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ABOUT PROTECTIONISM AND TTIP

Federica Bartesaghi

By all appearances, Brussels didn't stop believing in it. But after three years of talks the future of the Transatlantic Trade and Investment Partnership (TTIP) never looked so gloomy like in the past few weeks. Germany took a big step back and was immediately followed by France, that called for a quick end to EU-US trade talks. Italy seems to be the only country still hoping that, sooner or later, this so much desired agreement will be signed. And in the meanwhile, a recent report highlights that a new wave of protectionism is sweeping across the world.

The debate exploded on the past August 28th, when Germany's vice-chancellor Sigmar Gabriel said that "the negotiations with the United States have de facto failed, even though nobody is really admitting it." He added that in 14 rounds of talks on the transatlantic pact, the two sides have not agreed on a single common item out of the 27 chapters being discussed.

On the following days Matthias Fekl, French minister for foreign trade, also called for an end to trade talks since US negotiators "give nothing or just crumbs". Adding that he wanted a "clear, clean, definitive stop" to negotiations, which could resume if wider EU-US trade relations improved.

"I do not agree that TTIP negotiations have failed," replied European Trade Commissioner Cecilia Malmstrom during a roundtable of reporters. "They have been difficult, of course, we knew from the beginning, but they have not failed." She also said that many EU countries have contacted the European Commission to express their support for the deal. Including Italy, with no doubt.

Our country is probably the one that has most enthusiastically supported the agreement. "TTIP will be sealed, it's inevitable", Italian trade minister Carlo Calenda said. "We have to carry on, this agreement is essential for Italy." It really is. And not for a bunch of multinationals but for thousands of small and medium enterprises - including in the food & beverage sector - now handcuffed by the burdens of national and (in this case) international bureaucracy.

A recent report on global trade issued by the London-based Centre for Economic Policy Research casts some interesting light on an old-fashioned policy, now more current than ever before: protectionism.

Since autumn 2009, one year after the 2008 financial collapse, 4,000 new trade barriers were introduced on a global level. 1,066 only in the United States, followed in order by India, Russia, Argentina, Brazil, Germany, United Kingdom and Italy (where 257 new protectionist measures were created). Maybe the first real explanation of why TTIP negotiations are leading nowhere.



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CHINA: MONDELÉZ TO INVEST 100 MILLION DOLLARS IN CHINA

Mondeléz announced it will enter China's 2.8 billion dollars chocolate market. Europe's much-loved Milka brand will hit shelves in September with more than a dozen core products, alongside special editions created for seasonal occasions, as the company looks to capitalize on China's growing love for chocolate. Mondeléz International is one of the world's largest chocolate companies, with a portfolio of iconic brands, including Milka, Cadbury Dairy Milk, Côte D'Or, Lacta and Toblerone. The move will enhance and accelerate the company's growth plan, by introducing a global Power Brand to one of the world's biggest markets. Stephen Maher, President at Mondeléz China, said: "We've been operating in China for over 30 years so we know this market and what it takes to launch a business here. In 2012, we entered the gum category in China for the first time and have now built this into a 200 million dollars business."

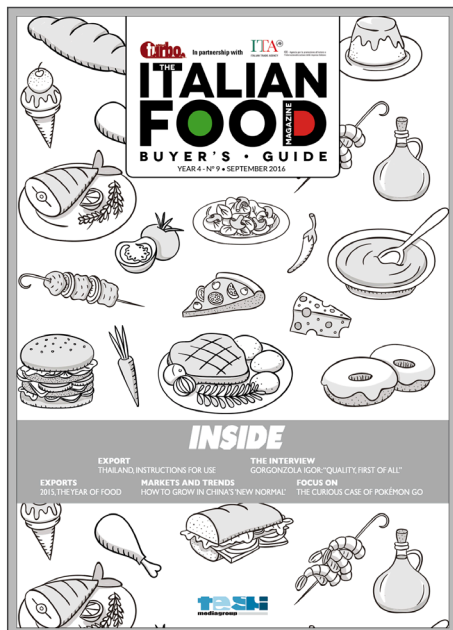
USDA TO BUY 20 MILLION DOLLARS OF SURPLUS CHEESE FOR FOOD BANKS

The US Department of Agriculture (USDA) has announced plans to purchase approximately 11 million pounds of cheese from private inventories to assist food banks and pantries across the nation, while reducing a cheese surplus that is at its highest level in 30 years. The purchase, valued at 20 million dollars, will be provided to families in need across the country through USDA nutrition assistance programs, while assisting the stalled marketplace for dairy producers whose revenues have dropped 35% over the past two years. "We understand that the nation's dairy producers are experiencing challenges due to market conditions and that food banks continue to see strong demand for assistance," said Agriculture Secretary Tom Vilsack. USDA received requests from Congress, the National Farmers Union, the American Farm Bureau and the National Milk Producers Federation to make an immediate dairy purchase.

AUTOGRILL FINALISES 36.8 MILLION DOLLARS TAKEOVER OF CMS AIRPORT RESTAURANTS IN USA



Autogrill subsidiary HMSHost has completed the 36.8 million dollars take-over of the airport restaurant assets of Concession Management Services. The transition of the operations of 16 restaurants (12 at Los Angeles International Airport and four at McCarran International Airport in Las Vegas) became effective on 20 August. 2016 revenues from the outlets are expected to total approximately 50 million dollars with an estimated store cash flow of 8 million dollars. HMSHost parent company Autogrill said: "The acquisition serves the Group's strategic goal of continuing to strengthen its leadership in the airport food & beverage sector in North America." Autogrill Group is the world leader in travel catering. It operates in 31 countries, running approximately 4,200 restaurants in about 1,000 locations.



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CLOETTA CEO DAVID NUUTINEN TO STEP DOWN AFTER ONE YEAR IN ROLE



David Nuutinen (picture), President and Ceo of Cloetta, has due to private reasons decided to leave Cloetta as of 1 September. Danko Maras, Cfo, will assume the position as interim President and Ceo. The Board of Directors will immediately initiate a process to find a permanent Ceo. "David Nuutinen has been a successful and appreciated leader in Cloetta during his thirteen years with the company, including the last year as Ceo. Therefore, I very much regret that he has decided to leave Cloetta and on behalf of the Board I would like to express our sincere thanks and appreciation to David for his dedication and excellent work for the company", says Lilian Fossum Biner, Chairman of the Board of Directors. Cloetta, founded in 1862, is a leading confectionary company in the Nordic region, the Netherlands, and Italy. In total, Cloetta products are sold in more than 50 countries worldwide.

STARBUCKS INVESTS IN HIGH-END ITALIAN BAKERY PRINCI



The world's biggest coffee-shop chain is buying a stake in the Italian bakery Princi, which sells pastries, pizza and pasta in Europe. Starbucks will also act as a global licensee of the Italian company, helping it to expand globally. 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. Princi currently has four locations in Italy and one in London. Starbucks has been trying to upgrade its food to attract more diners and maintain sales growth. The Princi partnership will bring baking inside Starbucks locations for the first time in the chain's 45-year history.

GERMAN-ITALIAN TRADE FAIR PARTNERS ESTABLISH JOINT VENTURE

Koelnmesse and Fiere di Parma are taking the next step in their partnership by establishing the joint venture Koeln Parma Exhibitions Srl with the objective of sustainably expanding their market leadership in the area of food technology. Initial focus will be placed on joint organization of the Cibus Tec in Parma (October 25th to 28th), which is one of the leading food technology trade fairs alongside the Anuga FoodTec in Cologne. Fiere di Parma's CEO, Antonio Cellie, will serve as the joint venture's Managing Director and Koelnmesse Italia's CEO Thomas Rosolia, will serve as its President. "The newly founded Cologne Parma Exhibitions Srl will provide the perfect platform for the joint business activities of Koelnmesse and Fiere di Parma, in which we can further expand on our expertise in the field of food technology," explains Koelnmesse's CEO, Gerald Böse.



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EU COMMISSION AUTHORISES THREE GENETICALLY MODIFIED SOYBEANS FOR FOOD OR FEED USES

On the past 22nd July the EU Commission authorised three GMO soybeans for food and feed uses, all of which have gone through a comprehensive authorisation procedure, including a favourable scientific assessment by EFSA. The authorisation decisions do not cover cultivation. The GMOs approved had received “no opinion” votes from the Member States in both the Standing and Appeal Committees and the Commission adopted the pending decisions. The authorisations are valid for 10 years, and any products produced from these GMOs will be subject to the EU’s strict labelling and traceability rules.

BARILLA SUED IN US OVER ‘UNDER-FILLED’ PASTA BOXES

Italian pasta manufacturer Barilla has been accused by four New York consumers of allegedly under-filling its boxes by as much as 25%. According to a report in the *New York Post*, the consumers have filed a class-action suit, claiming that Barilla is using ‘deceptive packaging’ in its specialty line, to fool consumers into thinking they are getting more pasta than they really are. The extra-protein, whole-grain and gluten-free pastas are sold in the same-sized blue boxes as ‘traditional’ pasta. According to the four consumers, they contain 9.4%, 17.4%, and 25% less product, respectively. Although noting that the ‘new reduced net weight’ of the pasta is indicated on the box, the suit states that customers are otherwise uninformed that there’s been a change in the quantity of product.

PDO MODENA AND CARPEGNA HAMS NOW TO BE EXPORTED IN THE US

After Prosciutto di Parma, Prosciutto San Daniele and Prosciutto Toscano, now also Prosciutto di Modena and Prosciutto di Carpegna can be exported in the United States, since local authorities issued export licences to some factories. The first shipments will be sent once the production process has been completed - at least 400 days (13 months). In 2015, the US market for the export of seasoned raw hams was worth 98.6 million euro, up 24.4% over previous year. For a total volume of 7,630 tons (+22.7%).

GRANAROLO ACQUIRES 66% OF FATTORIE GIACOBAZZI

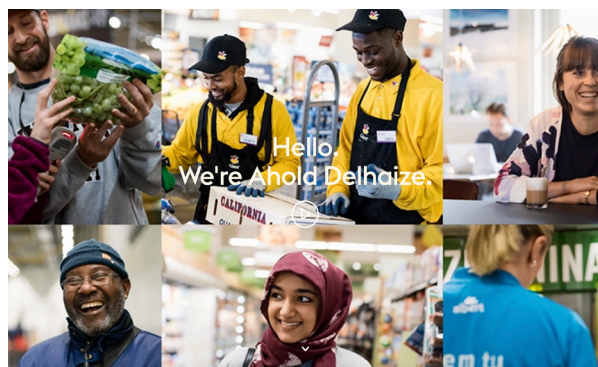


Italian company Granarolo has acquired 66% of Fattorie Giacobazzi, specialized in the production of balsamic vinegars, with 400 SKUs and an annual production of 6 million bottles. The company was established in 1988 and belongs to the Giacobazzi family, which continues to hold the remaining 34% stake. It is Italy’s fifth player in Balsamic Vinegar of Modena PGI and in products like glazes, condiments and special vinegars. In 2015, the company posted sales of more than 15 million euros with 90% of this generated by exports, particularly to the UK, USA and Northern Europe. “The partnership with Fattorie Giacobazzi,” explains Gianpiero Calzolari, President of the Granarolo Group “is part of the Granarolo diversification plan aimed at building an internationally renowned distribution platform of excellent Italian products.” By diversifying its products, Granarolo can head abroad with a range that include hard PDO cheeses, mozzarella, pasta, Parma Ham PDO and now Balsamic Vinegar of Modena PGI.

ITALY PLACES IMPORTANT RESTRICTIONS ON THE USE OF GLYPHOSATE

Italy’s Ministry of Health has placed a number of restrictions on the use of glyphosate, one of the world’s most ubiquitous pesticides, in areas frequented by the public or by “vulnerable groups”, including children and the elderly. Application is banned in parks, gardens and courtyards, on the verges of roads and railways, in urban areas, sports fields and playgrounds. In addition, the pre-harvest use of glyphosate – a process known as desiccation – is banned. The desiccation of crops by spraying glyphosate is a primary source for residual pesticide contamination at the consumer level. Finally, the non-agricultural use of glyphosate is banned on soils composed 80% or more of sand: a measure designed to protect groundwater from contamination. This package of restrictions is significant as it marks one of the widest bans on both consumer and agricultural use of the controversial substance glyphosate.

AHOLD DELHAIZE NAMED AS MEMBER OF COOPERNIC BUYING GROUP



The newly-formed Ahold Delhaize retail group has been formally named as a member of buying group Coopernic, and will participate in its sourcing programmes from September 1st. Coopernic now includes four members, Ahold Delhaize, E. Leclerc, Coop Italia and Rewe Group. In a statement, Coopernic said that its “primary mission remains to strengthen the independence and performance of each retailer on its market, through optimisation of commercial conditions with international suppliers, delivering added value for customers”. Ahold Delhaize announced the completion of its merger on July 25, creating a business that incorporates 22 retail brands serving more than 50 million customers each week in 11 countries.

WAL-MART TO ACQUIRE JET.COM FOR 3.3 BILLION DOLLARS IN CASH



Wal-Mart Stores Inc. signed a deal to buy web retailer Jet.com Inc. for approximately 3 billion dollars in cash. Wal-Mart said the transaction includes about 3 billion dollars in cash and 300 millions of Wal-Mart shares, which will be paid over time. It is expected to close later this year. The acquisition, which is subject to regulatory approval, has been approved by the Boards of Directors for both companies and is expected to close this calendar year. “We’re looking for ways to lower prices, broaden our assortment and offer the simplest, easiest shopping experience because that’s what our customers want,” said Doug McMillon, president and CEO, Wal-Mart Stores, Inc. “We believe the acquisition of Jet accelerates our progress across these priorities.”

CARREFOUR FIRST-QUARTER PROFIT BEATS ESTIMATES ON EUROPE SALES



France’s largest retailer reported higher first-half earnings and maintained its full-year outlook as European revenue held up despite bad weather. Recurring operating income rose 5.3% at constant exchange rates to 706 million euros, the eighth straight increase, Boulogne-Billancourt-based Carrefour said in a statement. Net sales rose 2.9% to 36.3 billion euros, matching the average estimate. Sales in Europe were stable, hurt by “a sluggish consumption environment,” while emerging market revenue rose 10%. The company maintained its full-year outlook for higher free cash flow and investments between 2.5 and 2.6 billion euros.

FERRERO IN TALKS WITH PLADIS TO BUY DELACRE



Over the past weeks Italian confectionery group Ferrero has submitted a bid, through one of its subsidiaries, to buy Belgian biscuit maker Delacre. Italian newspaper *La Stampa* claims Nutella maker Ferrero sees Delacre as a chance to explore a new market for the firm that has significant growth potential. Delacre is controlled by Yildiz Holding, the Turkish owner of Godiva chocolate and McVitie’s biscuits which recently set up a London-based company called Pladis to boost its exposure to international markets and investors.

WTO RULES AGAINST RUSSIA’S EMBARGO ON EU PORK MEAT



On the past weeks the World Trade Organisation (WTO) said that the Russian ban on the imports of pig and pork products from the EU is illegal, in breach of WTO rules. Russia originally placed the import ban on the EU in 2014 following concerns over the spread of African Swine Fever (ASF), saying that the EU was not doing enough to stop the spread. At the time, ASF outbreaks were only being reported in a few countries, close to the border with Belarus. The WTO Panel has therefore found that the EU-wide import ban violates the rules of the WTO Agreement on the Application of Sanitary and Phytosanitary Measures (the SPS Agreement). In a press release, the European Commission noted that this ruling confirms that the measures taken by Russia against the EU have little to do with any real sanitary or health risks.



Procedures, custom duties and documents. All you need to know to export to the Asian country. Where the Italian food & beverage business is worth 40 million euro.

In 2015, total Thailand food & beverage imports were worth 5 billion dollars (about 4.5 billion euro), showing a 2.7% growth rate over previous year. Imports from Italy in this category were worth 44 million dollars (about 40 million euro), decreasing by 7.7 percentage points over 2014, for a 0.9% market share. According to the data released by the ITA Office in Bangkok, that show a down ward trend not only for the food & beverage sector, but for almost all Italian exports to Thailand.

A decreasing trend mainly driven by the appreciation of the local currency, the Thailand bath, with respect to euro and yen. As well as

by the end of the Generalised Scheme of Preferences (GSP), allowing developing countries to pay less or no duties on their exports to the EU. The negotiations were indeed suspended in 2014, after the military coup that occurred in the country, and they will not be resumed until an elected democratic government will be reintroduced in the country, Brussels said.

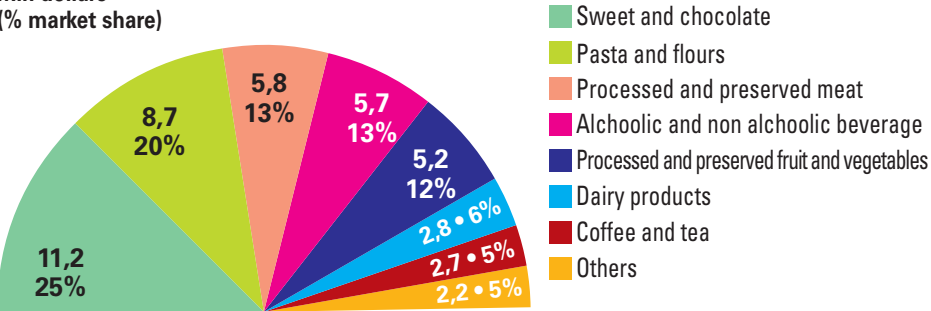
Nevertheless, Thailand continues to be a highly interesting market for our companies, both for the presence of a fast rising middle class with a stronger spending power, and both for Thailand's popularity as a tourist destination. It all contributes to rising the

number of consumers asking for foreign food products, including the Italian ones. And the presence of about 350 Italian restaurants in the city of Bangkok has definitely contributed to their popularity.

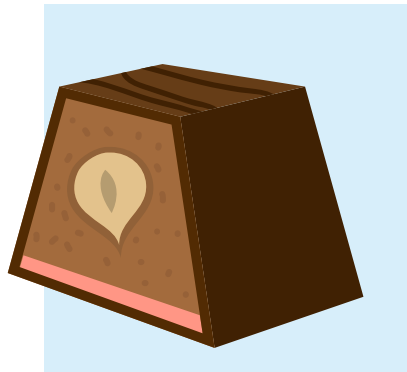
Many typical Italian food products are already widely present in the country's grocery stores and supermarkets, in an increasing number and variety. As it is shown in the following chart, the most imported products are sweets and chocolates, pasta and flours, processed meat and preserves, as well as fruit and vegetables, dairy products and coffee. But the demand for niche products is fast rising too.

Import: Italy-Thailand 2015 food products

Mln dollars
(% market share)



Categories	Mln dollars			Growth rate			Market share (%)		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
1 Sweet and chocolate	13,6	10,9	11,2	2,35	-20,08	3,03	0,57	0,48	0,58
2 Pasta and flours	10,7	9,7	8,7	16,61	-9,15	-10,07	0,45	0,43	0,45
3 Processed and preserved meat	7,1	7,9	5,8	88,34	10,98	-27,07	0,30	0,35	0,30
4 Alcoholic and non alcoholic beverage	5,9	6	5,7	8,1	1,37	-4,3	0,25	0,26	0,30
5 Processed and preserved fruit and vegetables	7,3	7,2	5,2	35,83	-1,26	-28,68	0,31	0,32	0,27
6 Dairy products	1,6	2,4	2,8	2,86	52,81	17,65	0,07	0,11	0,15
7 Coffee and tea	1,9	2,1	2,7	-16,61	14,36	27,31	0,08	0,09	0,14
8 Others	1,8	1,8	2,2	-0,57	2,86	22,53	0,07	0,08	0,12
Total	49,9	48	44,3						



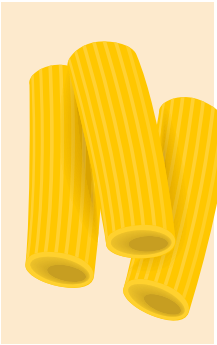
Confectionery and chocolate

Thailand imports of Italian confectionary products in 2015 were worth over 11 million dollars. Our country ranks sixth among top supplying countries in this market segment. Leading suppliers are the United States, Vietnam, Malaysia, Indonesia and - at the top of the rank - China, with a 21% market share (Italian market share is 6%). Overall imports of sweets and chocolate to Thailand were worth 187 million dollars last year, rising 0.85% over 2014.

Country	Mln dollars			Growth rate			Market share (%)		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
1 China	34,97	38,76	37,64	6,44	10,83	-2,91	18,53	20,87	20,09
2 Indonesia	29,75	23,37	23,09	-9,79	-21,45	-1,18	15,76	12,58	12,33
3 Malaysia	19,55	15,73	17,48	8,11	-19,55	11,15	10,35	8,47	9,33
4 Vietnam	11,23	13,67	14,58	-27,54	21,7	6,7	5,95	7,36	7,78
5 Usa	8,56	8,01	13,9	16,76	-6,44	73,45	4,54	4,31	7,42
6 Italy	13,58	10,85	11,18	2,35	-20,08	3,03	7,19	5,84	5,97
Others	71,13	75,37	69,47	2,83	33,39	-89,39	37,68	40,57	37,08
Total	188,77	185,76	187,34	-0,84	-1,6	0,85	100	100	100

Pasta and flours

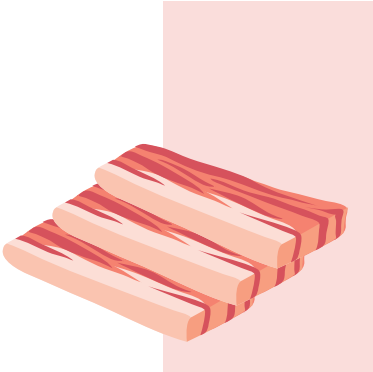
With a total value exceeding 235 million dollars, Thailand imports from Italy of pasta and flours posted a 0.7% drop in 2015. A better result if compared to the 5.25% drop experienced the previous year. With a 3.7% market share, Italy is the fifth global supplier in this segment, despite a 10% decrease in value last year (preceded by a 9% decrease in 2014), that took our exports' total value to 8.7 million dollars. Japan, China and Indonesia are placed before us in the rank. But the first place is occupied by Malaysia, despite a severe 17% drop over 2014.



Country	Mln dollars			Growth rate			Market share (%)		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
1 Malaysia	66,92	69,08	57,2	11,42	3,23	-17,2	26,7	29,09	24,25
2 Indonesia	47,49	44,74	44,27	-7,23	-5,78	-1,05	18,95	18,84	18,77
3 China	37,25	35,48	36,23	-21,73	-4,74	2,11	14,86	14,94	15,36
4 Japan	6,86	9,33	9,15	-30,76	36,03	-1,96	2,74	3,93	3,88
5 Italy	10,69	9,71	8,73	16,61	-9,15	-10,07	4,26	4,09	3,7
Others	81,44	69,13	80,26	28,29	-24,84	27,48	32,49	29,11	34,04
Total	250,65	237,48	235,85	-3,4	-5,25	-0,69	100	100	100

Processed and preserved meat

Italy ranks 17th place among leading suppliers of processed and preserved meat to Thailand, with a market share slightly under 1%. A business worth 5.7 million dollars, decreasing by a significant 27% over 2014 (when it was rising by 11%). Leading suppliers are China (over 95 million dollars, +3.5%), Australia (over 56 million dollars, +30%) and India (42 million dollars, -13.5%). Fourth and fifth places are occupied by Vietnam and Norway. The latter rising by a stunning 44% over previous year, at 36.5 million dollars. Overall, the Thailand market for processed imported meats is worth 511 million dollars, up 4.6%.



Paese	Mln dollars			Growth rate			Market share (%)		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
1 China	79,07	92,19	95,42	-17,39	16,59	3,51	17,38	18,86	18,65
2 Australia	37,29	43,58	56,66	15,14	16,85	30,02	8,2	8,92	11,08
3 India	47,74	48,39	41,82	-32,88	1,34	-13,58	10,49	9,9	8,18
4 Vietnam	34,7	40,94	41,76	2,42	17,96	2,01	7,63	8,38	8,16
5 Norway	24,36	25,29	36,49	47,14	3,79	44,31	5,35	5,17	7,13
17 Italy	7,11	7,89	5,75	88,34	10,98	-27,07	1,56	1,61	1,12
Others	224,72	230,48	233,68	-103,13	-60,12	-34,53	49,39	47,16	45,68
Total	455	488,75	511,59	-0,36	7,42	4,67	100	100	100

Processed and preserved fruit and vegetables

Total Thailand imports of fruit and vegetables, preserves and sauces were worth 1.707 billion dollars in 2015. A flourishing business, growing by 26% and led by China with a 46% market share for a total value of 780 million dollars (+19% over 2014). Cambodia occupies second place (180 million dollars, raising by an amazing 162%), followed by the United States (129 millions, rising 7%). Italy only occupies the 24th place in the rank, slightly over 5 million dollars, dropping by 28.6% over previous year.

Country	Mln dollars			Growth rate			Market share (%)		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
1 China	685,19	652,56	779,03	9,85	-4,76	19,38	49,65	48,07	45,63
2 Cambodia	58,47	68,48	179,6	-35,18	17,13	162,26	4,24	5,04	10,52
3 Usa	130,63	121,06	129,51	17,32	-7,33	6,98	9,47	8,92	7,59
4 Vietnam	63,05	69,83	92,61	24,91	10,76	32,61	4,57	5,14	5,42
5 New Zealand	57,72	51,04	72,28	15,12	-11,56	41,6	4,18	3,76	4,23
24 Italy	7,33	7,24	5,16	35,83	-1,26	-28,68	0,53	0,53	0,3
Others	377,66	387	449,23	-59,39	-4,61	-208,37	27,36	28,54	26,31
Total	1.380,03	1.357,21	1.707,42	8,46	-1,63	25,78	100	100	100

Dairy products

Total dairy imports to Thailand were worth 585 million dollars in 2015, posting a severe drop over previous year: +26.6%. Italy only occupies 17th position in the suppliers' rank, with a 0.48% market share and a turnover of 2.8 million dollars, rising 17.6%. Top supplier is New Zealand, with a 47% market share and a turnover of 275 million dollars, but decreasing 28% over 2014. Second place is occupied by Australia (76 million dollars, -19%), third by France (50 millions, +36.5%), and fourth by the United States (43 million dollars), posting a significant 36.6% decrease.

Country	Mln dollars			Growth rate			Market share (%)		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
1 New Zealand	269,65	383,33	275,44	0,96	42,16	-28,15	41,87	48,07	47,08
2 Australia	89,02	93,68	75,9	4,98	5,23	-18,98	13,82	11,75	12,97
3 France	32,38	36,89	50,39	5,9	13,92	36,59	5,03	4,63	8,61
4 Usa	75,42	67,68	42,9	68,02	-10,26	-36,61	11,71	8,49	7,33
5 The Netherlands	53,51	42,73	36,18	14,09	-20,15	-15,31	8,31	5,36	6,18
17 Italy	1,56	2,38	2,8	2,86	52,81	17,65	0,24	0,3	0,48
Others	122,46	170,68	101,45	-89,97	-59,89	18,19	19,02	21,4	17,35
Total	644	797,37	585,07	6,84	23,82	-26,62	100	100	100

Olive oil

Italy is the country's second larger supplier of olive oil after Spain, firmly on top of the rank with a 60% market share. Italy's market share is 25% and that of Tunisia - third largest supplier - is 11.5%. In 2015 Italian olive oil exports to Thailand were worth 4.6 million dollars, decreasing by over 28% over previous year. Imports from Spain are decreasing too (-3%, at 11 million dollars). Imports from Tunisia, instead, showed an impressive +130% exceeding 2 million dollars. The overall market of imported olive oil was worth 18.6 million euro in 2015, dropping by almost 10% over previous year.

Country	Mln dollars		Growth rate		Market share (%)	
	2014	2015	2014	2015	2014	2015
1 Spain	11,43	11,08	4,96	-3	57,71	60,04
2 Italy	6,54	4,66	-1,69	-28,77	33,02	25,23
3 Tunisia	1,05	2,13	0	130,37	5,28	11,52
4 Greece	0,32	0,28	-11,7	-12,81	1,61	1,51
5 Turkey	0,13	0,11	-70,59	-11,63	0,66	0,62
Others	0,99	0,2	82,31	-56,91	1,72	1,08
Total	20,45	18,46	3,29	-9,75	100	100

SMALL VADEMECUM FOR EXPORTING TO THAILAND

RULES AND PROCEDURES

Imports of food products and wine involves, beside the Thailand custom (www.custom.go.th), five more local institutions for the different product categories:

- Food and Drug Administration (www.fda.moph.go.th) for most food products
- Dapartment of Livestock Development (www.dld.go.th) for fresh and processed meats
- Ministry of Agriculture and Cooperatives (www.moac.go.th) for fresh fruit and vegetables
- Department of Fisheries (www.fisheries.go.th) for fresh fish
- Excise Department (www.excise.go.th) for wine and alcoholic beverage

TAXES AND DUTIES

Goods imported into Thailand are subject to VAT at a rate of 7%. Duty rates for food imports in Thailand reach an average rate of 30%. Importers of wine and alcoholic beverage are required to get a license issued by the Excise Department. For this kind of products import duties vary from 54 to 60%. And due to internal excise duties and taxes they can also reach 44%.

DOCUMENTS

Except for the specific regulations connected to some kind of products, basic documents required for custom clearance are:

- Import declaration

- Bill of Lading (B/L) o Air Waybill
- Commercial invoice or pro form invoice
- Packing List
- Import licence
- Certificate of origin

SPECIALIZED TRADE SHOWS

Food and Hotel Thailand
(7 - 10 September 2016)
www.foodhotelthailand.com
Thaifex World of Food Asia
(31 May - 4 June 2017)
www.worldoffoodasia.com

“QUALITY, FIRST OF ALL”



Fabio Leonardi, Ceo at Igor, talks about the global success of gorgonzola. And the striking results achieved by his dairy company, that in 2015 reported revenue of 140 million euro. With exports exceeding 50% of total turnover.

In 2015 the Igor dairy company reported revenue of 140 million euro, and the total number of employees reached 210. A great success for the PDO gorgonzola produced by this Cameri-based company, in the province of Novara. That in the last years has experienced a steady growth: in 2011 total revenue slightly exceeded 111 million euro with 125 employees. Today, beside the historical headquarter of Cameri, the company can boast three more manufacturing and seasoning plants. “But, even more important than figures, is the product’s potential. Only in 2015, exports of PDO gorgonzola posted a 12.60% growth rate”, explained Fabio Leonardi, Ceo at Igor. Results confirmed also in 2016, with a further 6% growth rate in the first semester of the year. “Growth continuity is the most important aspect, for our company and for the entire sector alike. This has given us the strength, this years, to initiate the widening of the Cameri plant,” he adds. In 2015 exports exceeded 50% of the company’s total turnover.

Which is the secret of such a result?

There are many reasons that we can basically identify into three main themes: quality, customization and product diversification. Today, also due to the acquisition of the Pal, Clin and Ballarini dairies - each one with its own special features - we are able to provide a complete range of portioned gorgonzola cheeses, from Gran Leonardi Riserva produced at the Pal plant, to the GMO-free or organic gorgonzola, just to make three examples. Beside of course the traditional seasoning carried out in the Ballarini site. Furthermore, starting

from 2016 our entire gorgonzola range is Halal certified.

In a few words: high volumes but also market niches?

Exactly. Let’s take organic gorgonzola, for example: market share is still quite small, but steadily rising. And we are active in this segment too. No market should be ignored, and no consumers’ demand as well. We have to be flexible and pay attention to any new trend.

Where is your business mainly directed?

Europe, first of all, that we must not forget for several reasons, starting from the widespread appreciation for gorgonzola, passing through the important volumes it generates. Our goal is to see Igor gorgonzola, both sweet and spicy, on the shelves of all European retail chains. And despite the great results achieved - also through the constant efforts to improve the products’ quality made by all companies in our sector - there is still room for further growth. But once again, these results are a clear proof that consumers appreciate and award real PDO gorgonzola.

Which are Igor’s key destination markets, in Europe?

With no doubt the podium is occupied by Germany, on top, followed by France and the United Kingdom.

In this regard, any fears after the Brexit vote?

Our main concern is related to the British pound and the exchange rates, affecting our exports’ volumes and revenue. The current situation is not enough clear and calm and it leads to international speculations that are, in my opinion, the greatest danger of the post-Brexit. In the months ahead, we are probably

not going to face the positive trend experienced in the last three years in the UK, but I still remain confident. One thing is certain: in such a difficult scenario, only top quality gorgonzola must cross the national borders, or we will no longer be able to maintain such positive outcomes.

And what about your most important destinations overseas?

Japan, South Korea and Australia. Markets showing a significant upward trend and strong profit margins.

And the United States?

Honestly, the situation in the USA is not encouraging at all. If we take a look at the figures: in 2015, beside a global growth exceeding 16%, the USA posted a sharp -17% drop for gorgonzola.

Why, in your opinion?

First of all, there is a strong local competition. Last year our company - me included - took part to six trade shows in the United States. This year we have already taken part to five so far. In these occasions I had the chance to meet 16 local producers, real ‘giants’ manufacturing what they call ‘original Italian blue cheese’. Such competition is almost impossible to win. Furthermore, our cheese is subject to import quotas and custom duties, it is sold at a much higher price and, of course, with a reduced shelf life due to shipping times and custom clearance.

What do you think about the government’s plan for internationalization, strongly focused on the United States?

I think it’s a positive initiative and, more in general, that Minister Carlo Calenda (Italian Ministry of Economic Development, Ed.), the

project's creator, is really committed and motivated. I had the chance to meet him two years ago, during FMI Connect, when he was still Vice Minister and I was very impressed by his enthusiasm. The recent change at the head of the ITA Agency is a clear sign that he is pursuing important goals. After all, the Minister has often proved to pay more attention to facts than words. I know he has been working hard on the TTIP, despite it is quite evident, at this stage, and by his own admission, that it will be impossible to reach an agreement by the end of Obama presidency.

Well, if we look at the CETA, the EU-Canada trade agreement, we have the demonstration that the positive outcome of a negotiation can't guarantee the effective application of the agreement...

What is going on is hard to believe. We are missing a golden chance: we reached an agreement that can't be applied due to a cumbersome European bureaucracy. And I'm not saying that for a personal interest, since in this negotiation gorgonzola was used like a bargaining chip and enjoys no kind of protection.

In a gloomy global scenario, can we make long-term projections?

Definitely not. What happened in Turkey is emblematic: a fast growing market with great perspectives literally shut down in one night. And nobody can say when the situation is going to change. And what about Russia, with all the investments made by Italian and European companies now unable to export, which led to a products surplus that has determined a price decrease. And the risk, now, is to see our products replaced with the local ones. They didn't manage to do it yet with gorgonzola, but other 'made in Russia' products such as mascarpone and hard cheeses for grating are already sold in the supermarkets of the country. That's why it is of vital importance that such a situation changes in short time.

And as regards volatility?

The market situation is complex and affected by many factors, as well as by the purchasing trends of countries like China and New Zealand. Entrepreneurs must be ready to face such volatility.

How?

First of all, through a maximum management efficiency, together with a sustainable growth, another key concern for consumers around the world. Companies must optimize the use of resources like water and energy, paying attention to the environment and managing costs. Of course, let me say it once again, without affecting products' quality.



Fabio Leonardi



www.puracomunicazione.it

MOTTOLINI
Poggiridenti



Bresaola Mottolini, unique as we are.

Since 1986 we've been producing **Bresaola della Valtellina I.G.P.** in Poggiridenti, Valtellina. We have created our company driven by passion in a beautiful location, suited for traditional agriculture, viticulture and the production of quality cold meats. Excellent products that come from an ancient wisdom and know-how. Enjoy them alone or combined with other ingredients to invent recipes, flavors and fragrances.



www.mottolini.it



2015, THE YEAR OF FOOD

Italian exports in the sector reached the record value of 37.2 billion euro. Posting a striking 18% growth in North America. According to the data released by the Council for Agricultural Research and Agricultural Economy Analysis.

Presented the 24th edition of the report released by the Italian Council for Agricultural Research and Agricultural Economy Analysis (CREA), which provides an in-depth analysis of Italian food exports, including top destination countries, leading market trends, and most requested food categories beyond national borders. Here we introduce some of the most interesting findings of the study, carried out by researcher Roberto Solazzo and his team, showing a sector enjoying strong growth and achieving in 2015 the record-breaking value of 32.7 billion euro, rising 7.4%. And taking for the first time, in 25 years, the Italian food trade balance under the 5 billion euro threshold.

Italian exports in 2015. Focus on food

In 2015 Italian foreign trade exchange experienced a growth rate exceeding +3% over previous year, both for exports (+3.8%) and imports (+3.3%). This trend has generated a foreign trade balance slightly exceeding 45 billion euro, up 7.7% over 2014.

If we examine our trade flows - food and non-food - under a geographic point of view, last year the EU-28 remained our key partner, accounting for 55% of exports and 58.4% of imports. The importance of Asian markets is fast rising too, as well as that of Northern Europe, where exports were up 20%.

In the food & beverage sector, 2015 trade exchange posted a 7.4% growth rate for exports and a 2% growth rate for imports. This trend led to a decrease in the Italian food trade balance, which remains negative but now under the 5 billion euro threshold: -4.782 millions. A significant result, the best in 25 years.

In detail, food exports reached the value of 37.2 billion euro in 2015, rising at a higher rate than the total (+7.4% against +3.8%). Italian food & beverage exports now account for 9% of total Italian exports. Food imports, instead, are worth slightly less than 42 billion euro, rising 2% (total imports are rising 3.3%).

Distribution by geographic area

In 2015 the EU-28 was the top destination market for Italian food & beverage products, accounting for 65.7% of total food exports. EU-15 countries, in particular, account for 57-3% of this share. Other key destination markets are Northern Europe (11.8% market share), Asia (8.1%) and other non-Mediterranean countries (6.3%).

As previously mentioned, Italian food exports experienced a 7.4% growth rate in 2015. Volumes are rising too, by 9.3%, while prices show a slight decrease (-1.8%). Due to the Russian embargo on Western products, exports to the country were down 37.4% in value and 35.6% in volume. Trade flows to Greece are also on a decreasing trend (-3.9% in value and -1.1% in volume), as a consequence of the country's current economic situation. On the contrary, Italian food exports are steadily rising in the United States (+19.6%), China (+18.4%), Spain (+13.4%) and Romania (+12.8%). Exported volumes are growing, in particular, toward Romania (+19%) and Spain (+18.3%); while prices show an upward trend in China (+18.3%) and the USA (+10.5%). Exported volumes show a significant rise to Poland (+109.5%), despite a 48% price drop.

Food trade by product category

6.6 billions of the 37 billion euro of Italian food exports achieved in 2015 come from the primary sector - fresh fruit, vegetable and pulses - for a 17.8% market share. 23 billion come from the food industry, including grain derivatives, dairy products, processed vegetables, oils and fats, for a 61.6% market share. Finally, 7.4 billions come from the beverage sector, for a 19.7% market share.

In general, the importance of processed foods has decreased, in favour of the primary sector. The importance of the beverage sector, instead, has remained almost unchanged over previous year.

Some of the most performing processed product were bakery items (+9.3%), olive oil (+11.4%) and confectionery products (+9.7%). For what concerns beverage, wine exports, due to a +4.8% value growth over 2014, exceeded 5.5 billion euro last year.

Top 20 exported products accounted, in 2015, for more than half of total foreign sales in the food sector, for a value of about 18.8 billion euro. Exports are on a rising trend for almost all product categories, except from Grana Padano and Parmigiano Reggiano, showing steady values despite a 7% volume growth. Overall, this positive trend was mainly determined by a rise in prices, despite a drop in volumes. This is the case for pasta, red wines and PDO rosé wines, as well as olive oil and extra virgin olive oil. Chocolate-based products show striking results, and thanks to a 10% rise become the third most exported Italian food product in 2015.

Products of 'made in Italy'

The study includes a brief analysis of some of the most representative products of made in Italy, which means some of the most renewed and beloved Italian food specialties worldwide, divided into: products from agriculture; processed products and products of the food industry. Total exports of made in Italy account for about 74% of Italian food products sold on foreign markets, for a total value of 27.4 billion euro in 2015 (+7.1% over 2014). EU-28 countries are the main destination market for made in Italy food products, accounting for 78.9% of total foreign sales of products from agriculture, 59.6% of sales in the processed and 63.6% of sales of industrial products. Top destination country is Germany, with a 19.1% market share (rising 5.7% in value), followed in second place by the United States (rising by a stunning 18.9% in 2015, for a 12% market share). Other significant markets are France and the United Kingdom, respectively third and fourth place in the rank, with a 10 and 11% market share.

HOW TO GROW IN CHINA'S 'NEW NORMAL'

The country's GDP is slightly decreasing, but national consumption and services are fast growing. How can Italian companies adjust to this new era for Chinese economy?

China is going through a big transition that will turn it into an advanced economy based on consumptions, services and innovation. Such a transformation is vital to enhance the Chinese industrial sector, which can no longer rely on low-cost employment and government interventions. The country is now living a new stage, called by the same Chinese authorities 'New Normal'. The double-digit growth rates experienced by the country in the '80s are just a distant memory. Now, quality must replace quantity. For these reasons the 'New Normal' is characterized by a series of goals: maintain an average growth rate of 6.5% until 2020; pursue a sustainable growth based on technological innovations; reduce public investments; reduce exports and increase internal consumptions and services. Overall, 2015 was a year of transition, mainly due to the fluctuation of the Chinese economy that affected global stock market stability.

China and the World

In 2015 China's global trade posted an 8% drop, affecting more imports than exports. 2015 was also a negative year for Italian exports to China, decreased by 2.4 billion US dollars over 2014 (-12.56%). Imports, instead, were down by about 1 billion US dollars (-3.8%). As a consequence, tra-

There is no company with international ambitions that can afford to ignore the Chinese market.

de deficit was up by 16% (a few less than 11 billion US dollars), and exchanges were also down by 6.93 points, at 44.71 billion US dollars.

Chinese shopping

The Chinese passion for luxury shopping is one of the main drivers for tourism: despite the crisis, according to Global Blue data, the expenses of Chinese tourists in Italy increased by 56% in 2015

(it was +13% in 2014). Luxury brands synonyms with quality remain the most purchased items, especially in fashion (68% of all purchases, -3% over 2014), and jewellery (23%, +2% over 2014).

Milan, of course, is considered the Italian capital of shopping. And the city accounts for 34% of total Chinese expenditures (+64% in 2015). Followed by Rome (17%, with a 49% increase), Florence (10%, +8%), and Venice (7%, +7%).

Investments

At the end of 2015, 162 Chinese groups and 69 Hong Kong-based groups were directly involved in the Italian market, through at least one participated company. Overall participated Italian companies were 417: 313 participated by Chinese investors and 104 by Hong Kong investors. These companies' total turnover exceeded 12.2 billion euro in 2015.

Italian Premier Matteo Renzi signs Alibaba 'Made in Italy' deal

Chinese e-commerce giant Alibaba and Italy's agricultural ministry have signed an agreement to promote genuine 'Made in Italy' products to Chinese online consumers. The deal was signed by Italian prime minister Matteo Renzi and Alibaba executive chairman Jack Ma during Renzi's visit to the Chinese company's HQ in Hangzhou. Under the terms of the agreement, Alibaba will take steps to fight against counterfeiting of Italian products by market sellers and run more special promotions such as the 'Amazing Italy' event featured on Alibaba's B2C platforms earlier this year.



CHINA'S FOREIGN EXCHANGE

- Imports + Exports: 3.956 billion US dollars (-8%)
- Exports: 2.274 billion US dollars (-2.9%)
- Imports: 1.681 billion US dollars (-14.2%) – a severe drop over 2014
- Trade surplus: 592 billion US dollars for the Chinese economy

/ focus on

THE CURIOUS CASE OF POKÉMON GO

The social phenomenon of the moment can turn into an effective marketing hook for the food & beverage industry. The examples of Carrefour, Rouses, Martin's, Trip Advisor and wine of Burgundy.



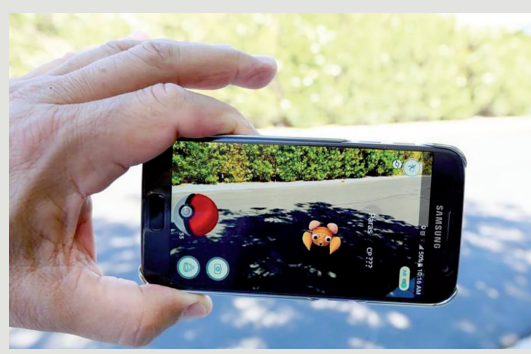
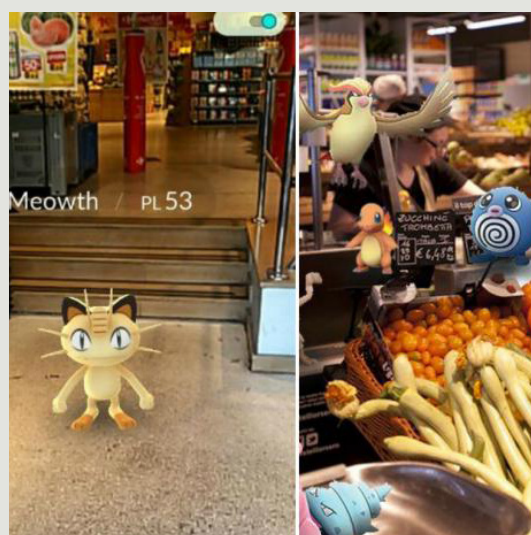
In store activities are one of the longest-standing marketing strategies implemented by grocery retailers. And Pokémon are not that young too, for an intellectual property: started in 1996 as a video game, with the passing of time they have turned to cartoons, books, gadgets and much more. How is it possible, then, that the two together have created a brand new promotional tool? Due to an app called Pokémon Go.

It was July the 15th, 2016 when a new game for mobile devices was launched in Italy, featuring geolocation and augmented reality. The App's purpose is to get out of home searching for Pokémon that, on the screen of your mobile phone, look as if they were living in the surrounding environment. The structure of the game, which requires people to physically walk around, has aroused more than a few controversies.

Hundreds of car drivers were fined, as well as several charges of housebreaking, and in more than one shop showcase you can find signs saying to players not to come in, if they are not interested in buying anything. These are just some of the many facets of what has become a real collective craze. But there is also who, instead of fighting it, has decided to ride the wave of its success for marketing purpose. In particular, by taking people inside stores.

This is the case of Carrefour, the first big retail player in Italy to show real interest for the topic. The initiative was first launched in two stores, but soon applied to hundreds of supermarkets around the country. And now the company has been organizing daily meetings for Pokémon trainers, thanks to the activation of the so called 'Lure Modules' in determined time frames.

Basically, a paying option that enables you to



attract the creatures in an exact location, initiating a hunting trip between nearby players. Every Lure Module lasts 30 minutes and is sold directly in the game shop for 100 coins (about 0.99 euro). But players can save money by purchasing packs of eight or a large amount of coins and in this case a Lure Module costs less than 0.70 euro.

That is to say, minimum investment, maximum return. Of course, after playing not all Pokémon hunters are going to pick something from the supermarket shelves. But all these consumers – or potential consumers – have been taken away from competitors. Not to mention the aspects related to brand perception and visibility, especially from the youngest.

And precisely for this target of consumers Carrefour has developed a strong social media presence to announce updates and news for Pokémon seekers. That of Carrefour is not an isolated case: also in the United States many grocers like Rouses or Martin's Super Markets have launched similar initiatives turning into Pokéstop, that is to say real locations where players can find tools that are necessary for the game.

The Pokémon Go mania has not spared anyone, even in the food sector. You can find many Tripadvisor reviews of restaurants talking about the presence of Pokémon in the surroundings, beside the quality of the meals or the service.

The wine sector as well didn't just sit and stare: Pokémon have already crowded vineyards in the US, Australia and France, where more and more wineries are starting to take advantage of the new trend. To give one example, the Regional Council of Burgundy has welcomed players in local estates by posting a tweet showing Pikachu, Nintendo's most famous Pokémon.

/ sweet & bakery

M.G. BISCOTTERIA VENEZIANA

www.biscotteriaveneziana.it



PRODUCT NAME

Tin with mixed cookies.

EAN CODE

8012600210200

INTRASTAT CODE

19053199

PRODUCT DESCRIPTION

Mixed cookies, various shapes, dimensions, and colours.

INGREDIENTS LIST

Wheat flour type "0", sugar, butter, egg mix and egg yolk, non-hydrogenated vegetable fats, chocolate, maize flour, maize starch, raising agents (disodium diphosphate, sodium carbonate, wheat starch), lemon spice, vanillin and salt.

EXPIRATION DATE AND CONSERVATION

1 year. Store away from sunlight.

PACKAGING AND LABELLING

250 g. Food polypropylene bags in a round tin.

CERTIFICATIONS

IFS pending.

DAL COLLE

www.dalcolle.com

PRODUCT NAME

Croissant 5 cereals.

EAN CODE

8004970139588

INTRASTAT CODE

19059060

PRODUCT DESCRIPTION

Oven-baked naturally leavened 5 cereals croissant.

INGREDIENTS LIST

Wheat flour, vegetable margarine (vegetable oils and fats - palm fruit and sunflower seeds - water, salt, emulsifiers: lecithins (from soya) - mono-diglycerides of fatty acids. Acidifier: citric acid, flavourings), eggs, sugar, water, butter (milk), glucose syrup, natural yeast (wheat). Emulsifier: mono-diglycerides of fatty acids, wheat flakes 0.9%, rough ground rye 0.9%, linseed 0.9%, oat flakes 0.7%, sunflower seed 0.7%, rice flour 0.6%, barley flour 0.6%, malted wheat flour 0.2%, skim milk powder, salt, flavourings. It may contain traces of peanuts, nuts and sesame.

EXPIRATION DATE AND CONSERVATION

Keep in a cool dry place. Shelf life: 6 months.

PACKAGING AND LABELLING

Single snack wrap: film OPP 20 µm neutro; pieces per pack: 6.

CERTIFICATIONS

IFS - ISO 14001:2004 (environmental certification).



BOELLA & SORRISI

www.boella.it



PRODUCT DESCRIPTION

Milk, dark and white chocolate bars, classic and also with decorations, only using high quality row materials.

WEIGHT

32 g, 50 g, 110 g and 200 g chocolate bars.

SHELF LIFE

12-18 months.

FARMO

www.farmo.com

PRODUCT NAME

Cantucci di pasticceria.

EAN CODE

803271538 9172

INTRASTAT CODE

18032715389179

PRODUCT DESCRIPTION

Gluten aree Authentic Italian

Cantucci - almond cookies.

EXPIRATION DATE AND CONSERVATION

12 months.

INGREDIENTS LIST

Corn starch, sugar, eggs, almonds, butter, skimmed milk powder. Thickeners: guar gum, psyllium seeds fibers, xanthan gum, E464. Leavening agent: ammonium bicarbonate, flavors.

Contains: almonds and milk.

May contain traces of: sesame.

PACKAGING AND LABELLING

150 g package (printed film).



MONVISO

www.panmonviso.it

PRODUCT NAME

Io Sono (l'am) Low-Salt.

EAN CODE

8007770113222

INTRASTAT CODE

19054010

PRODUCT DESCRIPTION

Packet size l x w x h: 23x12,5x7,5 (230 g); form: rectangular; colour: white, blue, orange.

EXPIRATION DATE AND CONSERVATION

The product must be stored in a well-ventilated, dry place at room temperature and away from heat sources or direct light.

INGREDIENTS LIST

Wheat flour, gluten (wheat protein), extra virgin olive oil (3.4%), rice protein, yeast, milk protein, whole milk powder, malted cereal flour, vitamins: PP, B1, B2, Folic Acid; iron.

PRODUCTIVE PROCESS

Direct dough and 16 hours of leavening.

QUALITY CHECK

BRC - IFS - ISO - OHSAS.



CONAPI SOC.COOP.AGRICOLA

www.mielizia.com

PRODUCT NAME

Mielizia 'Noi Apicoltori in Abruzzo' Honey'.

EAN CODE

8012527002230

INTRASTAT CODE

04090000

INGREDIENTS LIST

Italian honey.

EXPIRATION DATE AND CONSERVATION

30 months from packaging.

CONSERVATION

Store in a cool, dry place, away from sunlight.

PACKAGING AND LABELLING

250 PET squeezer with single serving valve. Indication of the region of production.



GHIOTT DOLCIARIA

www.ghiott.it

PRODUCT NAME

Tuscan Biscuits with oatflakes/with fair trade chocolate.

PRODUCT DESCRIPTION

Biscuits with oatflakes or with chocolate are made with a particular recipe that does not include neither milk, nor eggs, nor butter. As a result, these biscuits are very light from the nutritional point of view and can be listed under the category "free from".

INGREDIENTS LIST

Biscuits with oatflakes: sugar cane 23%, whole wheat flour 19%, wheat flour type "00", oat flakes 8%, spelt flour 5%, sunflower oil, rice powder, raising agents (ammonium diphosphates, diphosphates, sodium carbonates), natural flavours, salt. may contain traces of almonds, eggs, milk and milk products.

Fairtrade chocolate biscuits: sugar cane

20%, wheat flour type "00", chocolate drops 13% (sugar, cocoa mass, cocoa butter, emulsifier: soya lecithin), whole wheat flour 12%, spelt flour 12%, sunflower oil, rice powder 1%, raising agents (ammonium carbonates, diphosphates, sodium carbonates), natural flavour, salt. may contain traces of almonds, eggs, milk and milk products.

EXPIRATION DATE AND CONSERVATION

8 months. Keep in a dry and cool place.

PACKAGING AND LABELLING

300 g bag.

CERTIFICATIONS

BRC - IFS.



MENZ&GASSER

www.menz-gasser.it

PRODUCT NAME

PrimaFrutta.

EAN CODE

611340100048

INTRASTAT CODE

20079933

PRODUCT DESCRIPTION

Preserve with 50% fruit, made exclusively with high quality IQF fruit, in elegant jars.

INGREDIENTS LIST

Strawberry, sugar, glucose-fructose syrup. Acidity regulators: citric acid, sodium citrate. Gelling agent: pectin.

EXPIRATION DATE AND CONSERVATION

1095 days. Keep refrigerated after opening.

PACKAGING AND LABELLING

Glass jar containing 340 g of product.

CERTIFICATIONS

Kosher.



/ cured meat

MOSER

www.moser.it

PRODUCT NAME

Speck Alto Adige Igp in cubes.

PRODUCT DESCRIPTION

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

INGREDIENTS LIST

Pork, salt, spices, dextrose, fructose, preservatives: E 250, antioxidant agent: E 301. Smoked with benchwood. Lactose and gluten free. The product and its ingredients are without GMO and contain no added glutamate.

EXPIRATION DATE

AND CONSERVATION

110 days. Store at a max. temperature of +7°C

PACKAGING AND LABELLING

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



SALUMIFICIO LEONI

www.salumificioleoni.it



PRODUCT NAME

Granleoni Cooked Ham 'Regio'.

INTRASTAT CODE

16024190

PRODUCT DESCRIPTION

Traditional shape, weight Kg. 12 approx., deep rose colour.

INGREDIENTS LIST

Fresh leg of pork (born, raised and slaughtered in Italy), salt and natural spices. Antioxidant: E 301, preservative: E 250. Gluten free, added polyphosphates and milk derivatives free.

PRODUCTIVE PROCESS

This product is made exclusively with heavy pigs' thighs coming from the Po Valley area, flavoured with natural spices and slowly cooked in a bouillon. In order to bring out all the aroma and flavour the 'Regio' is kept for one month at least in a refrigerating room.

EXPIRATION DATE

AND CONSERVATION

7 months from packaging date. Storage temperature: 0° to 3°C.

PACKAGING AND LABELLING

Heat processed in autoclave (at 120°C) and vacuum packed (multilayer laminate). Carton box containing 2 pcs each. Labelling complies with EU rules.

CERTIFICATIONS

BRC - IFS.

SAN VINCENZO DI FERNANDO ROTA

www.sanvincenzosalumi.it

PRODUCT NAME

'Nduja

Spilinga spicy.

EAN CODE

2259217

INTRASTAT

CODE

16010091

PRODUCT

DESCRIPTION

The 'Nduja is a cream of spicy salami. And it's produced using very hot pepper, finely ground pork and seasoned for two months. It lends itself to multiple uses in the kitchen.

INGREDIENTS LIST

Fat pork, meat pork, hot chili pepper (which 11% from Calabria) salt, dextrose, sucrose, smoke flavour. Antioxidant: E300. Preservatives: E250, E252.

PRODUCTIVE PROCESS

Mixture of bacon, finely ground, added to a mixture of salt, herbs and spices selected, well blended in order to obtain a homogeneous mixture and spreadable. The dough is stuffed and left to mature for about 60 days.

EXPIRATION DATE

AND CONSERVATION

150 days. Store between 2°C to 8°C

PACKAGING AND LABELLING

Vacuum, gr 400.

CERTIFICATIONS

IFS - BRC.



VILLANI

www.villanisalumi.it



PRODUCT NAME

Cooked ham 'Il Brace'.

EAN CODE

2233005

PRODUCT DESCRIPTION

Shape: loaf. Select cooked ham - Jambon Cuit de Premier Choix kg 7,5.

INGREDIENTS LIST

Pork, salt, sucrose, sucrose, dextrose, potatoes starch, spices, natural flavours, flavourings, antioxidant (sodium ascorbate), preservative (sodium nitrite).

PRODUCTIVE PROCESS

A choice cooked ham, Il Brace tempts the palate with its mouth-watering seasoning, which dresses the meat, both inside and out, with herbs and berries such as rosemary, juniper and black pepper. Hand-trussed and in the original form, the slow craft methods and double cooking (steaming and grilling) make it an item of gastronomic excellence.

EXPIRATION DATE

AND CONSERVATION

150 days. Store between 1°C and 4°C

PACKAGING AND LABELLING

Under vacuum.

CERTIFICATIONS

Gluten-free, no polyphosphates, and dairy-free. Only natural flavours.

/ others

CAFFÈ DEL CARAVAGGIO

www.caffedelcaravaggio.it

PRODUCT NAME

Vigoroso.

EAN CODE

0901210000

INTRASTAT CODE

8007403100049

PRODUCT

DESCRIPTION

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

INGREDIENTS LIST

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

EXPIRATION DATE

AND CONSERVATION

18 months from production.

PACKAGING AND LABELLING

Sealed in aluminium packs with nitrogen gas. 1 pack contains 20 coffee pods individually sealed.

CERTIFICATIONS

ISO22:000 - Halal.



BIRRA AMARCORD

www.birraamarcord.it

PRODUCT NAME

Gradisca.

EAN CODE

8034013025011

INTRASTAT CODE

2203

PRODUCT

DESCRIPTION

Gradisca Special Blond.

Low fermentation. It has

an effervescent body

and a soft and creamy

head. It has a robust

body and refreshing

hop character.

ALCOHOL

5.2% Vol.

INGREDIENTS LIST

100% barley malt,

hops, yeast, water.

EXPIRATION

DATE AND

CONSERVATION

13 months.

PACKAGING AND LABELLING

33 cl crown cap; 50 cl, 100 cl, 200 cl, 300 cl swing cap.



MOLINO DE VITA

www.molinidevita.it



PRODUCT NAME

Fibre-rich whole wheat semolina.

PRODUCT DESCRIPTION

Product obtained by the slow grinding and little refined durum wheat, the product of high biological and functional value.

INGREDIENTS LIST

Durum wheat.

PRODUCTIVE PROCESS

Full grinding, slow low-tech and refined little impact with the presence of germ.

CERTIFICATIONS

CCPB.

RISO GALLO

www.risogallo.com

PRODUCT NAME

Riso Bello Arborio Risotto Rice.

PRODUCT DESCRIPTION

Large, bold rice with a characteristic white dot at the center of the grain. Typically used in risotto, Arborio rice develops a creamy texture around a chewy center and has exceptional ability to absorb flavors.

INGREDIENTS LIST

Italian Arborio rice.

EXPIRATION DATE

AND CONSERVATION

36 months.

PACKAGING

AND LABELLING

1 Kg vacuum packed.

CERTIFICATIONS

Kosher - ISO 9001 -

HACCP - BRC - IFS.



/ cheese

CA.BRE CASEARIA BRESCIANA

www.cabre.it

PRODUCT NAME
Grated Cheese 'I Genuini'.
EAN CODE
8004557001222
INTRASTAT CODE
04062090
PRODUCT DESCRIPTION
I Genuini grated Mix is a well-balanced blend of various hard cheeses including Provolone 'Piccante' and Leonessa hard cheese. Available in 100 g and 1,0 Kg resealable bags
INGREDIENTS LIST
Cow's milk, salt, rennet, preservative (egg's lysozyme).
EXPIRATION DATE AND CONSERVATION
Shelf life from pack date: 90 days.
PACKAGING AND LABELLING
Resealable bags of 100 g or 1 Kg. Product packaged in a modified atmosphere. Store between 2°C and 6°C.
CERTIFICATIONS
Company with approval number IT 11 03 204 CE. ISO 9001 - BRC and IFS certified.



AMALTEA

www.amaltea-web.it

PRODUCT NAME
Caprino - soft goat cheese.
EAN CODE
2820880000000
INTRASTAT CODE
CE recognition number IT G621G CE
PRODUCT DESCRIPTION
Fresh goat cheese, cylindrical form (length 12 cm, width 4 cm), white paste soft and spreadable, delicate flavor.
EXPIRATION DATE AND CONSERVATION
45 days starting from the production date. Storage temperature: 0 up to +4°C
INGREDIENTS LIST
Goat milk, rennet, salt, milk enzymes, preservative E202.
PACKAGING AND LABELLING
7 small cylindrical cheese roll up in food paper, placed in a box.



DELIZIOSA

www.prodottideliziosa.it



PRODUCT NAME
Burratina Deliziosa.
PRODUCT DESCRIPTION
Stretched-curd cheese stuffed with straciatella. Appearance: smooth, shiny, smooth, milky white; pulp fiber structure; soft and slightly elastic. Smell: pleasant, with a distinctive aroma of butter, typical of fresh dairy products made from raw milk and cream.
INGREDIENTS LIST
Pasteurized Milk, Uht cream, salt, rennet, acidity regulator: lactic acid.
EXPIRATION DATE AND CONSERVATION
21 days. Keep refrigerated between 0°C and +4°C
PACKAGING AND LABELLING
Primary packaging: the product is packaged in glass polypropylene thermoformed plastic film heat sealed. Secondary packaging: carton containing 8 pieces. Dimensions WxDxH: 38x21x8 cm. Gross Weight: 2 Kg.
CERTIFICATIONS
BRC issue 6 - IFS issue 6 - ISO 9001:2008 - Halal - ISO 22005:2008.

LATTERIA AGRICOLA S. PIETRO

www.latteriasanpietro.it



PRODUCT NAME
Grana Padano PDO cheese.
INTRASTAT CODE
TARIC: 04069061
PRODUCT DESCRIPTION
Shape: cylindrical, wheel shaped, circumference rind slightly convex or almost straight, flat bases slightly rimmed. Dimensions: diameter 35-45 cm; height of rind 18-25 cm. Weight: 24-40 kg. Rind: hard and smooth, thickness 4-8 mm. Texture: finely grained, radial fracture into flaves, eyes hardly visible. Colour of rind: dark or natural golden yellow. Colour of cheese: white or straw yellow. Aroma and flavour: fragrant, delicate.
INGREDIENTS LIST
Milk, salt, rennet. Preservative: lysozyme from egg. Allergens: milk and derivatives, eggs and derivatives.
EXPIRATION DATE AND CONSERVATION
Best before 12 months. Store between 4 and 6°C
PACKAGING AND LABELLING
The whole cheeses are placed on wooden pallets or placed on cartons.
CERTIFICATIONS
UNI EN ISO 9001:2008 for the factory.

/ organic

A.D. CHINI

www.adchini.it

PRODUCT NAME
La Mousse Organic - Apple.
EAN CODE
8007049920353
CUSTOMS CODE
20079950
PRODUCT DESCRIPTION
The organic Chini Mousse is made out of Italian organic golden apples, from Trentino South Tyrol, in the heart of the Alps at the foot of the mountain chain Dolomiti del Brenta. An advanced production technology allows a completely natural processing, without the use of additional sugars or preservatives and to keep unchanged the organoleptic properties of fresh fruit.



INGREDIENTS LIST
100% organic apple puree.
EXPIRATION DATE AND CONSERVATION
15 months.
PACKAGING AND LABELLING
Two pots in yellow plastic, 100 g each, closed by a white aluminum capsule, in a cluster of printed cardboard. As secondary packaging, we use a printed cardboard tray, containing six cluster, and wrapped in a special film.
CERTIFICATIONS
ICEA (Organic) - BRC - IFS - ISO 22000.

CONBIO

www.conbio.it

PRODUCT NAME
Tofu balls with olives.
EAN CODE
8025046006726
INTRASTAT CODE
21069098
PRODUCT DESCRIPTION
This product branded BioAppeti is a tasty breaded preparation made from tofu and black olives. A recipe rich in vegetable protein and fiber, the result of the processing of Italian and GMO Free soybean and only organic and vegetable ingredients. Ready in five minutes, they are ideal as a main dish paired with seasonal vegetables or as an appetizing, vegan and organic aperitif.
EXPIRATION DATE AND CONSERVATION
44 days. Keep chilled at +4°C. Consume within 2 days once opened the box.
PACKAGING AND LABELLING
External covering: paper. Internal container: plastic.
CERTIFICATIONS
Organic - Vegan Society - Kosher - Halal.



MASTER

www.gnocchimaster.com

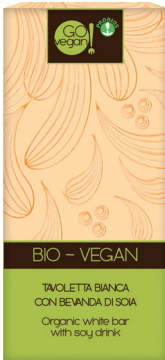
PRODUCT NAME
Organic and vegan potato gnocchi.
EAN CODE
8009344202622
PRODUCT DESCRIPTION
Steamed potato gnocchi with typical shape and streaped in the surface. Color pale yellow, soft and chewable texture.
INGREDIENTS LIST
Potatoes * (70%), soft wheat flour*, salt, sunflower seeds oil *. Produced in a factory that also processes milk, eggs. *From organic agriculture.
EXPIRATION DATE AND CONSERVATION
60 days. Keep in refrigerator at 7°C
PACKAGING AND LABELLING
Primary pack is pillow bag and secondary is printed box.
CERTIFICATIONS
ICEA - BRC - IFS - ISO 22000.



PROBIOS

www.probios.it

PRODUCT NAME
Vegan white chocolate bar with soy drink - Govegan.
EAN CODE
VEGTB0100
INTRASTAT CODE
18069090
PRODUCT DESCRIPTION
From the Govegan line, a selection of fair-trade chocolate bars, guaranteed organic, vegan and gluten-free. They are available in three tastes: dark chocolate, chocolate with soy drink, and the white one with soy drink.
INGREDIENTS LIST
*cocoa butter, *cane sugar, *soy drink powder. Emulsifier: soy lecithin, vanilla natural flavor. (*organic) Cocoa: 45% minimum.
EXPIRATION DATE AND CONSERVATION
12 months.
PACKAGING AND LABELLING
White vegan chocolate is available in a classic 100 g bar.
CERTIFICATIONS
Bioagricert organic certification.



/ technology

FRANCESCO BRIZZOLARI
www.nastribrizzolari.com

PRODUCT'S NAME

Cake-dress.

STRENGTHS OF THE PRODUCT

Cake/food decoration through ribbons patented for food direct contact.

FIELDS

OF APPLICATION

Food/confectionery companies, wholesalers.



GAMI
www.gamitaly.com

PRODUCT NAME

Diva12.

FIELDS OF APPLICATION

Chocolate and pastry equipment.

STRONG POINTS OF THE MACHINE

Diva12 is the new Gami tempering machine, which thanks to its removable auger for an easy and fast cleaning, allows the pastry chefs to pass from the processing of a kind of chocolate to another in a very short time by facilitating their work and doing what normally requires the use of more machines. Speed, ease of use and guaranteed results are the main features of this automatic, continuous operation tempering machine, which melts the chocolate by the bain-marie system in order to ensure a greater uniformity and accuracy in the heating of it, and then cooled it by a refrigerator compressor. The machine is equipped with programmable dosing system, a flow-stopping foot pedal and a heated vibrating table, useful accessories when creating pralines, Easter eggs and other hollow shapes. Moreover all materials which make up the machine are high quality materials such as stainless steel and light alloys specially treated.

TECHNICAL INFORMATION

- bowl capacity: 12 kg
- hourly capacity: 60 kg/h
- power installed: 1,9 kW
- voltage: 230/400V 50Hz (60 Hz on request)
- dimensions: 44x69x157 (h) mm
- weight: 147 kg



CESARIN
www.cesarin.it

PRODUCT NAME

GreenLine Vegetable HG.

FIELDS OF APPLICATION

Savoury food, pastries and gastronomy industry. Such as: focaccia (as an added ingredient), crackers and breadsticks, fillings, boxed salads combined with fish or meat, instant dishes, ready-made condiments and sauces.

STRENGTHS OF THE PRODUCT

In recent years, Cesarin has turned its attention to the processing of vegetable products that widen the company's potential to penetrate the market. In 2003 Verdure GreenLine HG line was born. HG vegetables represent Cesarin's solution to issues related to the use of dehydrated or frozen vegetables: the process of stabilisation partially inhibits the activity of the water present in the fresh raw product, ensuring excellent organoleptic characteristics. The structure of the vegetable is less fibrous than dehydrated products and compared to frozen products, it guarantees a limited amount of water released and a greater mechanical resistance. All products are GMO-free, do not contain allergens and are made from natural ingredients with no added colours or preservatives.

TECHNICAL SPECIFICATIONS

Verdure GreenLine HG are obtained through an exclusive production process that makes it possible to lower water activity (about 0.55) of the plant without significantly affecting the organoleptic qualities and stabilising them. Thanks to the low residual moisture (10-18% depending on references), Verdure GreenLine HG are comparable to dehydrated ingredients, retaining their practicality of storage of use, without having issues arising from their poor organoleptic qualities. Despite not having a tough structure, Verdure GreenLine HG have a good resistance to thermal and mechanical stress normally present in the production process, and are easily detectable by automated lines or vibrating systems, thanks to their smoothness.



CONFITECH
www.confitech.it

PRODUCT NAME

VXP300 - Vacuum Expander.

FIELDS OF APPLICATION

Confectionery process.

STRONG POINTS OF THE MACHINE

The latest development in Confitech research is a compact and modular Vacuum Expansion Unit designed to produce light and crispy candy suitable to be chocolate coated. The newly patented VXP.300 is conceived to be connected to an existing hard candy forming line. The VXP.300 is composed of an expansion unit and a series of modular cooling vacuum tubes. In the vacuum chamber the just formed candies increase their volume. In the cooling sectors the puffed candies reach the final required temperature. Along the whole process the product is continuously gently kept in motion to obtain a homogenous and effective cooling while preventing sticking or deforming. Rotary valves at inlet and outlet points of the system ensure vacuum consistency. Two powerful vacuum pumps provide the required vacuum level along the entire system. The modular composition of the units allows to configure the system according to available layout minimizing the floor area required.

JARVIS PRODUCTS CORPORATION
www.jarvisitalia.it

PRODUCT NAME

Forequarter cutter model 50CL.

STRONG POINTS OF THE MACHINE

The Jarvis Products Corporation, with its Italian subsidiary Jarvis Italy, is presenting on the market the forequarter and loin cutter Jarvis 50CL. Thanks to the clean cut it is popular in Northern European countries where this type of cutter is highly appreciated. Thanks to the unique guiding system that avoids twisting the blade during cutting, it ensures the best results in terms of efficiency, speed and tool life. Another advantage is the easy maintenance that results to safeguard the functionality and safety features. All Jarvis cutters are entirely made in stainless steels with high standards of quality and workmanship. Jarvis Products Corporation is present in 18 countries around the world with own branches.

FIELDS OF APPLICATION

All beef processors and meat packers.

TECHNICAL INFORMATION

- cutting force: 44 kN
- cutting cycle time: 1,6 sec
- blade opening: 297 mm
- weight: 38 Kg



DOLZAN IMPIANTI
www.dolzan.com

PRODUCT NAME

Automatic vertical packaging with possibility to install the modified atmosphere system.

STRONG POINTS OF THE MACHINE

Value for money. Flexible, reliable, friendly-easy to operate.

FIELDS OF APPLICATION

Fields of application: mills, confectionary industry and bakery industry.

TECHNICAL INFORMATION

Suitable to run up to 24 hours/day without problems.

KEMPLEX
www.kemplex.com

PRODUCT NAME

Pastry dough sheeter.

STRONG POINTS OF THE MACHINE

Easy to use and functional dough sheeter, variety of models including bench top and free standing with varying table lengths. Equipped with wheels to allow easy movement. Ideal machines for the small to medium sized bakery. Solid, well built entirely in aluminium and painted steel, compact also when closed and not in use. Possibility of equipping the 600 model with a croissant cutter attachment or other cutters with a variety of shapes and sizes.

FIELDS OF APPLICATION

Bakery shops.

TECHNICAL INFORMATION

- available sizes: table width 500mm or 600mm. Optional two speeds or variable speed with inverter
- 1HP motor. Dual control, both manual and pedal
- variable belt speeds and easily removable scrapers for daily cleaning



SCB BERNARDI
www.bernardi-impastatrici.it
www.missbaker.it

NAME OF THE PRODUCT

Miss Baker PRO XL.

FIELDS OF APPLICATION

Laboratories in restaurants, confectioneries.

ADVANTAGES OF THE MACHINE

Miss Baker is the first bench mixer with double arms. Five speed levels run by an inverter and operated by an intuitive control panel with touch screen, an extractable and electrically rotating bowl and a brush less motor with high energetic efficiency are only some characteristics of this extraordinary kneading machine, which distinguishes itself by its refined esthetics. The new model PRO XL has a kneading capacity of 5 kg, it oxygenates dough perfectly, thanks to the introduction of the innovative rotation system of the bowl by means of double freewheel coupling.

TECHNICAL INFORMATION

- bench mixer
- traditional double arm system
- 5 speed levels
- up to 5 kg of dough
- extractable as well as electric rotating bowl
- innovative rotation system of the bowl by means of double freewheel coupling

