. In palio un primo premio di 5mila euro, 3mila euro per il secondo classificato e 1.500 per il gradino più basso del podio.





THE EU AND CHILE  
STRIKE A DEAL  
ON ORGANIC TRADE

The European Union and Chile have concluded negotiations on an agreement on trade in organic products. Through this agreement, the EU and Chile will mutually recognise the equivalence of their organic production rules and control system and ensure a high level of respect of the principle of organic production. The agreement is broad in scope, including all EU organic products, and will allow for products produced and controlled according to EU rules to be directly placed on the Chilean market and vice versa. The EU-Chile agreement on trade in organic products will be the first of the “new generation” agreements in trade in organic products and the first bilateral recognition with a Latin American country. In 2015, exports of organic products from Chile reached 212,7 million dollars, rising 4% over 2014.

**Siglato accordo Ue-Cile  
sul commercio di prodotti biologici**

L'Unione Europea e il Cile hanno concluso le trattative per un accordo sul commercio di prodotti biologici. Grazie all'intesa raggiunta, le due parti riconosceranno reciprocamente l'equivalenza delle loro norme di produzione biologica e dei controlli. Quanto è stato sancito consentirà a tutti i prodotti ottenuti e controllati secondo le norme Ue di essere collocati direttamente sul mercato cileno, e viceversa. Quello tra Unione Europea e Cile è il primo degli accordi “di nuova generazione” sul commercio di prodotti bio. Intese di cui beneficeranno gli operatori, che vedranno ridursi i costi di certificazione e aumentare le opportunità di business. Nel 2015 le esportazioni cilene di prodotti biologici hanno raggiunto i 212,7 milioni di dollari, in crescita del 4% rispetto al 2014.



LIDL SEES NET SALES  
OF OVER 3 BILLION EURO  
IN SPAIN IN 2015

Lidl achieved net sales of 3,048 million euro in Spain in 2015, representing a growth of 12.5% compared with the previous year. This growth is due to a consistent effort by the retailer in improving its stores, as well as to its ability to adapt to the Spanish consumers' taste without compromising its core brand values. In 2015, Lidl invested a total of 262 million euro in Spain, 30% more than planned and 27% more than the previous year. Michael Aranda, General Director of Lidl in Spain said: “We understand the good numbers of 2015 as an unequivocal sign that our business model, based on offering products of the best quality at the lowest market price, convinces more Spanish families.”

**Superano i 3 miliardi di euro  
le vendite di Lidl in Spagna nel 2015**

Nel 2015, il business spagnolo di Lidl si è chiuso con una crescita delle vendite pari al 12,5%, che si attestano a oltre 3 miliardi di euro. Una crescita imputabile in primo luogo agli sforzi compiuti dal retailer per ammodernare i suoi punti vendita nel paese, oltre che alla sua capacità di adattare l'offerta ai gusti dei consumatori locali senza stravolgere l'assortimento. Nel 2015, gli investimenti di Lidl in Spagna sono ammontati a 262 milioni di euro, il 30% in più di quanto programmato e superiori del 27% rispetto a quelli effettuati nel 2014. “Interpretiamo gli ottimi risultati del 2015 come un segno inequivocabile che il nostro modello di business, basato sull'offerta di prodotti di alta qualità al prezzo più basso di mercato, convince le famiglie spagnole”, ha commentato Michael Aranda, direttore generale di Lidl Spagna.



SPAR INTERNATIONAL  
RETAIL POSTS 3.5%  
REVENUE GROWTH IN 2015



Spar International, the world's largest voluntary retail chain, has announced global retail sales for the year ending December 31, 2015 of 33 billion euro, representing a 3.5% increase on 2014. Growth in 2015, the strongest in five years, was characterised by the growing pace of recovery in Europe, in addition to the continuing expansion of the Spar brand in emerging markets. Growth for the brand was particularly strong in Africa and Spar continued to grow its presence by entering into four new countries: Indonesia, Cameroon, Oman and Azerbaijan. Commenting on the 2015 results, Spar International Managing Director Tobias Wasmuht said: “The 2015 figures show the continuing strength and attractiveness of the Spar brand globally. With a presence now in 42 markets around the world, Spar continues to be the partner of choice for independent retail partners keen to embrace retail best practice and fast-track their development in the face of international competition.”

**Spar International:  
fatturato a +3,5% nel 2015**

Amsterdam - Per Spar International, la più grande catena commerciale al mondo su base volontaria, il fatturato 2015 si è chiuso a 33 miliardi di euro, in crescita del 3,5% sull'anno precedente. La crescita registrata, la più forte in cinque anni, è legata soprattutto a un ritrovato dinamismo in suolo europeo e all'ingresso del brand in quattro mercati strategici: Indonesia, Cameroon, Oman e Azerbaijan. “I risultati del 2015 dimostrano la forza e l'appeal del brand Spar sul mercato globale”, sottolinea Tobias Wasmuht, international managing director. “Con una presenza radicata in 42 paesi del mondo, Spar continua a rappresentare un partner di primo livello per i retailer indipendenti desiderosi di abbracciare le nostre best-practice e far crescere rapidamente il loro business per contrastare con efficacia la concorrenza internazionale”.




SIAL 2016:  
160,000 PROFESSIONALS  
EXPECTED IN PARIS

From 16 to 20 October, the Paris Nord Villepinte exhibition floor will once again welcome one of the world's largest food and drink trade shows. Following the success of the 50th anniversary event in 2014, the exhibition is off to a good start with 90% of exhibition space already sold out (from 92 countries). Over 7,000 exhibitors and 160,000 professionals are expected to attend along with top French and international food & beverage key players. New additions to the exhibition include a gluten-free zone and a partnership with world-renowned chef and restaurateur Joel Robuchon.

**Sial 2016: attesi a Parigi  
160mila visitatori professionali**

Presentata l'edizione 2016 di Sial Paris, che si terrà dal 16 al 20 ottobre, a Paris Nord Villepinte. Alla manifestazione biennale francese oltre 92 paesi hanno già confermato la loro presenza. Attesi più di 160mila visitatori professionali provenienti da tutto il mondo. Tra le novità previste in fiera: un settore dedicato al 'senza glutine', per rispondere ai nuovi comportamenti dei consumatori, e la partnership siglata con il noto chef Joel Robuchon.




SOGEGROSS BECOMES  
SECOND LARGEST  
CASH & CARRY GROUP IN ITALY

Sogegross cash & carry has acquired four outlets in the Lombardy Region, making it the second largest cash & carry Group in Italy. The Genoa-based company now owns a total of 21 stores in the northern Italian regions of Lombardy, Liguria, Emilia Romagna, Piedmont and Tuscany. The outlets were purchased from Lombardini Group and are located in Dalmine (Bergamo), Costa Masnaga (Lecco), Montano Lucino (Como) and in Cernusco sul Naviglio (Milan). The stores will use the historical brand Gros Market, with the incorporation of the Sogegross logo as part of the insignia. Besides cash & carry outlets, the company also has 56 Basko supermarkets and superstores, 41 Doro discount outlets, and 116 Ekon convenience stores.

**Sogegross diventa il secondo  
operatore italiano nel canale cash & carry**

Con quattro acquisizioni di altrettanti rami d'azienda, Sogegross cash & carry si estende in Lombardia, diventando il secondo operatore a livello nazionale per numero di cash gestiti da unico imprenditore. I nuovi punti vendita acquisiti, rilevati dal Gruppo Lombardini, si trovano a Dalmine (Bergamo), Costa Masnaga (Lecco), Montano Lucino (Como) e Cernusco sul Naviglio (Milano). I punti vendita utilizzeranno il marchio Gros Market, con l'incorporazione del logo Sogegross. Oltre ai cash & carry, il Gruppo possiede anche 56 supermercati Basko, 41 discount Doro e 116 convenience store Ekon.





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NEW PEDON FACTORY  
INAUGURATED  
IN ARGENTINA

On the past April the 23rd, in Rosario de la Frontera, Argentina, the Vicenza-based Pedon Group inaugurated its new production facility. The plant was built thanks to a 2.5 million investment, and with a production capacity of 18,000 tons of beans and chickpeas every year, it has already turned into the largest local exporter of legumes, with a 10-15% market share. “A further step forward in our internationalization process”, said Remo Pedon, Ceo. The factory will distribute its products in the EU, North Africa, North and South America and The Middle East, generating revenue for 1.5 million euro.

**Inaugurato il nuovo stabilimento Pedon  
in Argentina**

È stato inaugurato sabato 23 aprile, a Rosario de la Frontera, in Argentina, il nuovo sito produttivo Acos, divisione industria del Gruppo Pedon. Con una capacità produttiva di 18mila tonnellate l'anno di cannellini, fagioli e ceci, il nuovo stabilimento, realizzato grazie a un investimento di 2,5 milioni di euro, rende Pedon la terza azienda nel paese sudamericano per quantità esportata di legumi, con una quota tra il 10 e il 15% della produzione nazionale. “Un ulteriore passo che rafforza la nostra presenza sui mercati internazionali”, commenta Remo Pedon, amministratore delegato del Gruppo. Lo stabilimento, che servirà l'industria conserviera e di surgelazione di tutta l'area Ue, Nord Africa, Nord America, Middle East e Sud America, genererà un fatturato stimato in 1,5 milioni di euro.





MARS WILL START LABELING ITS ‘LESS HEALTHY’ PASTA SAUCES

Mars Food, which includes brands Dolmio and Uncle Ben's, will label certain pasta sauces advising 'occasional' consumption in a new initiative to help customers structure a healthy diet. The labels will be put on products with high levels of salt, sugar or fat, such as Dolmio lasagne meal kits and lasagne sauces. The company will consider products with lower levels of salt, sugar or fat to be 'everyday' meals, and the ones labeled 'occasional' should be considered about once a week. "Our nutrition criteria sets a very high standard for our products, and we also want to help our consumers understand the difference between 'everyday' and 'occasional' products within a balanced diet," said Fiona Dawson, global president of Mars Food, Drinks, and Multisales.

Mars Food crea etichette ad hoc per le sue referenze 'meno salutarì'

La Mars Food, che include brand come Dolmio e Uncle Ben's, apporrà sulle etichette di alcuni prodotti l'indicazione 'consumare saltuariamente', come parte di un'operazione volta ad aiutare i consumatori a compiere scelte alimentari più consapevoli. Le etichette verranno apposte su prodotti con un elevato contenuto di sale, zucchero o grassi, come ad esempio le lasagne e i sughi a marchio Dolmio. D'altro canto, l'azienda indicherà i prodotti con un minor livello di sale, zuccheri e grassi come adatti per un consumo quotidiano. "I nostri criteri nutrizionali pongono degli standard molto elevati per i nostri prodotti, inoltre vogliamo aiutare i consumatori a capire la differenza fra 'quotidiano' e 'occasionale' all'interno di una dieta equilibrata", sottolinea Fiona Dawson, presidente di Mars Food, Drink e Multisales.



SAVE THE DATE WITH PRIVATE LABEL, IN CHICAGO ON THE 14 AND 15 NOVEMBER

It will be held on the 14 and 15 November, at the Donald E. Stephens Convention Center of Chicago, the US edition of Plma, the only international trade show dedicated to private label. 1.300 exhibitors, proceeding from 40 countries, are expected to attend the event. The United States are a strategic market for Italian food products, and therefore the Italian Trade Agency will organize a collective of Italian companies, both active in the food and non-food sectors. Subscriptions are open from May 4 to 30, 2016.

Appuntamento con la private label, a Chicago, il 14 e 15 novembre

Si terrà il 14 e 15 novembre, presso il Donald E. Stephens Convention Center di Chicago, l'edizione statunitense di Plma, l'unica fiera al mondo dedicata alla private label. Che vedrà la partecipazione di 1.300 espositori, provenienti da 40 paesi. Un mercato particolarmente strategico, quello a stelle e strisce, per i prodotti agroalimentari italiani. Per questa ragione l'Ice Agenzia curerà l'organizzazione di una collettiva italiana food e non-food. Le iscrizioni sono aperte dal 4 al 30 maggio 2016.



METRO GROUP TAKES MAJORITY STAKE IN EMMAS ENKEL



Metro Group has taken a majority stake in multi-channel retailer Emmas Enkel, according to Lebensmittel Zeitung. It reported that Metro Group has increased its share in the business to 93%, having initially taken a 15% stake in the business back in December 2014, when it was a Duesseldorf-based start up. Lebensmittel Zeitung quoted a Metro Group spokesperson as saying that Emmas Enkel will fit well with its online growth strategy, and represent a platform for digital innovation in the group. Emmas Enkel is styled as a traditional 'mom and pop' store which also offers consumers to shop online while in-store, or via their smartphones. It offers free deliveries for orders over 30 euro.

Metro diventa azionista di maggioranza della catena tedesca Emmas Enkel

Il Gruppo Metro è ora azionista di maggioranza del retailer multicanale tedesco Emmas Enkel, con una quota del 93%. Creato nel 2014 da due giovani imprenditori, Emmas Enkel (letteralmente 'I nipotini di Emma') si presenta come un negozio di vicinato tradizionale, dall'atmosfera volutamente retrò, caratterizzato tuttavia da un alto tasso d'innovazione tecnologica: i clienti possono infatti fare la spesa utilizzando gli schermi installati nel locale o vedersela recapitare direttamente a casa ordinandola via smartphone. A dicembre 2014 Metro aveva già acquisito una quota del 15% di questa originale start-up, che grazie all'apertura di nuovi punti vendita sta diventando sempre più famosa tra i consumatori tedeschi.



“Tronchetto di Porchetta IGP”



“Coppiette di Puro Suino”

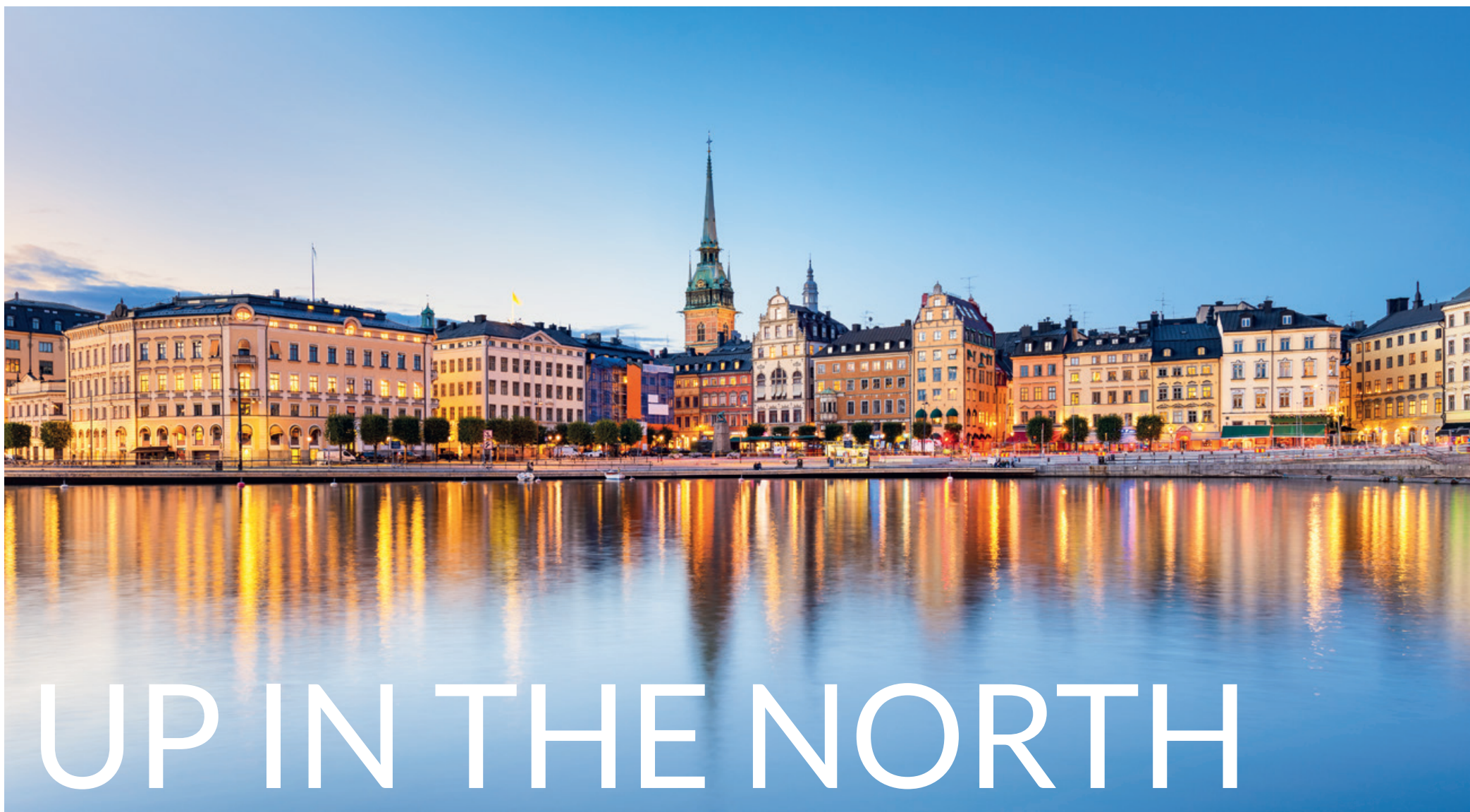


“Ariccia”



“Petali di Coppiette”





GastroNord & Vinordic, northern Europe's most important trade show for the Horeca channel, was held on the past 25-29 April. A strategic platform to enter the Swedish food market, and to meet local importers.

Massimo Scilleri and Marie-Luise Mansson (he is from Sicily, she is from Sweden) recently inaugurated an Italian specialty shop called 'Gioie di Sicilia' (namely 'Delights from Sicily') in the small Swedish town of Vastervik. "We are just at the beginning," they tell us. "The idea came to us for two main reasons: passion on one side, and the desire to have some authentic Italian food at home on the other".

We start talking about them because their story is very similar to that of many Italian families that, 20 or 25 years ago, started small import activity of Italian food products in this country, setting the commercial and cultural basis for doing business in the Northern Region. Today, they are established companies and they exhibit among the halls of GastroNord-Vinordic, the trade show held in Stockholm on the past 25-29 April. A huge space, a flexible organization and affordable prices make this event extremely interesting to approach the Scandinavian marketplace, in particular for the Horeca channel. "A very dynamic sector here in Sweden," said Daniel Fritzdorf, event manager of GastroNord. "Also thanks to the contribution and the initiative of young migrants of first and second generation."

Among them, of course, also many Italian entrepreneurs. Hence, you just need to take a walk around the

city to understand how much appreciated is Italian cuisine. Among the many examples, also a restaurant entirely dedicated to one of our flagship products: pasta.

#### More than just Horeca

Food service is an important channel for spreading the knowledge of Italian products in Sweden, since retailers still offer a limited selection of products. A situation worsened by the low level of knowledge of Italian specialties by the upper and middle class, also due to the difficulties they meet in finding made in Italy products. Anyway, in the supermarkets of the Swedish capital you can find different kind of Italian cheeses, such as Parmigiano Reggiano, Grana Padano and (broadly appreciated) Gorgonzola; as well as Mortadella, Parma ham and Salami.

The beautiful city markets, instead, are almost completely lacking of Italian specialties. Which is a pity, since they are real 'food cathedrals', where you can have a quick (but high quality) meal, and able to attract consumers with a definitely high spending power. Among the most famous there is the Saluhall indoor market, offering a wide array of fresh and ready-to-eat products.

#### PDO & PGI

Cheeses with Protected Denomination of Origin are among the

Italian products we found more frequently in Swedish supermarkets. And therefore the presence at GastroNord of a collective stand organized by the Parmigiano Reggiano, Gorgonzola, Asiago and Mozzarella di Bufala Campana Protection Consortia - supported by the Italian Ministry of agriculture - was rather important. "The demand for our specialty has started growing in recent years, mainly thanks to the presence of so many Italian restaurants", said Gennaro Testa, of the Mozzarella di Bufala Campana Consortium. "There is still much to do, but there is also great potential," adds Luca Cracco, of the Asiago Protection Consortium. "We start basically from zero, so we can only do better!"



#### Su al Nord



Spazi non enormi, agilità organizzativa e prezzi tutt'altro che esorbitanti rendono GastroNord-Vinordic, in scena dal 25 al 29 aprile scorsi, una manifestazione fieristica molto interessante per approcciare il mercato scandinavo, soprattutto attraverso il canale della ristorazione. "Un settore molto dinamico e vivace qui in Svezia", spiega Daniel Fritzdorf, event manager di GastroNord. "Grazie anche al contributo e all'iniziativa dei giovani e dei migranti di prima e seconda generazione".



# IMPORTERS AND DISTRIBUTORS

## ITALIANA FOOD SELECTIONS

Italiana Food Selections was founded 20 years ago by the Hjort family. The company is mainly active in the Horeca channel, selecting products of premium quality. "Our offer includes almost all food categories, apart from frozen and fresh foods, excluding sausages," said Claudio Hjort, marketing manager. "In the last years cured meats such as Parma and San Daniele hams or truffle salami have been more and more appreciated. As well as dairy specialties such as Parmigiano Reggiano, sweet Gorgonzola and Tuscan Pecorino." The booth of the company at Gastronord hosted many suppliers offering tastes to visitors. Among them, also some well renowned Italian brands: Sant'Ilario, Branchi, Dok Dall'Ava, Gennari and La Casera. But also oil, vinegar and pepper. "Swedes love Italian high quality products, but we need to make a move forward, especially in the retail channel. Where the offer is still too much limited, and includes middle or even low quality products," said Gina Hjort, owner of Italiana Food Selections. "In October we will organize a dedicated event, to create a meeting point between our suppliers and Swedish operators."



From left: Simona, Claudio and Gina Hjort of Italiana Food Selections

## MATRIC ITALGROSS

2016 is an important year for Matric Italgross: "We celebrate our 25th anniversary on the Swedish market," said Paolo Grasso and Guglielmo Rosa, respectively sales advisor and sales manager for the Horeca channel. Owner of Matric - active both in the Horeca and retail channels thanks to headquarters in Stockholm, Göteborg and Malmö - is Riccardo Mondolfi. "We are present all over the country, distributing famous Italian brands such as Mutti, Veroni, Golfer, Greci, Sella e Mosca and many more. We are going to add new brands soon and we will implement several development projects, because we see interesting growth prospects." Organic pasta and oil are among the most appreciated products: "There is a high demand for Italian products, also from retailers. Prices, however, are a little higher with respect to the market average. So we have to make a communicative effort to explain the unique features of the products we offer, and therefore legitimize this price."



From left: Guglielmo Posa, Riccardo Mondolfi and Paolo Grasso of Matric

## MARTIN&SERVERA

With revenue exceeding one billion euro, Martin&Servera is definitely one of the leading Swedish companies for the distribution of products to the food service. Present in their offer also a selection of Italian brands, such as the Casa Modena and Felsineo cured meats. "We import many different products from Italy, such as cured meats, pasta and oil," said Christina Gezelius, communication manager for Martin&Servera. "Italian producers' strength lies in their attachment to tradition and in the high quality of their products. Now, they should focus their attention also on topics such as sustainability and organic production, extremely important for Swedish consumers, as well as for Horeca and retail operators."



Christina Gezelius of Martin&Servera

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## / alimentaria 2016



# BEAUTIFUL AND MISUNDERSTOOD

At the edition marking its 40th anniversary, the Spanish food and drink fair managed to attract 140,000 visitors from 157 countries. As well as 800 top-level international buyers.

Take a modern exhibition centre, buyers proceeding from all Spanish-speaking countries, brands such as Coca Cola, Nestlé and Danone (usually not taking part to international exhibitions), now add more than 140,000 visitors, and what you get is Alimentaria, held in Barcelona from the past 25 to 28 April, attended by 4,000 companies from 70 countries. The trade fair offering was split between the classic drivers of the show: Intervin (wines and spirits), Intercarn (meat and meat products), Restaurama (the restaurant sector) and Interlact (milk and dairy products). New for this year was Multiple Foods, the most cross-cutting of all the fairs that brings together virtually half of the companies taking part in the show, grouped by specialist area.

About 100 Italian companies attended the show, many of them in the national collective organized by the Italian Trade Agency (ITA). Many other producers, instead, decided to ignore the event, considering it less important with respect to other international trade shows. But they were wrong.

Alimentaria proved indeed to be a strategic marketplace, in particular for Spanish-speaking markets. Investments for the incoming of international trade professionals was increased by 35%, taking to Barcelona 800 top-level buyers from 78 countries (+62% over 2014), among importers, retailers and food service operators. 21,000 visitors came from European countries, top destination market for over 70% of Spanish food & beverage products.

Another 10,000 visitors came from America: Mexico, Brazil, Colombia and the US, thanks to the linguistic proximity with Spain. But the booths were also crowded of visitors proceeding from China, Hong Kong, Singapore, Vietnam, Philippines, Indonesia, Malaysia and Japan. From the Middle East, it is worth mentioning the growth in the number of visitors from the United Arab Emirates. New countries on the list of visitors included Tunisia, Algeria, Oman, Kuwait, Saudi Arabia, Nigeria, Congo and Mozambique.

"At this edition we have taken a very important step forward in our overseas projection, reaching key markets for the future of the food industry. We have managed to attract every professional profile in the food distribution and retail industry, as well as the Ho-ReCa channel, which will translate into new business and opportunities to increase sales in both the domestic and foreign markets", said J. Antoni Valls General Manager of Alimentaria Exhibitions.

"The event has consolidated itself as a major platform for exports from the Spanish food industry as well as an important showcase of the sector's innovations and the new trends that are emerging in this market", adds Josep Lluís Bonet, President of Alimentaria Barcelona. "We are witnessing Spanish products becoming better known and achieving a more premium position, which will result in growth in the value of our exports".

### ORGANIC



**TARALL'ORO**  
From left: Antonello, Antonio ad Valeria Di Bari



**SARCHIO**  
Sandra Mori presents Sarchio new organic and palm-oil free Muffin



**CIEMME ALIMENTARI**  
Roberto Antonucci, marketing

### WINES



**DONELLI**  
Angela Giacobazzi from Donelli Vini



**MARANELLO**  
Bruno Barbieri, managing director of Maranello Wines



**TAPI'**  
Tapi', with revenue for 45 million euro, is distributed in Spain

### CHEESE



**CABRE**  
From left: Antonella Canini, Luigi Cavagnini and Andrea Banda



**CASEIFICIO LONGO**  
Products showcase, including the original 'Tomino del Boscaiolo'







## THE ITALIAN FOOD MAGAZINE WAS THE ONLY ITALIAN PUBLICATION DISTRIBUTED AT THE SHOW



Warm appreciation was shown in Barcelona for *The Italian Food Magazine*. Our b2b publication for global buyers and importers was indeed the only Italian magazine - together with *The Italian Wine Magazine*, the other publication of Tespi Mediagroup - present at Alimentaria (picture). Distributed during the most important international trade shows dedicated to the food & beverage sector, *The Italian Food Magazine* is also sent to a broad mailing of buyers and importers thanks to an agreement signed with the Italian Trade Agency.



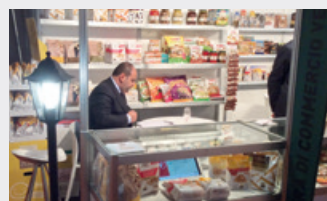
## SWEETS



**GASTONE LAGO**  
The Poker range was showcased at the Gastone Lago Elledi booth



**ITALPIZZA**  
Italpizza products are highly appreciated in Spain



**PANIFICIO ZORZI**  
Panificio Zorzi booth at Alimentaria



**BIO ALIMENTA**  
Antonio Rotunno, owner



**ITA/ICE**  
From left: Emanuela Esposito, Rosa Maria Llurba Ortiz of the Italian Chamber of Commerce in Barcelona, Maria Luisa Caballero of ITA and Francesca Giorgini of CCIS

## Alimentaria Barcellona: bella e incompresa



Metti un moderno centro espositivo, buyer provenienti da 78 paesi, brand come Coca Cola, Nestle e Danone (di solito assenti nelle grandi esposizioni internazionali), aggiungi oltre 140mila visitatori e quello che si ottiene si chiama Alimentaria. L'evento, a Barcellona dal 25 al 28 aprile, ha visto la presenza di 4mila aziende da 70 paesi. Un centinaio gli italiani, per lo più all'interno della collettiva organizzata dall'Ice Agenzia. Molti di più, invece, quelli che hanno snobbato la fiera, considerandola meno importante di altre rassegne internazionali. Alimentaria, invece, si è confermata una piattaforma strategica, soprattutto per i mercati di lingua spagnola. Con l'organizzazione della fiera che ha aumentato del 35% l'investimento per l'incoming e invitando 800 buyer da tutto il mondo (+62% sul 2014), tra importatori, operatori di Gd e Do e del canale Horeca.

**RASPINI**  
The company from Piedmont presented its new organic range

**PAVAROTTI**  
From left: Corrado Marassi, Marianna Ruset, Carlo Alberto, Enea, Pier Paolo, Patrizia and Viviana Pavarotti

**Bio**  
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# BEYOND THE BARRIERS

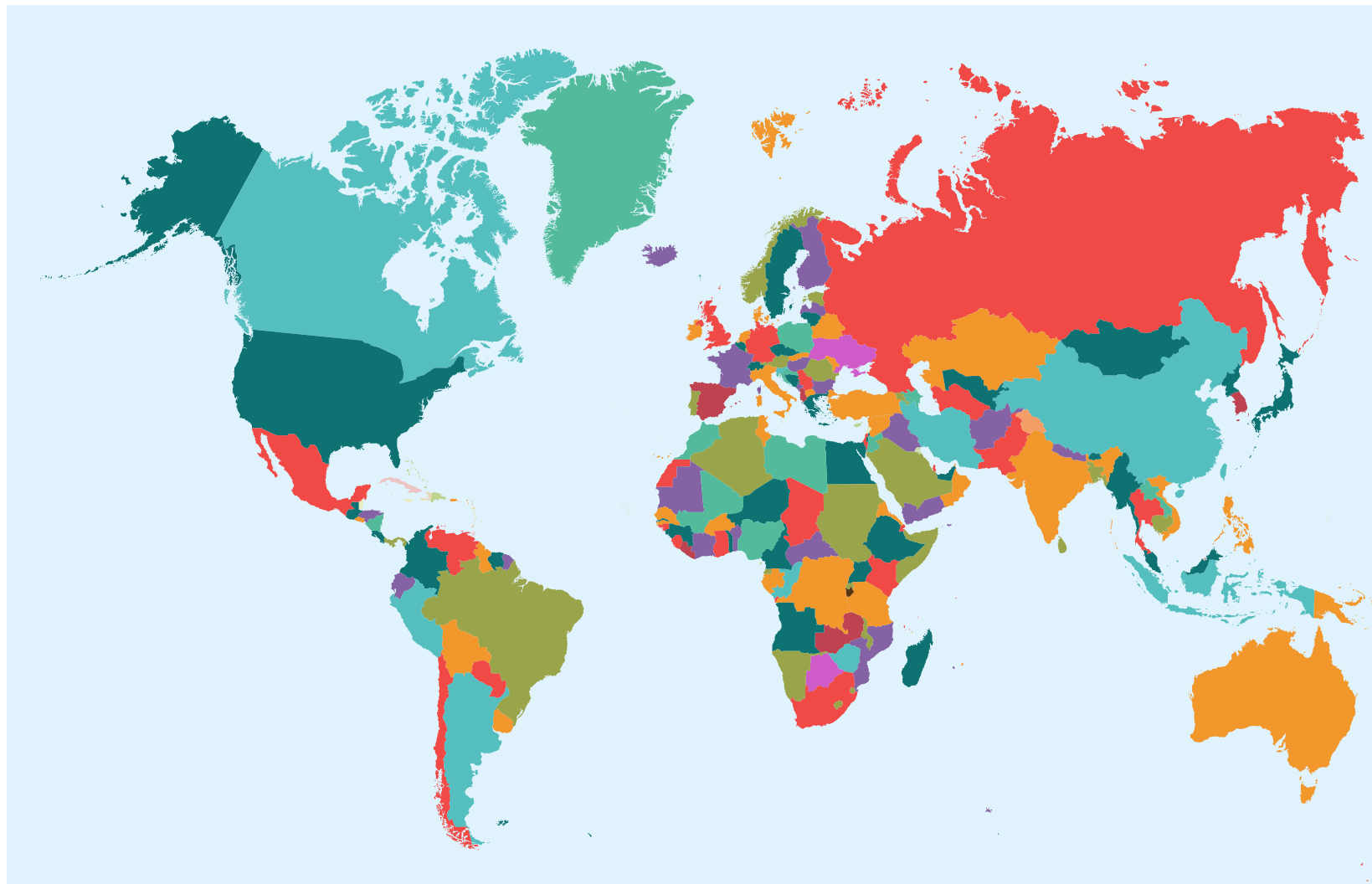
According to the Italian Federation of food & drink industries (Federalimentare), if global tariff and non-tariff barriers were abolished, exports of the sector would double their growth rate. Reaching in 2020 the value of 60 billion euro, against the goal of 50 billions set by the Italian Prime Minister Matteo Renzi. According to other studies, by reducing non-tariff barriers from 10 to 5%, global trade would rise by 2-3%. But things are not that easy: on one side national regulations take into account the peculiarities of each country; on the other side, they are often used by governments to favour local industry at the detriment of products proceeding from abroad.

The strength of the EU lies in its complex food policy - one of the most complete and detailed in the world - as well as in the possibility to sign free trade agreements. Of course, there are countless political, cultural and - as above-mentioned - protectionist reasons that can considerably slow down this process. Creating big problems for companies in the sector, and even damaging the work carried out in many years on a specific market.

Here you will find a list of extra-European markets, whose legislations are more or less favourable to food imports. The analysis is focused on two of the most renewed and appreciated Italian excellences, such as cheeses and cured meats, that unfortunately, due to factors such as the origin of raw materials and seasoning, are among the most affected by tariff and non-tariff barriers worldwide.

## IF...

- IF tariff and non-tariff barriers were abolished, Italian food exports would double their growth rate, and reach the value of 60 billion euro by 2020.
- IF the EU and the US signed the TTIP, they would create the biggest free trade zone in the world. According to estimates of the European Commission, EU GDP would rise by 0.5% by 2017.
- IF the goal set by Prime Minister Matteo Renzi was met, Italy could boast its exports from 33 to 50 billion euro by 2020.



### ARGENTINA

Argentina holds the unenviable record for the country with the largest number of tariff - custom duties for food products are set at 14.7% - and non-tariff barriers. Due to the import substitution strategy applied by the country Government, importers of goods that are competing with the local ones are requested to limit imports and promote exports and investments in the sector.

In 2012 some protectionist measures were introduced to prevent the import of pork-based products proceeding from Europe. Until that date, the import of cured hams seasoned at least 400 days was allowed, as well as the import of products cooked at controlled temperature (such as mortadella, cooked ham and turkey). For products with different seasoning or cooking temperature, the meat had to proceed from authorized countries.

### UNITED STATES

Today, trade talks between the EU and the US for the Transatlantic

Trade Investment Partnership (TTIP) and the Food Safety Modernization Act (FSMA) are underway. Among the goals of these treaties, there is the equal recognition of certifications and food regulations.

In 2012 the US market was officially opened to all pork-based products proceeding from some Italian regions (Lombardy, Emilia Romagna, Veneto, Piedmont, Valle d'Aosta, Friuli Venezia Giulia, Liguria, Marche and the provinces of Trento and Bolzano) recognized free from swine vesicular disease. In 2015 the 100% re-inspection measure was eliminated, finally opening the market to short seasoning products. In addition, in 2013 US authorities allowed Italian companies to export bresaola (if made with US raw material).

Top destination market for Italian cheese, microbiological limits for *Listeria Monocytogenes* are very strict in the US: 25 grams to 1000 cfu/g (100 cfu/g in the EU). In addition, some raw milk cheeses can be placed on the market only after 60 days of seasoning. And cheese aging on wooden boards is

considered dangerous by US authorities.

### CANADA

The CETA treaty, signed between Canada and the EU in October 2013, is going to introduce important changes, since 98% of non-tariff barriers are going to be abolished. The agreement is still waiting for the approval of the EU Council and Parliament, expected by 2016.

Thanks to the mutual recognition of Canadian and European phytosanitary legislations, there is no big problem with the import of pork meat products or cheese.

### BRAZIL

Imports of Italian food products are often suspended for sanitary and phytosanitary reasons. More than once the EU asked to modify these regulations.

In June 2014 Brazilian authorities allowed the import of cured meats seasoned at least 30 days, but only if raised in the Italian regions of Lombardy, Emilia Romagna, Veneto, Piedmont, Valle d'A-



## An analysis of some of the most important extra-EU markets for Italian food products. In particular for cheese and cured meats. Among restrictions and new opportunities.

osta, Friuli Venezia Giulia, Liguria, Marche and the provinces of Trento and Bolzano. Also cured and cooked ham, as well as mortadella and cotechino, can be imported in the country. Dairy products must get the DIPOA certification. A long and complex procedure, lasting about 8 months, requested for every kind of product.

### CHINA

Original labelling written in Chinese is mandatory to export to China. Furthermore, local regulations require a long series of documents, in particular for sanitary reasons.

Cured hams seasoned at least 313 days and heat-treated can be imported. For cooked products the market was officially opened in 2014, but only for products proceeding from five plants authorized in 2012.

### JAPAN

Getting customs clearance in Japan can be a long and complex procedure, made of a long list of documents. In October 2014 Japanese authorities changed the current legislation on microbiological criteria for *Listeria monocytogenes* in food products, now aligned with the European Codex standards. An important result that led to the removal of one of the most significant non-tariff barriers preventing the export of Italian cured meats in Japan. As regards bresaola, the import of bovine meat and derivatives is still not allowed due to the concern over BSE (Bovine Spongiform Encephalopathy).

Authorizations for cheese imports are not always allowed due to food safety reasons.

### SOUTH KOREA

South Korean authorities exercise strict control over imports, in order to prevent the spread of animal diseases.

In January 2016 new regulations for the import of pork-based products from Italy entered into force. Anyway, so far the market is open only for cooked products or products seasoned at least 400 days, but raw material must necessarily be of Italian origin. The import of fresh pork meat is still banned.

Microbiological limits have been set for cheeses, while the import of products made from raw milk is not allowed. Anyway, after a long negotiation between Italian and local authorities, important results have been achieved: such as the possibility to export parmigiano reggiano, grana padano and other raw milk cheeses.

### SINGAPORE

Due to the diagnosis, in Italy, of cases of swine vesicular disease, imports of short seasoned cured meats are banned in Singapore. For cured seasoned hams from Carpegna, Parma and San Daniele, instead, the Veterinary Authority of Singapore (AVA) introduced in 2013 a new customs procedure. For other kind of products, applications for authorizations are extremely complex, and require a series of information on production plants and manufacturing techniques.

FOLLOWS ON PAGE 14

### Oltre le barriere



Secondo Federalimentare, se si eliminassero i dazi e gli ostacoli non tariffari, l'export agroalimentare italiano potrebbe raddoppiare il ritmo di crescita arrivando a superare, nel 2020, i 60 miliardi di euro, contro i 50 fissati come obiettivo dal governo Renzi. La forza dell'Unione europea risiede senza dubbio nel suo complesso normativo in campo alimentare, fra i più corposi e completi al mondo. E nella sua possibilità di firmare trattati che agevolino il libero scambio. Ma, ovviamente, vi sono ragioni politiche, culturali e protezionistiche che rallentano in maniera considerevole queste trattative. Rallentamenti che si traducono in grandi difficoltà per le imprese del settore, e che rischiano di compromettere anni di duro lavoro. Qui proponiamo un'analisi di alcuni dei principali mercati extraeuropei per i nostri prodotti alimentari, con un riferimento particolare ai salumi e ai formaggi. Che sono tra le specialità italiane più amate al mondo, ma che a causa di specificità quali l'origine della materia prima e la stagionatura, sono anche le più soggette a pesanti barriere fitosanitarie.

**TYPICAL FRAGRANCES AND TASTES FROM PUGLIA**

# Capocollo

di Martina Franca




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FOLLOWS FROM PAGE 13

**INDONESIA**

In Indonesia, laws governing the food sector are extremely complex. Imported products have to be registered at the authorized local body (BPOM), a procedure that can last even several months. In addition, final goods sold directly to consumers have to be certified Halal also by the MUI authorization body (Majelis Ulama Indonesia).

Cooked meat products, beef-based and pork-based products seasoned for less than six months can't be imported in the country. For the import of meat, authorization is requested both for country of origin and production plant.

**VIETNAM**

The food safety law, entered into force in 2012, turned out to be complex for Italian exports. It introduced a series of bureaucratic hurdles for import procedures, such as the need to involve the health authorities of the countries of origin.

In March 2014, Vietnamese authorities introduced a mandatory authorization and the inclusion in the list of pork meat processing facilities interested in exporting to Vietnam. Unfortunately, such a procedure is intricate and difficult to understand.

**TAIWAN**

Due to the presence of Swine African Fever in Sardinia, imports from Italy of pork meat and pork-based products are not allowed in the country.

**UNITED ARAB EMIRATES**

Foreign companies willing to export to the UAE need a local sponsor. In addition, according to the federal law, the distribution of such products must take place through operators from the Emirates.

Only in a limited number of cases the import of pork-based products is allowed. Products made of beef and poultry meat, instead, must be Halal certified.

**EGYPT**

Strict controls are exercised over compliance with local regulation, in line with the European ones. For this reason food exports from the EU to Egypt enjoy a preferential treatment. In 2010 a further liberalization occurred in the exchange of some fresh and processed goods, but some non-tariff barriers during the customs clearance operations are still in force.

**INDIA**

Indian legislation presents many tariff and non-tariff barriers: imports of milk derivatives, poultry, sheep and goat meat as well as pet food are banned.

Imports of cooked pork-based products are allowed. Imports of beef meat, instead, is banned for religious reasons.

Local legislation doesn't recognize seasoning like a safe method for processing milk. For this reason products not receiving a heat treatment - such as parmigiano reggiano - can't be imported in the country. In addition, only vegetal rennet, instead of animal rennet, can be used.

**THAILAND**

Sanitary and phytosanitary certifications are requested in order to export products of animal or vegetal origin in the country. Approval procedures are complex and long-running, often open to different interpretations, and may presuppose the inspection of production facilities by government authorities.

Nevertheless, most of Italian cured meats can be exported to Thailand.

**AUSTRALIA**

Australian Government's Biosecurity import conditions represent a serious obstacle for European exports. Risk analyses for biological control are mandatory for most food products. In 2008 the Government launched a reform program that is moving forward at a slow speed.

In 2006 Italy achieved the authorization for the import of cured de-boned ham and of cooked sterilized products such as zampone and cotechino. Conditions imposed, however, are very restrictive, and some kind of cooked and short seasoned products can't still be imported.

**NEW ZEALAND**

For meat-based products, New Zealand acknowledged the equivalence of its legislation with the European one. Therefore, the market is open to all Italian cured meats, and to bresaola as well, if made with raw material proceeding from the EU or countries authorized for direct export to New Zealand.

**RUSSIA**

Since August 2014, an embargo has been imposed on food products proceeding from the EU, affecting different kinds of cured meats, including those produced with pork or beef meat. Even before the embargo,

anyway, strict controls were applied due to an outbreak of swine fever in some territories linked to the EU. The long and complex negotiations have led to a partial opening for some products categories, later nullified by the embargo.

In addition to the embargo, dairy products also require the authorization of the national veterinary service.

**TURKEY**

Most of the problems in exporting to Turkey are linked to customs clearance procedures, that need to be completed in 20 days for products carried by land or air and 40 days for those carried by sea. After this time period, goods are expropriated and can be sold at auction.

Beef meat-based products can't be imported in Turkey, while a special pasteurization technique is requested for cheeses. Furthermore, for dairy products made of milk that has not undergone a thermal treatment (such as parmigiano and grana padano), Turkish authorities accept any certificate issued by the country of origin. Starting from December 2014, the cheese must receive a sanitary certificate, issued by Asl.

**SOUTH AFRICA**

At the end of 2014 South African authorities stopped issuing authorizations for the import of pork-based seasoned products from Italy, since they were no longer considered suitable for import. After a long negotiation, an agreement on the new certification was reached in April 2015. In particular, products with a PH less than or equal to 5 have to be seasoned for at least 12 months. Producers were allowed to use the meat of pigs born, raised and slaughtered in Italy and also in the other European countries authorized by South Africa: Germany, Netherlands, Spain, France, Denmark, Belgium, Hungary, United Kingdom and Ireland.



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# ITALIAN SUPPLY CHAIN FROM THE LAND TO THE FINISHED PRODUCT

**PRO SUS** was founded in 1985, from the business idea of a small group of farmers. Today like yesterday, its core activity is the slaughtering and processing of pork meat of Italian origin. **PRO SUS** main features have always been the constant search for quality, the controlled supply chain, the respect for the rural tradition and a close connection with the territory.

Today, **PRO SUS** is an Agricultural Cooperative of pork meat producers with about 70 members in Lombardy and Emilia Romagna, and celebrating in 2015 its 30th anniversary. In the slaughtering hou-

se, located in Vescovato, in the province of Cremona, only Italian porks of the Parma and San Daniele P.D.O. circuits are processed. Over 70% of these porks proceed from associated farmers, but **PRO SUS**, at the head of the supply chain, is able to ensure the Italian origin of animals proceeding from third suppliers too.

The guarantee of 100% Italian origin is a great added value of the **PRO SUS** brand products: the utmost respect for final consumers, always paying attention to the needs of its members and workers, as well as the highest respect for the environment.

**PRO SUS** decided to integrate the slaughtering

activity with connected services: a cured meat factory in Tizzano Valparma (province of Parma) and the manufacturing of ready-to-eat products in the processing facility of Castel D'Ario (province of Mantova).

**PRO SUS** quality system relies on hygiene and safety, health and security. In particular, the company is certified UNI EN ISO 22000:2005, FSSC 22000, BRC IFS, BIO N.11608 and Animal Welfare Winterbotham Darby, including the most important sanitary and trade authorizations for exporting to the USA, Japan, Canada and more.

## THE PREMIUM SKIN RANGE

In 2015 Pro Sus launched a new range of high quality products, characterized by an innovative vaccum skin packaging, providing a longer shelf life and preserving the organoleptic and nutritional properties of meat. The fixed weight guarantees efficiency and convenience to the point of sale, and the QR Code printed on every pack ensures consumers with whole traceability of the supply chain, 100% Italian.



## FRESH AND READY TO COOK

Products made of softened meat, characterized by a unique and exquisite taste, thanks to delicious and original matches.

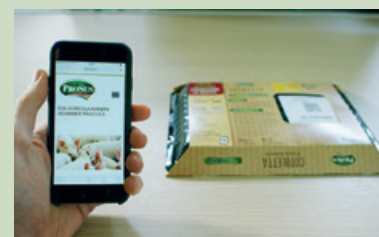
- Good and genuine, suitable for consumption by all family, including children and old people
- Convenient packs containing two servings
- Easy and quick to cook, ready to eat in a few minutes

The range includes products such as Softened Loin Sliced, to be enjoyed in the classic of flavoured versions (lemon, rosemary, myrtle), Softened Loin Stripes (also lemon flavoured), Ham-burger from ham trimming (100% pork tight), and Softened Sticks of Pork Meat (called 'Arrosticini').



### QR CODE, HOW DOES IT WORK?

By scanning with your smartphone the QR Code displayed on the pack, you are directly linked to the web page containing all information (pictures, geo-localization...) about the farmer and the production chain. Raw materials are tracked by advanced software, following meat processing from the arrival of pigs to the slaughtering house until the finished product in its pack.



## PRE-COOKED AND READY TO EAT

Pre-cooked meat products to warm up for a few minutes to let them release all their aromas and flavours. Easy and quick, they are free of preservatives and hydrogenated fats. In addition, the vacuum-skin packaging maintains unchanged their organoleptic properties for a long time. The range includes the pre-cooked softened loin cutlet, and the cooked sausage and pumpkin croquettes.





# GONE IN 60 MINUTES

Amazon's one-hour delivery service is now active also in Milan. Following the same 'easy and effective' format adopted in the US, UK and Japan. Interview with Marco Ferrara, Prime Now city manager.

On the past November, Amazon launched in Italy its Prime Now service. In Milan and the surrounding areas, products are delivered in 60 minutes or in a two-hours time frame, from 8 a.m. till midnight, 7 days a week. Among products that can be purchased: food, also frozen, baby items, and goods for personal care. We talked about logistics, possible future developments of the project and, more in general, about how it is performing with Marco Ferrara, Prime Now city manager.

**How is the Prime Now service performing, especially for food products?**

We are very satisfied with Prime Now, just like our customers. The service was launched in November 2015, with cold and frozen products. Afterwards, a first selection of fresh products was included: 30 types of fruit and vegetables. Data released by the b2c eCommerce Observatory of Politecnico di Milano show a 20% growth in the value of food items sold online in Italy in 2015, a market worth 393 million euro. Today, e-commerce still accounts for just 0.25% of total retail sales in the sector. Which offers a huge growth potential for a business that is fundamental for made in Italy.

**Let's talk about logistics, what criteria do you follow?**

Storage of products is made - according to the product - into refrigerating rooms and shelves divided into sections. As it happens in all Amazon warehouses, the method implemented is called 'disordered order'. It means that products' placement on the shelves is casual, where there is room available. Inside the same section you can find a pack of biscuits close to a ready sauce or a pasta box: a strategy that prevents us from making mistakes at the moment of picking up the products.

**And what about distribution?**

The Prime Now service relies on just one warehouse located in Milan, in the Affori ward. A 1.500-square-meters plant, conceived to satisfy the daily needs of citizens in Milan and the surrounding area. It hosts a selection of about 20,000 products including pasta, coffee, diapers and baby items, as well as personal care goods, wines, spirits, sushi, salads and sandwiches. All products are



Marco Ferrara

delivered directly at home or office in one or two hours, between 8 a.m. and 24 p.m., 24/7. More in general, Prime Now warehouses currently operating in many cities in the US, UK and Japan have a similar dimension and amount of products stored: ideal to manage easily and effectively all deliveries in a short time span.

**How do orders receiving and the following delivery take place?**

When we receive an order, in a 15 minutes time span employees at the warehouse collect the products requested, thanks to a system showing them the shelves where products are placed. All packages are then organized according to the time of delivery and collected by the pony express service, that will finally deliver them using small vans or scooters.

**Which are the main problems you face with this kind of service?**

There are two big challenges we have to face: on one side, we need to grant a high quality selection of products ready to be delivered, and able to meet as much as possible the demands of our customers; on the other side, the path of the product from the shelf to the pony must be fast and without a hitch, in order to optimize delivery time.

**How do you manage the cold chain during delivery?**

We use special insulated bags and refrigerated rooms that allow us to store products at the right temperature before they are picked up by the pony express for the delivery.

**Is Amazon going to expand the service to other cities?**

Amazon Prime is now available in Milan and 46 surrounding municipalities, thanks to the recent enlargement of the service to the 20090 postal code.

**Talking about your suppliers, how does the selection take place?**

Through a careful analysis of products' quality, that involves many people working for Prime Now. For example, as regards fruit and vegetables, we tasted the products to assess their quality.

**Which are the sectors you are going to focus your attention on for the development of the service?**

We constantly add new brands and products to our selection in order to make it as wide and useful as possible for our customers. For example, to the 20,000 products already available with the Amazon Prime Now App we added, starting from the past 15th February, a new selection of 30 different fruits, such as apples, tangerines, zucchini, aubergine and much more. During the first months after its launch, Milan citizens showed a special appreciation for water: the door-to-door delivery is recognized as a valuable tool, preventing them from carrying heavy shopping bags. In the top five of the most purchased products with Amazon Prime Now also beer, Coca Cola, bananas and cold cuts trays.

**One last question: are you planning any collaboration with Italian retailers?**

We prefer not to talk about our future plans: at the moment, we are committed to improving our selection and our delivery performance.

## Fuori in 60 minuti



Amazon ha lanciato anche in Italia, lo scorso novembre, il servizio Prime Now. A Milano e in alcune zone limitrofe, i prodotti sono consegnati entro 60 minuti o in finestre di due ore, dalle 8 del mattino a mezzanotte, sette giorni su sette. Tra le referenze che possono essere scelte e acquistate: alimentari, surgelati, prodotti per l'infanzia, per la bellezza e per la cura della persona. Abbiamo discusso di logistica, di possibili estensioni future del servizio e, più in generale, di come sta andando con Marco Ferrara, city manager Prime Now.







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# THE WORLD OF PRIVATE LABEL

Store brands protagonists at the 2016 edition of PLMA, on stage in Amsterdam on May 24 and 25.

The 2016 edition of world's largest trade show for private label, namely PLMA's 'World of Private Label', will be held at the RAI Exhibition Centre in Amsterdam on the 24-25 May 2016. The theme for this year's event is 'Private Label is People', highlighting the private label experience of the manufacturers and retailers who will be attending. This year's trade show is expected to attract more than 12,000 buyers and visitors from more than 110 countries, that will have the opportunity to visit more than 2,400 exhibiting companies: manufacturers and suppliers of fast-moving consumer goods from over 70 countries.

The exhibition area covers 12 exhibit halls, divided over two main complexes. The Europa Complex is devoted to food products, while the Holland Complex has exhibitors displaying non-food products.

The RAI's Parkhal accommodates both food and non-food exhibitors. Products on display include fresh, frozen and refrigerated foods, dry grocery, and beverages as well as non-food categories, including cosmetics, health and beauty, household and kitchen, auto aftercare, garden, and housewares and DIY. Featured on the trade show floor are nearly 60 national and regional pavilions, promoting their countries and spotlighting the products they make.

Not only will there be more exhibitors and more products than ever at PLMA's 2016, there will also be more ideas for building successful private label programmes. That is

because one of the trade show's most popular attractions, PLMA's Idea Supermarket, will be moving in the RAI Elicium and feature three new special information areas.

One area focuses on the latest developments in product ingredients and another provides important information on packaging and packaging materials. A third area shows creative television commercials that retailers are using to promote their own brands.

"The expansion of Idea Supermarket reflects the growth and increasing complexity of private label", said Brian Sharoff, President of PLMA. "Retailers and suppliers must now be aware of the latest

innovations in product ingredients and packaging materials in order to satisfy consumers and meet the competition. In addition, retailers today are effectively using television commercials to promote their brands and tell consumers about the quality and value of their private label ranges."

Idea Supermarket also will display winners of PLMA's 2016 'International Salute to Excellence Awards' for outstanding private label products. For the first time, International Salute to Excellence Awards will be given for private label wines. In addition, visitors to Idea Supermarket can see private label ranges from more than 60 retailers around the world displayed on gondolas. Another attraction is the New Product Expo, which showcases the latest innovations of this year's exhibitors.



## RETAILER BRAND SALES REACH NEW HIGH IN THE US

Total sales of private label in the U.S. were 118.4 billion dollars in 2015, an all-time record and an increase of 2.2 billions over the previous year. In the past two years alone, annual sales were up +5% (or 5.4 billion dollars), in the major retail channels, according to the 2016 Private Label Yearbook - published by the Private Label Manufacturers Association (PLMA) - that compiles sales data provided by Nielsen for the 52 weeks ending December 26, 2015. Store brands dollar share came to 17.7%, also the highest mark ever. Across all outlets combined store brands sales grew 2%, a performance that equaled that of national brands, which also rose 2%. In unit sales, both store brands and national brands were off fractionally, less than a half percentage point each. Unit sales of store brands were almost 44 billion, nominally on par with last year. As a result, store brand unit share held at 21.1%.



## Il mondo della private label



12mila visitatori professionali e 2.400 espositori prenderanno parte all'edizione 2016 di PLMA 'World of Private Label', in scena il 24 e 25 maggio presso il polo fieristico RAI di Amsterdam. Prodotti food e non-food troveranno posto nei 12 padiglioni della kermesse, spaziando dai freschi ai surgelati, dai prodotti confezionati al vino, fino alla cosmetica e alla cura della casa. Ampliato, quest'anno anche il 'Supermercato delle Idee' di PLMA, che presenterà tre nuove aree tematiche: ingredientistica, packaging e spot televisivi. Una strategia di marketing, quest'ultima, che sta assumendo sempre più un ruolo strategico per i retailer che vogliono promuovere il loro marchio del distributore. Il Supermercato delle idee ospiterà anche i vincitori degli 'International Salute to Excellence Awards', ovvero i premi dedicati ai migliori prodotti a private label.





# ASIA IS CALLING

Record breaking year at the 13th edition of Thaifex, running from 25 until 29 May 2016. A collective made of about 27 Italian companies is going to attend the show.

Thaifex - World of Food Asia, leading annual food and hospitality show in the Indo-China region, returns bigger and better than ever with a record-breaking 80,000 sqm exhibiting space (10,000 sqm more than last year), at Bangkok's Impact Exhibition & Convention Centre from 25 to 29 May 2016. The 13th edition of the five-days showcase will feature 1,800 exhibitors from 27 countries, increasing 7% over last year. The show, which has grown from strength to strength over the past 12 years, has become an important platform for regional and international food importers and exporters to connect with trade visitors from Asia and worldwi-

de. "Thaifex - World of Food Asia continues to grow from strength to strength as the leading food & beverage event in Asia. The show continues to grow in size and popularity and we project an 8% increase in trade visitors, aiming for a total of 38,000 in 2016. International participation has also increased by 13% this year, with new country groups like Brunei, Cambodia, Indonesia, Chile, India, Norway and Ukraine participating. This makes a total number of 20 country groups. This year, we are also pleased to announce Germany as our official country partner," said Michael Dreyer, Managing Director and Asia-Pacific Vice President Koelnmesse.



## Il richiamo dell'Asia



Con 10mila metri quadri di superficie espositiva in più - per un totale di 80mila metri quadri - la tredicesima edizione di Thaifex - World of Food Asia si preannuncia più grande e più bella che mai. Presso l'Impact Exhibition & Convention Centre di Bangkok, dal 25 al 28 maggio 2016, sono attesi 1.800 espositori (+7% sul 2015) e 38mila visitatori (+8%). Inoltre saranno all'incirca 27 le aziende italiane presenti in fiera, all'interno di una collettiva di 400 metri quadri, organizzata ancora una volta grazie alla collaborazione tra Koelnmesse Italia, Fiere di Parma e Federalimentare.

## ITALY AT THAIFEX 2016

The Italian participation at Thaifex 2016 is once again born from the strong skills of two of the major global trade shows in the food sector - Anuga-Koelnmesse and Cibus-Fiere di Parma - as well as of the Italian federation of the food and drink industries (Federalimentare). A big Italian collective - about 27 companies on a 400 sqm surface - will exhibit at the show, with the aim of spreading the knowledge of Italian food & beverage excellences in the region.



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# 2015: A GOOD VINTAGE

Last year, international sales of Italian cured meats rose by 10.7% in volume and by 7.1% in value. Excellent performances for the European and the US markets.

Another favourable year for the export of Italian cured meats, with double-digit percentage growth in volume and a strong value. According to Assica (Italian association of cured meat producers) analysis of Istat data, exports experienced a 10.7% rise in volume and a 7.1% rise in value: a significant growth over 2014, when exports were up 4.7% and 6.3% respectively. Overall, global sales exceeded 165,000 tons in 2015, worth 1.35 billion euro. An important result, if we take into account the global scenario and the stagnating European economy.

"If Istat data will be confirmed, we will remember 2015 like a record year", said Assica president, Nicola Levoni. "Since 2008 Italian cured meat exports never stopped growing and this is - in my opinion - the best answer to the economic crisis that for more than two years has been affecting the global economy as well as our sector, on a European level."

The current crisis in the European swine sector urged Phil Hogan, EU Commissioner for Agriculture and Rural Development, to announce an extraordinary plan aimed, in particular, at boosting local exports. Among most challenging issues, the Russian situation. The embargo remains a huge problem for sales in the sector, and for future sales too. As each day goes by, the hard work carried out by our companies to enter this complex but promising market is nullified. Efforts are strong on a national and European level alike, but relationships between Westerns countries and the Russian Federation don't seem likely to improve.

## TOP DESTINATION MARKETS

### European countries

Europe accounts for about 81.7% of Italian cured meat exports, equal to three quarters of total turnover. Exports growth in volume was 13.2% - for a total of 135,000 tons - and 7.6% in value - for over one million euro. Germany remains the top destination country, rising 2.8% in volume and 3.2% in value. France posted an impressive 15.6% rise in volume and revenue up by 8.2%. Even better the United Kingdom: +19% and +11.7% respectively. Sales in Spain almost doubled in vo-

lume (+124.6%) and value (+88%), in particular for the cooked ham category, since the Campofrio production facility (the largest Spanish producer of cooked ham) was destroyed by fire.

### Extra-European countries

Exports to extra-European countries, worth 302 million euro, are on a rising trend too: +6.8% over 2014 in value and +0.7% in volume - totalling 30,000 tons of products. North American countries lead the rank, with the US firmly established as the top destination extra-European country: 8,8750 tons (+18.9%) for over 105.8 million euro (+22%). Canada, growing 41% and 53.3% respectively, becomes the fourth top importing country of Italian specialties. On the second and third place of the rank, instead, we find Switzerland (-0.3% in volume and +3.6% in value) and Japan (-4.6% in volume and -2.6% in value).



## CURED MEAT TOTAL EXPORTS

Country	VOLUME (TONS)			VALUE (THOUSAND EURO)		
	2015	2014	% 15/14	2015	2014	% 15/14
Germany	32.118,18	31.233,65	2,8%	289.437,75	280.375,34	3,2%
France	29.551,20	25.558,18	15,6%	233.024,50	215.302,98	8,2%
UK	16.052,27	13.490,63	19,0%	158.791,16	142.158,77	11,7%
Spain	10.177,29	4.531,86	124,6%	38.369,96	20.320,95	88,8%
Austria	9.557,05	10.231,81	-6,6%	67.230,64	72.504,47	-7,3%
USA	8.746,93	7.357,74	18,9%	105.771,89	86.674,61	22,0%
Belgium	7.661,15	6.660,56	15,0%	78.502,72	72.401,59	8,4%
Croatia	6.571,23	6.162,46	6,6%	19.084,54	19.540,36	-2,3%
Switzerland	4.738,97	4.751,94	-0,3%	74.177,89	71.573,19	3,6%
Japan	3.358,24	3.518,93	-4,6%	34.152,95	35.075,31	-2,6%
Netherlands	3.311,31	2.826,21	17,2%	31.066,28	26.846,66	15,7%
Sweden	3.136,69	2.703,70	16,0%	32.618,03	29.667,33	9,9%
Slovenia	2.547,08	2.853,88	-10,8%	10.682,70	13.649,25	-21,7%
Greece	2.228,15	2.299,20	-3,1%	10.029,41	10.159,32	-1,3%
Malta	1.856,53	1.792,41	3,6%	8.504,26	8.284,98	2,6%
Czech rep.	1.707,57	1.130,52	51,0%	7.069,64	7.301,42	-3,2%
Denmark	1.695,30	1.526,76	11,0%	20.277,38	18.229,56	11,2%
Canada	1.331,71	944,49	41,0%	15.716,24	10.328,27	52,2%
Lebanon	1.274,95	1.286,36	-0,9%	5.402,14	5.359,82	0,8%
Poland	1.190,36	841,11	41,5%	9.612,16	7.998,05	20,2%
Other countr.	16.438,29	17.582,54	-6,5%	102.375,55	107.997,01	-5,2%
<b>EU 28</b>	<b>135.004,88</b>	<b>119.247,35</b>	<b>13,2%</b>	<b>1.049.834,96</b>	<b>978.833,83</b>	<b>7,3%</b>
<b>World</b>	<b>165.250,44</b>	<b>149.284,93</b>	<b>10,7%</b>	<b>1.351.897,77</b>	<b>1.261.749,23</b>	<b>7,1%</b>

Source: ASSICA analysis of ISTAT data





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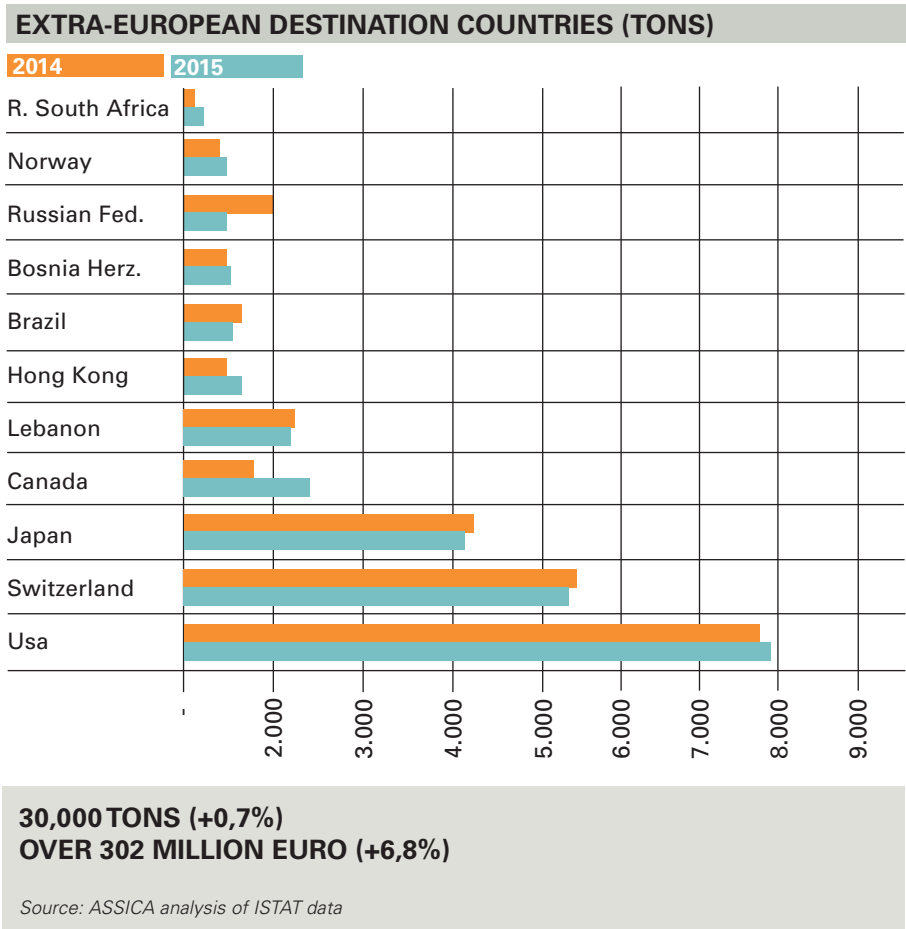
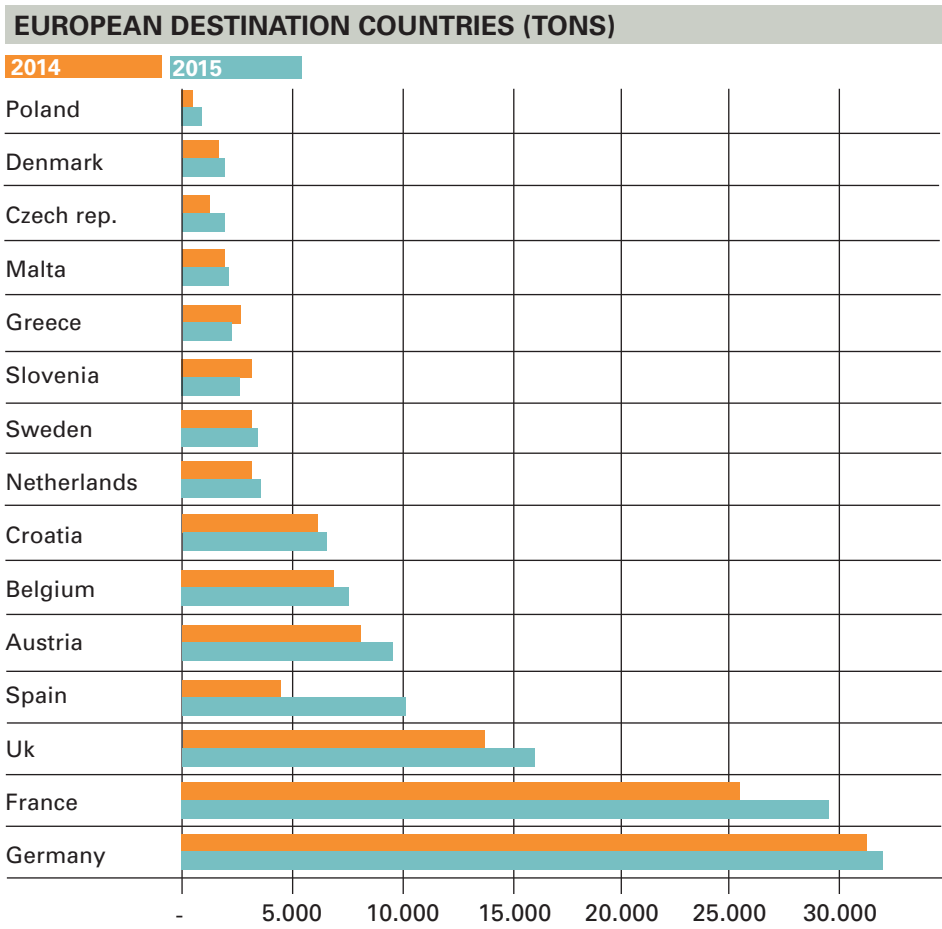


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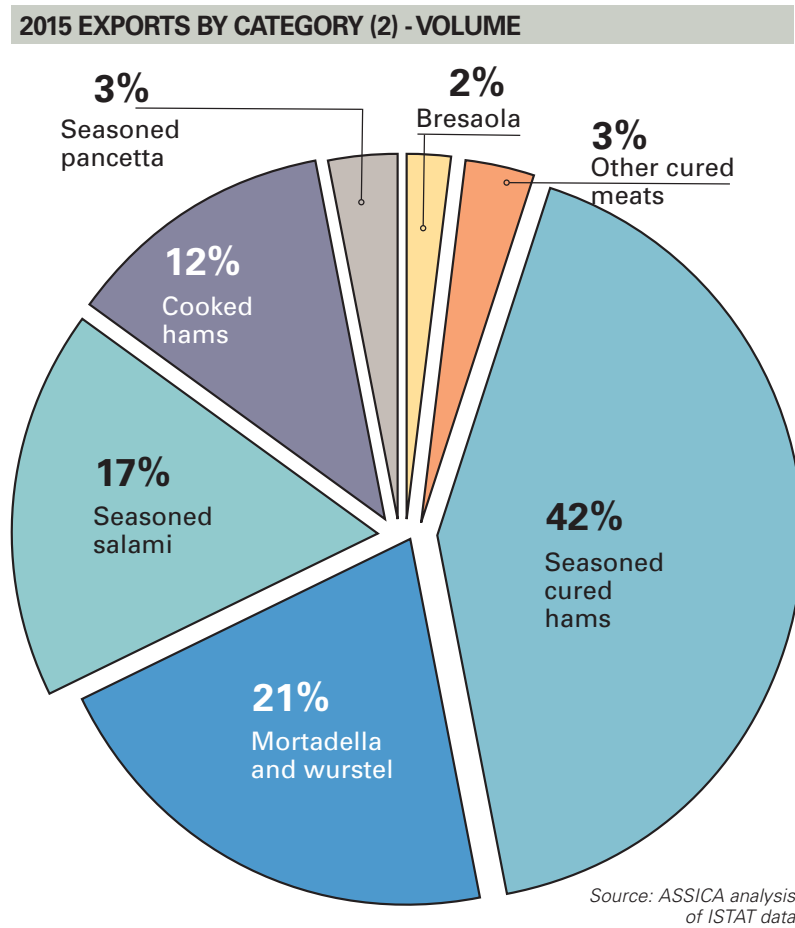
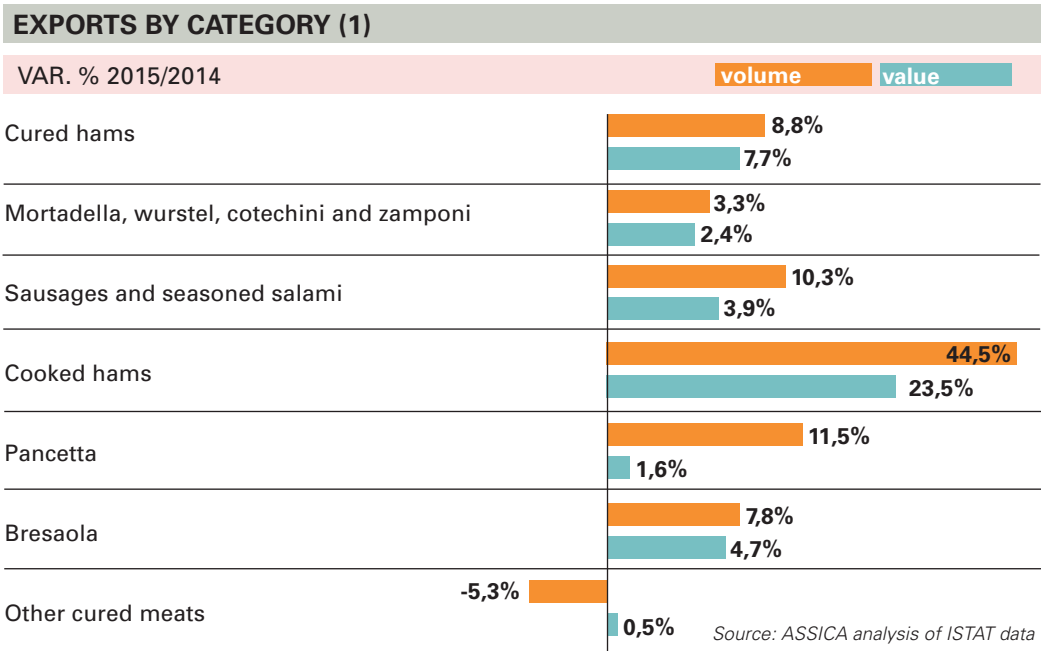


# / cured meats



**135,000 TONS (+13,2%)**  
**OVER 1 BILLION EURO (+7,3%)**

Source: ASSICA analysis of ISTAT data



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/ gorgonzola

# EXPORTS GROW DOUBLE-DIGIT



Over 18,500 tons were sold on international markets in 2015 (+13%). European countries remain the top destination market, but Asia, Canada and Brazil show significant growth rates.

In 2015, production and exports of Gorgonzola PDO cheese experienced a positive trend. Global sales increased by 12.96% and production by 1.3%, for a total of 4.501.237 cheese wheels. These are the figures released during the Annual meeting of the Gorgonzola Protection Consortium, held on the past 28th April in Milan.

#### Focus on production and export

Analyzing more in detail manufacturing data, Gorgonzola 'piccante' (spicy) accounts for about 10.59% of total sales, rising 12% over previous year. Demand for organic Gorgonzola is rising too, with production up 3%, for a total of 32,000 wheels. 68% of production

takes place in the Piedmont Region, the remaining 32% is manufactured in Lombardy.

As regards export, the European Union remains the top destination market for this PDO cheese, with Germany and France alone accounting for over 40% of total exports in the EU. More in general, 18.558 tons of Gorgonzola PDO cheese were sent beyond national borders in 2015. Imports from Asia increased by 14.1%. Steady results, instead, for the United States. Other dynamic extra-European countries in 2015 were Canada (+25%), Brazil (+40%) and Vietnam, whose import data grew by five times between 2014 and 2015.

#### Protection and surveillance

Legal security and protection of the Gorgonzola 'Protected Denomination of Origin' are of fundamental importance for the Consortium, that since 1970 is active on a national and international level. In 2015, the request for the protection of the Gorgonzola appellation was presented also in Argentina, Uruguay, New Zealand, Kazakhstan and South Korea. Protection of the trademark is also implemented in the fight against counterfeiting and in the respect of production regulations, since countless imitations of the original PDO Gorgonzola take advantage of its international appeal, both in Italy and abroad.

#### Export, il gorgonzola raddoppia



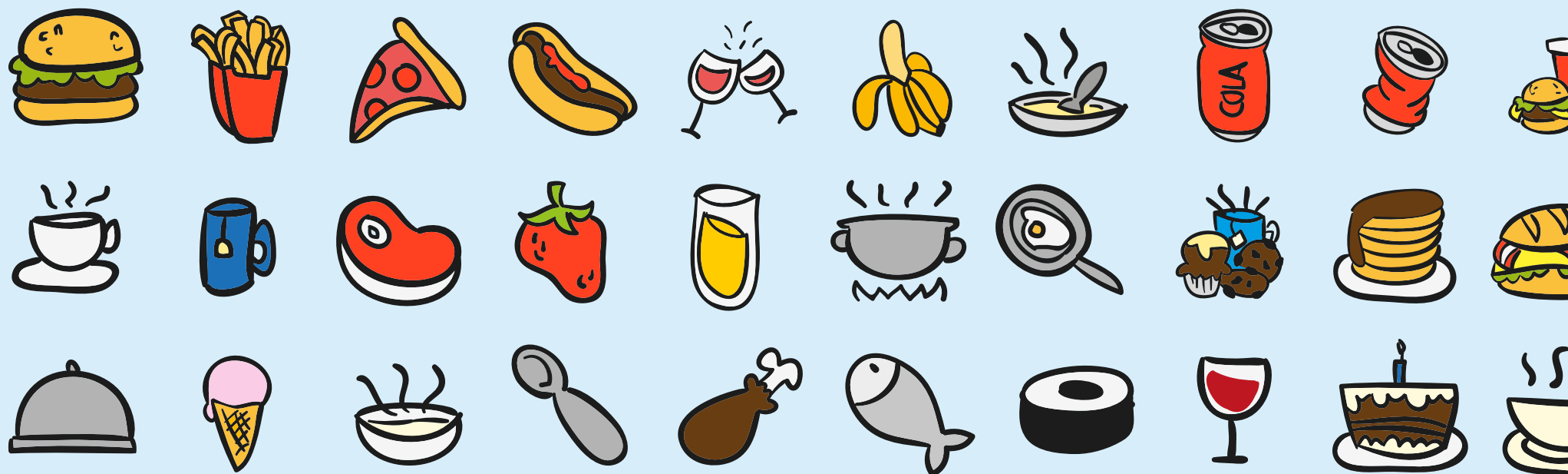
Nel 2015 la produzione e l'export di gorgonzola Dop hanno registrato performance positive. Le esportazioni sono cresciute del 12,96% e la produzione dell'1,3%, per un totale di 4.501.237 forme complessive. Sono questi i dati emersi nel corso dell'annuale assemblea dei soci del Consorzio di tutela del gorgonzola, che si è svolta lo scorso 28 aprile a Milano.

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# THE 'SPECIAL' SIDE OF FOOD

Specialty food is a flourishing business in the US, worth over 120 billion dollars in 2015. According to the latest report issued by Mintel and the organizers of the Fancy Food Shows.

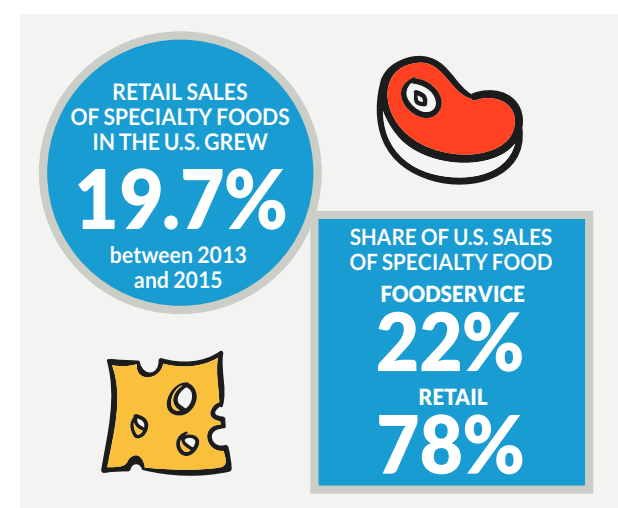
Specialty food sales hit 120.5 billion dollars in the US in 2015, according to this year's State of the Specialty Food Industry report, produced by the Specialty Food Association (organizers of the Fancy Food Shows) and Mintel. Though mainstream retailers account for the largest share of specialty food sales, they are growing at an almost equal rate as specialty food and natural food stores. In addition, specialty food sales through foodservice are growing faster than retail sales: 27% versus 19.7%. 58 out of 61 specialty food categories enjoyed double-digit sales growth in 2015, and two categories - refrigerated ready-to-drink tea and coffee and eggs - grew by more than 20%. Fresh, protein, and convenience are three trends holding steady as evidenced in the specialty food categories showing the most sales growth. The supply chain has embraced the importance of e-commerce as a way to sell directly to consumers. 85% percent of manufacturers sell via their own website and 49% use a third-party platform like Amazon. Importers cite online sales

as one of their fastest-growing channels. All-natural, non GMO and organic are cited as the top claims imported. And among top emerging cuisines, the Mediterranean one is enjoying the greatest appreciation, for importers and food retailers alike. A further evidence of the potential of Italian food products - the Mediterranean cuisine par excellence - in the stars and stripes market.

## The size of the specialty food industry at retail and foodservice

Specialty food sales at retail grew to 94 billion dollars in 2015, a 19.7% jump since 2013, driven by product innovations and wider availability of specialty foods through mass-market outlets. Sales through foodservice outlets grew at a faster clip - +27% to hit 26.5 billion dollars - as US consumers continue to make more away-from-home meal purchases. Mainstream retailers such as Kroger, Costco, and Target account for more than four-fifths of sales as these chains have expanded their presence in specialty foods significant-

tly. But sales of specialty food appear promising across channels: growth among mainstream, natural food, and specialty food stores has been relatively equal from 2013 to 2015, at about 20%, with specialty food stores enjoying a slight edge.



## SALES OF SPECIALTY FOOD BY SEGMENTS

58 out of the 61 specialty food categories included in this year's report grew between 2013 and 2015, many by double digits. Two categories - refrigerated ready-to-drink tea and coffee and eggs - leapt by triple digits.

The 10 top-selling categories are similar to last year. Cheese and cheese alternatives remains at the top and has grown 14.7%, but frozen and refrigerated meat, poultry, and seafood and chips, pretzels, and snacks have inched up to the number-two and -three spots, respectively. Refrigerated entrees and prepared meals joined the top 10 after experiencing a 34.5% sales increase over the past two years. Unit sales of specialty foods grew 13.7% overall to 15.6 billion. Specialty food's market share of all food sales is 14.1%.

## RETAIL SALES OF SPECIALTY FOOD: TOP 10 CATEGORIES

	2015 mln dollars	% share	2013/2015
1. Cheese and Cheese Alternatives	\$4,312	7.7	14.7
2. Frozen and Refrigerated Meat, Poultry, and Seafood	\$3,631	6.5	23.1
3. Chips, Pretzels, and Snacks	\$3,448	6.1	22.3
4. Coffee, Coffee Substitutes, and Cocoa (non-RTD)	\$3,183	5.7	17.3
5. Bread and Baked Goods	\$2,578	4.6	14.7
6. Candy and Individual Snacks	\$2,160	3.9	21.4
7. Frozen Lunch and Dinner Entrées	\$1,891	3.4	21.4
8. Condiments, Dressings, and Marinades	\$1,862	3.3	10.4
9. Yogurt and Kefir	\$1,819	3.2	27.6
10. Refrigerated Entrées and Prepared Meals	\$1,743	3.1	34.5



## THE SPECIALTY FOOD SUPPLY CHAIN

### MANUFACTURERS

Specialty food manufacturers surveyed enjoyed a strong 2015, with 64% seeing sales gains of 10% or more.

#### 2015 CHANNEL GROWTH

**Fastest:** Natural Supermarkets  
**Slowest:** Conventional Supermarkets, Specialty Food Stores, Department Stores  
**Fastest-Growing Foodservice Channel:** Institutions (Universities, Hotels, etc.)

#### THE FUTURE

**Product Innovation Plans:**  
 Gluten-free  
 Non-GMO  
 Convenient/Easy-to-Prepare

**Most Important Natural or Ethical Claim to Consumers:**

**TODAY: ORGANIC  
 IN 3 YEARS: NON-GMO**

WHAT PERCENTAGE OF YOUR FOODSERVICE SALES COMES FROM:  
 PACKAGED PRODUCTS YOU SELL ONLY TO THE FOODSERVICE CHANNEL

**26%**

PACKAGED PRODUCTS YOU ALSO SELL TO RETAIL

**22%**

INGREDIENTS YOU SELL ONLY TO FOODSERVICE

**3%**

#### DOLLAR SALES CHANGE IN THE PAST YEAR

2015 %

UP 30% OR MORE	24
UP 20 - 29%	21
UP 10 - 19%	19
UP 1 - 9%	11
UNCHANGED	13
DOWN 1 - 9%	9
DOWN 10 - 19%	2
DOWN 20 - 29%	1
DOWN 30% OR MORE	2

Source: Mintel/SPINS/IRI

#### HOW DO YOU SELL DIRECTLY TO CONSUMERS?

ON WEBSITE

**85%**

THIRD-PARTY PLATFORM (AMAZON, ETC.)

**49%**

FARMERS MARKET

**15%**

**67%**

Seeking to Create/Market New Products with Existing Brands



### Il lato 'speciale' del cibo



Nel 2015 le vendite di specialty food - ovvero di quei prodotti cosiddetti 'gourmet' - hanno raggiunto il valore di 120,5 miliardi di dollari negli Stati Uniti. È quanto emerge dall'edizione 2016 del State of the Specialty Food Industry report, pubblicato dalla Specialty Food Association in collaborazione con Mintel. Il canale retail è responsabile del 78% delle vendite di questa categoria di prodotti - un dato in crescita di quasi il 20% tra il 2013 e il 2015 - una percentuale che per il food service si attesta al 22%, anche se lo scorso anno questo canale ha mostrato il tasso di crescita più elevato: +27%. 58 categorie merceologiche su 61 (il totale del campione analizzato) hanno registrato una crescita a doppia cifra lo scorso anno. Sfiando in alcuni casi le tre cifre percentuali. Naturale, biologico e Ogm-free sono i trend di consumo più dinamici, così come la richiesta di prodotti 'Mediterranean style': la cucina internazionale più richiesta e apprezzata dai consumatori Usa.

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# / focus on

## IMPORTERS

Four in five importers surveyed reported sales gains in 2015, with 45% reporting increases above 10%.

### 2015-AT-A-GLANCE

Mean Annual Sales	\$3,130,000
Mean # of SKUs	211
Mean # of Countries Imported From	2.9

### PRIME IMPORTING SOURCES:

Europe  
Asia  
South America  
Central America

### 2015 CHANNEL GROWTH

**Fastest:** Foodservice, Online  
**Slowest:** Conventional Supermarkets, Department Stores

Top Natural or Ethical Product Claims Imported:

**ALL-NATURAL  
NON-GMO  
ORGANIC**

Most Important Natural or Ethical Claim to Consumers:

**TODAY: ALL-NATURAL**

**65%**

Seeking to Expand Specialty Food Offerings



HALF OF IMPORTER SALES GO THROUGH DISTRIBUTORS:

RETAIL DISTRIBUTORS

**39%**

AND

FOODSERVICE DISTRIBUTORS

**11%**

### DOLLAR SALES CHANGE IN THE PAST YEAR

	2015 %
UP 30% OR MORE	10
UP 20 - 29%	10
UP 10 - 19%	25
UP 1 - 9%	35
UNCHANGED	10
DOWN 1 - 9%	5
DOWN 10 - 19%	5
DOWN 20 - 29%	0
DOWN 30% OR MORE	0

Source: Mintel/SPINS/IRI

## THE FUTURE

### TOP 5 EMERGING CUISINES:

1. MEDITERRANEAN
2. LATIN
3. GREEK
4. SPANISH
5. THAI



Most Important Natural or Ethical Claim to Consumers:

**FUTURE: ORGANIC**

## DISTRIBUTORS

60% of distributors surveyed saw sales increases of greater than 10%. None experienced sales decreases but 40% said sales were flat.

### 2015-AT-A-GLANCE

Mean Annual Sales	\$7,220,000
Mean # of SKUs	2,061
Mean # of Stores Served	2,421

### 2015 CHANNEL GROWTH

**Fastest:** Natural Supermarkets  
**Slowest:** Specialty Food Stores

Most Important Natural or Ethical Claim to Consumers:

**TODAY: ORGANIC  
IN 3 YEARS: ORGANIC,  
ALL-NATURAL**

**Largest sales channels:** Natural supermarkets, conventional supermarkets, mass merchandisers, and specialty food stores

### THE FUTURE

Seeking to Expand Specialty Food Offerings: 60%  
Seeking to Expand/Add Private-Label Products: 60%

### DOLLAR SALES CHANGE IN THE PAST YEAR

	2015 %
UP 30% OR MORE	20
UP 20 - 29%	20
UP 10 - 19%	20
UP 1 - 9%	0
UNCHANGED	40
DOWN 1 - 9%	0
DOWN 10 - 19%	0
DOWN 20 - 29%	0
DOWN 30% OR MORE	0

Source: Mintel/SPINS/IRI

## BROKERS

While more than half of brokers saw sales increases in 2015, 42% reported sales as either flat (21%) or down (2%). Much of this downturn is related to weakness in specialty food store sales.

### 2015-AT-A-GLANCE

Mean Annual Sales	\$3,350,000
Mean # of SKUs	2,804
Online Ordering Capability	36%

### 2015 CHANNEL GROWTH

**Fastest:** Natural Supermarkets  
**Slowest:** Specialty Food Stores

Most Important Natural or Ethical Claim to Consumers:

**TODAY: LOCAL  
IN 3 YEARS: NON-GMO**

### THE FUTURE

Seeking to Expand Specialty Food Offerings: 64%  
Seeking to Expand/Add Private-Label Products: 36%

### DOLLAR SALES CHANGE IN THE PAST YEAR

	2015 %
UP 30% OR MORE	0
UP 20 - 29%	0
UP 10 - 19%	36
UP 1 - 9%	21
UNCHANGED	21
DOWN 1 - 9%	14
DOWN 10 - 19%	7
DOWN 20 - 29%	0
DOWN 30% OR MORE	0

Source: Mintel/SPINS/IRI

## SPECIALTY FOOD RETAILERS

Specialty food retailers are experiencing sales growth, with 28% reporting increases greater than 1%. However, this growth is not across all stores, as 32% are recording flat or negative growth. This is the result of increasing competition from other brick-and-mortar outlets and online retailers.

### 2015-AT-A-GLANCE

Average Store Size	6,014 square feet
Mean # of SKUs	2,077
Mean Annual Sales	\$3,990,661
Average Transaction Size	\$34
Average Inventory Value	\$181,134
Mean # of Suppliers	66

### 2015 CHANNEL GROWTH

**Fastest:** Natural Supermarkets  
**Slowest:** Specialty Food Stores

Most Important Natural or Ethical Claim to Consumers:

**TODAY: LOCAL  
IN 3 YEARS: NON-GMO**

### TOP 3 UP-AND-COMING CUISINES FOR 2016

1. MEDITERRANEAN
2. MIDDLE EASTERN
3. THAI



### DOLLAR SALES CHANGE IN THE PAST YEAR

	2015 %
UP 30% OR MORE	1
UP 20 - 29%	7
UP 10 - 19%	20
UP 6 - 9%	13
UP 1 - 5%	27
UNCHANGED	17
DOWN 1 - 5%	7
DOWN 6 - 9%	3
DOWN 10 - 19%	5
DOWN 20 - 29%	0
DOWN 30% OR MORE	0

Source: Mintel/SPINS/IRI





# LOCAL WINS OVER GLOBAL

Nearly 75% of global consumers list brand origin as key purchase driver. According to the Nielsen Global Brand-Origin survey.

Nearly 75% of global respondents, on average, say a brand's country of origin is as important as or more important than nine other purchasing drivers, including selection/choice, price, function and quality, according to findings from the Nielsen Global Brand-Origin Survey released on the past 26th April. The new research examined whether consumers prefer goods produced by global/multinational brands or by local players, based on responses from more than 30,000 online respondents in 61 countries spanning 40 categories.

Respondents in Asia-Pacific and Africa/Middle East are likelier to say that origin is more important than the other selection factors (33% and 32% on average, respectively). European, North American and Latin American respondents, in contrast, are likelier to say brand origin is less important than the other selection factors (35%, 32% and 31% on average, respectively).

"One of the more surprising findings from the survey is that country of origin is as important as - or even more important than - other purchasing criteria such as price and quality," said Patrick Dodd, group president, Nielsen Growth Markets. "In a crowded retail environment, brand origin can be an important differentiator between brands, but sentiment varies by category and by country, and leveraging a powerful brand presence needs to be managed carefully regardless of whether it is global or local. Ultimately, the brands that deliver on a strong value proposition and connect personally to consumers' needs will have the advantage in any given market."

#### The why behind the buy

But why do global consumers choose local brands over global brands or vice versa? Globally, better price/value is the top-selected reason for choosing global (42%) and local (43%) brands.



#### La vittoria del local contro il global

Uno studio condotto da Nielsen ci rivela come in ogni regione del mondo i consumatori preferiscano i brand 'locali' rispetto a quelli 'globali'. Lo studio, che ha preso in esame un campione di 30mila consumatori rappresentativi di 61 paesi per 40 categorie merceologiche interessate, ha riscontrato che per il 75% degli intervistati l'origine di un prodotto risulta un fattore determinante tanto quanto altri criteri, quali il prezzo, la gamma e la qualità. Un fattore particolarmente evidente in Asia-Pacifico e Africa-Medio Oriente, meno in Europa e nel Nord e Centro America. Tra i fattori determinanti per la scelta del 'local': un'esperienza positiva con il brand, la salubrità degli ingredienti e dei processi produttivi, l'attivazione di promozioni e offerte e - non meno importante - l'orgoglio nazionale.

ds. Positive experience with the brand (32% for global brands, 28% for local), safer ingredients and processing (31%, 28%), better product benefits (31%, 25%) and a sale or promotion on the brand (26%, 24%) also are among the top-selected reasons for selecting a product.

National pride is the only selection factor for which there is a notable difference between local and global brands, which is unsurprising, given that one would not buy a global product for reasons of national pride, unless it was a global product widely recognized as 'American', such as Marlboro, or 'Japanese', such as Toyota. One-fifth of global respondents (21%) say national pride is the most important reason they buy local products, with sentiment highest in Africa/Middle East (25%), Asia-Pacific (24%) and Latin America (21%) and lower in Europe (16%) and North America (10%).

#### Local brands have advantage in food and beverage categories

For fresh foods, local brands are, not surprisingly, the clear preference. The majority of global respondents who have purchased the category say they prefer local brands to global ones for vegetables (68% vs. 11%), meat (66% vs. 13%), fruit (64% vs. 12%), seafood (57% vs. 18%) and yogurt (52% vs. 22%). The preference for local brands holds for nearly every fresh category in every region, but also for juice, water and milk. Among those who purchase carbonated soft drinks, global brands are preferred in every region except Europe, where the largest percentage say brand origin is not important to them. For packaged foods and snacks, local taste preferences dominate. Local brands are preferred to global brands for ice cream (44% vs. 27%, respectively), cookies/biscuits (40% vs. 28%), crisps/crackers (40% vs. 28%), breakfast cereal (44% vs. 29%), instant noodles (47% vs. 24%) and canned vegetables (53% vs. 20%).



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# / sweet & bakery

## ARTEBIANCA NATURA & TRADIZIONE

[www.artebianca.com](http://www.artebianca.com)

### PRODUCT NAME

Fior di Riso 400 g.

### EAN CODE

8000972000109

### PRODUCT DESCRIPTION

Typical biscuit-golden-brown color granular surface, diamond shaped, friable consistency, obtained in accordance with the original recipes inspired by the Tuscan tradition.

### EXPIRATION DATE

### AND CONSERVATION

13 months. Store in a cool, dry place.

### INGREDIENTS LIST

Wheat flour, rice flour (15%), sugar, eggs, butter, egg white, raising agents (disodium diphosphate, sodium acid carbonate, corn starch).

### PACKAGING AND LABELLING

Lacquered polypropylene bag.

### QUALITY CHECK

Certified Global Standard for Food Safety Version 6 (Grade B) - IFS International Food Standard Version 6 (Foundation Level).



## ICAM

[www.godochoc.com](http://www.godochoc.com)

### PRODUCT NAME

Go\*Do Organic Dark

Chocolate 85 g.

### EAN CODE

8006070010613

### INTRASTAT CODE

18063290

### PRODUCT DESCRIPTION

Organic dark chocolate (minimum cocoa solids 70%). An incredible good Italian chocolate, gluten free, naturally organic, and made with a unique blend of fine flavour cocoa beans, bought directly from farming, groups and co-operatives in countries including Peru and the Dominican Republic, which are then processed in the Italian factory. This organic dark chocolate bar has a soft, mellow tobacco aroma. The dark chocolate quickly melts and produces a delicious fruity texture in the mouth.

### INGREDIENTS LIST

Cocoa liquor\*, cane sugar\*, cocoa butter\*. Emulsifier: soya lecithin. Vanilla extract\*. Contains soya. May contain traces of milk\* and nuts\* (\* organic)

### PRODUCTIVE PROCESS

Icam today is one of the few companies in the world with a system of vertical integration, which guarantees total supply chain control, from the selection of the cocoa plantations in the land of origin right through to the production plant in Orsenigo (Como, Italy).

### EXPIRATION DATE AND CONSERVATION

24 months. Store in a cool, dry place away from direct light.

### PACKAGING AND LABELLING

Special outer paper with vintage and handcrafted features, fairly thick and resistant.

### CERTIFICATIONS

Organic, Gluten free.



## FREDDI DOLCIARIA

[www.freddi.it](http://www.freddi.it)

### PRODUCT NAME

Dolcetto line.

### INTRASTAT CODE

1905 9060

### PRODUCT DESCRIPTION

Pack of eight individually wrapped snack. Available with cocoa, strawberry, apricot and cherry flavour.

### EXPIRATION DATE AND CONSERVATION

9 months from production date, keep in a cool and dry place.

### INGREDIENTS LIST

Beside the classical ingredients like wheat flour, sugar, and eggs we have natural flavours, no OGM, no trans fat and no preservatives.

### PRODUCTIVE PROCESS

The ingredients are automatically weighted and mixed before entering in an horizontal oven. Once finished the cooking process the sponge cake is then filled, cut and packed.

### PACKAGING AND LABELLING

8 pieces individually wrapped in a carton of 16 units of sales.



## LA FABBRICA DEL PANFORTE

[www.fabbricadelpanforte.com](http://www.fabbricadelpanforte.com)

### PRODUCT NAME

Soft Amaretti.

### EAN CODE

8024724000049-8024724000018

8024724000032- 8024724000025

### INTRASTAT CODE

19059090

### PRODUCT DESCRIPTION

Handmade soft cakes, available with four different flavors: almond, orange, cocoa and cappuccino. Made with natural ingredients and free from artificial flavours.

Weight: 250 g.

### EXPIRATION DATE

### AND CONSERVATION

6 months. Keep at a temperature not below 18-20°C and humidity not over 70%

### INGREDIENTS LIST

Sugar, sweet almonds and bitter almonds (43%), egg white, honey. Raising agent: ammonium carbonate. Preservative: sorbic acid.

### PACKAGING AND LABEL

Carton white box 'Le Delizie'.



## PEDON

[www.pedon.it](http://www.pedon.it)

### PRODUCT NAME

More than Pasta.

### EAN CODE (UK)

Red lentils pasta:

8008703010700

Green peas pasta:

8008703010717

### INTRASTAT CODE

Red lentils pasta: 1902 1910

Green peas pasta: 1902 1910

### PRODUCT DESCRIPTION

Two varieties of bean pasta: red lentils pasta and green peas pasta. Both of them are 100% natural and made of only one ingredient, kosher certified and GMO free. With double protein, double fibre, 1/3 less carbs compared with the normal pasta, and also gluten free.

### INGREDIENTS LIST

Red lentil flour, green pea flour. 100% made of pulses.

### PRODUCTIVE PROCESS

Produced in Italy in a dedicated gluten free facility. Made using only clean energy.

### EXPIRATION DATE AND CONSERVATION

24 months. Store in a cool, dry and clean place, away from strong light and odors.

### PACKAGING AND LABELLING

The packaging is made of a new food grade paper obtained from food by-products.

### CERTIFICATIONS

Gluten free - Kosher - GMO free FSC certified packaging.



## PUGLIALIMENTARI

[www.puglialimentari.it](http://www.puglialimentari.it)

### PRODUCT NAME

Durum Wheat Crostini.

### EAN CODE

8010955002303

### PRODUCT DESCRIPTION

Irregular round shaped crostini typical of Apulia, obtained by the method of 'bi-scuting' which gives them their golden yellow color. The use of durum wheat semolina and flour made from malted cereals makes the product crispy, tasty and at the same time highly digestible. Can be filled with a drizzle of extra virgin olive oil, tomatoes and a pinch of origan. Are ideal for small receptions, welcome drink, morning or afternoon snacks.

### EXPIRATION DATE AND CONSERVATION

12 months. Store in a cool, dry place away from sunlight and heat sources.

### INGREDIENTS LIST

Soft wheat flour type "00", durum wheat semolina 12.74%, malted grain flour, not hydrogenated vegetable oils and fats with 8% of extra virgin olive oil, yeast and salt.

### PACKAGING AND LABELLING

Net weight package: 250 g x 16 pcs. Net weight bucket: 1 Kg. Bag dimensions: 250 mm x 120 mm. Corrugated cardboard type C3 dim: L 395 mm x W 395 mm x H 255 mm.

### CERTIFICATIONS

Quality System ISO 9001 (2000).



## SARCHIO

[www.sarchio.com](http://www.sarchio.com)

### PRODUCT NAME

Mini wheat crackers.

### EAN CODE

8003712009363

### PRODUCT DESCRIPTION

These crackers are amazingly crisp and taste great because they are oven baked without the use of yeast, and are made from selected organic ingredients and extra virgin olive oil. Great for all occasions, as a snack between meals or as an ingredient for appetizers or aperitifs.

### SHELF LIFE

9 months. Store in a cool and dry place.

### INGREDIENTS LIST

\*Wheat flour (89%), \*extra virgin olive oil (7%), salt, \*barley malt, water. \*Organic product.

### PACKAGING AND LABELLING

Wrapped in a totally recyclable plastic pack of 250 g.

### QUALITY CHECK

Organic certification CCPB.



## TRE MARIE RICORRENZE

[www.tremariericorrenze.it](http://www.tremariericorrenze.it)

### PRODUCT NAME

Panettone with extra dark chocolate.

### EAN CODE

8004205030048

### INTRASTAT CODE

19059060

### PRODUCT DESCRIPTION

Box dimension: 25,5 cm x 27 cm x 14,8 cm. net weight: 850 g.

### INGREDIENTS LIST

Wheat flour, dark chocolate 21% (cocoa mass, sugar, cocoa butter, anhydrous butter, dextrose. Emulsifier: soya lechitin, natural vanilla flavouring), sugar, butter, egg yolk, natural leaven (contains wheat), orange paste 2,5% (ground orange peel, glucose-fructose syrup, sugar), emulsifier: mono- and diglycerides of fatty acids (of vegetable origin), whey powder, salt, natural flavourings. Contains wheat, milk, eggs and soy. May contain tree nuts. Store in a dry place away from heat sources.

### EXPIRATION DATE AND CONSERVATION

Store at room temperature.

### CERTIFICATIONS

Halal.







Interview with **Andreas Moser**,  
Managing Director of Moser Srl



*The Speckworld is both a museum about Speck Alto Adige and an opportunity for visitors to purchase Moser's products.*

# SPECTACULAR SPECK FROM SOUTH TYROL

Bacon has become all the rage in recent years. Suddenly it is combining with chocolate to move from the breakfast table to the dessert plate. While bacon may be fine for some people, a more discerning palate might prefer Speck Alto Adige PGI, a lightly smoked, dry-cured ham native to South Tyrol in northern Italy. Part of a pleasant snack or a delicious bite when welcoming guests, Speck Alto Adige is the core business of Moser srl. The family company, based in Naturns, offers everything the ham-loving heart desires for a variety of budgets, proving that there is something better than bacon.

Moser's product spectrum is built around Speck Alto Adige, farmer's ham, pork belly and porchetta. "Our core business has always been – and will always be – Speck Alto Adige" says Managing Director Andreas Moser, whose father was cofounder of the company. "We're the ultimate specialists in Speck Alto Adige, so we can offer an especially broad product range". The company's lines each focus on a different kind of ham. The Alpino line uses Parma ham hogs only from Italian farmers. Moser's Speck Alto Adige IGP is the ham of protected origin, often sold under the brand Moser Reinhold Messner. The company's organic line Bio Speck uses meat sourced primarily from Germany and Austria, and the Moser line covers hams that may not be labeled Speck alto Adige PGI. Beyond its own products, Moser sells products from the company formerly known as Plauser Speck GmbH in 2002. They are sold primarily through discount supermarkets as private-label products. "We have a lot of production under private labels" the Managing Director says. "We can do nearly anything the customer wants. It makes up about 20% of our turnover, and we're recording growth in this area."

The latest product line to join the range is Light, which has been available since the end of last year. "Here, again, we use mostly meat from Germany and Austria, and all the fat has been removed," Mr. Moser says. Moser also expanded its range with individual products late last year. It started producing Speck Sticks: sticks of Speck Alto Adige instead of the usual slices or chunks. Marenda is also available. It is a 100 g piece of Speck, making it the perfect size for a picnic or a day of hiking. "We often present new products at trade fairs", Mr. Moser highlights. "However, because we are constantly developing new things, we can't possibly present

all." Nonetheless, Moser exhibits at a number of trade fairs, such as the PLMA in Amsterdam, the Anuga in Cologne, the Tuttofood in Milan and the SIAL in Paris, as well as several smaller, local fairs. Mr. Moser also attends the Biofach in Nuremberg. The company sells its ham products mainly through food retailers, but discount supermarkets and speciality distributors are also among its sales channels. Caterers also use Moser products in the food they serve. The company also has an online shop, where consumers can purchase the ham products, and shipping is free on orders over 100 EUR. "Our speckworld website features the online shop," the Managing Director adds. "You can also look at our store and museum online, both of which can be visited in real life". Renovations in 2013 allowed Moser to rebuild its sales outlet. At the same time, the company noticed that there was no museum dedicated to Speck Alto Adige. After consulting with the Speck Alto Adige Consortium, the Speckworld museum and shopping experience center was opened. "We wanted to do something for our culture, to introduce the public to Speck Alto Adige," Mr. Moser explains. "Admission is free, and groups can register to visit, as well. There are tastings, and we can show you the entire production process. It's all very interactive." Speckworld has been well received and welcomes about 60,000 visitors a year. Among the top three players in Speck Alto Adige and the market leader in certain segments, Moser plans to expand its exports, which already account for 15% of sales. "The challenge is to stay up

to date and make people more aware of Speck Alto Adige," Mr. Moser says. "We have our museum for that, and we do a lot of work through the consortium. We have several EU projects – some of which are sponsored by the EU – with other quality manufacturers in South Tyrol, for instance pairing Speck with wine or cheese." Furthermore, the company will continue to cooperate closely with customers and suppliers to offer a product of top quality.



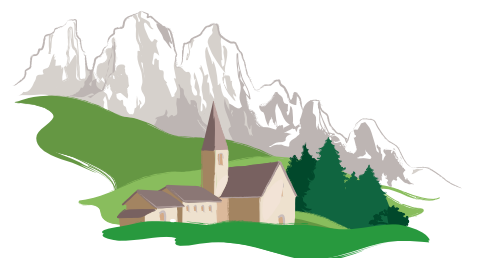
*Moser introduced a Light line of Speck and Speck Sticks at the end of 2015.*



*Moser is among the top three producers of Speck Alto Adige PGI, a product of outstanding quality from South Tyrol.*



*Visitors to Speckworld can take home a delicious souvenir of Speck Alto Adige, but for those who cannot travel so far, there is always the company's online shop.*



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Web - [www.moser.it](http://www.moser.it)



# / cured meat

## BOMÈ SILVIETTO E DARIO & C.

www.bome.it

### PRODUCT NAME

Real Speck Qualità Trentino.

### INTRASTAT CODE

02101981

### PRODUCT DESCRIPTION

Size: 7 kg, pink-red color.

### INGREDIENTS LIST

Pork, salt, dextrose, spices, natural flavorings. Preservatives: E250, E251.

### PRODUCTIVE PROCESS

Salting, drying, cold, smoking, aging from 7 months.

### EXPIRATION DATE AND CONSERVATION

180 days from the packing date.

### PACKAGING AND LABELLING

Vacuum-packed in plastic bags material for food.

### CERTIFICATIONS

BRC - IFS - Halal Italia - Qualità Trentino.



## MOSER

www.moser.it

### PRODUCT NAME

Speck Alto Adige

PGI Sticks.

### PRODUCT DESCRIPTION

Speck is a dry cured ham, seasoned with spices and lightly smoked, a traditional product of South Tyrol at the southern side of the Alps in Italy. Aged for at least 20 weeks.

### INGREDIENTS LIST

Pork, salt, spices, dextrose, fructose, preservatives: E 250, antioxidant agent: E 301. Smoked with bench wood. Without GMOs. Free from gluten, lactose. No glutamate is added.

### EXPIRATION DATE AND CONSERVATION

110 days. Store below 7°C

### PACKAGING AND LABELLING

Vacuum packed, packaging materials compliant to the regulation EC 10/2011.



## PROSCIUTTIFICIO VALTIBERINO

www.valtiberino.com

### PRODUCT NAME

Prosciutto Toscano PDO.

### EAN CODE

2 248864

### INTRASTAT CODE

21019819300

### PRODUCT DESCRIPTION

Ham protected with designation of origin produced in Tuscany. Cured at least 12 months.

### INGREDIENTS LIST

Pork thigh, salt, natural flavours, covered with black pepper.

### EXPIRATION DATE AND CONSERVATION

12 months since the launch on the market: the whole ham can be stored in a cool and dry place. The deboned ham on the vacuum package have to be stored between +1° to 5°C.

### PACKAGING AND LABELLING

Branding on the aged ham with the logo of the Tuscan PDO Prosciutto Consortium. The commercial label showing DOP logo (Protected Denomination Origin) and other legal information (EC.Reg.1169/11)

### CERTIFICATIONS

BRC FOOD - IFS - UNI EN ISO 9001 - UNI EN ISO 22005 - Accredia.



## PROSCIUTTIFICIO PROLONGO

www.prolongo.it

### PRODUCT NAME

San Daniele Ham.

### PRODUCT DESCRIPTION

Bone-in Prosciutto di San Daniele is recognisable by its typical guitar-like shape, the presence of the trotter and the Consortium brand. A deboned San Daniele Ham is a prosciutto which has had the internal bones removed, which facilitates the slicing operations. The mark of the Consortium is always present on the rind. A whole Prosciutto San Daniele with the bone in weights approximately 11 kilos whether deboned San Daniele Ham weighs approximately 7 kilos.

### INGREDIENTS LIST

Italian pork meat and sea salt. It has neither additives nor preservatives.

### EXPIRATION DATE AND CONSERVATION

Bone-in Prosciutto San Daniele can be hung in your cellar or kept in a cool place. Once you have started slicing your bone-in Prosciutto Prolongo, it will keep in the refrigerator for about one and a half months if you cover the cut end with a damp cloth or thin film. Boned and vacuum packaged Prosciutto without bone will keep in the refrigerator for up to six months. Once opened, store in the refrigerator at +4-7 °C with a damp cloth or thin film over the sliced end.

### CERTIFICATIONS

PDO.



## SALUMIPASINI

www.salumipasini.com

### PRODUCT NAME

Driss - salami

by Davide Oldani.

### PRODUCT DESCRIPTION

Driss salami consists of pork and beef meat carefully selected. The Milanese dialect name derives from the bowel lining "straight down" during the productive process. Its special recipe has been studied together with the Italian Michelin starred chef Davide Oldani and it's part of the special collection Salumi Pasini - Foo'D by Davide Oldani composed by 4 products: Driss - salami, Cott - baked ham, Schisc - pork bresaola and Grass - lard. Product weight: from 450 g. Colour: ruby red. Delicate taste, slightly spicy.

### INGREDIENTS LIST

Pork meat, beef meat, salts, aromas, dextrose, sucrose, spices. Antioxidant E300. Preservatives: E250, E252. It does not contain allergens of which gluten.

### EXPIRATION DATE AND CONSERVATION

3 months after being put on the market, keep refrigerated at a temperature from 0° to 4°C.

### PACKAGING AND LABELLING

Single in vacuum pack bags, single wrapped in vegetable paper or single in vacuum bags and in cardboard luxury pack as a secondary packaging.

### CERTIFICATIONS

UNI EN ISO 9001/2008.



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## RIGAMONTI SALUMIFICIO

www.rigamontisalumificio.it

### PRODUCT NAME

Turkey's bresaola (90 g).

### EAN CODE

8004147000611

### INTRASTAT CODE

2109939

### PRODUCT DESCRIPTION

Cured and matured product, obtained from turkey breast. Thanks to its high protein content and the presence of very low fat (2%), is a bresaola in line with modern nutritional needs.

### INGREDIENTS LIST

Turkey breast, skimmed milk powder, salt, dextrose, flavourings. Antioxidant: sodium ascorbate (E 301), smoke flavouring. Preservatives: E250, E252

### EXPIRATION DATE AND CONSERVATION

60 days. Store at a temperature between +3-6°C

### PACKAGING AND LABELLING

Sliced in a protective atmosphere (mixture of nitrogen and carbon dioxide). Thermoformed pack: transparent bottom wrap Pet + Coex/ Evoh/Pe Pel, printed top wrap Pet + Coex/ Evoh/Pe Pel.

### CERTIFICATIONS

ISO 14001 - Gluten Free - Halal - IFS - BRC.



## SALUMIFICIO NINO GALLI

www.ninogalli.it

### PRODUCT NAME

Bresaola Casa Walser.

### EAN CODE

2526930

### INTRASTAT CODE

0210.2090

### PRODUCT DESCRIPTION

Bresaola Casa Walser is a cylindrical beef product ideal for slicing, characterized by a delicate taste and extremely low presence of fat. The color is light brown, attractive. Production takes entirely place in Casale Corte Cerro, Italy. The original Casa Walser taste is granted by the unique blend of natural spices and aromas, created and refined during several years of research. Final weight is around Kg 3.

### INGREDIENTS LIST

Beef, salt, spices, sugar (dextrose, fructose), sodium ascorbate E301, potassium nitrate E252, sodium nitrate E250.

### EXPIRATION DATE AND CONSERVATION

Best before: 120 days. Storage: between 0 and +4°C

### PACKAGING AND LABELLING

Casa Walser ALU vacuum-bag for whole pieces. Retractable vacuum bag for half pieces, with Casa Walser label inside.

### CERTIFICATIONS

IFS, ISO 22000, organic products certification.



## PROSCIUTTIFICIO WOLF SAURIS

www.wolfsauris.it

### PRODUCT NAME

Prosciutto di Sauris PGI with bone.

### EAN CODE

234892

### INTRASTAT CODE

02101131

### EXPIRATION DATE AND CONSERVATION

Cool and dry place.

### INGREDIENT'S LIST

Pork leg, salt, pepper, garlic.

### PRODUCTIVE PROCESS

Salting-traditional beech wood smoking-ripening.







# STROLGHINO

di culatello

## *Pronto taglio*

*Novità*

- Strolghino con la fetta a vista per mostrare l'impasto "nobile".
- Presentato con un nuovo packaging
- Alto livello di servizio confezionato pelato sottovuoto.
- Non soggetto a calo di peso e conserva le caratteristiche qualitative.
- Disponibile da 240gr peso fisso ed a peso variabile.
- Confezionato in carta paglia per risaltare l'artigianalità del prodotto.
- Contiene il 53% di carne di culatello nazionale.

**zero** lattosio  
**0** allergeni  
glutine

100% CARNE SUINA ITALIANA



## / cheese

### AGRIFORM

[www.agriform.it](http://www.agriform.it)

#### PRODUCT'S NAME

Pecorino Toscano Fresco PDO.

#### EAN CODE

800431811080

#### INTRASTAT CODE

0406 9063

#### PRODUCT'S DESCRIPTION

Maturing time of 20-30 days. The paste is compact and straw-coloured. With a sweet but firm taste of sheep's milk. Colour (rind): straw yellow. Colour (cheese): ivory. Taste: medium sweetness, low sapidity, fresh and vegetable lactic flavour. Consistency: soluble, slightly elastic. Net weight about 2 kg.

#### INGREDIENT'S LIST

Ingredients: sheep's milk, salt, Halal rennet, lactic ferments. Rind not edible, covered by a protective film.

#### EXPIRATION DATE AND CONSERVATION

Shelf life from pack date. Vacuum packed: 90 days.

#### CERTIFICATIONS

The rennet is Halal certified.



### CASEIFICIO ALBIERO

[www.albiero.it](http://www.albiero.it)

#### PRODUCT NAME

Provolone dolce:

salamini.

#### EAN CODE

98022284040171

#### INTRASTAT CODE

04069073

#### PRODUCT DESCRIPTION

Provolone is part of the family of "pasta filata" draw curd cheeses. Cylindrical shape. Fixed weight: 1 kg. Straw yellow colour.

#### INGREDIENTS LIST

Milk, salt, rennet. Preservative free.

#### EXPIRATION DATE AND CONSERVATION

270 days. Store between 4-6 °C

#### PACKAGING AND LABELLING

Vacuum packed.

#### CERTIFICATIONS

BRC - ISO:9001 - Halal.



### BUSTAFFA EMILIO & FIGLI

[www.bustaffa.it](http://www.bustaffa.it)

#### PRODUCT NAME

Spalmabile free from

Lactose.

#### EAN CODE

8007892524746

#### INTRASTAT CODE

04061080

#### PRODUCT DESCRIPTION

Spreadable soft table cheese.

#### INGREDIENTS LIST

Pasteurized Italian milk free from lactose, milk cream free from lactose, live cultures, salt.

#### EXPIRATION DATE AND CONSERVATION

90 days (best before). Keep refrigerated from +1 to +4°C.

#### PACKAGING AND LABELLING

Polypropylene tray sealed with film in PET and polyethylene and cover in polypropylene.

#### CERTIFICATIONS

IFS - Halal - Organic.



### CONSORZIO TUTELA GRANA PADANO

[www.granapadano.it](http://www.granapadano.it)

#### PRODUCT NAME

Grana Padano PDO

cheese.

#### PRODUCT DESCRIPTION

Italian hard cheese, aged for at least 9 months to over 24 months. The cheese production is strictly confined to the Po Valley area in the North of Italy comprising the regions of Piedmont, Lombardy, Veneto, Trentino and the province of Piacenza (Emilia Romagna). 30 g of Grana Padano contains the same nutritional value as half a litre of milk. 50 g supplies 60% of an adult's daily calcium requirement. Lactose free.

#### INGREDIENTS LIST

Partially skimmed cow's milk, salt, rennet, lysozyme (protein from egg white).

#### PACKAGING AND LABELLING

Grated and cut cheese. On the packaging there are these marks: the Grana Padano mark, and the PDO logo. Two further logos explain different vintages: the Grana Padano 'Oltre 16 mesi' logo: on vacuum-packed products, this indicates cheese aged for longer than the required minimum period (at least 16 months); and the Grana Padano 'Riserva' logo: wheels aged for over 20 months.

#### CERTIFICATIONS

Grana Padano was awarded its PDO status in 1996 by the EU, a sign of quality implemented to regulate and protect the production of selected food and drink products across Europe.



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### CRUCOLO

[www.crucolo.it](http://www.crucolo.it)

#### PRODUCT NAME

Formaggio Crucolo

'Il più saporito'.

#### INTRASTAT CODE

04069093

#### PRODUCT DESCRIPTION

Shape: cylindrical, weighing about 12 kilos. Is a soft cheese made using select, top quality milk, matured for over 60 days. During the maturing stage, the cheese is washed with water and turned twice a week. Crucolo cheeses made using this technique have an exceptional, incomparable mild-piquant-spicy flavour. Color: straw yellow (on the outside) and cream white (on the inside), crust is thin and pliable. Texture: semi-hard. Aroma: pleasant, full.

#### INGREDIENTS LIST

Pasteurized cow milk, salt, rennet.

#### EXPIRATION DATE AND CONSERVATION

Best before 180 days. Whole wheels: temperature +11-15°C.

Humidity 80%-85%. Packaged product: +2-6°C

#### PACKAGING AND LABELLING

Outer case dimensions (in centimeters): 40x40x15 cm. pcs per case: 1. Europallets: 30 cases (5 layers with 6 cases).







new collection prêt-à-manger



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[info@prosciuttificiomonteverchio.it](mailto:info@prosciuttificiomonteverchio.it)





EUROFOOD

www.nattura.it

PRODUCT NAME

Náttúra – Gluten free Novellini Biscuits.

EAN CODE

8000003060485

PRODUCT DESCRIPTION

Gluten free, milk free, egg free, yeast free.

INGREDIENTS LIST

Corn flour, sugar, sunflower oil, rice flour, dehydrated apples 10%, soy based beverage 7% (water, shelled soybeans [5.9%], sugar, tricalcium phosphate, acidity regulators [dihydrogen phosphate], sea salt, aroma, stabilizer [gellan rubber], vitamins [riboflavin [B2], B12, D2], corn starch, tapioca starch, corn syrup, cocoa butter, semi-finished apricot product (apricot puree 50%, sugar, glucose-fructose syrup, pectin; acidity corrector: citric acid, tartaric acid; preservative: potassium sorbate; aroma), sunflower lecithin, vanillin.

EXPIRATION DATE AND CONSERVATION

Store in a cool, dry and dark place.

PACKAGING AND LABELLING

External and Internal pack in plastic.

CERTIFICATIONS

Vegan.



ACETAIA BELLEI LUIGI E FIGLI

www.bellei.it

PRODUCT NAME

Balsamic Vinegar of Modena Sua Maestà 'Tutto Di Modena'.

EAN CODE

8033622240792

INTRASTAT CODE

22090091

PRODUCT DESCRIPTION

Balsamic Vinegar of Modena made with selected grapes exclusively grown in the Modena territory. Density 1.33.

INGREDIENTS LIST

Cooked grape must, wine vinegar.

PRODUCTIVE PROCESS

Balsamic Vinegar of Modena Sua Maestà 'Tutto Di Modena' is a blend of cooked grape must and wine vinegar matured in oak barrels. It's thick and velvety, harmonically sour and sweet.

EXPIRATION DATE AND CONSERVATION

Best before 5 years, storage at ambient temperature.

PACKAGING AND LABELLING

250 ml glass bottle.

CERTIFICATIONS

BRC AA grade, IFS higher grade.



CAFFÈ DEL CARAVAGGIO

www.caffedelcaravaggio.it

PRODUCT NAME

Vellutato.

EAN CODE

0901210000

INTRASTAT CODE

8007403100032

PRODUCT DESCRIPTION

Compostable and ecologic coffee pods. E.s.e standard - 44 mm round shape. 7 g net of dark roast coffee.

INGREDIENTS LIST

100% ground roasted coffee, 100% from Arabica coffee beans, blend of coffee from Guatemala, Ethiopia and Brazil.

PRODUCTIVE PROCESS

Roasted with a slow roasting process to preserve all the aromatic and organoleptic characteristics. Grinded and sealed in protective environment with nitrogen gas.

EXPIRATION DATE AND CONSERVATION

18 months from production. Sealed in aluminium packs with nitrogen gas.

PACKAGING AND LABELLING

1 pack contains 20 coffee pods individually sealed.

CERTIFICATIONS

ISO22:000 - Halal.



GARBO SURGELATI

www.garbosrl.com

PRODUCT NAME

Battered zucchini flower filled with tomato and mozzarella.

EAN CODE

8018843004545

INTRASTAT CODE

20049098

PRODUCT DESCRIPTION

Zucchini flowers from. 50gr weight. 10x5 cm dimension (approximate).

INGREDIENTS LIST

Batter 34%: wheat flour, water, salt and yeast. Zucchini flowers (30%), mozzarella cheese 23% (milk, salt, rennet. Acidifier: citric acid), tomato 11%, oregano, sunflower oil.

EXPIRATION DATE AND CONSERVATION

24 months. Preservation: frozen (-18°C)

PACKAGING AND LABELLING

300 g bag; 15 bags/case; 81 cases/pallet.

CERTIFICATIONS

BRC.



RIZZOLI EMANUELLI

www.rizzoliemanuelli.it

PRODUCT NAME

'Le Rizzoline': anchovy fillets of the Adriatic Sea.

EAN CODE

8005960500487

PRODUCT DESCRIPTION

Rizzoline of the Adriatic Sea are tasty anchovy fillets available in the following delicious varieties: in olive oil, in extra-virgin olive oil and rolled with caper, in 40 g and 2 x 24 g sizes.

PRODUCTIVE PROCESS

Fishing is fishing strictly limited to the "Lampara net method", the following processing stages are the salting, aging, cleaning and packaging. Aging is the essential stage determining the proper level of ripening of fillets which thus take on the typical pinkish hue and fragrance of a high-quality product. Aging takes place under controlled temperature conditions; brine is periodically topped up and the ripening condition of fish is periodically checked.

EXPIRATION DATE AND CONSERVATION

15 months.

INGREDIENTS LIST

Anchovy, olive oil, salt.

PACKAGING AND LABELLING

Modern vacuum-packed packaging with transparent window (plastic and flexible)

CERTIFICATIONS

Italcheck.



CANTINE SGARZI LUIGI

www.cantinesgarzi.com

DENOMINATION

Pignoletto Doc Spumante Extra Dry.

GRAPES

Grechetto Gentile.

LAND OF PRODUCTION

Emilia Romagna.

ALCOHOL

11,5%Vol.

ORGANOLEPTIC CHARACTERISTICS

Straw yellow with golden reflections, thin and persistente perlage, pleasant acidity but elegant on the palate.

SERVING SUGGESTIONS

Excellent as an aperitif, with light meals and fish.

SERVING TEMPERATURE

10-12 °C

FONTE PLOSE

www.acquaplose.it

PRODUCT NAME

BioPlose Mela (Apple).

INTRASTAT CODE

20097998

PRODUCT DESCRIPTION

A classic juice from the Alto Adige tradition. It is made with 100% apple juice, with a productive process created with attention to the smallest details, in order to maintain almost all the nutritional properties of the fruit. Apples are in fact particularly rich in group B vitamins, and they help to reduce stress, improve digestion, protects the intestinal walls and boost the immune system.

INGREDIENTS LIST

\*apple juice concentrated (\*100% organic).

PRODUCTIVE PROCESS

BioPlose Apple juice is made strictly from organically grown apples harvested in accordance with natural seasonal cycles. It contains no added sugar, preservatives, colourings or GM ingredients.

EXPIRATION DATE AND CONSERVATION

18 months.

PACKAGING AND LABELLING

Glass small bottle, 20 cl.

CERTIFICATIONS

Abcert.



CONSORZIO CASALASCO DEL POMODORO

www.pomionline.it

PRODUCT NAME

Chopped Tomatoes Pomito 500 g.

EAN CODE

80025863

INTRASTAT CODE

20021010

PRODUCT DESCRIPTION

Chopped tomatoes pasteurized and aseptically filled in Combibloc 500g.

INGREDIENTS LIST

100% Italian tomatoes, use of GMO free seeds.

PRODUCTIVE PROCESS

Chopped tomatoes prepared from fresh, red, sound and ripe tomatoes, manufactured immediately after the crop of horticultural farming undergoing regional specifications for Integrated Production (Authorization of Emilia Romagna Region of 07/05/2001) in accordance with the best industrial technology. Chopped tomatoes are pasteurized and aseptically filled.

EXPIRATION DATE AND CONSERVATION

30 months. Store at room temperature.

PACKAGING AND LABELLING

Brick multilingual Combibloc cb6 in multilayer material welded on three sides for the Export market.

CERTIFICATIONS

ISO 9001 - BRC - IFS - ISO 14001- ISO 22500:2008 (traceability in the agro-industrial supply chains) - GlobalGAP - Emas - Carbon Reduction Label.



VINIFICATION

The still wine is obtained by an accurate white winemaking, soft pressing and fermentation in steel tanks at controlled temperature, then the sparkling wine is obtained by a long second fermentation following the Charmat-Martinotti method.

N. OF BOTTLES PRODUCED

170,000

SIZES

750 ml

TOTAL ACIDITY G/L

6

RESIDUAL SUGAR G/L

13

BOTTLE EAN CODE

8033116404082





**CAD PROJECT**  
[www.cadproject.it](http://www.cadproject.it)



**PRODUCT NAME**  
PPF: automatic portioning machine to fixed weight.

**STRONG POINTS OF THE MACHINE**  
The machine carries out the portioning to fixed or variable weight of various types of semi-hard and hard cheeses. There is a turntable with two plates for place the shapes: while one shape is cut, the operator loads the other form. All data are set by the operator panel such as: chose of fixed or variable weight and manage the waste if it is present.

Strong points: compact structure, balance into the machine, suitable for various dimension of cheese, easy to use, sanitized. After the shape is weighted and the setting of weight required, the machine carries out to choose three types of cut.

**FIELDS OF APPLICATION**  
Dairy industry.

**TECHNICAL INFORMATION**  
Overall machine dimension: 800 x 1700 x h 1800 mm. Material of construction: stainless steel and food polyethylene. Installed power 5,5 Kw. Pneumatic feeding: 6 bar. Electric feeding 400V 3PH + T 50 Hz.

**IFT - ITALIAN FOOD TECHNOLOGY**  
[www.iftmantova.com](http://www.iftmantova.com)

**PRODUCT NAME**  
Stackable grid

**STRONG POINTS OF THE TECHNOLOGY**  
The specially designed grid allows a very hygienic storage of the cheese forms, less mushroom formation and less turnovers. In compliance with: EC regulation 10/2011; EC regulation 1935/2004; EC regulation 2023/2006; EC directive 19/2007; EC directive 2002/1972; Ministerial decree OF 21/03/1973 national.

**FIELDS OF APPLICATION**  
Used for salting, seasoning, and drying of the cheese forms.

**TECHNICAL INFORMATION**

- article code: GRPE76-58/21-18-15-13
- article description: stackable grid
- dimensions: MM 760X580X210/180/150/130
- production method: injection stamp



**COMI PAK ENGINEERING**  
[www.comipak.com](http://www.comipak.com)

**PRODUCT NAME**  
A408/A480CS

**STRONG POINTS OF THE MACHINE**  
Machine model A408/A480CS automatically seals pre-filled food bags on the top and at the same time applies a plastic or aluminium clipband, or twistband as fresh-saver closure system. The process ensures the integrity of the product from the production factory to shops and then enables the end user the opening and closing of the bag. They then have the option to only seal on top or only apply the closure system or apply both closures: three different solutions in only one machine. The clipband closure allows printing the expiration date, production, batch, images on it through various technologically advanced printing systems, fast cliché change and cost contained device. The sealed on top and closed bag gives the idea of an artisan product, carefully processed and manually wrapped. This machine model represents the ideal packaging system for high daily food production rate workshops. Excellent price-performance ratio.

**FIELDS OF APPLICATION**  
Industrial and craft bakeries and confectioneries.

**TECHNICAL INFORMATION**  
Bag is placed onto the motorized conveyor belt of the machine. Start cycle by photocell. Adjustable up/down conveyor allows for different bag sizes. Electrical board for bag counting. Electro-pneumatic operation.



**MARTELLATO**  
[www.martellato.com](http://www.martellato.com)

**PRODUCT NAME**  
Polycarbonate moulds.

**STRONG POINTS OF THE TECHNOLOGY**  
Martellato polycarbonate moulds facilitate the artisan production of pralines and chocolate figures. Designed to speed up and simplify production, our moulds allow you to maintain high aesthetic and quality standards. Long-lasting, easy-to-clean and almost shatterproof, polycarbonate is a plastic material characterized by high resistance to the fats and oils contained in cocoa butter and thus it is suitable for chocolate. Furthermore, the smooth surface of the moulds gives chocolate unrivalled brightness and uniformity and facilitates the preparation of finely shaped mignons or pralines. The moulds are designed to be used with chocolate processing equipment.

**FIELDS OF APPLICATION**  
Artisanal pastry laboratories, confectionery industries.

**TECHNICAL INFORMATION**  
Different shapes and sizes available, high-productivity versions available, made in Italy design and quality.



**IRINOX**  
[www.irinoxprofessional.com](http://www.irinoxprofessional.com)

**PRODUCT NAME**  
MultiFresh.

**STRONG POINTS OF THE MACHINE**  
MultiFresh, the blast chiller that combines chilling functions (cooling, freezing, thawing, chocolate) and warming functions (low temperature cooking, regeneration, pasteurization, proofing, holding) in a single appliance, is now even easier to use, thanks to MyA, a new touch screen interface with 7" screen, with clear icons for choosing the most suitable functions and cycles for production. The parameters – time, ventilation, core temperature – can be altered at any moment to create the ideal process for each product.

**FIELDS OF APPLICATION**  
Gastronomy, pastry, bakery, ice cream.

**TECHNICAL INFORMATION**

- MultiFresh MF 45.1
- dimensions large 790mm x deep 969mm x height 1595 mm
- max power 3,6 kw
- max tension 5,6 A



**VELATI**  
[www.velati.com](http://www.velati.com)

**PRODUCT NAME**  
Grinder for frozen and/or fresh meat model 'Thor'.

**FIELDS OF APPLICATION**  
Salami, mortadella, hamburger, hot dog, wurstel etc.

**STRONG POINTS OF THE MACHINE**  
Machines built to efficiently break and chop frozen meat blocks and/or pieces of fresh meat and/or de-frozen meat without spoiling the raw material through a first crushing worm and then thanks to the second finishing worm. The inlet temperatures of the product may be up to -25 °C. The final product can be minced up to a final grain size of 4 mm. The production capacity of the machine is closely connected to the inlet temperature of the product and the final grain size to obtain, but the Grinder Thor can reach up to 12 ton/h.

**TECHNICAL INFORMATION**  
Power: 110Kw for the lower worm with fixed speed. For the upper worm 22 KW with inverter to adjust the speed and to adapt the machine to any type of product.



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# THE ITALIAN WINE MAGAZINE BUYER'S • GUIDE

YEAR 4 - N° 5 • MAY 2016



SPECIAL  
EDITION

# REPORTAGE VINITALY 2016





# VOICES FROM VINITALY

In 2016 Italy's largest wine trade show celebrated 50 years. The historic edition of a not-to-be-missed event, attended by 130,000 professionals from around the world.

After a full agenda of wine tastings, seminars, competitions and courses in Verona, Vinitaly 2016 came to a close on Wednesday April 13. According to wine producers, the 50th anniversary of the world's largest wine event saw a notable increase in the caliber of trade and press attendees over previous years. This year's edition of Vinitaly brought in 130,000 tra-

de professionals from 140 countries, and more than 4,100 exhibitors occupied a record 100,000 square meters of exhibition space. International attendance reached nearly 50,000, with 28,000 accredited buyers from abroad, a 23% increase over last year. Let's find out something more about the show through the voices of its protagonists.

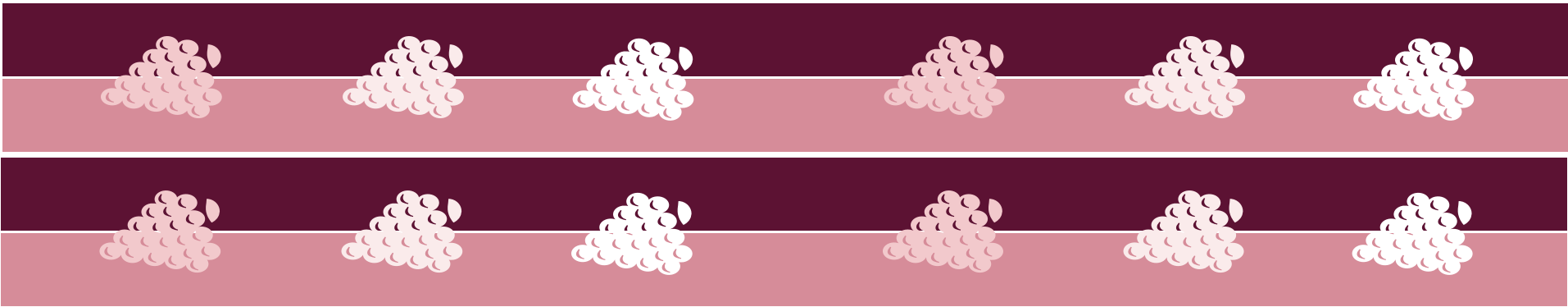
## Vinitaly: la voce delle aziende



Dopo quattro giorni di degustazioni, seminari, contest e convegni, si è chiusa lo scorso 13 aprile a Verona l'edizione 2016 di Vinitaly. Secondo i produttori, il 50esimo anniversario del maggior evento mondiale dedicato al vino ha visto un notevole incremento nella qualità dei visitatori, oltre che nel numero: ben 130mila professionisti, provenienti da 140 paesi, e oltre 4.100 espositori hanno occupato una superficie espositiva di 100mila metri quadri. Cresce del 23%, a quota 28mila, anche il numero di buyer internazionali accreditati.







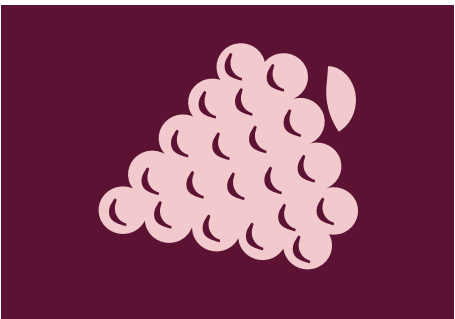
**CODICE CITRA**  
Giuseppe Colantonio, communication  
& marketing manager

"We have come to Vinality 2016 with several product news. We launched 'ChiChiBio' and 'Deea', two new organic and vegan wine ranges with a 100% eco-friendly packaging: the first one for retailers and the second one for the Horeca channel. Both made with autochthonous grape varieties such as Montepulciano d'Abruzzo, Trebbiano d'Abruzzo and Pecorino. Another two important new products launched during Vinality are the classic method sparkling wines of the Hortari range and the Ferzo range, for top class restaurants."



**CANTINE FERRARI - LUNELLI GROUP**  
Massimiliano Capogrosso, sales manager  
Italy

"In 2015 revenue of the Lunelli Group reached 80 million euro, rising 12% over previous year, and accounting for 80% of total turnover. The remaining 20% comes from the subsidiary company Bisol. Exports, instead, account for 25% of the company business. Last year Ferrari was awarded 'Sparkling Wine Producer of the Year' at the international contest 'The Champagne and Sparkling Wine World Championships 2015', as well as 'European winery of the year' at the Wine Stars Awards: the Oscars of wine."



**GRUPPO DONELLI**  
Angela Giacobazzi, export manager

"This year, as a symbol of our compromise in promoting the Italian wine sector, we have been awarded by the trade show organizers for taking part to all 50 editions of Vinality. In addition, our Lambrusco Reggiano Doc Dry 2014 Scaglietti bottle by Donelli received the '5 Stars Wines' award. The Lambrusco Ancestrale of Gavioli Antica Cantina, instead, was awarded with the golden label at the 20th International Packaging Competition. Finally, we have been carrying out a restyling of the Giacobazzi brand and logo with the launch of five new Lambrusco in the 'classic' and 'elite' versions, with labels describing the most characteristic features of each wine: Elegant, Fruity or Intense."



**CASA VINICOLA CALDIROLA**  
Olga Tosanotti, marketing manager

"Exports account today for about 30% of our total revenue. Spain, Germany and China have become our top destination markets. The most important news we present at Vinality is the partnership signed with the Milan football club, and the new bottle designed with the team logo: 'Gran Cuvée La Cacciatora'. In addition, here we present a restyling of our 'Maestri Cantinieri' range, for the retail channel."



**VOLPE PASINI**  
Emilio Rotolo, owner

"2015 harvest was the best in the last 40 years. The previous one, instead, was probably the worst. Exports are growing year after year, and today they account for about 60% of total turnover. Our top destination markets are Europe, Russia, North America and Asia. In the months ahead we will launch a new top white wine of the 2013 vintage."



**VALDO SPUMANITI**  
Pierluigi Bolla, president

"Valdo's 90th anniversary is a tangible proof of my family's compromise in the wine sector. Witnessed also by the new products that we presented at Vinality this year: together with the 'Jubilee Edition', celebrating our 90th anniversary, we launched a new range of Italian sparkling wines made from Falanghina and Passerina. A project we have been working on for many years, focusing our attention of autochthonous grape varieties and looking for the best cost/quality ratio, with the aim of taking our long-term experience and expertise all over Italy and the world."



**BOSCO VITICULTORI**  
Paolo Lasagni, managing director

"2015 was a very positive year for our company, that experienced a significant growth. The United States, United Kingdom, Germany and Russia, together with other global markets, account for 70% of the company total turnover. At Vinality we present the white and rosé sparkling wines Venezia Doc."



**BAGLIO DI PIANETTO**

For Baglio di Pianetto, Vinality 2016 was the perfect occasion to present 'Timeo 2015', made from Grillo grapes, as well as the results achieved in the field of organic. Renato De Bartoli and Marco De Bartoli are respectively the new company CEO and sales manager.

In the picture: Renato De Bartoli.



**CANTINE SGARZI LUIGI**  
Stefano Sgarzi, owner

"In 2015 revenue reached 28 million euro, rising 5% over previous year. Global markets account for a very significant part of our turnover: Germany, Canada, Russia, Japan and China are our drop destination countries. At Vinality we present several new products, in line with modern consumption trends, such as Stevia based products and alcohol-free wines, but also more traditional products like the new Vermentino Igt Terre Siciliane."

In the picture from left: Anna, Luigi Leonardo, Nadia and Stefano Sgarzi.



**SCHIOPETTO**  
Emilio Rotolo, owner

"In 2015 the growth of the Schiopetto brand, acquired by my family two years ago, was stunning: by about three percentage points. A brand we approached with humility and respect, and that we want to boast both in Italy and abroad. At the show we present a new packaging, a sort of return to the past: the restyling of a label designed in the 80's by Mario Schiopetto himself."



**CANTINE MARISA CUOMO**  
Marisa Cuomo, owner

The Cantine Marisa Cuomo, a company based in the Costiera amalfitana, is well known all over the world. At Vinality it showcased the entire products range, including 'Furore Bianco Fiorduva' and 'Furore Rosso Riserva', two wines of excellence.



# /reportage



## COLLIS-RIONDO

Claudio Rizzoli, sales manager

"In 2015 the company experienced a significant growth, also of exports. At Vinitaly we present the new 'Castelforte' premium wine label, characterized by a new packaging, including Doc still wines and autochthonous grapes from Veneto: from Soave Colli Scaligeri to single grape variety Grey Pinot, Garganega, Corvina and Merlot, passing from Valpolicella Superiore Doc, Valpolicella Ripasso Doc and Amarone della Valpolicella Docg".



## CANTINA VALTIDONE

Mauro Fontana, sales director

"In 2016 our winery celebrates its 50th anniversary, and therefore at Vinitaly we launched the '50 harvests project': a selection of grapes from our 50-year-old vineyards for the production of two wines representative of our history: Malvasia and Gutturino. Two wines characterized by a special bottle and an original logo, that will be distributed in the Horeca channel. In 2015 the company also strengthened the relationship with its clients, and closed the year with results in line with the previous one."



## ELENA WALCH

Karoline Walch, co-owner

"2015 harvest was great, and the vintage is going to be the best in the last 10-15 years, both for red and white wines. The Italian market accounts for 53% of total turnover, the remaining percentage comes from abroad, especially the US, Germany, Switzerland, Russia and Northern Europe. At Vinitaly we present two new products: the Kristallberg 2015 white Pinot, and the Gewürztraminer 'Concerto Grosso' 2015, a blend of grapes from Tramin."



## MIONETTO

Paolo Bogoni, chief marketing officer

"2015 was a very positive year for our company, with revenue rising by 15%, at 66 million euro. At Vinitaly we present several news: such as the first Prosecco Doc 100% of the Avantgarde Collection, a label that is going to further strengthen our presence in this fast developing sector."



## CANTINA 4 VALLI

Massimo Perini, owner

"In 2015 the positive results achieved on the domestic market, as well as in the US, managed to counterbalance the difficulties met in Russia due to the depreciation of the Ruble. Furthermore, in the past months we started selling our wines in Brazil. Another step forward in our internationalization plan: exports account today for 50% of total revenue."



## RUFFINO

Tommaso Alessandri, sales & marketing director

"Ruffino closed 2015 with revenue exceeding 92 million euro, rising 13% over previous year. And the first months of 2016 have been confirming this growing trend. Foreign markets account for about 90% of turnover. In Italy, instead, 30% of our wines are distributed through the retail channel. At Vinitaly we present the new Chianti Docg in one liter size, awarded with the silver medal during the 20th edition of the International Packaging Competition."



## CANTINE DUE PALME

Angelo Maci, president

"2015 was an amazing year for our winery, on the side of quality and volumes alike, that closed with a 12% growth in revenue. Exports account for 70% of turnover, and are developed in 40 countries, mainly Switzerland, Germany and UK. At Vinitaly we present 'Amaluna', a new sparkling wine branded Due Palme, the first 'made in Salento' charmat method."

## PHILARMONICA

Massimiliano La Rosa, sales manager

"Philarmonica is both a wine producer and distributor. In 2015 we signed a new partnership agreement with five small producers from Alto Adige, that led to the creation of the Winzenberg brand. We also established a joint venture with the craft brewery Er Borqueròn, and created three beers made with a part of sea water. In addition, we keep distributing in Italy the famous Champagne brand Charles Heidsieck."

In the picture: Massimiliano La Rosa and Eleonora Montjourides.



## CARPENÈ MALVOLTI

Domenico Scimone, global sales & marketing director

"2015 was a strategic year for Carpenè Malvolti, since our wines started again to be sold directly on the domestic market. Followed by Germany, during the first months of 2016. At Vinitaly we celebrate the 140th anniversary of Scuola Enologica Conegliano (Conegliano Wine School), that has an historical strong connection with our winery. We also present our new Carpenè Malvolti Tarvisium classic method, a sparkling wine made from Chardonnay and Pinot Noir grapes from Trentino."



## NATALE VERGA

Paolo Romito, sales manager Italy

"2015 closed on a positive note, with 33 million euro in revenue. Exports account for 30% of turnover, and our top destination markets are the US, Japan, China and the UK. At Vinitaly we present three new products: Primitivo di Manduria Doc, Governo all'uso Toscano Rosso Toscano Igt and Terre Siciliane Igt Shiraz. Together with the wines of the Organic line: Grillo Catarratto Igt Terre Siciliane and Nero d'Avola Cabernet Igt Terre Siciliane, the latter awarded with the golden medal during the International Packaging Competition."



## DUCA DI SALAPARUTA

Benedetta Poretti, communication manager

"Overall, 2015 was a positive year. Revenue exceeded 40 million euro, and foreign markets account for 30% of this value. The US, Germany, Japan, Belgium, Brazil and Canada are our top destination markets. Among the many new products we brought at Vinitaly, I would like to mention 'Sciara n'era', a Pinot Noir from the Etna volcano branded Duca di Salaparuta."





Sgarzi Luigi



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**MARCHESI MAZZEI**  
Francesco Mazzei, vice president and CEO

"2015 wines are characterized by an amazing quality level. And last year revenue growth was 9%. Our products are distributed both in food service and retail. A channel, the latter, that we are going to develop even more in the years ahead, thanks to the requalification process carried out by several retail chains. At Vinitaly we present 'Tirreno', Maremma Doc with Bordeaux style blend and the addition of Alicante."



**LA GIOIOSA**

At Vinitaly 2016 La Gioiosa presented the new Asolo Prosecco Docg Millesimato 2015. A label created in the Docg Asolo production area, where La Gioiosa - one of the largest and most renowned Prosecco producers - is headquartered. The creation of an Asolo Prosecco Docg Extra Dry Millesimato was therefore a natural step for this company from Veneto.



**CAVIT**

In 2016 Cavit has come to Vinitaly for the 50th time, which means that the winery didn't miss a single edition of the show. During the event the company launched a new sparkling wine: Müller Thurgau Cuvée Speciale Millesimato 2015 Dolomiti Igt charmat method. A product characterized also by a unique package: an elegant bottle, awarded with the golden label during Vinitaly's 20th International Packaging Competition.



**LA VIS**  
Massimo Benetello, general director

"During Vinitaly 2016 Cantina La Vis hosted in its booth over 2,000 trade visitors, among buyers and clients, both Italian and foreign, interested in our brands: La Vis, Durer Weg and Cesarini Sforza. The company has also been repeatedly awarded for the quality of its wines: the Cabernet Sauvignon Ritratti 2012 was prized with the '5 Star Wines', and the Cembra Pinot Nero Vigna di Saosent was included among the best 50 #popwine of the Gazzetta dello Sport newspaper."



**AZIENDA AGRICOLA TORTI "L'ELEGANZA DEL VINO"**  
Patrizia Torti, owner

"At Vinitaly 2016 we launched two projects, one for social responsibility and one for innovation. The first one is called 'Tatù wine jewel', a sparkling wine from Pinot Noir and Chardonnay grapes in an elegant gift packaging that will support the fight to stop violence against women. The other news is our participation in the 'Dolce Vita - Salute e Gusto' project: a brand new line made of healthy food products, that includes the Pinot Noir Doc OP in the classic and white versions."

In the picture from left: Silvia Vecchiotti, Laura, Giusy and Patrizia Torti.



**SANTA MARGHERITA**

In 2015 the company experienced a 7% growth of turnover. Production exceeded 19 million bottles and revenue reached 118 million euro, about 50 millions proceeding from the strategic US market. Overall, two-thirds of revenue are generated by 85 world countries. Last year the new production site of Greti in Chianti was inaugurated, and the works for the expansion of the historic winery of Fossalta di Portogruaro began. At Vinitaly the Group presents the restyling of its Prosecco Doc range, with the creation of a new bottle.



**VILLA SANDI**  
Giancarlo Moretti Polegato, president

"The Group closed 2015 with revenue exceeding 12.5 million euro, rising 19% over previous year. Exports account for 60% of total turnover, and our wines are distributed in 90 world countries, including the US, the UK and Germany. At this edition of Vinitaly we have a larger booth, characterized by a strong visual impact, where visitors can get to know all Villa Sandi estates, from the Cartizze Hill, where our multi-awards winning Vigna La Rivetta is produced, to the Docg Valdobbiadene, passing from Montello and Colli Asolani."



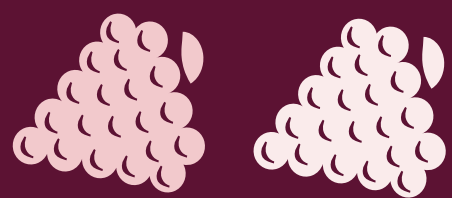
**ALLEGRI**  
Alberto Lusini, marketing director

"2016 started on a very positive note, with rising sales numbers. Exports account today for 85% of total turnover, with the US, Sweden, Norway and Germany as our top destination markets. At Vinitaly we present a limited edition of our historical label, La Grola. And beyond the 'Winery of the Year' awards from Gambero Rosso, the Allegrini family is involved in many interesting projects such as the sponsorship of the New York Guggenheim Museum."



**MONDODELVINO**  
Enrico M. Gobino, marketing manager

"In 2016 we will be deeply involved in obtaining an important environmental certification: ISO14001 with Life cycle assessment. At Vinitaly we presented some products typical of Piedmont: Ricossa Piemonte Doc Barbera Appassimento, highly appreciated abroad, and the new Nebbiolo d'Alba Metodo Classico 2013 Millesimato, in the Cuvage sparkling wine range. But also 'Acquesi', with Cortese Piemonte Doc Martiniotti method, and its original floral bottle."







### VINICOLA DECORDI

Alessandro Decordi, sales & marketing manager

"2015 revenue reached 15 million euro, while production results were in line with 2014. Exports account for 80% of the company turnover, mainly directed to Spain, Japan, Russia and Brazil. At Vinitaly we present the widening of the 'Borgo Imperiale' range, the most requested by the Italian food service."



### FEUDI DI SAN GREGORIO

Novella Parziale, marketing manager

"2015 war a positive year, also thanks to the beginning of our collaboration with Maison Beizel, historical Champagne producer, that we now distribute in Italy. Exports are on a rising trend too, with a 35% share on total revenue. Germany, the US and Japan are our core markets. At Vinitaly we present the new vintages of our white and red wines, as well as the new acquisitions made in the Bolgheri and Etna production areas."

In the picture: Francesco Domini, director



### CANTINE F.LLI BONELLI

Elena Bonelli, owner

"We brought to Vinitaly our entire range. Starting from Gutturino Doc Riserva 2012, prized with the '5 Star Wines' award. We also present our organic labels: Trebbiano Val Trebbia Doc and Barbera Doc Colli Piacentini. In 2015, with the aim of valorizing our land, we collected 175,000 kilos of organic grapes. And on the 11th of June, for the 10th consecutive year, we will hold a conference devoted to sustainability."



### DONNAFUGATA

José Rallo, Ceo

"At the show we presented a new concept of Donnafugata wines. Starting from the needs and demands of wine lovers, we have created four collections: 'Vini icona', such as Mille e una Notte and Ben Ryé, 'Eleganza Mediterranea', 'Versatili di carattere' and 'Freschi e fruttati'. In addition, we presented the new Brut Rosé Millesimato 2012, a classic method from Pinot Noir grapes, aged 30 months on the lees, strong and elegant at the same time."



### PICCINI

Camelia Lazar, pr & communication manager

"The Piccini brand is today well known both on the domestic and international markets. Our future goal is to further strengthen our presence on the national territory, mainly through the retail channel. The historic Chianti Geografico brand will enable our company to develop new important synergies too, and we are aimed at improving our business in Southern Italy, through the valorization of the different vineyards."

In the picture from left: Maurizio Rossi, national account manager Italia, Mario Piccini and Camelia Lazar, pr & communication manager.



### RONCO DEL GELSO

Giorgio Badin, owner

"2015 closed with a 6-7% growth in revenue. As regards production, after a disappointing 2014, last year was characterized by high quality levels and large volumes. Global markets account for 35% of turnover, and our wines are distributed in many countries, most of all in Europe and the US. During Vinitaly we presented our entire range of wines."



### CANTINE VOLPI

Carlo Volpi, owner

"2015 was a positive year for Cantine Volpi, with revenue increasing by about 10%. Exports, in particular, showed a dynamic growth trend. During Vinitaly 2016 we launched a new range of sparkling (frizzante) wines."



### CANTINA DI SOAVE

"At Vinitaly 2016 we present many new products aimed to the valorization of the geographical designations and to the strengthening of company brands. Among the new wines presented in Verona: classic method spumante 'Settecento33 Lessini Durello' and three wines of the 'Rocca Sveva Selection' - Nottefonda, Chiaropuro and Notarosa. For the retail channel, we also present the 'Cadis' range".

### BORTOLOMIOL

Elvira Maria Bortolomiol, vice president

"In 2015 the company revenue increased by 12%. Exports are on a rising trend too, and today they account for 30% of total turnover, but in three or four years we are aimed at increasing this share to 40-50%. We are distributed in the modern channel with our new 'Millesimati Doc' range, but food service remains our core business. At Vinitaly we present the 'Gran Riserva 2013'."



### LA VERSA

In 2015 La Versa produced about 2.5 million bottles. Exports account for 10% of the company turnover, and European countries are the company's top destination markets. New products will be presented by the end of the summer: high quality classic method sparkling wines and a red premium wine.



### AGRIVERDE

Agriverde brought to Vinitaly its entire organic wine range. With some innovations such as the spumanti 'Zetis' and '830 silver label'. Among still wines, the 'Natum' range, that after Montepulciano, Pecorino, Cerasuolo and Trebbiano now includes three new varieties: Cabernet Sauvignon, Passerina and Chardonnay, certified organic and vegan.

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## CEVICO - DUE TIGLI

Paolo Galassi, Ceo

"Last year international markets, up by 10%, performed definitely better than the domestic one. The company's total revenue reached 130 million euro. At Vinitaly 2016 we present many new products: for the retail channel, a new Cantine Ronco bottle with flip top, as well as the 0.25 L San Crispino brik. And after the show we will launch two more products."



## CANTINA DI CARPI E SORBARA

Carlo Piccinini, vice president

"Our brand is fast growing, and we are focused on developing the bottled segment, and on producing high quality Lambrusco, since we want to lead the re-discovery of this great wine from Emilia Romagna. At Vinitaly we present 'Omaggio a Gino Friedmann', an ambitious project aimed at recovering the most authentic essence of Sorbara, of its story and territory."

## CASALBORDINO

Massimo Zuccarini, marketing & sales manager



"At Vinitaly we present several news. Starting from the widening and restyling of our organic wine range, called 'Sunelle', now made of Red Igt, White Igt, Grey Pinot Igt, Pecorino Igt, Chardonnay Igt, Montepulciano Doc and Trebbiano. In addition, in May we will start selling a Pecorino Superiore Igt, in the Borgognotta bottle."



## LE MANZANE

Ernesto Balbinot, owner

"In 2016 we experienced a slight drop in sales volumes, but a significant rise in value. 70% of the company turnover comes from international markets. Russia and Brazil posted a slight decline, counterbalanced by our entry in new strategic markets. The new product we presented at Vinitaly is 'Springo Blue', the Brut version of Springo Conegliano Prosecco Superiore Rive di Manzano Docg Dry, a product we launched in 2015."

In the picture: Ernesto and Marco Balbinot.



## FANTINEL

Stefano Fantinel, Ceo

"In 2015 both our global and domestic sales experienced a rising trend, most of all due to the growing popularity of Prosecco. Revenue reached 25 million euro, also thanks to strategic markets such as the UK, the US and Brazil. Russia, instead, is slowly decreasing. At Vinitaly 2016 we officially launched 'The Independent Prosecco - Denim Edition'. An exclusive special spumante Millesimato branded Fantinel and Italian Independent. New label of a world renewed brand."



## MARCHESI DE' FRESCOBALDI

Filippo Marini, marketing director

"In 2015 the company revenue reached 95 million euro, growing 8.7% in Italy and 15% on global markets. We recently completed the acquisition of two new estates, one in the Montalcino and one in the Chianti Classico production areas. Exports account for about 70% of turnover, and the US, Canada and Germany are our top destination markets. In Verona we launched two new products: a rosé and a sparkling wine."



## CANTINE RIUNITE & CIV

Francesca Benini, sales & marketing director

"At Vinitaly 2016 Cantine Riunite & Civ presented a brand new look for its Prosecco Maschio, whose range has been completed with the Magnum size. In addition, we launched the Rosé Extra Dry spumante and completed the restyling of the 'Shah Mat Bianco', both branded Maschio dei Cavalieri. Two new sparkling wines have been included in this range: a Chardonnay and a Pink Pinot. Three more new products are Lambrusco Emilia Igt metodo ancestrale 'Senzatempo Riunite', Prosecco Doc Treviso col fondo 'Senzatempo Maschio' and Pignoletto Doc metodo ancestrale Senzatempo Righi."



## VINI LA DELIZIA

Pietro Biscontin, director

"2015 revenue was 38 million euro, and the goal is to reach the value of 43 million euro by July 2016. Exports account for 60% of total turnover, and our key destination markets are the US, Germany, the UK, Belgium and Holland. Apart from Russia, we are also entering Turkey and Mexico. At the show we presented a preview: a Grey Pinot spumante that aroused the interest of many foreign buyers."



## DRUSIAN

Francesco Drusian, owner

"During Vinitaly 2016 we presented the new bottle for the sparkling wine Conegliano Valdobbiadene Prosecco Superiore Docg range, characterized by a unique and original design, inspired by the official tasting glass of our famous bubbles. Including a refresh of the spumante rosé 'Rose Mari' and 'Gujot' Prosecco Doc labels."



## CASA VITIVINICOLA TINAZZI

Giorgio Tinazzi, owner

"We have come to Vinitaly with an enlargement of our Apulian wine range, now including Aglianico and Fiano del Salento. But it is worth mentioning also Veneto, with Bardolino Charetto Dop 'Campo delle Rose' and Valpolicella Ripasso Superiore Dop 'Monterè'. We produce 4 million bottles every year, and exports account for 90% of turnover."



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**AZIENDA VINICOLA BOSCO NESTORE**  
Stefania Bosco, managing director

"2015 was a positive year, also thanks to our global business, that is worth about 70% of total turnover. In Italy we are mainly distributed in the Horeca channel, but we are also entering modern distribution. Among the most significant news, it is worth mentioning the high-quality 'Storica' range: made of typical Apulian wines."

*In the picture from left: Giovanni and Stefania Bosco.*



**VINICOLA SERENA**  
Chiara Serena, marketing manager

"In Verona we present our entire range of wines, from Valdobbiadene Prosecco Superiore Docg Brut Millesimato 'Villè d'Arfanta' to the Champagne De Vilmont, a brand belonging to our company. At Vinitaly we also showcase the Bianco Spumante Gran Cuvée limited edition, with an artistic sleeve designed by the young street artist Sam Torpedo."



**SARTORI**  
Enrico Olivieri, export manager

"2015 was a positive year, in particular for our international business, that experienced a significant growth. At Vinitaly 2016 we officially present 'Passione', a structured red wine undergoing a slight drying of grapes. We also present a white and a red Igt Venezie wines, without sulphites and organic certified, branded Mont'Albano."



**COLESEL**  
Antonio Bortolin, sales manager

"In 2015 Asian markets were extremely dynamic, and our Cartizze started being distributed in Australia too. During Vinitaly we presented a packaging innovation: the restyling of the Dry and Brut Cartizze. The latter version is now celebrating its 10th anniversary. In addition, 'Rosé Dolomica' has changed grape composition, with the addition of Pavana, autochthonous variety from the Dolomites, to the Pinot Noir."

*In the picture from left: Vlado and Antonio Bortolin.*



**LA FORTEZZA**  
Antonella Porto, export manager and Enzo Rizzo, owner

"Our company produces about 250,000 bottles every year, with revenue of about one million euro. 40% of our turnover comes from global markets, especially the US, China, Japan and Northern Europe. In Verona we present 'Selfie Brut', a Brut charmat method."



**LEONE DE CASTRIS**  
Piernicola Leone de Castris, CEO

"In 2015 the company total revenue was 10 million euro, rising 7% over 2014. Half of our business is developed abroad, where our top destination countries are Germany, the UK, Czech Republic, the US and Canada. During Vinitaly we presented two new products of the 'Per Lui' range: the Susumaniello and Ottavianello labels."



**MASCIARELLI TENUTE AGRICOLE**  
Marina Cvetic, owner

"In 2015 our production was about 2.5 million bottles, and the company saw a significant growth in revenue and in the average value of its products. Today, exports account for 55% of total turnover, realized in 55 countries. At Vinitaly 2016 we present the 'Gianni Masciarelli' range and 'Iskra', the Cru Marina Cvetic, that since the 2009 vintage bears the Docg Colline Teramane appellation."



**BISOL**  
Desiderio Bisol, technical director

"During Vinitaly we presented 'Private Collection', a limited edition, result of a long research for high quality. The collection is made of products of excellence: from the Valdobbiadene Prosecco Superiore Docg 'Garnei', characterized by a long ageing, to the sulphites-free 'NoSo', passing from the Classic Method 'Relio' and the zero dosage 'Cartizze'."



**CANTINA COLTERENZIO**  
Wolfgang Raifer, director

"During Vinitaly 2016 we presented the most recent 'masterpiece' of our winery: it is called 'Perlise', a Gewürztraminer from Alto Adige. One of the white wines most demanded by the domestic market. A product available in different versions, in order to satisfy all customer needs."



**DIEVOLE**  
Enrique Almagro, president

"130 hectares in Chianti Classico, 400,000 bottles produced every year, a 3 million euro turnover and a 40% export share. At Vinitaly, Dievole presents the new packaging of its Brunello di Montalcino 2010 Riserva and the new vintages of Igt Toscana 'Le Due Arbie' in the white, red and rosé versions."



**TENUTA LAMBORGHINI**  
Silvio Tschang, co-owner

"2015 was a turning year for our company, when the new shareholding structure was established. At Vinitaly we present the new Prosecco range, made of three spumanti wines, in the Doc, Docg, Extra Dry and Brut versions. But also the two 'Cent'anni' labels: Rosso Umbria Igt and Grechetto Umbria Igt, to celebrate the centenary of Ferruccio Lamborghini's birth."



**DUCA DI DOLLE**  
Andrea Baccini, owner

"At Vinitaly 2016 the attention was focused on our entire wine range, in particular on Superiore di Cartizze 'Zero' and Rive di Rolle 'Cuv', as highlighted during a dedicated tasting, led by the renowned sommelier Alessandro Scorsone. The perfect occasion to discover the results of years of experimentation, and to appreciate the characteristics and flavours of the lands they belong to."

*In the picture from left: Andrea Baccini and the sommelier Alessandro Scorsone.*





**MASI AGRICOLA**  
Giacomo Boscaini, brand ambassador

"We are the seventh generation of the Boscaini family, owner of Masi, historic producer of Valpolicella, and one of the 20 largest Italian wineries. For several years we have been implementing a sustainable agriculture in our vineyards, with the aim of reducing our environmental footprint as much as possible. Our vineyards in Tuscany and Argentina were certified organic in 2014 and 2015 respectively. We distribute our wines in about 100 countries, and exports account for 90% of turnover."



**GRUPPO ITALIANO VINI**

Gruppo Italiano Vini 2015 turnover was 358 million euro, rising 10% over 2014. Also exports are on a rising trend, now accounting for 77% of turnover (it was 74% last year). Partner companies presented many new products at Vinitaly: a new Prosecco Superiore Doc range branded cantina Santi; the new Terrarossa 'Gran selezione', made of Chianti Classico grapes, branded Melini; and the new Prosecco Valdobbiadene Superiore Docg branded Bolla.

**CANTINA DELLA VOLTA**  
Angela Sini, Ceo

"Our company is young, but it relies on a strong tradition. I am talking about the compromise of the Bellei family, at the head of this company for four generations. We strongly believe in the potential of Lambrusco di Sorbara, and at Vinitaly we launch a new classic method 2012 made from Lambrusco di Sorbara grapes only, vinified in white."

**LA MONTINA**  
Michele Bozza, export & marketing manager

"With a 20% growth in revenue, 2015 closed on a very positive note for our company. Abroad, our wines are distributed in Northern Europe, Japan and the US. A market, the latter, particularly complex for Franciacorta producers, but that is starting to grow. Among most important news, apart from our conversion to organic, we present a Millesimato 2009 Brut aged five years on the lees. In addition, we have become official sparkling wine of the Milan football team."



**TENUTA CAVALIER PEPE**  
Milena Pepe, general director



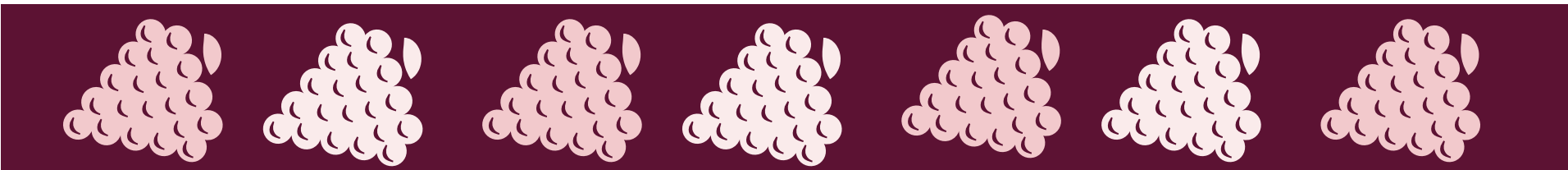
"Our family estate, covering 50 hectares in the heart of the Docg Taurasi, closed 2015 with results in line with the previous year. And thanks to a positive season and a sunny harvest, production was characterized by high quality too. Exports are fast rising, mainly in North America and the Far East. At Vinitaly we present, among other products, the Taurasi Docg Riserva 2009, that scored 91 percentage points at the '5 Star Wines' contest."

In the picture: Cavalier Angelo Pepe e Milena Pepe.



**BELLUSSI**  
Enrico Martellozzo, owner

"With a 21% growth in revenue, we are very please with 2015 results. We are entering the modern distribution channel, and therefore launched a redesigned and more attractive packaging for our Cuvée Prestige 100% Pinot Noir. Made from grapes of selected Oltrepò Pavese producers. International markets account today for 40% of total turnover."



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## / reportage



### FATTORIA LA RIVOLTA

Paolo Cotroneo, owner

"2015 was a positive year for sales. We posted a significant growth, despite the bad harvest of 2014. Exports account for one third of revenue, but we are aimed at increasing this share even more. At Vinitaly we presented a packaging innovation: the QR code on our wine labels, as part of a 'transparency' project launched in the Campania Region."



### CANTINE CECI

Mariateresa Ceci, owner

"We have come to Vinitaly 2016 with an important news: Nani di Otello. Two sparkling wines dedicated to Bruno and Giovanni, sons of Otello, founder of Cantine Ceci. An ambitious project, born from the collaboration with the enologist Nico Danesi. Two Millesimati 2014, in the Brut and Extra Dry versions, made with Chardonnay grapes. And a one-of-a-kind packaging, remembering of the old-style perfume bottles, with a square label."



### ROSA DEL GOLFO

Damiano Calò, owner

"After a difficult 2014, last year closed on a bright note, with a 3% growth in revenue. Global markets account for 40% of the company total turnover, especially the German, US and Swiss markets. Both in Italy and abroad, we are distributed in the food service channel only. And in 2016, after Prowein and Vinitaly, we will attend Vinexpo Hongkong."



### SALCHETO

Mario Turrini, general manager

"Vinitaly remains the best marketplace for Italian wines. As highlighted every year by the increasing number of international buyers attending the show. This year, in particular, we had the chance to meet many trade professionals from Colombia. In Verona, we also presented our crowdfunding project, aimed at creating the Wine School of Sustainability ([www.thewineschool.it](http://www.thewineschool.it)), an educational program made of marketing, ethic and good wine."

*In the picture: Michele Manelli, owner.*



### CANTINE CAPETTA

Chiara Del Tufo, marketing manager

"We are satisfied with 2015 results. In particular for the international business, that is experiencing a growing trend. Today, exports account for 40% of the company total turnover. At Vinitaly we present the complete restyling of the Duchessa Lia brand, with the inclusion of a Cuvée Brut."



### UMBERTO CESARI

Anna Scanavacca, marketing & communication

"During Vinitaly we presented the restyling of our 'Colle del Re Passito', that after 20 years has been given a brand new look, able to mirror the changes taking place inside our company, with a total refurbishment of the production plant and of its image. Our dessert wine, result of a slow drying of grapes and two-year aging process in barrique, was awarded with 93 scores by *The Wine Advocate*."



### CASA PALADIN

Alessandra Gorgato, communication manager

"2015 was a good year for Casa Paladin. Exports account for 50% of total turnover. The US, Japan and Europe, especially Germany, are our core destination markets. At Vinitaly we officially present the Casa Paladin group, bringing together the four companies belonging to the Paladin family: Paladin in Veneto, Bosco del Merlo in Veneto and Friuli Venezia Giulia, Castello Bonomi in Franciacorta and Castelveccchi in Radda in Chianti."



### EUGENIO COLLAVINI VITICOLTORI

Manlio Collavini, owner

"In 2015 international sales posted a 20% growth in revenue, reaching 10 million euro. Exports account for 65% of total turnover. Canada is our top destination country, but also the Far East is a fast developing market. At Vinitaly we present Ribolla Gialla, an autochthonous wine that is a special part of our story."

*In the picture from left: Eugenio Collavini together with his father Manlio.*



### PASQUA VIGNETI E CANTINE

Sara Biasi, communication & marketing manager

"2015 closed with revenue for 42 million euro. 87% of our business is made on international markets, first of all in North America. Italy only accounts for the remaining 13%. At Vinitaly 2016 we present the PassioneSentimento label, dedicated to our connection with the territory of Verona. Three wines for a young target of consumers: a red and a white wine, whose structure is given by grapes drying, and a Prosecco Doc."

*In the picture: Umberto Pasqua di Bisceglie, president.*

# WAITING FOR THE 51ST EDITION OF VINITALY (9-12 APRIL 2017)...

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