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# THE ITALIAN FOOD MAGAZINE

## BUYER'S • GUIDE

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# SPACEBALLS

Angelo Frigerio

Britain's departure from the EU, also called Brexit – see article on page 11 – has fuelled the imagination of web sites, newspapers and televisions that indulged in the wildest theories and interpretations. A media madness that is worth to highlight.

First of all: the young vs. the old. According to renowned Italian newspapers like *L'Espresso*, *Il Corriere* and many more, old and pissed-off Britons are holding down young Britons yearning for Europe. A spaceball. If you look at the pool of voters you will find out that if old people went to vote, the young people didn't give a damn. Here are the data related to the electoral turnout published by Mauro Bottarelli on *Il Sussidiario*: 18-24 years, 36%; 25-34 years, 58%; 35-44 years, 72%; 45-54 years, 75%; 55-64 years, 81%; over 65, 83%. Second issue: Oh gosh how do we manage to go to Britain now? Let me say that the United Kingdom is outside Schengen and that you can get there by plane, train or ship simply showing the diligent officer of the day your identity card. Or maybe your passport, tomorrow. So what? What's the difference? Of course, tourists will probably have to do without assisted health care, but there is no need for a drama, since it already happens if you go to Japan, Mexico, Brazil and so on.

The other epochal issue aroused is that of foreign workers. It almost looked as if, after the Brexit, they would have been all fired. But why? Maybe in two or three years they will have to apply for a visa extension. But if you are good at your job, the hypothetical restaurant owner or manager from the City will not think it twice.

Let's now talk about the huge media hoax of a second referendum. Three million people signed the petition. It just makes me want to laugh. I went on the website too, and I signed three times. Two times using the names of Sigurdsson and Sigthorsson: two Island football players that with their goals eliminated the UK from the European Championship. A little joke.

But once again, the Oscar for the biggest media hoax goes to Giovanna Melandri, who on the past June 24th wrote on Twitter: "Why, instead of forbidding the right to vote to people in their first 18 years, don't we forbid it to people in their last 18?". And think that she was also a Minister of the Italian Republic...



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**REWE AND E. LECLERC FORM PURCHASING ALLIANCE**



On the past weeks the European retailers Rewe (Germany) and E.Leclerc (France) established a purchasing alliance, called Eurelec Trading, based in Bruxelles. The new trading group will negotiate with international brands, while also investigating opportunities for operational synergies between the two companies. Rewe said the alliance will “strengthen and develop their position in the highly competitive area of the European retail food trade”. Jean-Marie Malbranke, formerly the head of the management division at Rewe Group, will lead the new trading company, while each retailer will have equal representation on the board of directors.

**RUSSIAN EMBARGO ON EUROPEAN FOOD EXTENDED TO 2017**

On June 29, Russian President Vladimir Putin signed a decree on the extension of the embargo on food imports from the EU and some other countries until December 31, 2017. The products covered by the import ban remains unchanged. Russia has since August 2014 banned most foods imports from the European Union and other countries, including the United States, which imposed sanctions on Moscow over its 2014 annexation of Crimea and support of east Ukraine’s separatists.

**SAINSBURY’S TO CLOSE NETTO STORES**

UK supermarket chain Sainsbury’s is to close its Netto stores after abandoning a joint venture with a Danish retailer: Dansk Supermarked Group. Its 16 stores, focused in the north of England, will continue to trade throughout July and will close during August, Sainsbury’s said. About 400 jobs are at risk, although the companies hope to re-deploy staff where possible. Sainsbury’s and its partner in the venture said the trial was ended because Netto needed rapid expansion and investment. The tie-up was an attempt to rival fast growing German discounters, Aldi and Lidl. Mike Coupe, chief executive of Sainsbury’s, said: “To be successful over the long-term, Netto would need to grow at pace and scale, requiring significant investment and the rapid expansion of the store estate in a challenging property market. “Consequently, we have made the difficult decision not to pursue the opportunity further and instead focus on our core business and on the opportunities we will have following our proposed acquisition of Home Retail Group,” he added. Sainsbury’s teamed up with Danish retailer Dansk Supermarked Group in 2014 to bring Netto back to the UK. The brand had disappeared from the UK in 2010 when the chain sold its 198 stores to Asda. Dansk Supermarked operates more than 1,300 Netto stores in markets including Denmark, Germany, Poland, the UK and Sweden.



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**‘CARREFOUR NOW’ SEEKING TO COMPETE WITH AMAZON PRIME NOW**



In an effort to compete with Amazon Prime Now, Carrefour is set to test one-hour delivery in Paris, according to trade magazine *Linéaires*. The project, said to be known internally as Carrefour Now, will run in three Carrefour Market stores: rue du Seine, rue du Rochecouart and rue des Pyrénées in the sixth, ninth and twentieth arrondissements respectively. Store staff will prepare the orders which will be delivered by La Poste, using bicycles, a move which according to the article means shoppers can have delivery within one hour. Amazon Prime Now was officially launched on 16 June in France. It offers subscribers access to 18,000 SKUs, and guarantees delivery within an hour.

**FRANCE’S CRISTAL UNION TAKES FULL CONTROL OF ERIDANIA ITALIA**

French sugar and ethanol cooperative Cristal Union has purchased Italian sugar and sweetener distributor Eridania Italia. CristalCo, which has owned a 49% stake in Eridania Italia since March 2011, has now acquired the remaining 51% from Italy’s Maccaferri Group for an undisclosed amount. This transaction will help ensure the future of the Genoa-based company, and it fits in the development strategy of the Cristal Union Group, strengthening its presence in the Mediterranean. According to the managing director of Cristal Union Group, Alain Commissaire, “The deal also represents an excellent opportunity for Cristal Union to strengthen its sales network in southern Europe, providing new opportunities for our planners, in terms of market liberalisation.” The deal is expected to be completed by the end of July.

**DANONE BOOSTS US BUSINESS WITH 10 BILLION DOLLARS WHITEWAVE DEAL**



Danone has agreed to buy US organic-foods producer WhiteWave Foods Co. for 10.4 billion dollars, a deal that would hand it a slice of the fast-growing market for organic food and more than double its North American revenue. The deal would boost the company’s upmarket product line with brands including Horizon Organic milk, Wallaby Organic yogurt and Earthbound Farm packaged salad. The announcement comes roughly 18 months after Chief Executive Emmanuel Faber took the reins at the Paris-based company, vowing to return Danone to sustainable growth, partly by restructuring its business in China and overhauling its fresh-dairy unit. The deal is the first multibillion-dollar move in Europe since Britain’s referendum last month to exit the European Union.

  
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## FRANCE WILL TRIAL COUNTRY OF ORIGIN LABELLING. RAISING CONCERNS IN THE EU DAIRY SECTOR

France will introduce mandatory country of origin labelling for meat and milk in processed food over a two-year trial period - expected to come into force on January 2017 - after getting the green light from the EU Commission. The European Dairy Association (EDA) said the Commission's approval of such a draft decree "clearly failed to protect the single market principle, which is from a political point of view a worst case scenario" for the EU. According to EDA secretary general Alexander Anton: "We have seen the French proposal going viral across Europe - the Italian government has already notified a draft decree and others will certainly follow the French example. This translates as the end of the single market principle for milk and dairy products."

## MERCADONA TO OPEN FIRST STORES OUTSIDE SPAIN: IN PORTUGAL



Spanish retailer Mercadona will operate outside Spain for the first time, as the company announced it will open four stores in Portugal by 2019. Calculating an initial investment of 25 million euro and foreseeing the creation of approximately 200 jobs during the first stage of the expansion. "Portugal is a great opportunity to begin the company's international growth and a country in which we can learn from the consumers as well as from a highly competitive sector", said Juan Roig, president of Mercadona. The retailer opened 60 new stores last year, bringing its total number of outlets to 1,574. It is the biggest operator in Spain's food retail sector with a 22 per cent share of the market and a staff of 76,000.

## KELLOGG'S OPENS ITS FIRST CEREAL CAFE IN TIMES SQUARE



Kellogg opened a cafe in New York on the past 4th of July as it pushes to reinvent cereal's soggy image. The company says bowls cost 6.50 to 7.50 dollars and combine cereals such as Special K and Frosted Flakes with ingredients including pistachios and lemon zest. The move comes as Kellogg Co. has suffered declining cereal sales in the US. The cereal cafe, located on Broadway, between 48th and 49th streets, will also serve ice cream dishes, juices and coffees. The idea of packaged food makers opening stores featuring their products isn't new. Chobani also has a cafe with a menu featuring its Greek yogurts in New York. And Mars Inc. has M&M retail stores in cities including New York.

## MARK SCHNEIDER IS NESTLÉ'S NEW CEO



Nestlé has appointed Ulf Mark Schneider (in the picture) of Fresenius Group as its new CEO. The Board of Directors will propose Paul Bulcke, Nestlé's current CEO, for election as Chairman at the next annual general meeting in April 2017, as Peter Brabeck-Letmathe, Chairman of the board of directors will retire. According to the company, "together with Paul Bulcke, who is highly experienced in the area of fast moving consumer goods, the new team is ideally suited to accelerate Nestlé's journey to become the world's preeminent nutrition, health and wellness company whilst fostering Nestlé's values and principles." In order to ensure a smooth hand-over phase, Schneider will join Nestlé on September 1, 2016 for an introductory period.

## HERSHEY REJECTS 31 BILLION OFFER FROM MONDELEZ

Hershey said it had rejected a 23 billion dollars preliminary offer by Mondelez International that would seek to expand the latter's limited US footprint and create the world's largest confectioner. "The board of directors of the company unanimously rejected the indication of interest and determined that it provided no basis for further discussion between Mondelez and the company," Hershey said in a statement. Mondelez is the second-largest confectionary company globally while Hershey ranks number five, and their merger would put them in the top place at 18% of the market, according to market research firm Euromonitor International.

## FLORENCE NOT LOVIN' IDEA OF MCDONALD'S IN HISTORIC CENTRE

"Nothing like that has ever occurred: it is the first time that a municipality decides what private businesses can or cannot do in a certain area of the city. It's a scary paradox and it creates a worrying precedent." Bitter words spoken by the CEO of McDonald's Italy, Roberto Masi, after a controversy that saw Mayor of Florence, Dario Nardella, say 'no' to McDonald's request to open a restaurant in front of the city's Duomo. Not a traditional fast food, but a restaurant with service, soft signs and a bookshop in the shadow of Brunelleschi's dome. The American giant had demanded an exemption from the latest rules presiding over the opening of new restaurants and food markets implemented by the municipality of Florence to preserve the historic center of the city (a Unesco World Heritage site). "It was the municipality itself, after three months of negotiations and several changes to the original project, that suggested to ask for an exemption," said Masi. In the meantime, 16,000 Florentines signed an online petition, prompting mayor Nardella to say: "We will not give the green light to the opening of McDonald's in front of the Duomo, not now, nor ever: we are ready for a legal battle." And the technical committee has confirmed the words of the mayor through ten pages of explanation that astonished the McDonald's executive, who was ready to invest 4.5 million euro. "We will consider the possibility of an appeal to the European Court of Justice or to the regional administrative court, or to give up the project all together," said Masi. "For sure this attitude makes us think of a political reaction based on subjective elements."

## WAITROSE ANNOUNCES SEVEN-DAY PAYMENT TERMS WITH SMALL SUPPLIERS

UK retailer Waitrose has announced that it is changing its payment terms for all small domestic suppliers to a maximum of seven days. This will be "phased in over the next two months", the retailer said. It applies to suppliers whose business with the retailer is valued at less than 100,000 pounds. More than 600 UK food producers will benefit from the change. "The internal review of how we pay our smallest suppliers was initiated because we wanted to make our good relationships with small suppliers even better by simplifying the payment process," said Mark Williamson, Waitrose commercial director. "We are passionate about supporting and nurturing British producers - and this step will help give smaller scale businesses, including new start-ups, more financial stability by helping with cash flow."

## STARBUCKS INVESTS IN ITALIAN BAKERY BRAND PRINCI



Starbucks, the world's biggest coffee-shop chain is buying a stake in the Italian bakery Princi, which sells pastries, pizza and pasta (four locations in Italy and one in London). Starbucks will also act as a global licensee of the Italian company, helping it to expand globally. Financial terms of the deal weren't disclosed. Princi goods will be sold in Starbucks' new Roastery locations that are opening in Shanghai next year and New York in 2018, as well as another location that hasn't yet been disclosed. Starbucks also may open a Princi-branded shop in its hometown of Seattle next year. In 2012 Starbucks bought Bay Bread LLC for 100 million dollars, giving it access to the higher-quality La Boulange brand of croissants and scones.

## GENERAL MILLS PLANS TO RENOVATE 60% OF ITS YOGURT BUSINESS BY 2017

General Mills plans to revamp its yogurt strategy, shifting its focus from regular and light yogurts to Greek and organic yogurts and yogurt beverages. On the past 13th July, during an investor day presentation held in New York, President and COO Jeff Harmening said the company's product portfolio is currently "not aligned with the trends." It plans to renovate 60% of its yogurt business within the next year, adding new Greek yogurt offerings, flavors, and organic yogurts under the Annie's and Liberté brands. It will also launch yogurt smoothies, with one specifically aimed at tweens that are too old for its Go Gurt brand. General Mills executives made note of several categories in which they have too much product, or not enough. Greek yogurt makes up about 48% of overall retail sales, but General Mills only gets 21% of its business from the segment. In addition, about 6% of yogurt sales are organic, and General Mills currently has no products in that category, reports Fortune. The yogurt category is worth 84 billion dollars globally and growing at a faster clip than other key areas General Mills competes in, like cereal and traditional snacks.





# GORGONZOLA, A FAMILY BUSINESS

For generations Eredi Angelo Baruffaldi has been manufacturing high quality handcrafted cheese. Products with a strong international appeal. Achieving important quality awards.

The province of Novara, typically renowned for Gorgonzola cheese making, is where Eredi Angelo Baruffaldi has been producing dairy products for generations. Constant checks in the selection of ingredients, state-of-the-art equipment, careful examination of the production process together with a passion for tradition allow the company to safeguard the natural quality of a product range characterized by an unchanging taste, always in keeping with consumer's changing needs.

The local genuine flavor and painstaking knowledge of an art which is passed down from generation to generation combine in a product featuring a variety of tastes and aromas: sweet and creamy flavours which contrast with those more intense and spicy.

"Our company's mission is to produce high quality cheese, characterized by superior taste and authenticity, offering a strong added value with respect to other similar products available on the market: a truly handcrafted production process, executed by the skilled hands of our cheesemakers," underlined Paolo Baruffaldi, owner of the company together with his brother and sister.

The origins of the dairy factory, specialized in the production of Gorgonzola cheese, root back to the end of the '800 Century. The company was further enhanced in the 60's, when it started exporting beyond national borders. A trend supported also by the current generation at the head of this family business, that has widened the products' range and improved the clients' portfolio, always remaining true to its origins and tradition.

"Our offer includes sweet and spicy Gorgonzola, and Gorgonzola with Mascarpone, a product we are very proud of. Since we have been the first, in Italy, to present this kind of cheese. In addition, the Mascarpone used is entirely produced by our company, according to traditional handcrafted methods: a further added value offered to our consumers." The company pays utmost attention to all safety and production standards, and can boast several international certifications related to the quality of the management system.

Exports account for about 30-35% of the company's total turnover. Major destination countries are the EU - in particular France, Germany, Holland and Spain - and emerging markets such as Japan, South Korea and the US. Products that are later distributed in the food service channel, in large grocery retail chains but also to importers and specialty stores. "Gorgonzola is a product extremely appreciated abroad, just like all products typical of the Italian tradition. Now we are working on something new: 'gorgonzola cubes', weighing 500 and 150 grams. And we are already convinced it will be a success."

## THE ALMA CASEUS AWARD

During the past edition of the Cibus trade show (Parma, May 9-12), Eredi Angelo Baruffaldi was awarded the first prize in the Alma Caseus international contest, in the blue-veined cheese category, for its Primula Verde Spicy Gorgonzola.



From left: Rocco, Maria Teresa and Paolo Baruffaldi



Pon - Pdo Gorgonzola and Mascarpone



L'Angelo - Pdo sweet Gorgonzola



From left: Paolo Baruffaldi and Renato Brancaloni, director of the Alma Caseus Award.



Primula Verde - Pdo Spicy Gorgonzola



# ITALIAN PRIDE. OR SHAME

An article published by *The Economist* highlights the protectionist attitude of Italians towards their traditions. Often to the detriment of their own business.

Most of the times we are unable to see ourselves the way other people do. And in this particular case, the way the world does. According to the English magazine *The Economist*, Italians are so obsessed with the idea of preserving their cultural and, of course, food heritage that they often have an over-protectionist approach to tradition. As a result, they stay anchored to the past and lose plenty of (economic) op-

portunities. "Italy's pride in 'genuine' food reveals much about its economic woes," says the summary of an article published on the past 4th June by the English magazine, called 'For the Love of Pizza'. A biting and insightful analysis of Italians' attitudes as regards their traditional products, that aroused fierce controversies. Here we share the entire article with you.



## FOR THE LOVE OF PIZZA

### ITALY'S PRIDE IN "GENUINE" FOOD REVEALS MUCH ABOUT ITS ECONOMIC WOES

Call it pizza, pitta or fougasse: when Europe's holiday-makers head for the Mediterranean this summer, they will feast on some type of flatbread with condiments. Such dishes have age-old roots. In the *Aeneid*, Virgil's heroes forage for a meal of forest fruit laid on pieces of hard bread on the grass. Famished, they eat the bread, too: "See, we devour the plates on which we fed."

Of all these edible platters, it is pizza that has become the world's favourite fast food, plain dough onto which each country bakes its own flavours: mussels in the Netherlands, Teriyaki chicken and seaweed in Japan. Born in Naples, the modern pizza was the poor man's meal. One 19th-century American visitor, Samuel Morse (inventor of the telegraph), thought it "like a piece of bread that had been taken reeking out of the sewer". For Alexandre Dumas, it was "the gastronomic thermometer of the market": if fish pizza was cheap, there had been a good catch; if oil pizza was dear, there had been a bad olive harvest.

These days pizza is a gastronomic mirror, reflecting Italy's anxiety about globalisation. Italians are rightly proud of their food, yet dismayed at its bastardisation by the rest of the world. They fear that the best in Italian *civiltà* is being looted by others. It is America, not Italy, that has turned everything from pizza to cappuccino into profitable global franchises; Domino's and Starbucks are even trying to penetrate Italy.

Now Naples is fighting to reclaim "real" pizza. Last month hundreds of red-capped pizzaioli gathered to bake the world's longest pizza, 1,853.88 metres of it, snaking along the waterfront with the city's fabled vistas of Mount Vesuvius and Capri. It was all in support of Italy's bid to have the art of Neapolitan pizza recognised by Unesco as a treasure in the world's "intangible cultural heritage", alongside Mongolian knuckle-bone shooting and Brazil's capoeira dance. A ruling is expected next year.

In 2010 the European Union registered Neapolitan pizza as a Traditional Speciality Guaranteed (TSG) product. It stipulates that certified "Pizza Napoletana TSG"

must consist of a base of twice-leavened, hand-shaped dough (no rolling pin), no wider than 35cm. It must be 0.4cm thick at the centre and 1cm-2cm around the rim. It may be garnished in just three ways: with tomatoes and extra-virgin olive oil, or with certified mozzarella from either buffalo's or cow's milk. It must be baked in a wood-fired oven and eaten on the spot, not frozen or vacuum-packed.

This is culinary dogmatism. European food-inspectors surely have better things to do than take a ruler to pizza. The pizzaioli say they want only acknowledgment of their tradition. One oft-heard fear is that, Heaven forbid, America might try to gain recognition for its own inferior pizza. Should Hamburg then copyright the hamburger, or Crimea steak tartare? Tellingly, Italy is the most assiduous state in claiming EU "geographical indications" (GI), be they the stringent Protected Designation of Origin (eg, Chianti Classico), the looser Protected Geographical Indication (eg, Cantucci Toscani) or the weakest appellation, TSG. Excluding TSGs, Italy has secured protection for 924 food products, wines and other drinks, more than France (754) or Spain (361).

Chefs and farmers, pizza-makers included, have every right to brand their dish and set their own standards. The state must obviously ensure that food is safe. Governments have an interest, too, in guaranteeing the quality of some premium appellations—Champagne, say. But the profligate use of state-enforced GIs smacks of producers trying to gouge consumers. Italy betrays an innate protectionism: rather than compete on global markets, producers want to enshrine "heritage", ask for Europe's help and maximise the rents they can extract from "quality" products. They complicate trade deals as the EU seeks to stop others from using terms such as "feta". Hosuk Lee-Makiyama, a fellow of 'Open', a new British think-tank, says the value of geographical indications in trade deals is unproven; they are mostly a sop to farm lobbies to compensate for cuts in subsidies.

Above all, the name-craze limits scale, productivity and innovation. Take Roberto Brazzale, whose family has made Parmesan-style "grana" cheese for generations. He shifted part of his work to the Czech Republic where, he argues, the milk is superior and costs are lower. His "Gran Moravia", made by Italian methods and aged in Italy, is indistinguishable from the official "Grana Padano", yet may not be identified as such. The Po valley cannot produce enough milk to satisfy the potential global demand for Italian grana, he argues; and decreeing the use of animal rather than vegetable rennet means official cheesemakers struggle to sell to vegetarians and observant Muslims and Jews.

#### Slow food, slow economy

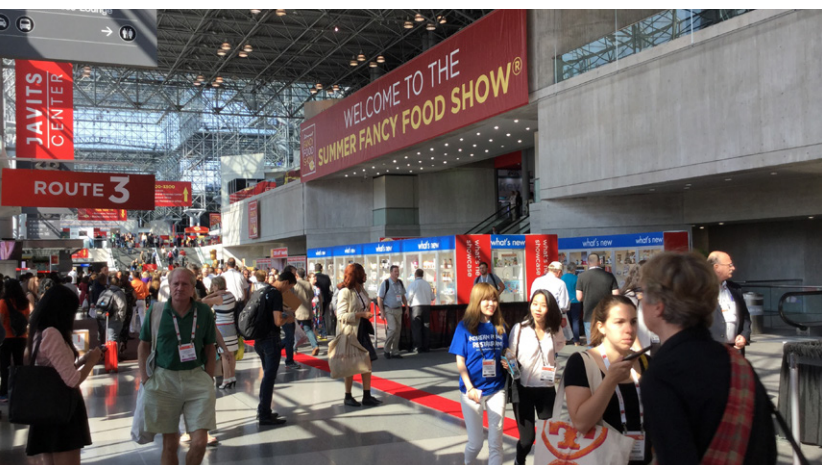
At its best Italy's love of tradition makes for idyllic holidays, wonderful wines and delightful Slow Food. Italians like to think that their art, culture and way of life will lift them out of economic torpor. But the sacralisation of heritage is a millstone. Italy has seen almost no productivity growth in more than a decade, in part because its firms remain small: on average they count seven employees, about the size of a family-run pizzeria. Artisan products offer no salvation. Italy has no global food chains to speak of (or even big retailers, such as France's Carrefour). It may be home to espresso, but the next-door Swiss invented Nespresso.

If pizza embodies Italy's woes on a plate, it also offers hope. Look closely at a Neapolitan pizza: the succulent tomatoes came from the New World; the best mozzarella is made from the milk of the buffalo, an Asian beast that may have arrived in Italy with the barbarian tribes who conquered Rome; the aromatic basil originates from India. Neapolitan migrants carried pizza across Italy and America. The genius of Italy lies in its inventiveness and adaptability—not in a hallowed land, nor in an imagined tradition canonised by the state. That way lies paralysis and cultural fossilisation.



# THE BEST OF ITALY FROM THE SUMMER FANCY FOOD SHOW

Held on the past June 26-28 the 2016 edition of the US trade show. A one-of-a-kind showcase for made in Italy food & beverage products. Featuring the largest exhibiting space ever.



The 2016 Summer Fancy Food Show, which ended on the past June 28th, was the largest in exhibit space since it was established in 1954. More than 2,670 exhibitors filled the halls of Javits Center in New York with the latest in specialty food and beverages from across the U.S. and 55 countries.

Owned and produced by the Specialty Food Association, the show is the largest such marketplace in North America. More than 47,000 specialty food professionals were in the exhibit halls, which spanned the equivalent of six football fields.

"The show is the place to be to discover the latest in specialty food and what's next for stores and restaurants," says Laura Santella-Saccone, the Association's chief marketing officer. "Record sales for specialty food have contributed to the strength of our show."

Offerings were plentiful from Italy, the largest international exhibitor, and Tunisia, the show's official partner country sponsor. The 2016 soft Awards - considered the 'Oscars' of the specialty food industry - were prominently showcased at the show's opening night party, and in special showcases. This year there were a record 3,200 entries, 28 winners and 100 finalists. The show had a full education program with industry experts speaking on topics from how to get started in the specialty food business to a futurist panel looking at ideas that will change how we produce, sell and eat. The event ended on a high note. Exhibitors donated more than 100,000 pounds of specialty food, enough to fill six tractor-trailers, to the Specialty Food Foundation, which in turn donated it to City Harvest, New York City's pioneering food rescue organization.



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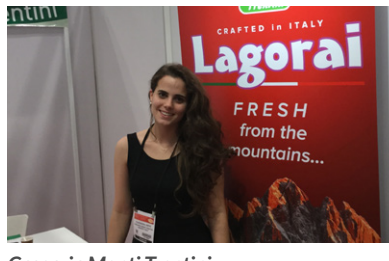
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Consorzio Montasio - [www.formaggiomontasio.net](http://www.formaggiomontasio.net)



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Consorzio Parmigiano Reggiano - [www.parmigianoreggiano.it](http://www.parmigianoreggiano.it)



Consorzio Pecorino Toscano - [www.pecorinotoscanodop.it](http://www.pecorinotoscanodop.it)



Sterilgarda - [www.sterilgarda.it](http://www.sterilgarda.it)



## SWEET & BAKERY



Biscottificio Verona  
www.biscottificioverona.com



Bonifanti - www.bonifanti.com



Campiello - www.campiellobiscotti.it



Dal Colle - www.dalcolle.com



Delizie Bakery - www.deliziebakery.it



Dolceria Alba - www.dolceriaalba.it



Eat Better - www.eatbetter.it



Forno Bonomi - www.fornobonomi.com



Fraccaro - www.fraccaro.it



G7 Gelati - www.g7gelati.it



Galup - www.galup.it



Idb Borsari - www.idbgroup.it



Industria Dolciaria Quaranta -  
www.quaranta.it



Mangiansano Germinal -  
www.mangiansanogerminal.com



Matilde Vicenzi - www.matildevicenzi.com



Nutkao - www.nutkao.com



Pennisi - www.cannolidisicilia.it



Rigoni di Asiago - www.rigonidiasiago.com



Roncadin - www.roncadin.it



Taralloro - www.taralloro.it



Tartuflanghe - www.tartuflanghe.com



Tedesco - www.tedesco.it



Venchi - www.venchi.com



Witor's - www.witors.eu



## BEVERAGE



Tomarchio - www.tomarchiobibite.it



La Collina Toscana - www.montosco.it



Rodolfi - www.rodolfimansueto.com



Bia - www.biacouscous.it



Emilia Foods - www.viaemiliafoods.com



Gavioli - www.gaviolivini.com



Redoro - www.redoro.it



Piave - www.oliodelbenessere.it



Geovita - www.geovita.it



Oroge - www.oroget.it



Lauretana - www.lauretana.com



Rizzoli Emanuelli - www.rizzoliemanuelli.it



Pedon - www.pedon.it



Follow



**PASTA & FLOURS**



Ciemme Alimentari - [www.ciemmealimentari.it](http://www.ciemmealimentari.it)



Colacchio - [www.panificiocolacchio.it](http://www.panificiocolacchio.it)



Farabella - [www.farabella.it](http://www.farabella.it)



Felicia Organic - [www.glutenfreefelicia.com](http://www.glutenfreefelicia.com)



La Terra e il Cielo - [www.laterraeilcielo.it](http://www.laterraeilcielo.it)



Master - [www.gnocchimaster.com](http://www.gnocchimaster.com)



Poggio del farro - [www.poggiodelfarro.com](http://www.poggiodelfarro.com)



Molino Nicoli - [www.molinonicoli.it](http://www.molinonicoli.it)



Pastificio Felicetti - [www.felicetti.it](http://www.felicetti.it)

**PROCESSED MEAT**



Principe Foods - [www.principefoodusa.com](http://www.principefoodusa.com)



Prosciuttificio San Pietro  
[www.salumisanpietro.com](http://www.salumisanpietro.com)



Selezione Casillo - [www.selezionecasillo.com](http://www.selezionecasillo.com)



Consorzio Prosciutto Toscano  
[www.prosciuttotoscano.eu](http://www.prosciuttotoscano.eu)



Consorzio Prosciutto di Parma  
[www.prosciuttodiparma.com](http://www.prosciuttodiparma.com)



Consorzio Prosciutto di San Daniele  
[www.prosciuttosandaniele.it](http://www.prosciuttosandaniele.it)



Galloni - [www.galloniprosciutto.it](http://www.galloniprosciutto.it)



Piacenti - [www.piacenti.com](http://www.piacenti.com)



Prosus - [www.prosus.it](http://www.prosus.it)



Ruliano - [www.ruliano.it](http://www.ruliano.it)



San Nicola - [www.san-nicola.com](http://www.san-nicola.com)



Terre Ducali - [www.terreducali.it](http://www.terreducali.it)



Felsineo - [www.felsineo.com](http://www.felsineo.com)



Fumagalli Industria Alimentari -  
[www.fumagallisalumi.it](http://www.fumagallisalumi.it)



Veroni - [www.veroni.it](http://www.veroni.it)

**SAVELLO USA**

Cesare Gallo, Ceo

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



Founded towards the end of the 90's, Savello Usa has always focused its business on the import and distribution of typical Italian products in the United States and Canada. "I have been working in the food sector since when I was very young," said Cesare Gallo, founder and Ceo of the company. "A passion that led my family and me in the Usa. And in 1997, together with my wife, I founded the Savello Usa Inc. Today just like yesterday, our philosophy has remained unchanged: represent, import and promote high quality Italian products only." From processed meats to cheeses, from dressings to pasta, rice and preserves: the selection is wide and varied - about 500 products, 100 only in the dairy sector - and includes many regional specialties.

"We are aimed at further widening our product portfolio with new typical cheeses and pulses. Products that we deliver to all distribution channels: from grocery retail chains to foodservice and specialty stores". According to Cesare Gallo, tastings and in store events are a fundamental tool. "Tasting a product is the best way to promote it - he underlines - because this is the only possible way to feel its quality." Which is also useful in fighting Italian sounding: "A widespread phenomenon preventing consumers from experiencing the original Italian products. Which turns into nothing but confusion when you make a comparison between the real and the fake ones. Italian producers also need to make more efforts in promoting made in Italy in order not to contribute to such confusion."

A particular attention is paid to PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) products, that Savello Usa has always imported and distributed with utmost care. From PDO cheeses such as Asiago, Gorgonzola, Montasio, Mozzarella di Bufala Campana, Bitto, Castelmagno, Parmigiano Reggiano, Grana Padano and Pecorino, to top quality processed meats like PDO Prosciutto di Parma and Prosciutto San Daniele as well as Speck Alto Adige PGI. "PDO and PGI products are more and more appreciated by consumers and professionals alike. Anyway, I think we should do more to communicate the real value of these certifications." The US market is today looking for 'less traditional' products, paying special attention to ingredients, as in the case of organic, gluten free and GMO-free products. "I believe that, with the passing of time, Americans have changed their attitude toward food in general. And as regards Italian food items in particular, they are more and more appreciated and demanded on a national scale."

**NYC - June 25-27, 2017  
63rd Summer Fancy Food Show**



# BREXIT



## WHAT HAPPENS NOW?

The impact of the UK's referendum on the Italian grocery industry is likely to be profound. The comments of some leading Italian companies on the day after the British vote.

The referendum is over and UK voters have chosen to exit the European Union by 52% to 48%, after 43 years of membership. Business impacts in the UK and Europe will be significant. This applies to the grocery industry too. While the European Commission has called for immediate implementation of article 50 of the Lisbon treaty, which would trigger the 2-year process for the United Kingdom to depart the European Union, the political crisis has deepened in the UK.

David Cameron resigned as prime minister after failing to secure a Remain vote. And on the past July 13th Theresa May, former home secretary, has become Britain's second ever female prime minister. And she will be responsible for invoking article 50 (or not) and negotiating the UK through the so-called Brexit, if legal challenges to the validity of the referendum and widespread protest to the vote don't succeed in the meantime.

### The Italian grocery business in the UK

Fifth destination market on a global scale, the United Kingdom accounts for 9.7% of total Italian food & beverage exports, for a value of 3.2 million euro in 2015, led by dairy products, fruit and vegetables and wine. "A strategic and fast-growing market," said Luigi Scordamaglia, president of Federalimentare, the Italian Federation of the food industry. Who doesn't seem very scared of Brexit, since in his opinion "the demand for Italian grocery products won't decrease. And let's not forget that - as regards common agricultural policies - the UK has always taken much more resources than I had anticipated, and more than once tried to prevent the implementation of EU policies for the improvement of quality standards, a distinctive feature of the Italian food & beverage sector." And he adds: "British producers and consumers, not Italians, will pay the highest price for it."



### ITALIAN COMPANIES' REACTION IN THE AFTERMATH OF THE BREXIT VOTE

• **Roberto Brazzale, Brazzale Group:** "When someone used to say something clever in Bruxelles, you could be sure an English representative was speaking. We are going to miss the country with the best economic and financial culture, and with the most ancient democratic tradition. Now we will have to roll up our sleeves and tackle on our own the various Piketty, Latouche, common currencies, green economies, happy decrease, non-GMO and other such niceties. The best are always the first to leave?"

• **Mauro Bonetti, trade marketing manager at Valdo Spumanti:** "The UK is our top destination country. A market of great importance not only for our company, but for the whole category of sparkling wines, especially Prosecco producers. It was hard to predict its departure from Europe, and we are not ready for it. And to this day we still don't know what is going to happen. Of course, the depreciation of the pound will affect UK consumers' purchasing power. And we all know very well how sensitive the United Kingdom is to the price issue. That said, in the last years the Britons started loving Prosecco, and I don't think they will give up on it easily, even if probably they will have to pay a little more for it."

• **Angelo Agostoni, president of Icam:** "This is a very bad news to us. The British grocery market, where we are mainly present with private label products in several retail chains, accounts for about 7 million euro, equal to more than 5% of the company's total turnover. In the near future we are going to face significant market repercussions, from the depreciation of the pound to the financial turmoil, but I hope that - with the passing of time - we will also see the correct reaction. We knew about the possible negative outcome of this referendum and its consequences, and so we took all the necessary measures to protect ourselves from a financial point of view."

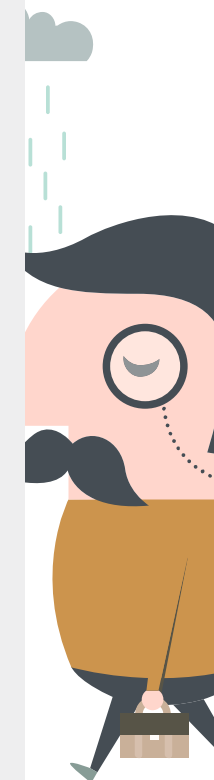
• **Federico Masella, marketing manager at Valbona:** "We don't know yet how things are going to change in the future. Our company is still on an adjustment period in the UK market, where we have been developing several projects both for private label and fresh produce. For our business, therefore, Brexit could lead to positive or negative consequences alike. But in my personal opinion, we are going to face some sort of revolution in trade relationships with the United Kingdom."

• **Francesco Pizzagalli, Ceo at Fumagalli Salumi:** "It's hard to make any comments linked

to the current situation. We need to wait for things to stabilize in order to get a clear picture of it. Just think that, in two hours, the pound has collapsed. Of course, if the currency remains at these levels, we could face serious problems in exporting to the UK."

• **Marilisa Allegrini, president of Allegrini and Italian Signature Wines Academy:** "Beyond the possible economic scenario, difficult to understand and interpret at the moment, the biggest loser is Europe itself. And its dream of being a real nation, always respecting the sovereign authority of states, but able to pursue the common good. In the last years, global economies have been severely hit due to someone's greed and irresponsibility."

• **Nicola Levoni, president of Assica:** "The United Kingdom is the fourth global market for cured meat exports, after Germany, France and the United States. We all fear the possible establishment, after the country's departure from the EU, of tariff and non-tariff barrier that would severely affect our business. We only hope that this crisis urges other member states and the EU itself to quickly change pace to design and implement policies for growth or, at least, to take a final step out of the crisis."





# GERMANY, SO SWEET



Sales of confectionery & bakery items in the European country posted great results in 2015. According to data released by the national industry association.

## Confectionery

Confectionery is one of the leading industries in the German food market. According to the data released by the Association of the German Confectionery Industry (Bundesverband der Deutschen Süßwarenindustrie, BDSI) the growth of this sector is the strongest in a market that, in the last two years, has taken more advantage of the low inflation rate rather than of the growth in consumption. Germans are showing greater appreciation for high-end products, at the detriment of high volumes.

As regards the confectionery industry - made of about 200 companies and 50,000 employees - the revenue growth in the first months of 2016 reached 1.7 billion euro, rising 2.8% over the same period in 2015. A result achieved despite the concerns connected to the high cost of imported raw materials - such as cocoa and hazelnuts. Sales of chocolates, pastries and sweet snacks reached 233.699 tons, and that of ice-creams grew 2% at about 104.4 million euro. For what concerns the global trade, exports in 2015 slightly dropped by 0.6% while imports experienced a 4.6% growth.

In detail, data show that the German confectionery industrial production posted a 0.2% rise

in 2015, at 4 million tons, worth 12,58 billion euro - rising 2.6%. Last year, per capita consumption of sweets also increased, reaching 32.48 kilos. Over 1.1 million tons of chocolate-based products were manufactured in 2015 (-0.4% on a yearly basis), for a per capita consumption of about 9.75 kilos. Exports of sweets and chocolate also dropped by 1.6% with respect to 2014.

For what concerns the pastry industry, in 2015 German production grew by 0.2% at 725,000 tons, and per capita consumption is about 7.32 kilos. Exports are also increasing, rising 3.2% over 2014. Production of candies and lollipops experienced a 1% growth over previous years, for a total volume of 575,000 tons, per capita consumption reached 5.75 kilos and exports grew by 3.8%.

As regards snacks, 268,000 tons were produced, rising 1.3%, and per capita consumption reached 3.71 kilos. A further growth in the sector is expected for 2016, due to the European football championship. Finally, sales of German-made chewing gums were worth 638 million euro.

According to Mintel data, German consumption trends for foods and drinks high in

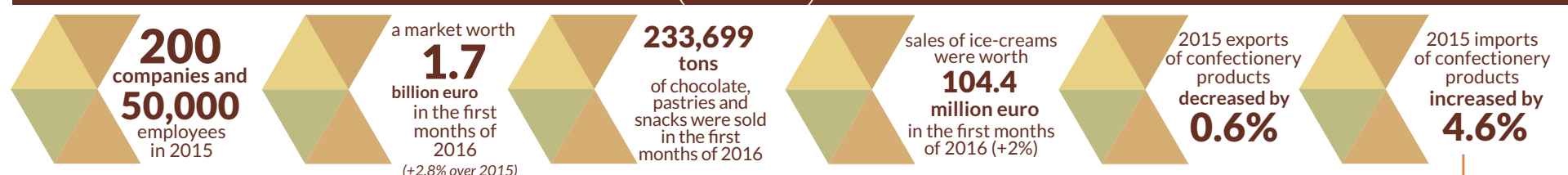
sugar show that 51% of the population is reducing its spending for this kind of items. But despite the public growing attention for low- or sugar-free products, sales are still quite low: accounting for just 4% of total German food sales. Confectionery products made with a natural sweetener such as honey are appreciated by most of consumers, and considered a healthy choice by 68% of the population.

Of the 16 million tons of sugar produced every year in the European Union, 3.5 millions come from Germany, second major produced after France. The 12.9% of the sugar produced in the country is consumed in the internal market, a largest share of is 87% directed to local industry.

## Bakery

In 2015 the German bakery business - one of the leading national industries made of 12,155 companies and 275,200 employees - was worth 14 billion euro. Sales reached a total volume of 1,834,000 tons, for a per capita consumption of 47.2 kilos. Sales of bread accounted for 38% of total sales, followed by toast (20.3%), bread with cereal seeds (15.2%), whole wheat and black bread (10.5%), white bread (5.2%), rye bread (5.2%) and the remaining varieties (5.6%).

### THE GERMAN CONFECTIONERY INDUSTRY (IRI DATA):



### THE GERMAN BAKERY INDUSTRY (IRI DATA):





# / sweet & bakery

## GALBUSERA

www.galbusera.it



### PRODUCT NAME

'Buoni Così' cocoa biscuit with chocolate drops.

### EAN CODE

8002190020051

### INTRASTAT CODE

19053299

### INGREDIENTS LIST

Wheat flour, sugar, non-hydrogenated vegetable oils 10% (maize oil 4% of the product), chocolate 8%, (sugar, cocoa mass, cocoa butter, dextrose, Emulsifier: soy lecithin), wheat starch, egg white, skimmed milk powder, rice flour, cocoa 2%, honey, barley flour, malt extract. Raising agents (ammonium bicarbonate, sodium bicarbonate, disodium diphosphate), whole salt, flavours.

### PACKAGING AND LABELLING

Packet with dimension 23 cm x 3.5 cm x 11 cm. Net weight: 174 g.

### EXPIRATION DATE AND CONSERVATION

13 months.

### CERTIFICATIONS

Halal.

## CALLIPO GELATERIA

www.gelateriacallipo.com

### PRODUCT NAME

'Le Creme Pregiate' Yogurt swirled throughout with honey and pieces of nuts.

### EAN CODE

8033706196625

### INTRASTAT CODE

2105 0099

### PRODUCT DESCRIPTION

Ice cream packed in a 430 g/590 ml round tub of CA.

### INGREDIENTS LIST

Rehydrated skimmed milk, pasteurised whole milk (17%), sugar, coconut vegetable oil, walnut brittle (5%), glucose syrup, honey from Amaroni (4%), lactose and milk proteins, maize dextrose, yogurt (1%), pregelatinized corn starch, emulsifiers: mono- and diglycerides of fatty acids; stabilizers: locust bean gum, sodium alginate, guar gum, carrageenan, pectin; acidifier: citric acid; flavourings. Gluten free product. May contain traces of soy, peanuts, other nuts and eggs. This product does not contain any colouring, hydrogenated fats or Gmo ingredients. It is made with fresh Italian milk, cream of premium quality, and the best selected raw materials.

### EXPIRATION DATE AND CONSERVATION

36 months. Keep at -18°C

### PACKAGING AND LABELLING

Weight 430g/590 ml x 6 pieces per box. No. Boxes per pallet: 121. No. Boxes per layer: 11. No. Of layers: 11 Also available in bulk for foodservice. Also available in the following flavours: chocolate swirled throughout with rum and nougat from Calabria; Tiramisù with Marsala fine wine DOC; Pistachio, ricotta with pears and chocolate drops; and Nougat with figs from Calabria.

### CERTIFICATIONS

IFS - BRC - ISO 14001:2004 and ISO 9001:2008.



## AMARISCHIA

www.laconfetteriadelcuore.it

### PRODUCT NAME

Typical Jordan flavored chocolate almonds.

### PRODUCT DESCRIPTION

Chocolate bon bon (almond coated with flavored chocolate covered with a thin layer of sugar).

### INGREDIENTS LIST

Sugar, nuts, chocolates, flavoring.

### PRODUCTIVE PROCESS

Roasted almond, chocolate production, coating, coating pans.

### EXPIRATION DATE AND CONSERVATION

2 years.

### PACKAGING AND LABELLING

½ kg - 1 kg - 5 kg - 30 kg.

### CERTIFICATIONS

ISO quality -

Kosher - FDA.



## DG3 DOLCIARIA

www.nicoladigennaro.it

### PRODUCT NAME

Dragées coated chocolate.

### EAN CODE

8023492000978

### INTRASTAT CODE

18062030

### PRODUCT DESCRIPTION

The real treat: the hazelnuts 'Avelane', fillets 'Ribeira', cubes of chopped almond and fine sugar coated chocolate extra dark, fine milk and white.

### EXPIRATION DATE AND CONSERVATION

24 months.

### INGREDIENTS LIST

Diced orange, crispy almond, hazelnut.



## FRACCARO SPUMADORO

www.fraccarospumadoro.it

### PRODUCT NAME

Bio Vegan apricot croissant.

### EAN CODE

8006073274401

### PRODUCT DESCRIPTION

Classic croissant made with 100% spelt flour, apricot filling, without any animal derivatives, vegetable margarine without hydrogenated fats, sweetened with agaves syrup, natural flavors. Oven baked product with natural yeast.

### INGREDIENTS LIST

Spelt flour\* 31%, vegetable margarine without hydrogenated fats\* (sunflower oil\*, palm oil\*, water, emulsifier: sunflower lecithin, natural flavourings), apricot preserve\* 20% (corn glucose-fructose syrup\*, mashed apricot\* 35%, cane sugar \*, gelling agent: pectin, acidity regulator: citric acid, natural flavouring), agave syrup\* 16%, natural yeast\* (spelt flour\* 5%, water), soy flour\*, barley malt\*, emulsifier: sunflower lecithin, sea salt, vanille natural flavouring, citrus natural flavouring. (\*from organic farming).

### EXPIRATION DATE AND CONSERVATION

Best before 4 months from the date of production. Keep cool and fresh.

### PACKAGING AND LABELLING

Primary packaging: PPL. Secondary packaging: PPL. Tertiary packaging: Paper. Net weight 1,58 oz e

### CERTIFICATIONS

Organic (ICEA).



## AROL

www.arolsrl.com

### PRODUCT NAME

Gristicks.

### EAN CODE

8032755083788

8032755083771

### INTRASTAT CODE

19054090

### PRODUCT DESCRIPTION

Breadsticks with Greek yogurt, sesame and poppy seeds.

### INGREDIENTS LIST

Wheat flour, wholegrain wheat flour, 17% seeds mix (sesame & poppy seeds), vegetable oils (pomace oil and sunflower oil), sugar, 2% Greek yogurt, 2% extra virgin olive oil, salt. Bulking Agents: ammonium bicarbonate, baking powder (sodium pyrophosphate, sodium bicarbonate, maize starch).

### EXPIRATION DATE AND CONSERVATION

6 months. Store at room temperature.

### PACKAGING AND LABELLING

Transparent film.

### CERTIFICATIONS

BRC - IFS.



## FARMO

www.farmo.com

### PRODUCT NAME

Crackers del Sole

### EAN CODE

80 327 1538 094 0

### INTRASTAT CODE

180 327 1538 094 7

### PRODUCT DESCRIPTION

Gluten Free Crackers - Salty Snacks.

### EXPIRATION DATE AND CONSERVATION

12 months.

### INGREDIENTS LIST

Deglutinated wheat starch, potato starch, extra-virgin olive oil, eggs, vegetable margarine (non-hydrogenated oils and fats of palm and sunflower, water, emulsifier: E471, salt, acidifying: E330), acetylated distarch adipate, salt, thickeners: Guar Gum, Psyllium seeds fibers, raising agents: sodium bicarbonate, sodium pyrophosphate, glucono delta-lactone, skimmed milk powder, natural extract of rosemary.

### PACKAGING AND LABELLING

200 g package (printed film).



## A.D.R. AZIENDE DOLCIARIE RIUNITE

www.sassellese.it

### PRODUCT NAME

Soft Amaretti of Sassello.

### EAN CODE

8 005785 101043

### INTRASTAT CODE

1905 3199

### PRODUCT DESCRIPTION

Baked confectionary product.

Amaretto has a rounded shape with chapped upper surface, it is soft with typical almond taste.

### INGREDIENTS LIST

Sugar, apricot kernels (48%), almonds (2%), white of egg. Gluten free.

### EXPIRATION DATE AND CONSERVATION

Keep in a cool and dry place.

### PACKAGING AND LABELLING

N° of units per carton: 12 bags. N° of units per bag (200 g): about 10.





# / cured meat

## ROBERTO AZZOCCHI

www.porchettazzocchi.it



### PRODUCT NAME

Tronchetto di Porchetta di Ariccia PGI.

### PRODUCT DESCRIPTION

The trunk of pork, unlike the whole roast pig, it weighs less because it comes from the central part of pork loin and belly. The selection and processing of animals remains the same as those used for the realization of the whole roast pig.

### INGREDIENTS LIST

Pork, sea salt, black pepper, garlic, rosemary.

### EXPIRATION DATE AND CONSERVATION

Bulk: 8 days from the date of manufacture. Vacuum: 60 days. Store at +0/+4°C

### PACKAGING AND LABELLING

Primary packaging: in paper or vacuum. Secondary: cardboard. Dimensions: 620x200x200 mm - 1 piece per carton.

## GALLOTTI SALUMI

www.gallottisalumi.it



### PRODUCT NAME

Farmer's Salami.

### EAN CODE

8024090203839

### PRODUCT DESCRIPTION

This local and typical salami is long about 32 cm, with a diameter of 6-7 cm, an average weight up to 1 kg. It has a variable ageing from 45 to 90 days. Stuffed into natural casings, pale red and white, its slices have a fragrant scent, finely spiced, the prelude to a sweet and robust taste. Gluten-free, with no dairy ingredients.

### INGREDIENTS LIST

Pork meat, salt, Barbera PDO wine, dextrose, flavourings, spices. Antioxidant: E301. Preservatives: E250, E252.

### EXPIRATION DATE AND CONSERVATION

Store at 10°C

### CERTIFICATIONS

Certified with the crossed out wheat ear by the Italian Celiac Association.

## AMADORI

www.amadori.it



### PRODUCT NAME

Würstel Ewiva 250 g with chicken and turkey.

### EAN CODE

8006473000600

### INTRASTAT CODE

16010099

### INGREDIENTS LIST

Chicken meat\* (67%), turkey meat\* (21%), water, starch, iodised salt, dextrose, flavourings. Flavour enhancer: monosodium glutamate, smoke flavouring, natural flavouring, salt. Thickeners: carrageenan, locust bean gum. Antioxidant: sodium ascorbate. Preservative: sodium nitrite. (\*mechanically separated).

### EXPIRATION DATE AND CONSERVATION

120 days. Vacuum packed.

### QUALITY CHECK

Meat from chickens and turkeys 100% hatched and raised in Italy. Gluten free. With no added polyphosphates. With iodized salt.

## GOLFERA IN LAVEZZOLA

www.golferait

### PRODUCT NAME

Organic cooked ham 'Nel Solco della Natura'.

### EAN CODE

8008481795363

### INTRASTAT CODE

16024110

### PRODUCT DESCRIPTION

High quality organic cooked ham already sliced, 80 grams pack. The result of a long and careful research: natural whole legs, no preservatives or sugars added. Highly digestible with a delicately pleasing mild flavor.

### INGREDIENTS LIST

Pork thigh\*, salt, natural flavorings. Antioxidant: ascorbic acid (E300). (\*organic)

### EXPIRATION DATE AND CONSERVATION

30 days. Stored at max. +4°C

### PACKAGING AND LABELLING

Packed in protective atmosphere, already sliced.

### CERTIFICATIONS

Certified with the 'crossed out wheat ear' by the Italian Celiac Association. Organic certified (CCPB).



## MARTINI ALIMENTARE

www.martinalimentare.it

### PRODUCT NAME

Porchetta di Suino.

### EAN CODE

8007281321475

### INTRASTAT CODE

16024190

### PRODUCT DESCRIPTION

True to Italian tradition, and specifically Roman cuisine, the porchetta is prepared with pure pork meat and seasoned with selected flavourful spices. Already cooked and sliced, it can be heated in the oven in just minutes and then served. Available in a convenient 300 g package, perfect for two servings.

### INGREDIENTS LIST

Pork 91%, starch (potato), dextrose, powdered lemon juice, stabilizer: triphosphates, aromas, fibre, dehydrated glucose syrup, salt, spices, hydrolyzed vegetable protein, spice extracts, aromatic herbs. May contain traces of: gluten and milk.

### EXPIRATION DATE AND CONSERVATION

15 days.

### PACKAGING AND LABELLING

The transparent tray allows consumers to see not only the top of the product, but the bottom as well.

### CERTIFICATIONS

Facility certified IFS Food version 6.



## FUMAGALLI INDUSTRIA ALIMENTARI

www.fumagallisalumi.it

### PRODUCT NAME

Salamino Milano.

### PRODUCT DESCRIPTION

Product obtained by selected raw meat of heavy Italian pigs, flavoured with salt, white wine and spices, whose composition is handed as ancient tradition recipe. The mixture is filled into an artificial casing. The final product is a finely minced pork salami, seasoned with spices and matured for a rich, distinctive flavour. Fumagalli uses meat coming from pigs born and bred in Italy.

### INGREDIENTS LIST

Pork meat, salt, wine, dextrose, spices. Antioxidants: sodium ascorbate and ascorbic acid. Preservatives: potassium nitrate and sodium nitrite. Natural flavour. No allergens.

### EXPIRATION DATE AND CONSERVATION

90 days. Keep refrigerated below +5°C

### PACKAGING AND LABELLING

Half piece under vacuum. Weight: 150 g (variable). 10 units for carton. 20 cartons for layer. 10 layers.



## IBS

www.ibsspa.it

### PRODUCT NAME

Backed duck.

### EAN CODE

2273304

### PRODUCT DESCRIPTION

Selected duck meat from national slaughtering, trimmed, salted, massaged and gently roasted in oven. The product comes in two shapes: cylindrical (about 4 kilos), and in round 'chestnut' shape (about 8 kilos).

### INGREDIENTS LIST

Duck meat, water, salt, starch (from potato), dextrose, aromas. Antioxidant: E301, Preservative: E250, stabilizer E451.

### EXPIRATION DATE AND CONSERVATION

180 days. Store in a refrigerated place at + 2/4°C

### PACKAGING AND LABELLING

Packed and pasteurized in thermo-shrinking bag.

### CERTIFICATIONS

Product certified by Halal International Authority.



## LIMONTA PROSCIUTTI

www.dolcevalleprosciutti.com

### PRODUCT NAME

Prosciutto Crudo Stagionato

Parma Dolcevalle PDO.

### INTRASTAT CODE

02101981

### PRODUCT DESCRIPTION

The product has exclusively Italian origin. Seasoned 18 months. Weight not less kg 9. It has an intense fragrance, characteristic of the seasoned product and a flavor delicate and palatable. Product recognition: the five-pointed ducal crown, with the word 'Parma' written in it, fire branded onto the ski. In the ham with bone, the metal seal, bearing the process start date, can be seen on the upper part (shank).

### EXPIRATION DATE AND CONSERVATION

With bone: 365 days, store at room temperature. Deboned: 180 days, store in a refrigerated room.

### INGREDIENTS LIST

Pork meat, salt. No allergens. No Gmo.

### PACKAGING AND LABELLING

Trading band on each piece. It is available in more than fifteen sizes vacuum.

### CERTIFICATIONS

UNI EN ISO9001:2008.





**AGRIFORM**

www.agriform.it - www.italiachese.com



**PRODUCT NAME**  
Asiago Stagionato PDO.  
**EAN CODE**  
8003518910023  
**INTRASTAT CODE**  
0406 9075  
**PRODUCT DESCRIPTION**  
It's a hard, semi-cooked, semi-fat cheese made with thermised cow's milk typical of the Asiago Alpine plateau. It has a smooth, regular rind; it has a compact and granular straw coloured paste with a few small or medium size holes. Depending on the different ageings, it is characterized by either a more sweet taste (Mezzano) or by a more intense and fragrant taste (Vecchio). Weight: from 8 to 12 kg.  
**INGREDIENTS LIST**  
Cow's milk, salt, Halal rennet. Rind not edible, treated with plastic coating.  
**EXPIRATION DATE AND CONSERVATION**  
Shelf life from pack date - vacuum packed: 180 days.  
**PACKAGING AND LABELLING**  
Vacuum packed.

**CREMONESI ELINO**

www.cremonesiformaggi.com

**PRODUCT NAME**  
Salva Cremasco PDO aged.  
**EAN CODE**  
2413000000000  
**INTRASTAT CODE**  
04069079  
**PRODUCT DESCRIPTION**  
Soft cheese with raw compact paste consistency but creamier under rind. A delicious buttery flavor with aftertaste of wild berries. The rind is wrinkled and consistent. Seasoning: over 300 days.  
**INGREDIENTS LIST**  
Cow's milk, salt, rennet.  
**EXPIRATION DATE AND CONSERVATION**  
65 days from the packaging date. Store at 4-7°C. Humidity 85-90%  
**PACKAGING AND LABELLING**  
The cheese is identified, apart from its cubic or parallelepiped shape, due to its typical brand with capital letters S C on its face.



**MILA**

www.mila.it

**PRODUCT NAME**  
Mascarpone lactose free.  
**PRODUCT DESCRIPTION**  
Due to a particular treatment, the lactose present in the mascarpone is broken down into the sugars glucose and galactose and so it is suitable for the people who are intolerant.  
**INGREDIENTS LIST**  
Cream, pasteurised milk. Acid: lactic acid.  
**EXPIRATION DATE AND CONSERVATION**  
90 days. Store at 4°C.  
**CERTIFICATIONS**  
IFS - BRC.



**GRUPPO VAL D'APSA**

www.caseificiovaldapsa.it



**PRODUCT NAME**  
Le Giare Val d'Apsa.  
**PRODUCTS DESCRIPTION**  
Le Giare Val d'Apsa is a matured cheese, made with cows and ewe's milk, which is collected locally. The cheese wheel is aged for at least 40 days, before being refined for 30 more days inside large terra cotta jars, with the addition of natural ingredients, which give the cheese its unique taste and aroma. The Giare Val d'Apsa are available in 5 different flavours: walnut tree leaves, hay, straw, olive tree leaves, rosemary. The cheese wheel weighs around 1,4 Kg.  
**INGREDIENTS LIST**  
Pasteurized milk and ewe's milk, salt, rennet and bovine lactic acid bacteria.  
**EXPIRATION DATE AND CONSERVATION**  
9 months. Store at a temperature from +2 to 6°C with humidity <90%.  
**PACKAGING AND LABELLING**  
Vacuum packed.  
**CERTIFICATIONS**  
Company with approval number IT 11 34 CE. BRC and IFS certified.

**QUATTRO PORTONI CASEIFICIO**

www.quattroportoni.it



**PRODUCT NAME**  
Blu di Bufala.  
**EAN CODE**  
INTRASTAT CODE  
04064090  
**PRODUCT DESCRIPTION**  
It is a blue-veined cheese with a raw paste, with a typical parallelepiped form. It's made only with pasteurized buffalo milk. It has a dry and wrinkly crust with an amber grey color. The paste is creamy and with a light straw yellow color, it has blue veins more or less widespread and some irregular holes. The scent is intense of ripped milk and moulds. Extending the maturing time you can perceive scents of underbrush and mushroom. The taste is intense and persistent, usually softened by the fat sensations typical of the buffalo milk. It is seasoned at least 90 days but it can reach the best sensorial appreciation with a seasoning of 6 months.  
**EXPIRATION DATE AND CONSERVATION**  
60 days. Store between 1-6°C  
**INGREDIENTS LIST**  
Buffalo milk, salt, rennet.  
**PACKAGING AND LABELLING**  
Vegetable paper wrap and box labelled with the traceability.

**CASEIFICIO VILLA**

www.caseificiovilla.it

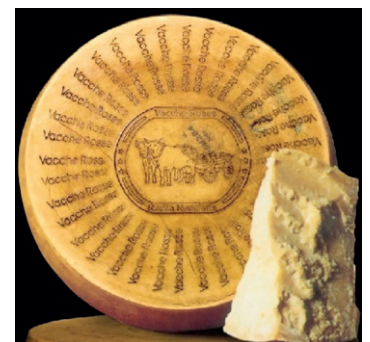
**PRODUCT NAME**  
Mozzarella mini.  
**EAN CODE**  
8010558104985  
**INTRASTAT CODE**  
04061030  
**PRODUCT DESCRIPTION**  
Shape: spherical. Weight: 150g. Colour: milky white. Texture: elastic, medium soft. Taste: sweet, aromatic, lightly acid. Smell: fresh cheese.  
**INGREDIENTS LIST**  
Pasteurized cow milk, salt, rennet, thermophilic lactic culture.  
**EXPIRATION DATE AND CONSERVATION**  
30days. Store at 0-4°C  
**PACKAGING AND LABELLING**  
Mozzarella is packed in special plastic bowl.  
**CERTIFICATIONS**  
ISO 9001 - BRC - IFS - Halal.



**I SAPORI DELLE VACCHE ROSSE**

www.isaporidellarossa.com

**PRODUCT NAME**  
Parmesan Cheese of Red Cow.  
**PRODUCT DESCRIPTION**  
Parmesan made with milk of the ancient race of Reggio Emilia, the red cow. The result is a cheese with a sweet, delicate and persistent taste than the other normal parmesan. Red cow produce less milk than the other breeds but it's a milk of high quality with particular proteins and caseins.  
**INGREDIENTS LIST**  
Milk, salt, rennet.  
**EXPIRATION DATE AND CONSERVATION**  
6 months of expiration. Into the fridge from 3° to 7°C  
**PACKAGING AND LABELLING**  
Vacuum-packed from 0.500 kg to 2.500 kg.



**LATTERIA SORESINA**

www.latteriasoresina.it

**PRODUCT NAME**  
Soresina Milk UHT high digestibility 1000 ml.  
**EAN CODE**  
8004673700368  
**INTRASTAT CODE**  
04012091  
**PRODUCT DESCRIPTION**  
Milk produced by cows that belong to Cooperative's farmers, it's all Italian milk. It can be considered hygienically safe thanks to the heat treatment to which enzyme is added to obtain the lactose division. The product contains glucose and galactose as a result of the splitting of lactose. The milk is immediately packaged using the brik. Size: 500 - 1000 ml.  
**INGREDIENTS LIST**  
Milk from Lombardy (Italy).  
**EXPIRATION DATE AND CONSERVATION**  
90 days. It must be kept at room temperature. Once opened, preserve in the fridge between 1°/6°C and consume by 3/4 days.  
**CERTIFICATIONS**  
ISO 9001 - Controlled supply chain DTP 035 CSQA - Traceability in the feed and food chain UNI EN ISO 22005 - BRC - IFS.





# / technology

ANGELO PO  
www.angelopo.com



## PRODUCT NAME

ICON 9000, horizontal cooking line.

## STRONG POINTS OF THE MACHINE

The 3D cooking system: the only cooking system that makes the best use of the space as it combines traditional horizontal modules, with above and below top multi-functional elements. Above the top, the columns are equipped on two levels with electricity and water points, shelves, trays, making easier the preparation and finishing operations. Under the top, the space can be equipped with closed or open, neutral, heated and refrigerated modules.

Ergonomic comfort: more healthy and fresh air thanks to the innovative solution that reduces the heat and the fumes of burning coming from the top. Best lighting conditions where it's needed, thanks to LED lights above the top.

## FIELDS OF APPLICATION

Pastry shops and restaurants.

GAMI  
www.gamitaly.com



## PRODUCT NAME

OSR275 One Shot dosing machine.

## FIELDS OF APPLICATION

Confectionery industries and pastry industries/laboratories/shops.

## STRONG POINTS OF THE MACHINE

Through just a single operation, named One-Shot, this machine allows to realize pralines, chocolate bars and many other filled products thanks to a simultaneous dosage of chocolate for the shell and cream or chocolate for the filling. The use of gears allows very precise dosages (small or large ones), whereas a state-of-the-art software with a graphic interface gives the pastry chef the possibility to manage the entire production process by setting his own recipes through a specific menu. Moreover, every part can be disassembled for an easy and quick cleaning that allows reducing the time for the change of production.

## TECHNICAL INFORMATION

- entirely in AISI304
- 2 hoppers of 6 kg each, also heated available (with silicone removable resistances)
- hourly capacity: 80 kg/h
- power installed: 2,4 kW
- voltage: 230 V - 50/60 Hz kg
- weight: 220 kg
- dimensions: 1170x660x1360h mm

SAINI  
www.sainisrl.it

## PRODUCT NAME

Descaling for aluminum molds.

## STRENGTHS OF THE PRODUCT

As a result of the latest technological research, here is a product that can solve the encrustation problems of aluminum baking molds. Unlike common detergents, Saini's Descaling is not only limited to eliminate the residues of fat but, thanks to its special chemical formula it goes further, because it effectively removes residues of protein and mineral nature. This means that it is able to prevent corrosion that salts usually cause to aluminum molds. This innovative product therefore offers an essential support for your cleaning job and complete hygiene. How to use: Use soak - all parts that need descaling should be immersed in metal or plastic vats for about 60 minutes at a temperature of preferably 50° - 60° approximately. Just then rinse thoroughly with jet pressure if



possible. In this way excellent results are guaranteed.

## FIELDS OF APPLICATION

Food sector and sausage factories in particular.

## TECHNICAL INFORMATION

- appearance: dust
- colour: white
- solubility: almost complete
- foam: absent

- corrosivity: no corrosivity, including light metals (excluding cast iron, galvanized material, stoneware)
- rinseability: complete
- smells and fumes: absent, even during use
- abrasive: absent
- dosage: standard action - product kg.3 for 100 liters of water (hot better) for about 12 hours. Quick action - product kg.5 for 100 liters of water (hot preferably) for about 60 minutes

CIDIESE  
ENGINEERING  
www.cidiesse.com

## PRODUCT NAME

Bucket Elevator ETC.

## STRONG POINTS OF THE TECHNOLOGY

The ETC Bucket Elevators, designed specifically for the food sector, are built in such a way as to optimize the transport of bulk products, no matter what their consistency: granular, powder, sticky, lyophilized. They make it possible to transport foods like pasta, snacks, flours, dried fruits, cereals dairy products or candy safely along horizontal, vertical or diagonal tracks, guaranteeing the integrity of the product along the entire distance. The Cidiesse ETC Bucket Elevators in stainless steel can work in tandem with the CIP-Cleaning In Place system: a system equipped with an air and/or water and/or detergent washing function to clean, degrease, and sanitize the machinery in compliance with current food industry regulations. Thanks to their modular construction, the Cidiesse ETC Bucket Elevators occupy minimal space, while guaranteeing the transport of high volumes and considerable capacity. Such flexibility makes it possible to install them even in reduced spaces. Depending on the client's needs, they come equipped with one or more loading and unloading stations, with a hopper that can be connected to the silos, packaging machines, or other systems. Customization is the strong point. Minimum maintenance and maximum reliability over time complete this Cidiesse profile of engineering excellence and functional technology.

## FIELDS OF APPLICATION

Millin industry, food industry, confectionery industry.

## TECHNICAL INFORMATION

Various models for 2m3h till to 65m3/h of product capacity. Various shapes



ESSEOQUATTRO  
www.esseoquattro.it

## PRODUCT NAME

Ideabrill fresh-saver bag with sided window.

## STRONG POINTS OF THE TECHNOLOGY

This patented bag can speed the food packaging sold to the free service, giving a more hand-made look, but it is also used at the assisted counter, because it provides an additional service to the consumer: the ability to repack the cheese left inside the bag. Ideabrill fresh-saver bag with sided window can be heat-sealed to ensure maximum hygiene and their basic components can be separated with a simple gesture to encourage recycling.

## FIELDS OF APPLICATION

It can be used in the dairy section, at free service and the assisted counter.

## TECHNICAL INFORMATION

Available in two different sizes, 13+3x32 e 17+3x27, and three different colours: white, brown and black.

REAL FORNI  
www.realforni.com

## PRODUCT NAME

Asso 5E.

## STRONG POINTS OF THE MACHINE

Static electric oven with 5 refractory decks. Face and external panels made with stainless steel aisi 304. Baking chamber completely made in stainless steel with armored heating elements and refractory baking stones with thickness 13 mm. The baking chamber is equipped with internal light for each deck and manual exhaust steam valve. Asso oven have a touch-screen control panel with controls for temperature, baking time, steaming and the level of power used by the oven.

The oven can be used with a lower power by switching off 1, 2 or 3 decks or by using one of the 3 levels of power. It is also possible to set the 'split' mode in order to set a different temperature for the 2 upper decks between the 2 lower decks and baking 2 different products in the same time. The control panel have also the possibility to set up to 20 baking programs and manage the automatic switch on of the oven 2 times for each day of the week.

In the upper part of the oven can be installed a hood with 2 speed exhaust fan and a steamer, both of them programmable by the control. In the lower part can be installed a proofer or a tray cabinet or a support.

## FIELDS OF APPLICATION

Bread, pizza, pastry.

## TECHNICAL INFORMATION

- dimensions: l-940 x P-640 x h-925 (mm)
- baking capacity: n.5 trays 40x60 (cm) - 1,2mq
- installed power: 7,7 kW
- weight: 160 kg



HBTS  
www.hbts.eu



## PRODUCT NAME

New cookie capper machine type IDC.

## STRONG POINTS OF THE MACHINE

Unit for cream deposit and capping dedicated to bakery products complete of feeding, indexing and handling line with sealed washing circuit for belts and electronic panel located on top the machine.

## FIELDS OF APPLICATION

Bakery products.

## TECHNICAL INFORMATION

Execution in stainless steel, 17 brushless servo motors, Schneider-Elau electronic platform, up to 280 rows across/min., belt width from 800 mm to 1600 mm, overall length of the unit including feeding & handling line 14700 mm, weight 6500 Kg.





In partnership with



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

# THE ITALIAN WINE MAGAZINE BUYER'S • GUIDE

YEAR 4 - N° 7/8 • JULY/AUGUST 2016





## SOUTH AFRICA PLANNING TO DOUBLE TAX-FREE WINE EXPORTS TO EU

South Africa plans to double exports of duty-free wine to the European Union after reaching a trade agreement, which includes Namibia, Lesotho, Swaziland and Botswana. It means that South Africa can export 110 million litres (29 million gallons) of duty-free wine, up from the current 48 million litres. The EU region accounts for 75% of the nation's annual offshore wine sales, valued at 5 billion rand (330 million dollars). "We hope to see winemakers capitalise on this opportunity to build Brand South Africa, as well as the reputation of their own brands," Michael Mokhoru, a relationship manager for South Africa's wine and brandy industries, said in the statement. He added that the agreement "offered a much-needed boost for the industry that had been besieged by drought and a tough global climate". South Africa is the world's seventh-largest producer of wine and has almost 100,000 hectares (247,000 acres) of vineyards, mostly in the Western Cape province. Exports to the EU will increase by 1 million litres annually, according to Mokhoru.

## BARNES & NOBLE TO START SELLING WINE AND BEER AT SEVERAL STORES



Bookstore giant Barnes & Noble is bringing beverage alcohol to several of its stores as part of a new concept aimed at reviving the company's lackluster performance. In October, Barnes & Noble will begin offering wine, beer and an expanded food menu at its Eastchester, New York location. Later in the year, it will follow suit for stores in Edina, Minnesota; Folsom, California; and Loudon, Virginia. The company says its goal is to significantly increase food and beverage's share of its overall business from its current figure of slightly less than 10%. Barnes & Noble's total sales have been flat-to-down over the past few years.

## RIBOLI FAMILY WINE ESTATES OPENS NEW ENERGY-EFFICIENT WINERY IN PASO ROBLES

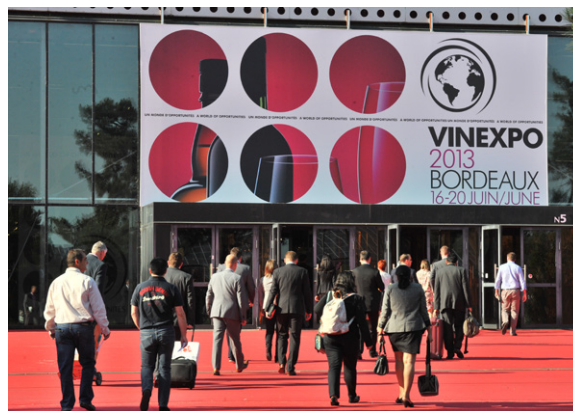


Riboli Family Wine Estates has opened a new energy-efficient production facility. Located in Paso Robles, California, the winery will serve as the production home for all brands under the family's portfolio including San Antonio Winery, Maddalena, Opaque, San Simeon, and others. With an estimated 50,000-case capacity for the upcoming harvest. In addition to its California portfolio, Riboli imports Italy's Stella Rosa, an Impact "Hot Brand" that grew 21% to 1 million cases last year.

## WINE IS SPAIN'S MOST SOLD ALCOHOL DRINK, ACCORDING TO NIELSEN

Wine is the most sold alcohol drink in Spain and the most sold drink after water, according to Nielsen's study, Market Trends. Sparkling wine sales rose by 5.7% in the first quarter of 2016, while water sales were up by 6.3%. Most other drinks categories showed an increase, including: beer (+3.9%), alcoholic drinks (+2.4%) and soft drinks (+0.3%). Only juice drinks saw a fall in sales (-0.6%), according to Vinetur.com. The study also showed that overall supermarkets' sales increased in the same period.

## UPDATED PROGRAM FOR VINEXPO BORDEAUX (JUNE 18-21, 2017)



Vinexpo has updated the programming for its 2017 event in Bordeaux, set to be held June 18-21. The four-day event will feature a new "Hosted Buyers" program, in which Vinexpo will invite 200 new international buyers spanning a wide range of channels, including the e-commerce, travel retail, off-premise and on-premise sectors. These buyers, as well as all registered exhibitors, will be able to participate in the event's "One to Wine Meetings," which aim to connect exhibitors directly to pre-registered visitors. Additionally, Vinexpo will offer a new space dedicated solely to organic and natural wines, showcasing around 200 producers. The 2017 event, which is expected to draw 48,000 visitors, will mark the 19th edition of Vinexpo Bordeaux.



## TERLATO ENTERS CANNED WINE WITH SEVEN DAUGHTERS



Terlato Wines is set to enter the canned wine segment with the launch of a Moscato Veneto and California Pinot Noir under the Seven Daughters brand. Noting that cans are the fastest-growing packaging category for wine in the US, with volume up 270% compared with a year ago. The new Seven Daughters offerings "represent a major growth opportunity" for the female-focused brand, said the company. According to Impact Databank, Seven Daughters crossed 200,000 cases in 2015 on 14% growth, and Terlato said the brand is up by 27% over the past year, with its Moscato seeing particular success in the by-the-glass segment. Seven Daughters' new canned wines will retail at 14.99 dollars a four-pack of 250 ml cans.

## ITALY'S FRESCOBALDI TOSCANA IS LAUNCHING ITS FIRST ROSÉ WINE

Italy's Frescobaldi Toscana is launching its first rosé wine, which is debuting in the US through Napa-based importer Folio Fine Wine Partners. Frescobaldi's Tenuta dell'Ammiraglia Alie Rosé is made from 98% Syrah and 2% Vermentino. Some 300 cases from a total production of 1,750 cases are headed to the US. Alie Rosé will be available nationally, retailing at about 18 dollars. The family-owned Frescobaldi Toscana is comprised of nine estates covering a total of 1,100 hectares (2,700 acres).

## US BEVERAGE ALCOHOL MARKET POSTS GAINS

The IWSR's recently released 2016 US Beverage Alcohol Review shows gains across the beer, wine and spirits categories led by brand innovations and premium pricing. The wine category, in detail, increased 1% in 2015 to end the year at 351.6m nine-litre cases, keeping up the momentum of over two decades of continual growth. Imported wine accounted for 26% of overall wine sales, while domestic wine was 74%. Still light wine comprises over 90% of the overall wine category at 317.1m nine-litre cases. On the imported still light wine side, leading brand Yellow Tail decreased volumes by -3% last year. Cavit, Concha y Toro, Riunite and Fish Eye round out the top five and, collectively, these leading brands lost -1.8% share last year. Imported brands that posted increases included Lindemans (+6.9%), Kim Crawford (+17.2%), Ruffino (+12.4%), Oyster Bay (+22.9%), Roscato (+45.7%), Castello del Poggio (+18.9%) and Nobile (+11.7%). Total sales of imported still light wines increased by 2.3% in 2015 to reach 80.6m nine-litre cases. Rosé wines held a 16% share of the still wine category last year and were within two-tenths of a percentage point over the last five years. Sparkling wine continued to outperform the overall industry last year by posting a gain of 6.2% to 20.6m nine-litre cases. The 6.2% gain in 2015 was significant in comparison to the 3.7% growth rate posted a year earlier. The prosecco category was a mere 63,000 nine-litre cases in 2005, which held a 0.5% share. Prosecco has since grown at an annual compound growth rate (cagr) of 43.5%, ending 2015 up nearly 30% and holding a 11.9% share of the sparkling wine category. Spanish cava has also increased, although not at a comparative rate to prosecco. Cava held a 7.5% share of sparkling wines in 2005 and that increased to an 8.8% share last year on a 5.3% cagr.

## BAROLO'S VIETTI WINERY BOUGHT BY US COMPANY KRAUSE HOLDINGS



Kyle Krause, owner of the US convenience store chain Kum & Go, has bought Italian wine producer Vietti, based in the town of Castiglione Falletto, Barolo. The winery was sold to Krause Holdings for an undisclosed sum, but the deal was estimated to be worth close to 50 million euro by Italian news site *La Stampa*. Krause Holdings is the parent company of Kum & Go convenience stores, which has more than 430 locations across the US, and also owns Solar Transport and a portfolio of real-estate holdings. The deal includes the Vietti brand, the winery and 84 acres of vineyards and is the first major sale to a foreign investor within Barolo. Krause Holdings will not be actively involved in running the winery, but will be consulted on strategy and all major decisions.



# GLOBAL WINE BUSINESS, A BRIGHT SCENARIO

The first quarter of 2016 closed on a positive note for bottled wines. Especially in the sparkling wine segment. According to the latest data provided by Wine By Numbers.

The latest data issued by Wine By Numbers (Il Corriere Vinicolo), and related to the global wine trade, show a strong recovery for bottled wines, mainly due to the great per-

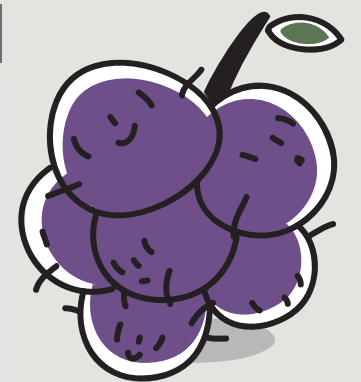
formance of the Asian markets. Sparkling wines keep growing too, most of all in Western countries, led by a surge in sales of Italian Prosecco and Spanish Cava. Here, we present

some of the research key findings, related to the major importing and exporting countries, for what concerns both bottled still and sparkling wines.

## IMPORT / January-March

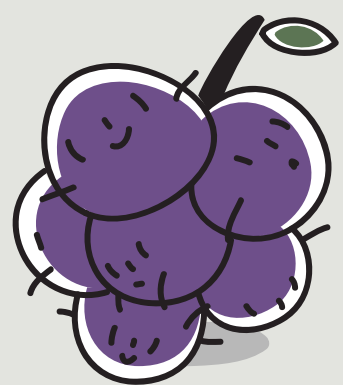
In the first quarter of 2016, the United States have been the world top importers of bottled wines - for a value of 973.8 million dollars - and of sparkling wines too, a business worth about 210 millions. As regards bottled wines, China and UK occupy second and third place in the global rank, for a value of respectively 557 and 537 million dollars. In the sparkling wine segment, instead, China only ranks 9th, while Japan is the third top importer after the US and the UK (150.7 million dollars), at 92 millions.

<b>BOTTLED</b>	th. liters	th. dollars	dollars/ liter	<b>SPARKLING</b>	th. liters	th. dollars	dollars/ liter	<b>BULK</b>	th. liters	th. dollars	dollars/ liter
USA	173.855	973.823	5,60	USA	23.371	209.916	8,98	Germany	210.682	133.622	0,63
China	107.320	557.229	5,19	UK	27.185	150.752	5,55	UK	107.488	113.469	1,06
UK	157.425	536.923	3,41	Japan	6.677	92.217	13,81	USA	80.235	80.169	1,00
Hong Kong	14.819	402.455	27,16	Germany	11.240	76.960	6,85	Canada	28.046	20.137	0,72
Germany	118.216	371.055	3,14	Switzerland	3.172	31.602	9,96	Russia	29.640	14.874	0,50
Canada	61.919	330.628	5,34	Canada	2.563	21.116	8,24				
Japan	38.927	201.449	5,18	Russia	3.935	14.407	3,66				
Switzerland	23.804	183.807	7,72	Hong Kong	606	13.203	21,79				
Russia	30.373	81.821	2,69	China	2.797	11.722	4,19				
Brazil	13.466	42.473	3,15	South Korea	1.021	6.478	6,34				
South Korea	7.022	40.796	5,81	Brazil	555	4.777	8,61				



## EXPORT / January-March

The top three global exporters of sparkling wines, in the first quarter of 2016, were, in order of size, France (584 million dollars), Italy (253 millions) and Spain (86 millions). In the bottled wine segment, instead, Italy is the global second top exporter, for a value of 985.5 million dollars. Second only to France, exceeding the billion mark. Third major supplier is Spain (418.7 million dollars), followed by Chile (313 millions) and the US (267 millions).



<b>BOTTLED</b>	th. liters	th. dollars	dollars/ liter	<b>SPARKLING</b>	th. liters	th. dollars	dollars/ liter	<b>BULK</b>	th. liters	th. dollars	dollars/ liter
France	222.758	1.222.493	5,49	France	31.153	583.465	18,73	Spain	315.388	131.278	0,42
Italy	261.461	985.505	3,77	Italy	67.797	253.080	3,73	Italy	126.408	103.949	0,82
Spain	180.957	418.754	2,31	Spain	28.944	85.856	2,97	France	56.746	81.599	1,44
Chile	103.116	313.276	3,04					Chile	111.033	76.560	0,69
USA	49.176	266.952	5,43					Australia	88.514	63.507	0,72
Australia	70.324	264.953	3,77					USA	44.621	55.981	1,25
New Zealand	32.470	185.216	5,70					New Zealand	17.631	53.238	3,02
Argentina	41.996	163.589	3,90					South Africa	64.807	38.744	0,60
Portugal	45.906	153.957	3,35					Argentina	15.559	16.380	1,05
South Africa	33.482	87.964	2,63					Portugal	9.457	9.506	1,01

### Bottled wines are back into growth

January-March is the first quarter of the year in which positive results were registered in the world trade with regard to bottled wines (to the exclusion of sparkling wines), according to data released by Wine By Numbers, issued by Il Corriere Vinicolo. The total observed - aggregate of Asia, Americas and Europe - amounts to 7.5 million hectolitres (+5%), for a value of 3.7 billion US dollars (+6%).

Asia - in particular China, Hong Kong, Japan and South Korea - has contributed to this recovery, exceeding 1.2 billions with regard to imported values, 100 million less than the American aggregate (USA, Canada, Brazil).

For the first time, China outperformed the Uni-

ted Kingdom considering values, thanks to a record-breaking quarter, thus becoming, to all effects, the second market worldwide behind the United States. And compensating the decreasing trends observed in countries like Germany, UK, Russia or Brazil.

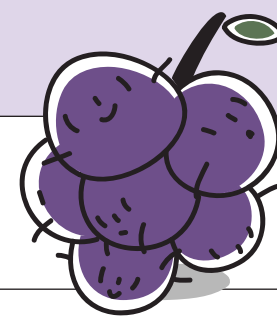
Finally, the figures prove that, month after month, Asia is playing - and will more and more play in future - a leading role in the big game of the global wine market, most of all as regards still wines. For sparkling wines, instead, are mainly sold in the Western countries, where Prosecco, Cava and Champagne are sharing not only rich but also growing markets, such as the USA, the UK and Northern Europe.

### Sparkling wines, the world wants more

Sparkling wines keep on maintaining a strongly positive trend in the major importing countries, according to Wine By Numbers. In March, the total imported by the countries observed jumped to 831,000 hectolitres (+10%), for a value of over 630 million US dollars, for a 7% increase over March 2015. The absolute protagonists of the growth were the United Kingdom and the USA, thanks to the 'Prosecco' phenomenon: in London, the total imports from Italy rose to 19 million litres, for a value of 40 million pounds, with 30% annual increases. Only Prosecco brought the total sales to 11 million litres (+29%) in the first quarter, totalling in three months what it had achieved in a semester in

follow





## / exports

2014. With regard to value, the imports of Prosecco reached 24 million pounds. In America, the growing performances of the market were about 20% in value. Italy scored an increase of 24 percentage points compared to the first quarter of 2015, showing a 15% price rise. A nearly 10% growth was registered in Japan, where Italy posted a +6% growth in volume, surpassed by Cava, and where, on the contrary, Germany recorded a volume downturn (-5%). But in this case Spain reported a negative outcome, whereas Italy registered a really remarkable growth (+15%). As far as Russia is concerned, there was a weak recovery with regard to bottled wines, as well as to sparkling wines: volumes recorded a positive trend (+8%), whereas values halved the loss reported one year ago (from -50% to -27%).



### FOCUS ON EUROPE Exports January/March 2016

#### Bottled

European exports of bottled wine were worth 894.5 million euro in the first quarter of 2016, decreasing by 0.6 percentage points with respect to the first three months of 2015. Volumes also decreased by 5%, at 261 million litres. The United States are the top destination country for European wines. A business worth over 260 million euro, up 2.7% over previous year. Volumes, instead, show a 3.3% decrease. Second destination is Germany (167.5 million euro, -4.6%), and on the third place of the rank we find the UK, at 74 million euro, posting a significant -16%.

#### Sparkling

In the sparkling wine category, as above mentioned, United Kingdom and the United States are firmly on top of the rank, for a business worth respectively 67 million euro (+55.3%) and 59.5 million euro (+13.8%) in the first quarter of the year. Germany is the third largest market, rising 5% at 17 million euro. Total European exports of sparkling wines are worth 229.7 million euro in the quarter, rising 21.4%. Exported volume also rose by 26%, at 67.8 million litres.

#### Bottled by category

If we take a look at the different wine types, in the first quarter of 2016 European exports of slightly sparkling wines posted a significant growth rate, +9.3%, at 74.8 million euro. Exports of DOC and Docg wines also increased by 4%, a business worth 459 million euro, IGT and IGP wines are instead decreasing by 3.6% (303 million euro). Varietal wines experienced a strong volume growth (+14.6%) but translating in a 2.4% value decrease. Exports of common wines also decreased by 8.3%.

#### Sparkling by category

In the sparkling wine segment, exports data for the first three months of 2016 show a 33.7% growth rate for PDO wines, such as Prosecco, for a value of 174 million euro. Exports of PGI wines also increased by a tremendous 60.6% (+117% in volume), but the market value is still relatively small, worth 6.4 million euro. Exports of Asti increased by 1.6% at 18.7 million euro, while common sparkling wines posted a 14% decrease in value and a 52.8% increase in volume.

BOTTLED	liters		euro		euro/liter	
	2016	% change	2016	% change	2016	% change
USA	60.724.539	-3,3	260.740.377	2,7	4,29	6,2
Germany	60.968.881	-6,2	167.446.231	-4,6	2,75	1,6
UK	33.191.628	-20,1	74.350.141	-16,0	2,24	5,1
Switzerland	10.564.858	8,9	61.932.789	5,0	5,86	-3,6
Canada	14.020.792	2,7	58.779.966	-1,1	4,19	-3,7
Denmark	6.341.355	-2,3	27.677.921	2,7	4,36	5,1
Japan	7.242.328	-7,0	26.589.190	-2,0	3,67	5,3
Netherlands	7.931.471	-0,6	23.382.491	2,9	2,95	3,5
Sweden	5.645.140	-0,8	22.609.979	1,8	4,01	2,7
France	9.061.293	-7,6	21.119.852	-6,3	2,33	1,4
China	5.452.938	34,9	17.785.290	22,4	3,26	-9,3
Belgium	4.081.103	-16,2	13.912.822	-13,1	3,41	3,8
Austria	5.287.968	7,9	13.776.280	9,6	2,61	1,6
Norway	2.574.595	-4,3	12.416.407	-5,2	4,82	-1,0
Poland	2.832.899	37,0	6.865.891	32,5	2,42	-3,2
Russia	3.117.676	13,5	6.603.437	12,9	2,12	-0,5
Ireland	1.968.380	-15,2	5.572.288	-5,9	2,83	10,9
Spain	2.453.917	-27,0	5.267.567	-14,8	2,15	16,6
South Korea	962.473	3,7	4.927.225	6,6	5,12	2,8
Czech Republic	1.768.591	-3,7	4.377.250	13,3	2,47	17,7
Finland	1.146.662	17,0	4.377.078	18,3	3,82	1,1
Hong Kong	549.367	17,1	4.203.469	-0,8	7,65	-15,3
Brazil	1.004.814	-23,6	3.010.638	-22,9	3,00	0,8
Ukraine	936.240	125,5	2.387.138	87,1	2,55	-17,0
Singapore	267.975	9,3	2.256.455	22,4	8,42	11,9
Hungary	507.881	114,4	638.267	23,0	1,26	-42,6
Others	10.855.494	-1,5	41.487.197	6,5	3,82	8,1
<b>Total</b>	<b>261.461.258</b>	<b>-4,9</b>	<b>894.493.636</b>	<b>-0,6</b>	<b>3,42</b>	<b>4,5</b>

SPARKLING	liters		euro		euro/liter	
	2016	% change	2016	% change	2016	% change
UK	20.196.125	38,4	67.044.812	55,3	3,32	12,2
USA	15.012.787	1,3	59.540.935	13,8	3,97	12,3
Germany	4.397.799	-1,8	16.913.715	5,1	3,85	7,1
Switzerland	1.876.440	-15,7	10.122.173	-6,2	5,39	11,2
France	7.943.171	381,2	9.574.283	82,9	1,21	-62,0
Belgium	1.803.381	11,8	7.144.720	-7,9	3,96	-17,6
Austria	1.383.546	28,7	5.437.498	32,0	3,93	2,6
Japan	1.127.623	-2,8	5.255.708	-5,5	4,66	-2,8
Sweden	1.313.953	24,4	4.996.058	25,5	3,80	0,9
Canada	967.057	27,6	4.436.515	21,6	4,59	-4,7
Russia	1.489.521	7,0	4.041.328	-3,7	2,71	-10,0
Norway	671.216	30,6	2.910.861	28,1	4,34	-1,9
Netherlands	601.654	79,3	2.431.630	1,7	4,04	-43,3
Spain	1.372.982	224,9	2.418.836	41,2	1,76	-56,5
China	642.069	-45,0	2.133.819	-28,8	3,32	29,5
Denmark	401.102	-8,9	1.529.397	-4,3	3,81	5,1
Finland	397.949	5,9	1.461.386	11,2	3,67	5,1
Poland	418.904	12,1	1.395.577	21,2	3,33	8,1
Czech Republic	270.734	-1,2	897.672	8,8	3,32	10,1
Ukraine	218.631	-31,0	785.922	-26,5	3,59	6,5
Ireland	197.470	28,3	768.376	29,6	3,89	1,0
Hong Kong	117.146	1,2	709.619	0,2	6,06	-1,0
Singapore	109.169	-20,6	677.544	-7,6	6,21	16,4
South Korea	109.417	15,2	510.085	48,3	4,66	28,7
Brazil	138.074	32,1	443.854	17,1	3,21	-11,4
Hungary	116.034	32,4	371.574	26,3	3,20	-4,6
Others	4.502.643	12,2	15.754.118	12,9	3,50	0,6
<b>Total</b>	<b>67.796.597</b>	<b>26,1</b>	<b>229.708.015</b>	<b>21,4</b>	<b>3,39</b>	<b>-3,8</b>

BOTTLED BY CATEGORY	liters		euro		euro/liter	
	2016	% change	2016	% change	2016	% change
Slightly sparkling (frizzanti)	32.839.794	3,9	74.784.244	9,3	2,28	5,2
Dop (Doc-Docg)	99.527.747	0,9	459.422.226	4,0	4,62	3,1
Igp/Igt	103.949.818	-4,6	302.926.044	-3,6	2,91	1,1
Varietals	3.497.750	14,6	7.637.772	-2,4	2,18	-14,8
Commons wines	18.202.541	-6,0	30.107.128	-8,3	1,65	-2,5
<b>Still wines total</b>	<b>225.177.856</b>	<b>-2,1</b>	<b>800.093.170</b>	<b>0,5</b>	<b>3,55</b>	<b>2,6</b>
Sweer and fortified	1.268.576	2,2	10.624.262	0,6	8,37	-1,6
Riexport	2.175.032	-81,8	8.991.960	-63,6	4,13	100,1
<b>Total</b>	<b>261.461.258</b>	<b>-4,9</b>	<b>894.493.636</b>	<b>-0,6</b>	<b>3,42</b>	<b>4,5</b>

SPARKLING BY CATEGORY	liters		euro		euro/liter	
	2016	% change	2016	% change	2016	% change
Champagne (riexport)	181.170	8,3	4.659.751	-36,7	25,72	-41,6
Asti	5.583.293	6,6	18.731.558	1,6	3,35	-4,7
Dop (prosecco and others)	46.161.269	22,2	174.196.812	33,7	3,77	9,4
Igp	2.300.538	117,0	6.392.354	60,6	2,78	-26,0
Varietals	1.468.078	-7,3	4.434.310	1,7	3,02	9,7
Common sparkling	12.102.249	52,8	21.293.230	-14,1	1,76	-43,8
<b>Total</b>	<b>67.796.597</b>	<b>26,1</b>	<b>229.708.015</b>	<b>21,4</b>	<b>3,39</b>	<b>-3,8</b>



# ROSE WINE REVOLUTION

Rosé wines represent an anomaly in the global wine scenario. Both consumption and production are fast growing. Against the flow of the overall market.

Rosé wines: an interesting anomaly in the global wine scenario. A happily fast growing segment with respect to the overall market. In 2014, the world consumption of rosé wines reached a volume of 22.3 million hectolitres, equal to 9.5% of the total consumed. France is leading the consumption rank, at 8.1 million hectolitres, followed at distance by the United States (2.9 million hectolitres). Figures allowing these two markets to account, alone, for 53% of the global consumption. Other important countries are Germany: (9% market share in 2014), United Kingdom (6%), Italy (6%) and Spain (5%). However, in the last years, sales figures showed no significant growth rates in the above mentioned markets. An opposite trend was

instead observed on top of the rank, with a 40% consumption growth in France, between 2004 and 2014.

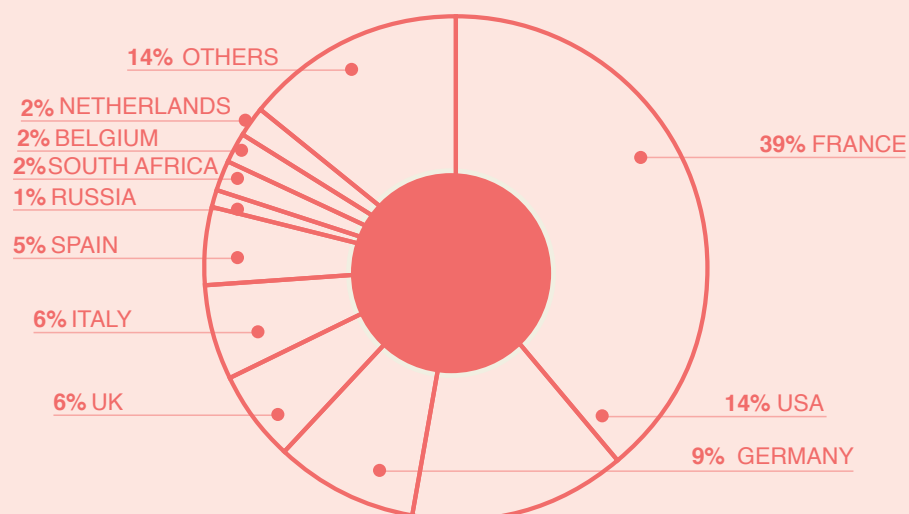
Production is growing too, at 23.2 million hectolitres in 2014. Rising also on a yearly basis, unlike other wine types. Among the major rosé wine producers we find France, Spain, the US and Italy.

The French are firmly leading the rank with 4.5 million hectolitres, followed by the Spanish, at 4.5 millions and the Americans at 3.2 millions. Things work quite differently in Italy, where production almost halved between 2010 and 2014. Exports data are a confirmation of the rosé's strong international appeal. In a ten years period, market data show that the percentage of rosé wine con-

sumed in a country different from the country of production has passed from 25 to 39%. Among top suppliers by volume, in 2014, we find Spain (40%), Italy (16%) and France (16%). In this segment, Italy can boast an export share worth more than half its total production. Export values, instead, portray a different market situation, where France is leading the rank followed by Spain, Italy and the United States. As the global demand for rosé wine is rising, enhancing production and trade, the ten major importing countries are: France (22% global market share), United Kingdom (18%), Germany (17%), the US (9%), Belgium (7%), the Netherlands (6%), Italy (4%), Switzerland (3%), Canada (2%) and Sweden (2%).

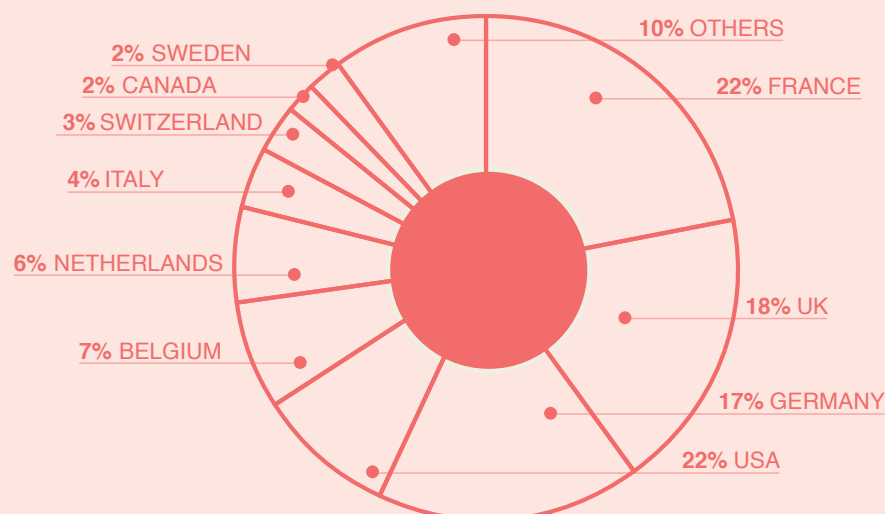
## THE LEADING ROSÉ CONSUMING COUNTRIES IN 2014

(% of global consumption)



## LEADING ROSÉ IMPORTING COUNTRIES IN 2014 - VOLUME

(% of global imports)

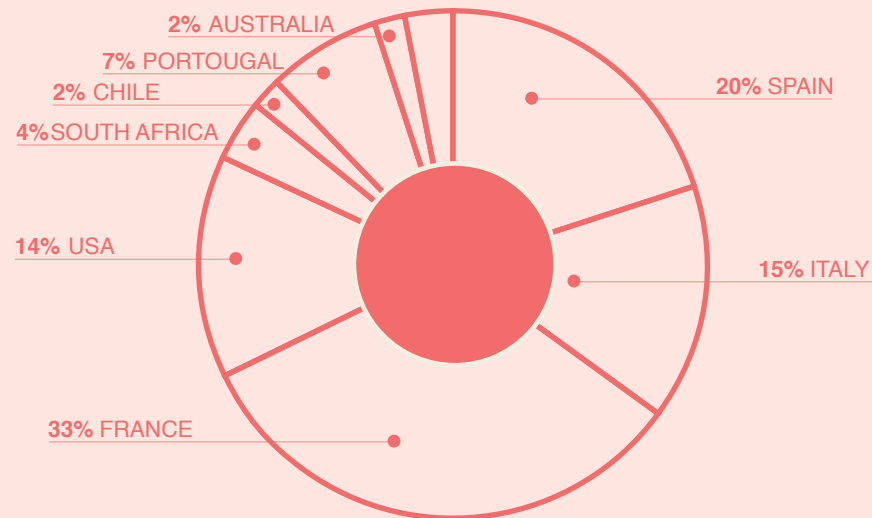




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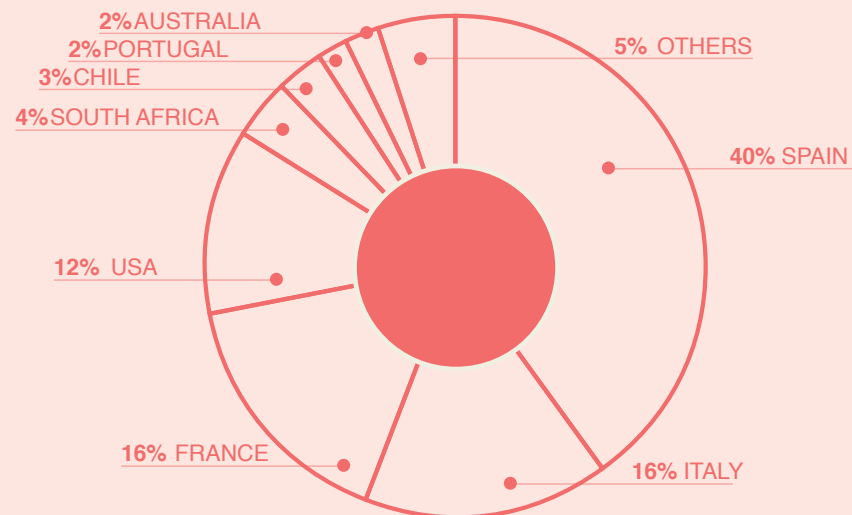
## THE LEADING ROSÈ EXPORTING COUNTRIES IN 2014 - VALUE

(% of global exports)



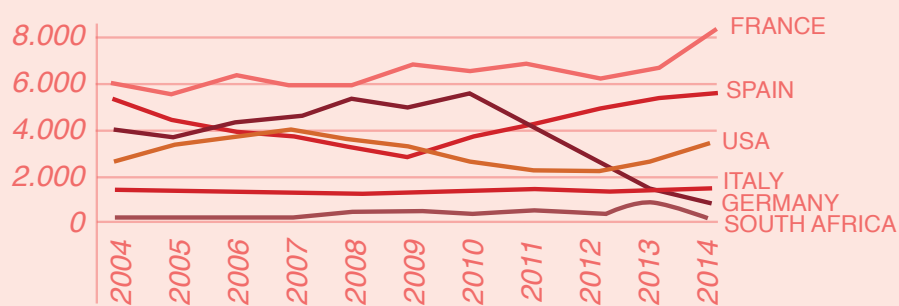
## THE LEADING ROSÈ EXPORTING COUNTRIES IN 2014 - VOLUME

(% of global exports)

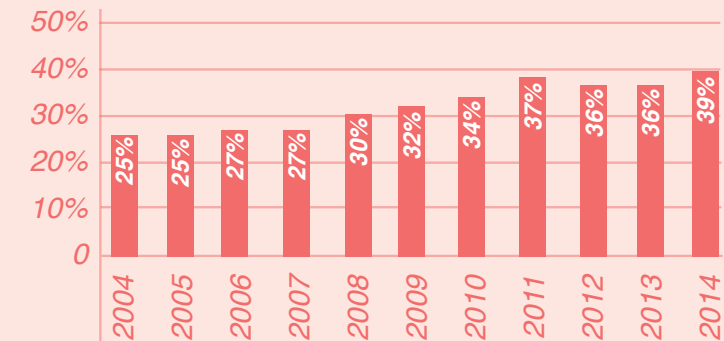


## THE EVOLUTION OF GLOBAL ROSÈ PRODUCTION

(million hectolitres)



## PERCENTAGE VARIATION OF ROSÈ WINES CONSUMED IN A COUNTRY DIFFERENT FROM THAT OF PRODUCTION



Source: CIVP/FranceAgriMer - Abso Conseil

### AZ. AGR. TORTI

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

#### DENOMINATION

Pinot Nero dell'Oltrepò Pavese Doc Op.

#### GRAPES

100% Pinot Nero.

#### LAND OF PRODUCTION

Oltrepò Pavese, Lombardy.

#### ALCOHOL

13% Vol.

#### ORGANOLEPTIC CHARACTERISTICS

Ruby red, smooth velvety aroma, important ethereal; full distinct taste in the mouth, with noble wood reminiscences. A brief passage in barrique pleasingly highlights its structure.

#### SERVING SUGGESTIONS

Red meat starters, rabbit, lamb, roast meats, zampone and cotechini, salami, game fowl, mature cheeses.

#### SERVING TEMPERATURE

18°C

#### VINIFICATION

In red.

#### AGEING

6 months in French barriques.

#### N. OF BOTTLES PRODUCED

40,000

#### SIZES

0,75 l

#### TOTAL ACIDITY G/L

5,4

#### RESIDUAL SUGAR G/L

3,5



### FATTORIA LA RIVOLTA

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

#### DENOMINATION

"Le Mongolfiere a San Bruno" Aglianico del Taburno rosato DOCG 2013

#### GRAPES

100% Aglianico.

#### LAND OF PRODUCTION

Taburno - Sannio.

#### ALCOHOL

12.50% Vol.

#### SERVING TEMPERATURE

12°/14°C

#### SERVING SUGGESTIONS

Starters, pasta, pizza, soup of fish, crustaceans.

#### FERMENTATION

Rosè fermentation, prefermentative maceration in press with closed tank.

#### AGEING

8 years.

#### N. OF BOTTLES PRODUCED

4,000

#### SIZES

0,750 l

#### TOTAL ACIDITY G/L

5,90

#### RESIDUAL SUGAR G/L

0,8



### FATTORIE GRECO

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

#### DENOMINATION

Gran Cuvée Millesimato Rosé.

#### GRAPES

100% Gaglioppo.

#### LAND OF PRODUCTION

Cirò (Kr).

#### ALCOHOL

12.0 - 12.5% Vol.

#### ORGANOLEPTIC CHARACTERISTICS

Color: pale pink. Aroma: reminiscent of bread crust. Taste: fresh and soft it stood out by the bubbles, pleasant sweetness supported by good acidity.

#### SERVING SUGGESTIONS

It gives its best with aperitifs.

#### SERVING TEMPERATURE

10°C

#### VINIFICATION

Classic method.

#### AGEING

12/24 months.

#### N. OF BOTTLES PRODUCED

3,000

#### SIZES

0,75 l

#### TOTAL ACIDITY G/L

6,50 - 7,50

#### RESIDUAL SUGAR G/L

5,0 - 6,0







## AZIENDA AGRICOLA CONTI ZECCA

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

### DENOMINATION

Cantalupi Rosato Igt  
Salento 2013.

### GRAPES

70% Negroamaro, 30%  
other recommended grapes.

### LAND OF PRODUCTION

Salice Salentino.

### ALCOHOL

12% Vol.

### ORGANOLEPTIC CHARACTERISTICS

Colour: intense ruby red colour. Bouquet: ripe fruit with hints of spices. Taste: soft, velvety and well-structured.

### SERVING SUGGESTIONS

First courses in general, red meats and seasoned cheeses.

### SERVING TEMPERATURE

18°C

### VINIFICATION

Stems removal and soft pressing. Maceration and fermentation at a controlled temperature (22-25°C) for 8 days. Maturation in epoxy resin-lined cement tanks.

### N. OF BOTTLES PRODUCED

50,000

### SIZES

0,75 l

### TOTAL ACIDITY G/L

6,30

### RESIDUAL SUGAR G/L

5



## LA PIZZUTA DEL PRINCIPE DI CLARA RANIERI

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

### DENOMINATION

Calastrazza IGT Val di Neto Rosé.

### GRAPES

Magliocco.

### LAND OF PRODUCTION

Strongoli Marina.

### ALCOHOL

12% Vol.

### ORGANOLEPTIC CHARACTERISTICS

Deep Rosé. The fragrance is characterized by memories of cherries and raspberry, which give a perfect fresh/salty balance as we taste it. The fruity ending is delightful.

### SERVING SUGGESTIONS

White meat.

### SERVING TEMPERATURE

15-18°C

### VINIFICATION

Night time vintage, preselection of grapes, soft pressing and cold and static clarification.

### AGEING

3 years.

### N. OF BOTTLES PRODUCED

8,000

### SIZES

0,75 l

### TOTAL ACIDITY G/L

5,00

### RESIDUAL SUGAR G/L

1,50

### BOTTLE EAN CODE

80338292501292



## VILLA FRANCIACORTA

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

### DENOMINATION

Franciacorta Boké  
Rosé Millesimato Docg.

### GRAPES

50% Chardonnay  
50% Pinot Nero.

### LAND OF PRODUCTION

Franciacorta (Brescia).

### ALCOHOL

12,5% Vol.

### ORGANOLEPTIC CHARACTERISTICS

This Franciacorta captures the attention, thanks to the rare elegance of the cherry, black currant and citrus notes in its bouquet. On the palate is fresh, balanced and savoury. The volume and fullness of Pinot Noir are in perfect synergy with the elegance of Chardonnay. The prolonged finish echoes the initial impressions. Perfect throughout the meal, and ideal with roasts and aromatic, flavourful dishes.

### SERVING SUGGESTIONS

Excellent also as an aperitif, thanks to its very low sugar content.

### VINIFICATION

Stainless steel.

### AGEING

36 months.

### N. OF BOTTLES PRODUCED

31,508

### SIZES

0,75 l - Magnum (1,5 liter).

### RESIDUAL SUGAR G/L

5,7-6,5



## LE TORRI

[www.letorri.net](http://www.letorri.net)

### DENOMINATION

Spumante Rosé 2014.

### GRAPES

Sangiovese.

### LAND OF PRODUCTION

Chianti Colli Fiorentini.

### ALCOHOL

12,5% Vol.

### ORGANOLEPTIC CHARACTERISTICS

It looks fine and delicate, fragrant with notes of berries, citrus and rose petals. The palate is dry, rightly acid, fresh and graceful, delicate and harmonious with final currants, almonds and berries.

### SERVING SUGGESTIONS

Aperitif, fish dishes.

### SERVING TEMPERATURE

10-15°C

### VINIFICATION

On the pee for 12 hours, soft pressing of the grapes and fermentation of the must at 16/17° C. Sparkling process: re-fermentation in autoclave at a temperature of 15/16°C for about 90 days. Perlage: fine and persistent.

### N. OF BOTTLES PRODUCED

4,000

### SIZES

0,75 l

### RESIDUAL SUGAR G/L

4



## VALDO SPUMANTE

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

### DENOMINATION

Marca Oro Rosé Brut.

### GRAPES

Ideal grapes for spumante wine-making.

### LAND OF PRODUCTION

Skilful and accurate selection of grapes coming from the best wine-growing areas with a vocation for spumante.

### ALCOHOL

12% Vol.

### ORGANOLEPTIC CHARACTERISTICS

Color: scarlet brush strokes on rose petals. Bouquet: fine and elegant perlage of minute bubbles; pleasant round warm flavour; charming fruity aroma.

### SERVING SUGGESTIONS

Unique as an aperitif, excellent when matched to fish, seafood or delicate meat dishes.

### SERVING TEMPERATURE

6-8°C

### VINIFICATION

Rosé. Soft pressing of red grapes which are not left in contact with the skins for maceration.

### AGEING

3- months autoclave refermentation, Charmat method.

### SIZES

0,75 l

### BOTTLE EAN CODE

8002335: 112368





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