

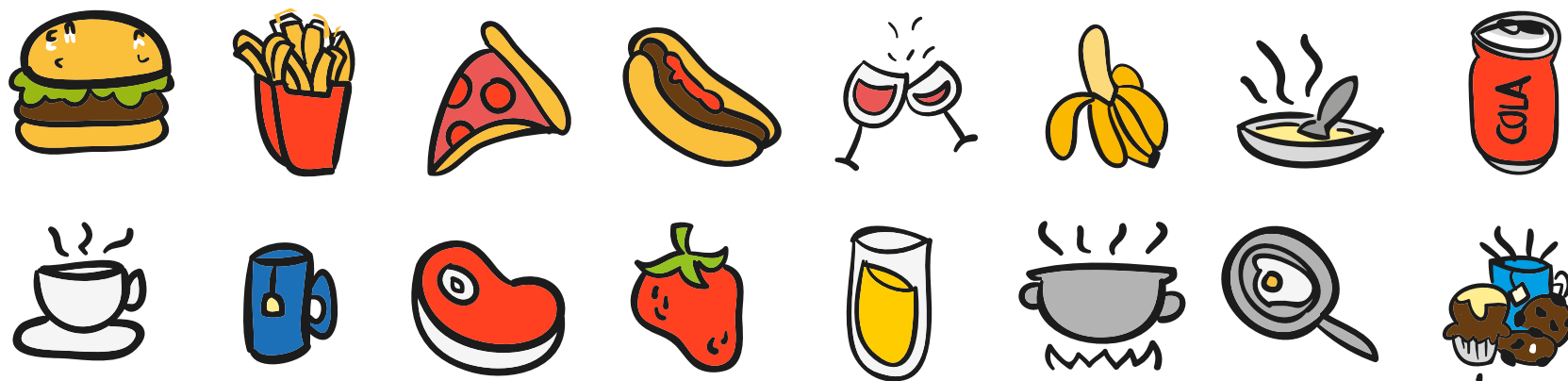


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THE ITALIAN FOO MAGAZINE BUYER'S • GUIDE

YEAR 4 - N° 12 • DECEMBER 2016



THE YEAR TO COME

Angelo Frigerio

2017 is coming, together with a new season of not-to-be-missed trade shows for the food & beverage. Business events that represent a real market 'barometer', able to carefully assess the sector's overall sentiment. This is definitely the case for Anuga, the trade show that on the next October will gather, once again, global food industry's top players and decision makers in Cologne, Germany. Another extremely important date to save, in calendar order this time, is the largest international event for the sweet & bakery: ISM Cologne. Followed closely by the top event for the organic sector, taking place in Nuremberg mid-February: Biofach. Let's not forget also Gulfood in Dubai, Foodex in Tokyo, Prowein in Dusseldorf, Plma in Amsterdam, Thaifex in Bangkok and the New-York based Summer Fancy Food Show. If we remain within the domestic borders, instead, the 51st edition

of Vinitaly will be held in April, followed by Cibus Connect in Parma and by Tuttofood in Milan. But there are plenty of other trade shows dedicated to the food & beverage sector. And therefore, you could wonder: But in a more and more globalized scenario, which is the role played by all these events that represent a huge money and time investment both for the exhibiting companies and the visiting public? The answer is: a tremendously important role. Because it's true, there are no more physical or temporary barriers to the flow of information, but it is also true that business is something instinctive. Nothing can replace the value of a hand shake or a face-to-face meeting. Because business is not just an automatism. It is, first of all, an encounter between people. Hence, trade shows are a strategic chance to improve these relationships and, as a consequence, the business itself.

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ITALY'S DAIRY GRANAROLO ACQUIRED PANDEA DIETETICA



Italian dairy giant Granarolo is expanding its portfolio, acquiring part of the San Lucio dairy company and entering into the bakery industry by taking over Pandeia Dietetica. The Parma-based baked good company, specialized in the production of both conventional gluten free products, had a 12.9 million euro turnover in 2015. Separately, Granarolo acquired 30% of San Lucio, a company which owns Groksi baked cheese, a lactose-free and gluten-free snack. The Brescia-based company should end 2016 with a turnover of over 4 million euro, about 40% generated on international markets. Over the past 13 years, the Granarolo Group has completed 13 acquisitions in Italy and abroad, making it the third largest player in the Italian food industry, behind Barilla and Ferrero.

BELGIAN FUND VERLINVEST TAKES 24.5% OF ITALY'S MUTTI

Belgian private equity fund Verlinvest has taken a 24.5% stake in the Italian Mutti, leading tomato processing company with an annual turnover of 250 million euro. In a statement, the Parma-based company said that, in recent years, it has recorded strong growth in international markets, generating about 30% of its sales abroad. With the new resources brought by the private equity fund, which is also one of the main shareholders of beer giant AB-InBev, Mutti plans to invest in strengthening its international team, its 'brand awareness', the development of new products based on tomatoes and its production capacity in Italy. The arrival of Verlinvest, thanks to its global network in the consumer goods sector, could act as a catalyst for the expansion of the brand Mutti.

ALDI CONFIRMS CHINESE EXPANSION STARTING FROM 2017



On the past days discounter Aldi told local Chinese media it will enter the Chinese market, confirming earlier speculations, IGD has reported. During the first half of the year, the discounter will launch a transactional website "selling a carefully selected range of everyday grocery items to Chinese consumers via an online retailing platform with products delivered to consumers' homes", an Aldi spokeswoman has said. This will be the first time that Aldi will enter a new market via ecommerce as opposed to physical stores. Most of the supermarket goods and wine will be supplied from Australia where Aldi is building its presence and has strong and long-standing suppliers relations: "Our growth across the country has provided increased business for these suppliers, allowing them to invest this back into their own operations and contributing to their success. We look forward to further expanding these relationships as we develop further opportunities in Asia."

FOOD RETAILERS MAKING STRIDES IN REDUCING FOOD WASTE



The retail food industry is making significant strides in goals to reduce food waste, according to the Food Marketing Institute and other partners in the Food Waste Reduction Alliance. A survey by the alliance found that 71% of food retailers indicated they were aggressively investing in areas to improve food donations. Additionally, 67% reported investing in food waste recycling programs, 63% in food waste reduction programs and 58% in food waste disposal programs. Grocery retailers responded that they donated nearly 25% of uneaten food for human consumption, while 24% composted their food waste and another 24% donated it as animal feed.

TRUMP TO WITHDRAW FROM TPP ON FIRST DAY IN OFFICE



Donald Trump has issued a video outlining his policy plans for his first 100 days in office and vowing to issue a note of intent to withdraw from the Trans-Pacific Partnership "from day one". In the brief clip posted to YouTube on the past 21st November, the president-elect said that he was going to issue a note of intent to withdraw from the Trans-Pacific Partnership trade deal, calling it "a potential disaster for our country". Instead he said he would "negotiate fair bilateral trade deals that bring jobs and industry back". Hours before Trump's announcement, Japan's prime minister, Shinzo Abe, warned that the Trans-Pacific Partnership (TPP) would be "meaningless" without US participation.

MCCORMICK ACQUIRES ITALIAN FLAVORINGS COMPANY FOR 120 MILLION EURO

McCormick & Co., Inc. has agreed to acquire 100% of the shares of Enrico Giotti, a Florence-based flavor manufacturer, for approximately 120 million euro. With about 53 million euro in annual sales, Giotti produces natural flavors, aromatic herbal extracts and concentrated juices. Giotti is known in the industry for its beverage, sweet, savory and dairy flavor applications, McCormick said, and its acquisition will expand McCormick's expertise in flavoring health and nutrition products. "The acquisition of Giotti is another important step in the execution of our growth strategy," said Lawrence E. Kurzius, president and chief executive officer of McCormick. "McCormick is a leading flavor supplier to packaged food companies and multi-national restaurants, and this acquisition expands the breadth of our value-added flavor solutions in Europe with strong and innovative R&D capabilities. With this acquisition, we add greater scale to our already substantial industrial segment business in the Europe, Middle East and Africa region." With the acquisition of Giotti, McCormick will have completed 13 acquisitions and joint ventures since 2007.

SIAL AND THE SPECIALTY FOOD ASSOCIATION JOIN FORCES



Two leading food shows, the Specialty Food Association's Summer Fancy Food Show and Comexposium's SIAL Paris, announced an agreement to highlight food innovation at their respective trade shows by featuring each show's award-winning products. Each organization and show share a goal of presenting buyers of specialty food from top names in retailing and foodservice with the best in innovation in everything from chocolate, cheese and olive oil to natural and organic foods, the Specialty Food Association with its 'sofi' Awards and SIAL Paris with its 'Food Innovation Awards'. Each show will present the other's award winners in high-profile showcases to provide the honored food companies with new opportunities to develop their businesses in international markets.

PUTIN: RUSSIA'S BAN ON WESTERN FOODS WILL LAST "AS LONG AS POSSIBLE"

Russian President Vladimir Putin said on the past days that the country's reciprocal measures in the form of an embargo on certain western food products are good for Russia's economy and should last "as long as possible", as reported by the Russian television network RT. Putin explained that the ban is also in the consumers' interest, with good quality products at lower prices becoming more available. Russia's agricultural production has been given a boost in the wake of deteriorating relations with the West. After the anti-Russia sanctions were introduced in 2014 over the Ukrainian crisis and Moscow's alleged role in it, Russia banned imports of certain foods from a number of Western states. In June, the Russian president signed a decree that prolongs economic sanctions on some Western products until the end of 2017. The ban on certain agricultural products, raw materials, and food imports from countries that support anti-Russian sanctions followed the EU's move to formally extend their own restrictions against Moscow. Italy has been among the EU countries most often calling for the removal of the sanctions, citing the harm to its own economy.

ITALIAN RETAILER CRAI RELAUNCHES PELLICANO SUPERMARKET CHAIN

The Italian CRAI Group has acquired the Pellicano supermarkets chain from Lombardini Group. The company's goal is to start a strategic relaunch of the brand with the development of three formats - the neighbourhood store (200-399 sqm), the supermarket (400-799 sqm), and larger stores (over 800 sqm) - through affiliation agreements. The stores will offer both branded and private label products, with a special focus on quality, fresh, local and healthy products. The Pellicano private label brand should have at least 800 references, among mainstream, premium and organic products, by the end of 2017. The first three stores have been inaugurated in the past weeks. Last month CRAI also signed a multi-year collaboration deal with fellow retailer Coralis with the goal of developing synergies on commercial and management issues.

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GOOD OR BAD FOR PACKED GOODS RETAILERS AND BRANDS?

State-of-the-art and future perspectives of a market growing at a 15% yearly pace, and expected to be worth 150 billion dollars by 2025, according to a recent study published by Kantar Worldpanel.

While the industry as a whole is relatively flat - growing just 1.6% in the 12 months to June 2016 and forecast to slow further to 1.2% in 2017 - grocery e-commerce has a value growth of 15% on the previous year. It now accounts for 4.4% of all packaged goods sales generating 48 billion dollars in 2016. This is forecast to increase even further: by 2025, online packaged goods sales will be worth an estimated 150 billion dollars, growing to 9% of total FMCG (Fast moving consumer goods) value. These are the latest data and projections provided by the Kantar Worldpanel research institute, global expert in shoppers' behaviour.

According to the report, consumer's needs are changing as they become increasingly time-poor and value conscious. In China, for example, 79% of shoppers choose their store depending on its proximity to their home or commute. In Spain, 44% are looking for pro-

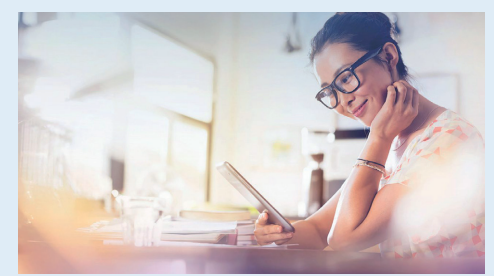
ducts that help save them time. And where waiting isn't an option, next hour delivery is becoming increasingly available, although currently at a premium price.

Shifting demographics are hastening these changes: in the next 10 years, Generation Z (people born between the second half of the '90s and 2010) will be making the shopping choices. This generation has never drawn breath in a non-digital world. Today, over half of the adult population owns a smartphone; by 2020, 80% will.

These figures would suggest that online is the place to invest for FMCG: huge business opportunities, valuable shoppers and an exciting future. But unfortunately, it's not quite as simple as that. Of key importance for packaged goods retailers and manufacturers is making sure that going online doesn't cannibalise their offline business.

ASIAN 'ARTIFICIAL FESTIVALS' CAPTURE THE CONSUMER'S HEART

E-commerce in Asia is very good at creating 'artificial festivals' or events to celebrate a certain day. Often this manifests through an acronym or a word that sounds similar to something else, to create a reason for people to buy something for their loved ones. An example of this is China's May the 20th (520) celebration. When pronounced in Chinese, 520 sounds like 'I love you'. Using this wordplay as the perfect excuse retailers created the internet's answer to Valentine's Day. Meanwhile, 520's platonic antidote - Singles Day (11th November) - has become the largest online shopping day in the world, with profits exceeding the US's 'Black Friday'.



WHY IS SOUTH KOREA LEADING?

South Korea has the world's most developed digital economy and owes this largely to a combination of innate cultural appetite for new technologies and digital accessibility. Thanks to high internet speeds and 85% smartphone penetration, almost 100% of consumers aged between 10 and 40 shop online, especially through mobile. In addition, South Korea is very advanced in their financial payments systems, which makes the purchase process easier.

"Almost 100% of consumers aged between 10 and 40 shop online" (South Korea)



EUROPE: A CONTINENT DIVIDED

At an internet penetration rate of 73.5%, the European region is second only to North America in terms of connectivity. Still, varying levels of FMCG e-commerce share across the continent remains a puzzle. The UK (6.9%) and France (5.3%), for example, stand far ahead of Germany (1.2%), despite their proximity both geographically and as three of the five largest economies in the world. In fact, this incongruity should barely come as a surprise. Unlike their Asian and Latin American counterparts, European countries remain extraordinarily different from one another in terms of cultural values.

HOW BRANDS AND RETAILERS ARE DRIVING ONLINE SALES

Brands and retailers the world over are having to invent new ways to engage with shoppers online. With the risk of cannibalisation of bricks and mortar stores, it's vital for them to offer something new and exciting to drive them to this channel, without losing interest in physical channels. Comparative research conducted across the UK, France and China showed that after one year of e-commerce adoption, British and French shoppers spent less overall. This is partly because online still fails to generate impulse purchases: 55% of shoppers re-use the same shopping list for the next purchase. Online purchase is still a premium or prestige occasion and a greater tool to connect with brands that are not available offline.

"When you ask people under 35 what a stress-free shopping experience is, two-thirds of them will describe it as a digital experience" (Usa)

THE GLOBAL PICTURE: ASIA REMAINS MARKET LEADER

Online grocery shopping is steadily growing across the world but, confusingly, countries where we might expect to see a discernible adoption of online grocery - in mature economies such as the US and Germany, and emerging markets including Brazil - e-commerce's share remains small. Such a wide spectrum of adoption represents a global "puzzle of performance" for FMCG e-commerce.

Asia has been leading the way in e-commerce for the past decade, most notably in China where more online purchases are made than anywhere else in the world. South Korea is the world's largest market by value share for purchasing packaged goods online (16.6%). Japan, Taiwan and China are the next biggest in Asia. In contrast, there are many developing markets within this region that still rely on more traditional trade and have very low online adoption.

EYES SET ON THE USA

Trump's election has shaken up the Italian food sector, now afraid of losing its first extra-European destination market. The state-of-the-art of our exports, according to the ITA elaborations on the data issued by the US Department of Commerce.

Since on the past 9th of November Donald Trump was elected 45th President of the United States of America, political-economic relationships between the two sides of the Atlantic are close to an historic turning-point. So far, nobody seems able to predict what the newly elected president's guidelines are going to be. Especially for what concerns business relationships with foreign countries. There is no doubt, however, that Trump is firmly committed to get the country out of recession by favouring, first of all, national interests. Especially by enhancing productivity in the industrial sector, which may translate into a sharp slow-down in exports. As a proof of this hypothesis, two weeks after his election Donald Trump announced that within the first 100 days of his administration he will drop out of TPP, the Trans-Pacific Partnership agreement negotiated on the past February by the outgoing president Barack Obama with 12 countries of the Pacific area.

Such a possibility has immediately upset the Italian food sector, since the United States are the first extra-European destination market for made in Italy products. In 2015, total Italian food & beverage exports to the US increased by 20 percentage points (ITA-Crea data). Waiting for Trump to make his first move at the TTIP (Transatlantic Trade and Investment Partnership) negotiation table – a treaty that could lead to the creation of the world's largest free trade zone – we present the latest statistic data related to the US imports of major Italian food & beverage products, issued by the US Department of Commerce and elaborated by the New York ITA-Agency office.

Product category analysis

Between January and August 2016, US imports of Italian food & beverage products were worth 2 billion and 980 million dollars, rising 4% over previous years (in 2015, total

imports reached the value of 4 billion and 384 million dollars). A result that – so far – has allowed Italy to occupy the sixth place in the global suppliers' rank. With a market value of 1 billion and 181 million dollars, rising about 5 percentage points, wine is the most imported product (a more in-depth analysis on the wine market is available on page 15). Follow, on the basis of total turnover, olive oil (389 million dollars in the first eight months of the year), cheese (192 million dollars) and pasta (190 million dollars). Product groups – including water – where Italy is the main US suppliers.

Less encouraging signals come from the processed meat sector, decreasing by

8.8% at about 24 million dollars (fifth place in the global rank of suppliers). Much more performing the figures related to the sweets & bakery sector: cocoa-based products rose by 13% at 26 million dollars (15th place in the global rank), sweet cocoa-free products rose by a stunning 38% at 10,7 million dollars (12th place in the rank), and ice-cream rose by more than 35% at 3.7 million dollars (4th place in the rank). As regards bakery products, instead, Italy firmly occupies the third place in the global rank with a value of 85.6 million dollars between January and August 2016 (+6.6%).

Top suppliers ranking

Between January and Au-

gust 2016, US total imports of food & beverage products were worth 91 billion and 574 million dollars (+0.7%). NAFTA countries – US, Canada and Mexico – account for 33 billion and 783 million dollars of this business. EU-28 countries, instead, account for 15 billion and 509 million dollars. Canada and Mexico, with a turnover of between 16 and 17 billion dollars, are US top suppliers on a global scale. Third place in the rank is occupied by China, at 4 billion and 372 million dollars. First among EU countries and fifth in the global ranking, France stands at 3 billion and 319 million dollars (+109.2%), followed by Italy, occupying sixth place at 2 billion and 980 million dollars (+4.1%).

US imports from Italy of food & beverage

Product categories

(mln dollars)															
Product	Value			Market share %			Product on the sector %			Variation %			Rank		
	2014	2015	Jan-Aug 16	2014	2015	Jan-Aug 16	2014	2015	Jan-Aug 16	14/13	15/14	16/15	2014	2015	Jan-Aug 16
Total food & beverages	4,292.1	4,384.5	2,980.9	3.2	3.2	3.3	100	100	100	6.4	2.2	4.1	8	5	6
1 Wine	1,697.1	1,695.1	1,181.2	31.6	31.5	32.9	39.5	38.7	39.6	5.4	-0.1	4.7	1	1	1
2 Olive oil	538.1	523.9	389.7	47.9	42.9	42.2	12.5	11.9	13.1	-3.3	-2.6	7.2	1	1	1
3 Cheese	307.8	304.9	192.2	24.0	23.5	23.9	7.2	7.0	6.4	-0.8	-1.0	0.4	1	1	1
4 Pasta	284.7	285.9	190.4	34.3	33.2	33.7	6.6	6.5	6.4	15.5	0.4	-1.3	1	1	1
5 Vermouth and spirits	181.4	191.7	123.5	2.5	2.6	2.5	4.2	4.4	4.1	-5.1	5.7	2.1	8	8	8
6 Sauces and other food preparations	154.3	174.5	112.9	5.2	5.7	5.4	3.6	4.0	3.8	9.9	13.1	2.2	5	5	5
7 Water	127.4	150.5	100.2	29.7	33.3	31.6	3.0	3.4	3.4	8.5	18.2	0.7	1	1	1
8 Bakery products	128.9	146.4	85.6	3.6	3.7	3.1	3.0	3.3	2.9	9.1	13.5	6.6	3	3	3
9 Vegetal preserves	122.3	134.2	97.3	1.8	1.9	2.0	2.9	3.1	3.3	23.4	9.7	0.0	14	13	12
10 Coffee	82.4	98.2	66.8	1.4	1.7	1.8	1.9	2.2	2.2	13.6	19.1	4.4	14	15	15
11 Fresh fruits	88.3	89.4	52.0	0.4	0.4	0.3	2.1	2.0	1.7	31.8	1.2	9.4	22	22	23
12 Cocoa-based products	46.1	43.7	26.0	1.0	0.9	0.8	1.1	1.0	0.9	-1.2	-5.3	13.1	16	15	15
13 Processed meats	37.3	42.7	24.2	5.4	5.1	4.6	0.9	1.0	0.8	50.6	14.3	-8.8	5	3	5
14 Beer	23.3	16.7	10.6	0.6	0.4	0.3	0.5	0.4	0.4	3.6	-28.5	-6.6	8	8	9
15 Rice	15.1	14.7	11.2	2.0	2.0	2.5	0.4	0.3	0.4	39.4	-2.6	4.2	6	5	6
16 Sweet cocoa-free products	16.5	12.7	10.7	1.0	0.8	0.9	0.4	0.3	0.4	34.1	-23.2	37.9	13	13	12
Ice cream	3.7	3.6	3.7	6.9	6.9	8.1	0.1	0.1	0.1	-58.4	-0.7	35.2	5	6	4
17 Other food & beverage products	437.3	455.9	302.6	0.7	0.7	0.7	10.2	10.4	10.2	15.4	4.3	6.6			

Source of Data: U.S. Department of Commerce - Ice New York elaboration)

Top suppliers ranking

(mln dollars)											
Country	Value			Market share %			Variation %			Rank	
	2014	2015	Jan-Aug 16	2014	2015	Jan-Aug 16	14/13	15/14	16/15	2015	Jan-Aug 16
World	134,284.2	134,960.9	91,574.3	100	100	100	7.5	0.5	0.7		
NAFTA	47,305.4	47,962.1	33,783.8	35.2	35.5	36.9	7.7	1.4	3.7		
EU-28	22,043.1	22,732.6	15,509.4	16.4	16.8	16.9	5.9	3.1	6.5		
1 Canada	26,201.0	25,083.5	16,711.1	19.5	18.6	18.2	5.9	-4.3	-0.6	1	2
2 Mexico	21,104.4	22,878.7	17,072.7	15.7	17.0	18.6	10.0	8.4	8.3	2	1
3 China	6,943.1	6,730.6	4,371.6	5.2	5.0	4.8	0.0	-3.1	-2.8	3	3
4 France	4,623.4	4,762.4	3,319.8	3.4	3.5	3.6	4.7	3.0	10.2	4	5
5 Italy	4,292.1	4,384.5	2,980.9	3.2	3.2	3.3	6.4	2.2	4.1	5	6
6 Chile	4,477.4	4,296.1	3,457.1	3.3	3.2	3.8	4.2	-4.1	7.6	6	4

Source of Data: U.S. Department of Commerce - Ice New York elaboration)

US imports from Italy
of processed meats (mln dollars)

Partner Country			Year To Date		Variation %		Market share %			Rank		
	2014	2015	08/2015	08/2016	2015	08/2016	2014	2015	08/2016	2014	2015	08/2016
World	689.3	844.4	583.8	530.4	22.5	-9.1	100	100	100			
Brazil	218.2	306.2	221.7	176.5	40.3	-20.4	31.7	36.3	33.3	2	1	2
Canada	232.4	273.1	181.2	193.0	17.5	6.5	33.7	32.3	36.4	1	2	1
Italy	37.3	42.7	26.6	24.2	14.3	-8.8	5.4	5.1	4.6	5	3	5
Poland	42.7	40.8	28.9	29.0	-4.5	0.1	6.2	4.8	5.5	3	4	3
Uruguay	30.7	40.1	28.4	27.3	30.6	-3.8	4.4	4.7	5.1	6	5	4
New Zealand	37.9	36.3	27.1	14.0	-4.4	-48.4	5.5	4.3	2.6	4	6	8
Mexico	27.9	29.7	18.8	19.8	6.2	5.5	4.1	3.5	3.7	7	7	6
Chile	11.0	25.1	16.8	12.3	128.5	-27.0	1.6	3.0	2.3	9	8	9
Denmark	23.2	23.0	15.0	15.5	-0.8	3.1	3.4	2.7	2.9	8	9	7
Australia	8.0	9.6	6.1	5.6	19.9	-8.2	1.2	1.1	1.1	10	10	10

Source of Data: U.S. Department of Commerce, Bureau of Census

Between January and August 2016, US global imports of processed meats were worth 530 million dollars, decreasing by more than 9 percentage points over the same time period in 2015, when total imports at the end of the year reached

For what concerns product volumes, 2.5 million kilos of processed meats were imported from Italy by the US in the first eight months of the year. And our country now occupies the eight position in the temporary global suppliers' rank. In 2015, total imports from Italy posted a 39% growth over previous year. Overall US im-

ports of processed meat exceeded 132 million kilos last year, rising 30.6% over 2014. In August, this figure was 87 million kilos. Imported volumes also highlight the leading role played by Canada and Brazil in the processed meat sector, respectively at 35 million kilos and 21.5 million kilos in the first eight months of the year.

the value of 884 million dollars, rising by a stunning 22.5% over 2014. In August 2016, Italy occupied sixth place in the rank of global suppliers. Canada, with a 193 million dollars' turnover, ranked first place overcoming Brazil, top supplier in 2015.

US imports from Italy
of cheese (mln dollars)

Partner Country			Year To Date		Variation %		Market share %			Rank		
	2014	2015	08/2015	08/2016	2015	08/2016	2014	2015	08/2016	2014	2015	08/2016
World	1,282.2	1,299.3	804.6	804.9	1.3	0.0	100	100	100			
Italy	307.8	304.9	191.4	192.2	-1.0	0.4	24.0	23.5	23.9	1	1	1
France	198.5	166.2	104.4	106.3	-16.3	1.9	15.5	12.8	13.2	2	2	2
Spain	96.4	100.1	70.3	65.1	3.9	-7.4	7.5	7.7	8.1	4	3	3
Netherlands	97.9	89.2	53.2	49.5	-8.9	-6.9	7.6	6.9	6.2	3	4	4
Switzerland	82.6	88.8	52.0	44.3	7.6	-14.8	6.4	6.8	5.5	5	5	6
Kingdom	62.3	64.7	36.8	41.3	3.8	12.4	4.9	5.0	5.1	6	6	7
New Zealand	27.5	52.8	25.0	44.9	91.8	79.7	2.1	4.1	5.6	10	7	5
Denmark	55.9	47.8	31.7	30.9	-14.6	-2.5	4.4	3.7	3.8	7	8	8
Germany	36.3	44.3	28.9	27.3	22.3	-5.3	2.8	3.4	3.4	9	9	9
Ireland	42.7	44.3	25.6	20.7	3.9	-19.4	3.3	3.4	2.6	8	10	10

Source of Data: U.S. Department of Commerce, Bureau of Census

Between January and August 2016, total US imports of cheese were worth 805 million dollars, perfectly in line with the value registered in the same time period last year, when the final balance showed a turnover of 1 billion and 300 million dollars, rising 1.3% over 2014. In August

2016, Italy ranked first among global cheese suppliers - the same happened in 2014 and 2015 - with a 24% market share. France, with a 106 million dollar's turnover in the first eight months of the year (+1.9%) ranks second place, followed by Spain, at 65 million dollars (+7.4%).

The situation remains pretty much unchanged also on the side of imported volumes. Italy still occupies the first place in the global rank with a total of 21.2 million kilos of cheese imported in the US between January and August 2016 (+4.2%). France gets the silver medal,

with a total of 14.5 million kilos imported (+7%). The bronze medal, instead, was gained by the Netherlands, at 8.6 million kilos. Overall, in the time period considered US imports of cheese totalled 131 million kilos (+9.2% over previous years).

US imports from Italy of sweet
cocoa-free products (mln dollars)

Partner Country			Year To Date		Variation %		Market share %			Rank		
	2014	2015	08/2015	08/2016	2015	08/2016	2014	2015	08/2016	2014	2015	08/2016
World	1,676.3	1,647.0	1,080.7	1,162.2	-1.7	7.5	100	100	100			
Mexico	513.6	536.7	352.3	392.1	4.5	11.3	30.6	32.6	33.7	1	1	1
Canada	507.9	491.9	327.8	333.6	-3.2	1.8	30.3	29.9	28.7	2	2	2
China	150.1	142.2	84.9	82.2	-5.3	-3.2	9.0	8.6	7.1	3	3	3
Germany	85.1	89.8	59.7	73.2	5.6	22.8	5.1	5.5	6.3	4	4	4
Turkey	54.1	51.7	34.5	53.6	-4.3	55.4	3.2	3.1	4.6	6	5	5
Spain	64.2	49.7	32.6	30.8	-22.6	-5.5	3.8	3.0	2.7	5	6	6
Switzerland	27.4	35.1	23.3	20.3	28.1	-12.8	1.6	2.1	1.7	11	7	8
Thailand	28.5	30.6	20.4	22.2	7.1	8.6	1.7	1.9	1.9	10	8	7
Colombia	32.1	28.9	19.4	17.0	-10.0	-12.4	1.9	1.8	1.5	7	9	9
Brazil	30.6	26.4	18.4	16.8	-13.6	-8.9	1.8	1.6	1.4	8	10	10
Netherlands	30.2	17.3	11.7	12.9	-42.6	10.2	1.8	1.1	1.1	9	11	11
United Kingdom	16.1	15.0	9.7	10.0	-6.9	3.0	1.0	0.9	0.9	12	12	13
Italy	16.5	12.7	7.8	10.7	-23.2	37.9	1.0	0.8	0.9	13	13	12

Source of Data: U.S. Department of Commerce, Bureau of Census

Between January and August 2016, US global imports of sweet cocoa-free products were worth 1 billion and 162 million dollars, rising 7.5% over the same time period last year, when total imports from Italy, in the 12 months, were worth 1 billion and 647 million dollars (-1,7% over

2014). In August 2016, Italy occupied 12th place in the global suppliers' rank, with imports rising by 38% over 2015. First and second place in the ranks belong to Mexico and Canada, respectively first and second top suppliers at 392 million dollars and 333 million dollars.

As regards imported volumes, in the first eight months of the year, with 2.9 million kilos imported - rising by more that 50% over 2015 - Italy occupies 13th place in the global suppliers' rank. A good performance, if we consider the 15th place occupied by our

country last year. Overall, in the time period considered US global imports of sweet cocoa-free products exceeded 419 million kilos, rising 7.1% over 2015. Mexico and Canada, respectively at 180 million kilos and 98 million kilos, are first and second top suppliers.



/ cured meat

RAFFAELE GIANNELLI

www.salumigiannelli.it



PRODUCT NAME

Natural Salsiccia

PRODUCT DESCRIPTION

The best of the Giannelli's production, the "Natural Sausage" is offered with different recipes. Differentiation is in the use of spices, which create the pepper's sausage, the chilli one, or with wild fennel or garlic marinated in wine (Nero di Troia). Because of the chemical - physical properties of spices, it is possible to eliminate preservatives, typically used in the industrial production. We do not use lactose, gluten and neither nitrate or nitrite.

INGREDIENTS LIST

Butchered Italian fresh pork, iodized salt, red pepper, sweet pepper, red wine, honey.

EXPIRATION DATE AND CONSERVATION

180 days from production date.

PACKAGING AND LABELLING

Under vacuum, box.



SIMONINI VITTORIO

www.simoniniprosciutti.com



PRODUCT NAME

PDO Parma Ham

EAN CODE

20000003

INTRASTAT CODE

0210 11 31 9110

PRODUCT DESCRIPTION

Parma ham is on cutting uniform pink-red color, broken by the pure white of the fatty parts. Dimension from 10 to 12 kg (24 months old) this is the max weight, since weight depends on the age and the type of ham (with or without bone, 18 or 16 months old etc). No added gluten, milk or milk derivatives.

INGREDIENTS LIST

Meat pork and salt.

EXPIRATION DATE AND CONSERVATION

No expiration date - keep cool.

PACKAGING AND LABELLING

Cartons and Private labelling Simonini Vittorio.

SALUMIFICIO VECCHIO VARZI

www.vecchiovarzi.it



PRODUCT NAME

Salame di Varzi PDO Vecchio Varzi

INTRASTAT CODE

02031990

PRODUCT DESCRIPTION

Varzi PDO Vecchio Varzi Salame is produced to the specific guidelines drawn up by the producers' association. Vecchio Varzi produces approximately one third of all Varzi PDO Salame and is its largest producer.

INGREDIENTS LIST

Vecchio Varzi only employs the finest cuts from Italian pigs born and reared in Lombardy, Piedmont and Emilia. The fine cuts selected by Vecchio Varzi are leg, shoulder, loin and tenderloin and never frozen. These extremely lean choice cuts are then combined with equally fine fatty ones such as belly and throat, traditionally minced coarse. Only natural flavours are added to the minced meat during production: sea salt, peppercorns and a filtered infusion of garlic and red Oltrepò Pavese wine. At the end of the production process, the Vecchio Varzi Salami is packed exclusively in fine-quality natural pork gut. 100% gluten free, without added proteins and milk derivatives.

EXPIRATION DATE AND CONSERVATION

150 days of production.

PACKAGING AND LABELLING

Box of 10 pieces.

CERTIFICATIONS

CDO (Controlled Designation of Origin) - PDO (Protected Designation of Origin) - IFS - HACCP - GMP (Good Manufacturing Practice), GLP (Good Laboratory Practice) and GHP (Good Hygiene Practice) compliance.

/ cheese

CASEIFICI

www.liberadallattosio.it
(www.withoutlactose.com)



PRODUCT NAME

Buffalo milk mozzarella libera PDO 100 gr

EAN CODE

8016325805543

PRODUCT DESCRIPTION

Unripened stretched cheese without lactose. Made in Italy.

INGREDIENTS LIST

Buffalo pasteurized milk, natural whey, salt, curd. Minimum fat in dry matter 52%. Lactose less than 0.01%.

EXPIRATION DATE AND CONSERVATION

Keep refrigerated at +4°/6°C. Shelf life 24 days.

PACKAGING AND LABELLING

Packaging: small glass. Packaging size (h/d cm): 4,7/9,4. Package: 12 pieces for carton.

CERTIFICATIONS

Cermet ISO 22000 - Mozzarella PDO.

CENTRO LATTE BRESSANONE SOC. AGR. COOP.

www.brimi.it



PRODUCT NAME

Brimi Mozzarella Fior di Latte Palla 200 gr ciuffo

EAN CODE

8002063213108

INTRASTAT CODE

04061030

PRODUCT DESCRIPTION

Fresh cheese made from pasta filata (spun paste), traditional production.

INGREDIENTS LIST

Pasteurized cow milk, salt, rennet, lactic ferments.

EXPIRATION DATE AND CONSERVATION

Shelf life 26 days. Store between 0/+6°C

PACKAGING AND LABELLING

Bag (ciuffo) with one mozzarella ball in brine.

CERTIFICATIONS

BRC - IFS - CSQA-BS OHSAS 18001:2007.

TONIOLO CASEARIA

www.toniolo.it

PRODUCT NAME

Perbacco Inbriago De Selva

EAN CODE

9800926200081

INTRASTAT CODE

04069069

PRODUCT DESCRIPTION

Cow's milk table cheese ripened for a minimum of 16 months. It is a cheese typical of Treviso province. After a period of ripening, these cheeses are submitted to a treatment called "ubriacatura" (drunkenness) during which the cheese is placed in vats and covered with red wine for a long time. Thanks to this exclusive process, the rind takes on a dark burgundy colour, the paste shows a particular texture and flavor is aromatic, spicy pleasant and inviting. The quality of the wine used in the "ubriacatura" is very important as well as the experience and the secrets of our dairymen.

INGREDIENTS LIST

Cow's milk, salt, rennet, lactic acid bacteria, preservative: lysozyme (from egg).

EXPIRATION DATE AND CONSERVATION

Product shelf life: 90 days. Shelf life on delivery: 83 days.

PACKAGING AND LABELLING

One form per box with "pelures" (paper skin). Label placed on each box.

CERTIFICATIONS

IFS - BRC.



/ sweets & bakery

CASA DEL DOLCE

www.casadeldolce.it – www.trinketto.it



PRODUCT NAME

Trinketto

EAN CODE

8005533010504

INTRASTAT CODE

22021000

PRODUCT DESCRIPTION

Liquid candy.

INGREDIENTS LIST

Water, sugar, acid: E330, flavourings, preservatives: E202, E211.

EXPIRATION DATE AND CONSERVATION

18 months in a cool and dry place.

PACKAGING

24 bottles each display, 6 displays a carton.

CERTIFICATIONS

IFS and BRC by Bureau Veritas.

LA PIZZA + 1

www.lapizzapiuuno.it



PRODUCT NAME

Traditional focaccia with cherry tomatoes

PRODUCT DESCRIPTION

Traditional focaccia with cherry tomatoes is a soft and open-texture focaccia that combines the flavor of tomatoes and extra virgin olive oil. To enhance the fragrance, focaccia needs short heating time in oven, on grill or in frying pan. We select the best ingredients for the production of light, crunchy and fragrant Focaccia.

INGREDIENTS LIST

Wheat flour, cherry tomatoes, extra-virgin olive oil, salt, yeast, barley malt, wheat malt flour, oregano.

EXPIRATION DATE AND CONSERVATION

Packaged in a protective atmosphere. Keep refrigerated at 0°/+4°C. Once opened, store in refrigerator and use within 24 hours.

PACKAGING

170 gr.

CERTIFICATIONS

BRC - IFS - ISO 22000 - ISO 22005 - ISO 9001.

FORNO MIOTTI

www.fornomiotti.com



PRODUCT NAME

Hazelnut Tart

EAN CODE

8033162870602

INTRASTAT CODE

1905 9090

PRODUCT DESCRIPTION

Confectionery rectangular product bakery stuffed with food preparation based hazelnuts. Dimension: 210 x 100 x 30 mm. Net weight 250 gr.

INGREDIENTS LIST

Short crust pastry; wheat flour type "0", sugar, margarine (vegetable fat coconut, water; vegetable oil sunflower; emulsifier: mono- and diglycerides of fatty acids, salt, aromas, acidity regulator: citric acid), a mixture of egg, butter; baking powder (agents raising: diphosphate, sodium carbonate; corn starch), salt, flavorings. Food preparation made with hazelnuts 25%; sugar; vegetable oils rapeseed and sunflowers, cocoa butter; hazelnuts 8%, low fat cocoa powder; potato starch, whole milk powder; emulsifier: lecithin, flavorings. Decoration: puffed rice, sugar; caramelized sugar; sunflower oil, honey. It may contain soy, peanuts and other nuts.

EXPIRATION DATE AND CONSERVATION

8 months. Store in a cool and dry place: 20° C +/-5.

PACKAGING AND LABELLING

Packaging in transparent flow pack.

CERTIFICATIONS

IFS and BRC.

/ organic

BAUER

www.bauer.it



PRODUCT NAME

Beef organic instant granular stock

EAN CODE

8 006755 930007

INTRASTAT CODE

21041000

PRODUCT DESCRIPTION

Practical and versatile, the Bauer Beef organic instant granular stock is ideal for the quick preparation of a traditional broth to use in several recipes, but also as a base for excellent sauces and ragouts, or even as a seasoning for delicious stews, meatballs and other meat dishes. Ideal to flavor foods or to enjoy a good broth, ready in just a few minutes. To prepare a nice broth, dissolve 4g of Bauer Beef organic instant granular stock (1 teaspoon) in 250ml of boiling water and stir: the product is instantaneous. The granular can also be added to foods in the desired amount, instead of salt, to enrich and enhance the flavour of soups, stews, sauces, ragouts, meat, rice, eggs, etc. Gluten and lactose free, with 100% organic yeast extract.

INGREDIENTS LIST

Sea salt, dehydrated vegetables in variable percentage (potato*, carrot*, onion*, parsley*, leek*, celery*, garlic*, tomato*): 23%, yeast extract*: 16%, sunflower oil*, beef*: 3%. (*100% organically grown).

EXPIRATION DATE AND CONSERVATION

Shelf Life 2 years. Conservation: the product is hygroscopic, keep it away from moisture and heat sources. Always close the tin and use only dry utensils. Store in a cool and dry place.

CERTIFICATIONS

ICEA - Authorization MIPAAF IT BIO 006 - A 201 Operator Checked.

G7

www.g7gelati.it

PRODUCT NAME

Organic custard

EAN CODE

8006922087411

INTRASTAT CODE

21050010

PRODUCT DESCRIPTION

Custard gelato prepared with 4% of egg yolk and the 42.2% of fresh cream. 100% from organic agriculture. This gelato is contained in a 'squoval' tub with the following size: gelato volume 500 ml; gelato weight 300 gr.

INGREDIENTS LIST

Fresh cream*, fresh whole milk*, sugar*, egg yolk (4%)*, powder skim milk*. Gluten Free. (*all ingredients are 100% organic).

EXPIRATION DATE AND CONSERVATION

Shelf life 24 months. Keep at -18C°. Do not refreeze after defrosting.

PACKAGING AND LABELLING

All our Gelato tubs and labels are made in recyclable polypropylene. Tub dimensions (l x w x h): 11,4 cm x 9,7cm x 9,6 cm.

CERTIFICATIONS

Every product is carefully checked from the product appearance point of view in terms of weight, number and quality of decorations and so on. During the production process the product is controlled in terms of packaging and labelling compliance. Furthermore, the product undergoes an organoleptic control before and after the packaging process i.e. smell, taste and color.



GHIOTT DOLCIARIA

www.ghiott.it

PRODUCT NAME

Vegan Cookies

EAN CODE

8004835453002 + 8004835453019

INTRASTAT CODE

19 05 31 99 (oat) + 19 05 31 19 (chocolate)

PRODUCT DESCRIPTION

The new line of Vegan Cookies adopts a recipe that does not include added eggs, milk or butter; in order to create a delicious, but also light and healthy biscuit, in line with the current trends in consumers' tastes. This line of biscuits is also specific to those who have special food intolerances or allergies. The biscuits are available in two variants: with oat flakes or chocolate drops.

INGREDIENTS LIST

With chocolate drops: cane sugar, wheat flour type "00", chocolate drops, whole wheat flour, spelt flour, sunflower oil, rice powder; raising agents, natural flavours, salt. With oat flakes: cane sugar, whole wheat flour; wheat flour type "00", oat flakes, spelt flour, sunflower oil, rice powder; raising agents, natural flavours, salt.

EXPIRATION DATE AND CONSERVATION

12 months. Keep in a cool and dry place.

PACKAGING AND LABELLING

Bag 200 gr.

CERTIFICATIONS

BRC – IFS – BIO (organic).



/ technologies

FRIGOJOLINOX
www.frigojollinox.com



PRODUCT NAME
Casaro TOP 300-600-1000
STRONG POINTS

Computerized automatic plant for the pasteurization of milk and cheese making all-in-one. Automation System by PLC and touch screen graphic display 10". Automatic Heating System, with jacketed water bath, through electrical resistances or gas burner integrated. Automatic Mixing System with breaking curd system and counter-rotating blades. Recycle of heating water with heat recovery. Automatic Cooling System through water or well water. Reinforced thermal insulation. Anti-slip High Platform to facilitate operations during processing. All systems are created through collaboration with universities and specialized engineers, allow you not to stress the milk and to have a very precise control in the processing phase in order to obtain a clearly superior product in terms of quality and taste, all this while maintaining a heating rate greater than 1°C/min.

It is certainly the most suitable plant for the production of high quality ricotta cheese, the low difference of temperature between the serum and the space between water and the walls ensures maximum sensitivity during the flocculation of the whey proteins, hence it fails to have a perfect control of the ricotta cheese firmness you want to produce. Low consumption and highest quality of the final product, these are the basic features of all our systems.

FIELDS OF APPLICATION

Dairy industry.

TECHNICAL INFORMATION

- volume tanks: 330/660/1100 liters;
- supply: LPG / CNG / 380V three-phase power.

M.C.AUTOMATIONS
www.mcautomations.it



PRODUCT NAME
Omnia 6 wrapping machine
PRODUCT DESCRIPTION

Italian Machinery manufacturer M.C. Automations produces a complete range of wrapping machines and automatic feeders for chocolate pralines, moulded and enrobed, wafer and nougat, fondant, fruit, marshmallow and jelly products coated with chocolate, chocolate bars and tablets.

STRONG POINTS

Our wrapping machines are innovative, simple, and versatile and offer the most attractive value for money.

FIELDS OF APPLICATION

Perfect to be utilised as standalone wrappers or integrated in full automatic systems linked to the production.

TECHNICAL INFORMATION

Compact to offer important floor space saving. Flexible to rapidly change products and wrapping styles to allow our customers to switch their production in real time.

GELMINI
www.gelminimacchine.com



PRODUCT NAME
ATENA BIG wedge cutter
FIELDS OF APPLICATION
Hard and semi-hard cheeses.

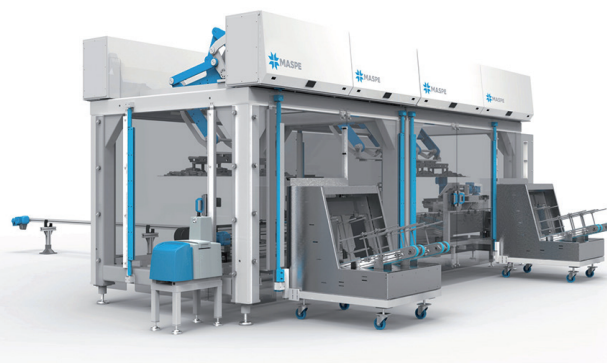
STRONG POINTS

Productivity, versatility, cutting accuracy, waste optimization, easy sanitizing. Our ATENA BIG wedge cutter cuts both hard cheeses, such as Parmesan, and semi-hard cheeses, like Asiago, Montasio, Pecorino Romano, etc. into wedges. Suitable in processing lines for large wheels, such as Leerdammer, as well as small cheeses like Caciotta and Pecorino Sardo. Designed for versatility, it can stand alone or be installed in a line, providing a fundamental tool for packaging companies and/or fixed-weight cheese producers.

TECHNICAL INFORMATION

- power supply: 380/400 V three-phase Hz 50 + compressed air
- work surface height: mm. 1065
- overall dimensions: weight control: 860x800x1250h
- wedge cutter 1200 width 3200 length 2500 h
- output: 50 wedges/min
- max product dimensions: max diameter 550 mm; max height 150 mm.
- weight including scale: Kg. 2050 approx.
- installed power: Kw 6

MASPE
www.maspespa.com



PRODUCT NAME
Maspe MF3
FIELD OF APPLICATION
Secondary packaging.

STRONG POINTS

Maspe MF3 is a compact machine, that was born with the aim to offer a standard solution at a wide range of needs in the secondary packaging field. MF3 is a Multifunction, Multi-format and Multiuse Packaging Machine.

TECHNICAL INFORMATION

- **Multifunction:** Maspe MF3 is an example of completeness and rationality that integrates the functions of Forming, Filling/Loading, Closing. If necessary MF3 can be customized to handle more formats thus adapting to the most different situations: Forming - Forming boxes or trays. Filling/Loading - Management of the incoming product (boxes, tubes, bottles...) and insertion in box/tray from above. Closing - Forming lid and closing box with possible marking at end of line.
- **Multi-format:** Thanks to the experience of the Maspe engineering and to its modularity, MF3 offers the possibility to configure and easily handle more formats in input/output, making rapid and almost automatic changeover.
- **Multiuse:** MF3 fits a wide range of sectors and incoming materials (primary equipment), in food and non-food sectors.

LINEA FLESH
www.lineaflesh.com



PRODUCT NAME

Stainless steel dispensers for disposable accessories

FIELDS OF APPLICATION

Food industry.

PRODUCT DESCRIPTION

Stainless steel dispensers have been designed for ordered utilisation and hygiene of disposable cloths in food industries. Their bodies (very solid) is made out of 304 AISI Ø 25 mm stainless steel sheet, with a frontal opening for the insertion of the articles and holes in the back for fixing to the wall. They are outstanding in:

- coat and kit dispenser
- twin cap dispenser
- single glove dispenser
- double glove dispenser
- complete accessories dispenser
- glove and face mask dispenser
- roll apron dispenser
- shoes dispenser

TECHNICAL INFORMATION

Surfaces are flat and without welding, easy to clean, in order of a hygienic environment and in compliance with EEC.

TECNO 3
www.tecno-3.it



PRODUCT NAME
MDC-A continuous doser mixers for liquid and solid products

FIELDS OF APPLICATION

Food and confectionery industry.

STRONG POINTS

The MDC-A series continuous doser mixer, designed and manufactured by Tecno 3, is used in the production of chocolate, creams and compounds for the ice-cream and pastry industry, to evenly dose and mix the liquid and solid ingredients that are in the recipes.

TECHNICAL INFORMATION

The system consists of a cradle container fitted with an inner horizontal stirrer with the dual function of mixing and moving the product. The ingredients are dosed, simultaneously and continuously, with great accuracy, with designated systems that are located on load cells or on precision volumetric counters. They enter from the rear end of the tank, passing through it and thoroughly mixing, until they reach the exit positioned at the top front end. The product comes out by overflow and is sent to the next processing stage. The recipes can be set and stored on touch-screen operator panel. Their management, and the correct dosage of the ingredients, are controlled with PLC, which also manages all the other parameters, such as the tank temperature, the mixer's speed and the direction of rotation, the product level, etc... Made entirely in AISI 304 stainless steel, the continuous doser mixer takes up little space, is accessible to the operator and mixes very effectively.