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INSIDE

GULFOOD 2017
HALAL PRODUCT SHOWCASE
SPECIAL EDITION



EDITORIAL

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NEW YEAR, OLD MARKETS?

Also in 2017 the main topic for the food & beverage sector will be just one: exports. In Italy, deflation, stagnation of consumption, and high promotional pressure are disturbing the sleep of many companies, used to think about export just like to an El Dorado where consumers are willing to pay more and prices keep on growing. The scenario, of course, is not that rosy, but exports remain with no doubts one of the cornerstones in companies' business development strategies. Italian food products enjoy some advantages, and some disadvantages too. In the first case, we are talking about the prestige and recognition enjoyed by made in Italy, to its widest extent. And second of all, food is definitely the undisputed protagoni-

st of this decade. But despite marketing strategies, foreign countries are not always such a paradise, for many reasons. We often talk about tariff and non-tariff barriers, custom duties, and the complexity of regulations to enter certain countries. Let's not forget political tensions and instability - mainly connected with the recent terroristic attacks - as well as markets volatility and big economic issues, such as oil prices and dollar quotation. In addition, as proven by the latest statements made by Donald Trump, who said to be favorable to the reintroduction of custom duties, political elections can lead to huge changes in market accessibility. "Buy American and hire American" said the newly elected president during his first speech at the

nation. But political changes may determine a turmoil also in the Old World. In 2017, many EU countries will face presidential elections. Holland will be the first - the referendum vote is scheduled for the 15th March - followed by France on the 23rd of April for the first round. German elections, instead, are scheduled in Fall. In the meanwhile, UK prime minister Theresa May announced its intention to go ahead with Article 50 of the Lisbon Treaty and start the procedure for the Britain's departure from the EU. A few weeks ago, talking to the nation, the prime minister told the world to get ready for a 'hard Brexit': "Not partial membership of the European Union, associate membership of the European Union, or anything that leaves us half-in, half-out".

ANNO NUOVO, MERCATI VECCHI?

Anche nel 2017 il tema principale, per il settore agroalimentare, è sempre uno: l'export. Deflazione, consumi stagnanti, pressione promozionale, in casa nostra, turbano i sonni delle aziende, che talvolta pensano all'export come un Eldorado, dove il consumatore è disposto a pagare di più e i prezzi non fanno che salire. Non è ovviamente così roseo il quadro, ma senza dubbio quella di esportare è una delle chiavi di volta dello sviluppo del proprio business. Il food made in Italy gode di alcuni vantaggi. E di qualche svantaggio. Nel primo caso si tratta soprattutto dell'allure che i prodotti alimentari italia-

ni, come in generale il made in Italy, godono nel mondo. E questo, senza dubbio, è il decennio in cui è il food il vero protagonista. Ma a parte le strategie di marketing i mercati esteri non sempre sono un paradiso, per diversi motivi. C'è tutto il tema, di cui ci siamo occupati svariate volte, delle barriere non tariffarie, dei dazi, della complessità delle procedure richieste per entrare in alcuni paesi. Ma ci sono anche le tensioni politiche e le instabilità legate alla terribile stagione terroristica, cui si sommano la volatilità dei mercati e i grandi temi economici, come il prezzo del petrolio o la quotazione del dolla-

ro. Come dimostra il caso di Donald Trump, che si è detto favorevole alla reintroduzione dei dazi negli Usa, le elezioni politiche possono determinare cambiamenti, anche grandi, nell'accessibilità ai mercati extra Ue. "Compra americano e assumi americano", è stato lo slogan del discorso fatto dal neopresidente nel corso della cerimonia d'insediamento alla Casa Bianca. Ma anche nel Vecchio continente, nonostante il cappello comune dell'Unione europea, le consultazioni politiche possono creare scossoni, perché in grado di cambiare il quadro delle alleanze fra stati membri e le politiche adottate in seno all'Ue. Nel 2017 mol-

ti paesi dell'Unione andranno alle urne. Si parte con le elezioni olandesi del 15 marzo e si prosegue con il primo turno delle presidenziali francesi il 23 aprile. In autunno sarà invece la volta della Germania. Nel frattempo, il premier britannico Theresa May impugnerà entro marzo l'articolo 50 del Trattato di Lisbona avviando la procedura per l'uscita di Londra dall'Unione europea. E, come ha sottolineato poche settimane fa nel corso del suo ultimo discorso alla nazione, il mondo si deve preparare a una 'hard Brexit': "Non vogliamo adesioni parziali, o qualsiasi cosa che ci lasci metà dentro e metà fuori".



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AGRICULTURAL LAND	80.000 Ha
FARMS	75
AVERAGE DISTANCE FROM CHEESE FACTORY	Ø70 Km
LACTATING COWS	17.000
HECTARES FOR EACH LACTATING COW	>4,5 Ha
AVERAGE MILK PRODUCTION FOR EACH COW	Ø24 Lt/day
COWS IN INDIVIDUAL BERTHS	100%
FORAGE SELF-SUPPLY	100%
FODDER SELF-SUPPLY	>90%
LOAD OF NITRATES	Ø35 Kg/Ha
AFLATOXINS IN THE MILK	<0,005 µG/Kg
AFLATOXINS IN THE FINISHED PRODUCT	ABSENT
BLUE WATER	72 Lt/Kg of Gran Moravia
GREEN WATER	1944 Lt/Kg of Gran Moravia



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INSIDE

GULFOOD 2017

HALAL PRODUCT SHOWCASE
SPECIAL EDITION

8 **CELEBRATING OVER
THREE DECADES
OF SUCCESS**

10 **WHY IT IS WISE
TO INVEST
IN THE UAE**

11 **HALAL
FOOD
MARKET SIZE**

18

MARKETS & TRENDS

The world goes 'premium'

20

THE STUDY

The strange effects of thinking
healthy food is costlier

21

HORMONE BEEF & TTIP

U.S. on a war footing

22

TRADE SHOWS

The kingdom of private label

24

THE SURVEY

Specialty food: make
way for the youth

26

IN EVIDENCE

France goes organic

28

SIRHA 2017

Ho.Re.Ca. under the spotlight

30

ISM 2017

The Innovation Showcase

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NEWS

LINDT & SPRÜNGLI SEES GROUP SALES INCREASE BY 6.8% IN 2016

Confectionery maker Lindt & Sprüngli has seen its group sales rise 6.8% to 3.9 billion Swiss Franc in full year 2016. Switzerland-based Lindt & Sprüngli posted organic sales growth of 6.0% for the year, having seen its "position strengthened in all strategically important markets," the company said in a statement. "Once again, Lindt & Sprüngli succeeded in outperforming the overall chocolate market, achieving important market share gains and sales growth in line with strategic targets," it said.



Vendite in crescita del 6,8%, nel 2016, per Lindt & Sprüngli

Lo specialista svizzero del cioccolato, Lindt & Sprüngli, chiude il 2016 con una crescita del fatturato del 6,8% rispetto all'anno precedente, a 3,9 miliardi di franchi. Con vendite in crescita del 6% a livello organico. "Ancora una volta Lindt & Sprüngli è riuscita a far registrare una crescita più rapida di quella di tutto il settore del cioccolato nel suo insieme, guadagnando importanti quote di mercato e migliorando il proprio giro d'affari, secondo gli obiettivi fissati", spiega il gruppo elvetico in un comunicato.

GORGONZOLA: PRODUCTION UP BY 1.78% IN 2016

In 2016 total production of Italian blue cheese Gorgonzola rose by 1.78% on a yearly basis. A positive trend that has been continuing since 2013, according to the Consortium for the Protection of Gorgonzola Cheese. Last year, the 37 dairy factories in Piedmont and Lombardy - responsible for 100% of global Gorgonzola production - produced 4.581.155 Gorgonzola wheels, about 80,000 more than in 2015. Spicy Gorgonzola - that still constitutes a niche market - is also showing an upgoing trend (+1% every year). Exports, directed to France and

Germany for more than half of production, account for about 35% of total production. But Gorgonzola is widely sold also in the US, Canada and Japan.



Gorgonzola: nel 2016 produzione a +1,78%

Nel 2016 è cresciuta dell'1,78%, su base annua, la produzione di gorgonzola. Il dato, comunicato dal Consorzio per la tutela del formaggio gorgonzola, conferma un trend in aumento costante dal 2013. I 37 caseifici piemontesi e lombardi, che costituiscono il 100% della produzione globale, hanno confezionato 4.581.155 forme, quasi 80mila in più rispetto al 2015. Anche la tipologia piccante - che continua a rappresentare una nicchia - mostra una crescita costante (circa l'1% ogni anno). L'export, destinato per oltre la metà a Germania e Francia, rappresenta circa il 35% della produzione, che arriva però anche fino agli Stati Uniti, in Canada e in Giappone.

CLOETTA READY TO LEAVE ITS ITALIAN BUSINESS

Cloetta is considering disinvesting in its Italian subsidiary, the Swedish confectionery group said in a statement. A move that may lead to the sale of iconic brands such as Sperlari, Dietorelle, Dietor, Saila, Galatine and Dondi. "The strategic review of Cloetta Italy is aimed to improve growth and margins of the Cloetta group and might include a potential divestment of the Italian business," the company said in a statement. Cloet-



ta Italy operates four factories and employs 425 people. But according to the group, they must not fear any closure.

Cloetta pronta a cedere le attività del gruppo in Italia

Con una nota Cloetta ha annunciato una revisione strategica di tutte le attività del gruppo in Italia. Il gruppo svedese, che dal 2013 è proprietario del marchio cremonese Sperlari, potrebbe dunque cedere brand quali Sperlari, Dietorelle, Dietor, Saila, Galatine e Dondi. Si legge infatti che la revisione "finalizzata a migliorare la crescita e i margini del Gruppo" è stata avviata "alla luce della negativa situazione economica italiana e delle performances di Cloetta Italia in questi anni e potrebbe anche includere la potenziale uscita del business dall'Italia". Esclusa, in ogni caso, la chiusura dei quattro stabilimenti in Italia, dove lavorano 425 dipendenti.

SOUTH AFRICA: NEW TEMPORARY DUTIES ON POULTRY IMPORTS FROM THE EU

New custom duties for poultry coming from the European Union. The South African government has decided to imposed a temporary 13.9% duty on imports of frozen poultry from the EU. A significant issue, since South Africa accounts for about 17% of EU total export in the sector. For this very reason, local category associations asked the government to implement some measures aimed at reducing imports to support the local industry. Both the AVEC - the EU Association of Poultry Processors and Poultry Trade – and the European Commission are taking position against this measure.



Sudafrica: nuovi dazi temporanei per il pollame di provenienza Ue

Nuovi dazi in Sudafrica per la carne proveniente dall’Ue. Il governo del Paese, infatti, ha imposto un nuovo prelievo temporaneo, pari al 13,9%, sulle importazioni di carne avicola

congelata dall’Unione europea. Si tratta di una notizia significativa, poiché il Sudafrica, con un’incidenza del 17%, è la più importante destinazione delle esportazioni per la carne di pollame dell’Unione europea. Proprio per questa ragione, organizzazioni di categoria del Sudafrica avevano sollecitato l’adozione di misure finalizzate alla riduzione delle importazioni. Sia la Commissione europea sia l’Avec, l’associazione europea di produttori di pollame, sta facendo pressioni contro questa misura.

CARREFOUR TO CLOSE THREE STORES IN ITALY AND CUT 500 JOBS

French supermarket chain Carrefour has announced its plan to restructure operations in Italy, with the closure of three stores and the loss of 500 jobs. Two stores will be closed in the Piedmont region (Borgomanero and Trofarello) and one in Campania (Pontecagnano). According to the joint statement made by the Filcams, Fisascat and UILTuCS unions, Carrefour’s arguments for the restructuring plans have highlighted significant issues regarding business trends, such as sales, cost of labour and profitability, adding that hypermarkets are particularly penalized. In 2016 the retailer reported total sales in Italy of 5.48 billion euro in 2016, down by 1% year-on-year, but there was an organic growth of 0.9%.



Carrefour annuncia 500 esuberi e tre chiusure in Italia

Carrefour sarebbe pronta a chiudere tre punti vendita (Borgomanero, Trofarello e Pontecagnano) e a licenziare 500 lavoratori. Lo annunciano - dopo l’incontro del 20 gennaio con il Gruppo francese - Filcams cgil, Fisascat cisl e Uiltucs con una nota congiunta: “Sono state inoltre anticipate una serie di esigenze organizzative che implicherebbero un ulteriore e grave peggioramento delle condizioni di lavoro per i dipendenti della società. Le argomentazioni dell’impresa hanno portato a evidenziare rilevanti problematiche sugli andamenti aziendali, quali il fatturato, il costo del lavoro e la redditività dell’anno”. I dati finanziari comunicati dalla società per l’Italia parlano di un bilancio che, in termini assoluti, ha fatto registrare un -1%. Mentre il risultato, su base omogenea, sarebbe del +0,9%.



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TAIWAN: NEW LABELLING REGULATIONS FOR SEVERAL FOOD PRODUCTS



Taiwan has introduced new regulations to govern the labelling of several food items in a bid to improve food safety and protect consumers' rights, according to the Taiwan Food and Drug Administration (TFDA). The new measures, in force since January the 1st, cover labelling of cod, chocolate and semen coccis, a traditional herb. In particular, the regulation says that products labelled as 'dark sweet chocolate' must contain at least 35% cocoa solids, while those labelled as milk 'chocolate' must contain at least 25% cocoa solids. Otherwise, the product cannot be called chocolate, the FDA said.

Taiwan: entrati in vigore i nuovi regolamenti sull'etichettatura dei prodotti alimentari

Taiwan ha introdotto una serie di nuovi regolamenti relativi all'etichettatura dei prodotti alimentari, con effetto dal primo gennaio, ai fini di migliorare la sicurezza alimentare e tutelare i diritti dei consumatori secondo quanto affermato dalla Food and Drug Administration di Taiwan (TFDA). Le nuove misure riguardano le regole per l'etichettatura di merluzzo, cioccolatini e lacrime di giobbe. Per quanto riguarda il cioccolato, la TFDA ha affermato che i prodotti etichettati come 'dark sweet chocolate' devono contenere almeno il 35% di sostanza secca totale di cacao, mentre quelli etichettati come 'milk chocolate' devono contenere almeno il 25% di sostanza secca proveniente dal cacao. In caso contrario, tali prodotti non possono essere classificati come cioccolato.

TRITORDEUM, THE NEW HEALTHY GRAIN BY GEOVITA GROUP

Born from the combination of durum wheat and wild barley, Tritordeum is a highly sustainable crop mainly grown in the Piedmont region. Result of the continue research in innovation carried by the Geovita Group, its farming requires little water and fertilizers. The company - that in Italy has the exclusive rights for the processing of the raw material - has developed a complete product range dedicate to Tritordeum. The pre-cooked grains are ideal for the preparation of salads, gourmet recipes and soups made of grains and pulses. Highly digestible, pre-cooked Tritordeum is a tasty and healthy alternative to traditional grains and provides a higher intake of fibers and antioxidants (Luteina). For the whole month of February 2017, spending at least 10 euro on the web site e-shop (www.dallagiovanna.it) it will be possible to receive a 250 gr pack.

Tritordeum, il nuovo cereale salutare del Gruppo Geovita

Derivato dalla combinazione tra grano duro e orzo selvatico, il Tritordeum è una coltura rustica altamente sostenibile, prevalentemente localizzata in Piemonte, che abbassa il consumo di acqua e fertilizzanti e si colloca nell'ambito della continua ricerca di innovazione da sempre fortemente perseguita da Geovita. Beneficiaria dell'esclusiva per la trasformazione della materia prima italiana, l'azienda oggi propone un'intera gamma di prodotti dedicati proprio al Tritordeum. I suoi chicchi precotti sono infatti ideali per la preparazione di insalate, piatti gourmet, minestrone, zuppe di legumi e cereali. Altamente digeribile, il Tritordeum precotto diventa così una gustosa e genuina alternativa ai cereali tradizionali e consente di mantenere un notevole apporto in termini di fibre e antiossidanti (Luteina). Per tutto il mese di febbraio 2017, acquistando almeno 10 euro di prodotti sull'e-shop del sito (www.dallagiovanna.it) è possibile riceverlo in un pack da 250 grammi.

ALIBABA IS BUYING CHINESE RETAILER INTIME FOR 2.6 BILLION DOLLARS

Just like Amazon, also Alibaba has decided to invest in off-line retail. The Chinese e-commerce giant has spent 2.6 billion dollars to fully acquire China's department store chain Intime, operating 29 department stores and 17 shopping malls across urban China. Alibaba already owns 28% of Intime, and this additional investment will boost its stake in the department store chain to 74%. Alibaba is teaming up with Intime's founder, Shen Guojun, to take the chain private. The acquisition will strengthen Alibaba's push to blur the line between online and offline shopping, enabling vendors to display their merchandise offline and consumers to order items online and pick them up in store.

Alibaba acquista il retailer cinese Intime per 2,6 miliardi di dollari

Dopo Amazon, anche Alibaba diversifica e investe nella distribuzione offline. Il colosso dell'e-commerce assumerà il controllo di Intime, gruppo cinese della Grande distribuzione, per 2,6 miliardi di dollari. L'operazione è avvenuta attraverso una privatizzazione guidata dalla stessa Alibaba e dal fondatore di Intime, Shen Guojun. La partecipazione di Alibaba passa così dal 28 al 74%, dopo il primo investimento di 692 milioni di dollari effettuato nel 2014. Alla Borsa di Hong Kong il titolo di Intime è volato del 35%. Tramite questa operazione, il gigante cinese dell'e-commerce prosegue la sua espansione nel mondo del retail fisico.



MCDONALD'S SELLS CHINA BUSINESS

McDonald's Corp, the world's largest fast-food company, agreed to sell the bulk of its Hong Kong and China business to CITIC Ltd, a conglomerate that is state supported and Carlyle Group LP for 2.1 billion dollars. McDonald's will retain a 20 percent shareholding in the venture. The deal for 20 years caps a negotiation of months between private equity companies such as Carlyle and TPG Capital Management, McDonald's and a number of other suitors in China. The fast food giant based in the U.S. said its local partners would help increase the speed of its growth in the No. 2 economy in the world through new

openings of restaurants. McDonald's has over 2,400 restaurants on China's mainland and about 240 located in just Hong Kong. This new partnership will add 1,500 new restaurants in two regions over the upcoming five years.



Cina: McDonald's diventa statale

McDonald's, la principale catena di fast food al mondo, entra nel portafoglio della conglomerata statale Citic in Cina, con un'operazione da 2,1 miliardi di dollari. A Citic e alla sussidiaria Citic Capital passa così il 52% del capitale della newco, mentre la compagnia di private equity The Carlyle Group, basata a Washington, detiene il 28%. Alla catena americana fondata nel 1955 resta un residuo 20% della holding in cui confluiscono le attività di Cina continentale e Hong Kong. L'intesa ha una durata di 20 anni sui diritti di licenza e la transazione sarà chiusa a metà 2017. Nei prossimi cinque anni saranno aperti altri 1.500 fast food tra la Cina e l'ex colonia britannica Hong Kong. Si tratta del maggiore accordo di franchising siglato dalla compagnia fuori dagli Stati Uniti.



SPECIAL EDITION

GULFOOD 2017

HALAL PRODUCT SHOWCASE

SPECIAL EDITION

The strategic role played by Middle East in the global food & beverage business is highly recognized by Italian companies. An attention that is bound to increase in the years ahead, in view of Expo 2020. A global-scale event that will take more than 25 million visitors in the Dubai megalopolis, that is planning to inaugurate - in the next three years - hundreds of new hotels and restaurants. In order to meet such a growing demand, companies all around the world are getting ready for the 2017 edition of Gulfood (26 February – 2 March), number one trade show in Dubai, and the whole Middle East, for food & beverage professionals. About 200 companies will attend the event. Here is a showcase of some of the top quality, Halal certified goods produced by Italian companies willing to start (or strengthen) their business in the country.

Speciale Halal - Gulfood 2017

Il ruolo strategico del Medio Oriente quale mercato di destinazione per i prodotti agroalimentari è oggi come mai riconosciuto dalle aziende italiane del comparto. Un'attenzione destinata a crescere ulteriormente nei prossimi anni, in vista di Expo Dubai 2020. Un evento di carattere mondiale che porterà più di 25 milioni di visitatori nella megalopoli emiratina, che si prepara a inaugurare, nei prossimi tre anni, centinaia di nuove strutture alberghiere e ristoranti. Per soddisfare tale domanda, le aziende di tutto il mondo si preparano a incontrare i principali player del settore a Gulfood 2017 (26 febbraio - 2 marzo). Evento numero uno, a Dubai e in tutto il Medio Oriente, per i professionisti del food & beverage. A cui parteciperanno anche circa 200 aziende italiane. Ecco allora una vetrina di alcuni dei migliori prodotti, certificati Halal, realizzati dalle aziende del Bel Paese che desiderano avviare o consolidare la propria presenza in questo mercato.

CELEBRATING OVER THREE DECADES OF SUCCESS



THE UAE'S LARGEST FOOD AND HOSPITALITY EVENT TO HIGHLIGHT EIGHT BIGGEST COMMODITY TRADING SECTORS. A NEW SECTORIZED LAY-OUT AIMED AT ATTRACTING TENS OF THOUSANDS OF VISITORS AND GENERATE RECORD TRADE IN FEBRUARY 2017.

Ahead of its 22nd edition in 2017, Gulfood has established a position as one of the world's largest annual food and hospitality shows. Managed and hosted by the Dubai World Trade Centre (DWTC) the trade-only show provides more than three decades of experience in delivering world-class events in the Middle East, featuring local, regional and international exhibitors with unmatched expertise and in-depth market knowledge.

Gulfood 2017 is undergoing a revolutionary change in lay-out, format and visitor experience, marking a new era for the market leading exhibition that first traded in Dubai in 1987. To increase accessibility and trading potential, Gulfood 2017 will focus on finished food and beverages and highlight eight of the biggest commodity trading sectors with dedicated halls organised by: beverages; dairy; fats & oils; health, wellness & free-from; pulses, grains & cereals; meat & poultry; power brands and world food.

"Not only will Gulfood's new sectorised format allow visitors to get straight to business assessing quality and benchmarking price in their respective segments, but it will also lead to deeper market insights and trend awareness through focused consultation with the right experts in one place", said Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management at DWTC. "In addition to boosting travel, tourism and trade across the emirate, we expect the new sectorised format at Gulfood 2017 to generate billions of dirhams in legacy trading throughout the year and further enhance Dubai's status as one of the world's primary food trade re-export hubs."

As part of this major re-alignment global buyers will discover more than 1,000 new-to-show food and beverage producers. With space already completely sold-out to exhibitors, February's event will span more than 1,000,000 square feet of indoor exhibition space and purpose-built temporary structures that welcome a wave of new product innovations and services in-line with consumer demand both regionally and internationally. "The emirate is already the world's biggest re-exporter of rice, coffee and tea, and Gulfood opens the door to international food industry professionals to learn more about the recent infrastructure and mega project developments – such as Dubai Wholesale City – that will further transform the emirate's strategic potential as a re-export hub for the global food industry", added LohMirmand.

As a key example, Halal World Food will further cement its standing as the world's largest annual Halal food sourcing trade show through the new sectorised format. As international visitors continue to source a wide range of halal products for domestic markets, the vast majority of Halal-certified products at Gulfood will be showcased in a dedicated Meat & Poultry zone. This will enable buyers to easily locate and appraise produce relevant to their needs, whilst also acquiring granular insight into investment opportunities entering the Halal sector throughout the world.

LohMirmand continued: "Returning to Gulfood for a third consecutive year, Halal World Food aligns perfectly with Dubai's objective to become a global Islamic economic capital. As one of Gulfood's fastest-growing components, we are committed to making Halal World Food accessible

and convenient for the many thousands of buyers eager to explore innovative sourcing options in this increasingly lucrative sub-sector."

Gulfood 2017 will feature 120 national pavilions including first-time participants from as far afield as Malta, Finland and Slovakia. The show will also see hundreds of international heads of state, ministers, government officials and scores of national trade associations eager to ink lucrative bi-lateral trade agreements among tens of thousands of anticipated visitors. Gulfood 2017 will host more than 5,000 local, regional and international companies from 120 countries displaying hundreds of thousands of finished food and beverage products.

In addition to its significantly expanded sourcing opportunities, one of Gulfood's undisputed draws is the annual Emirates Culinary Guild International Salon Culinare – the world's largest single-entry chef competition. The Salon Culinare will raise the profiles of more than 1,000 of the regions' top professional chefs, pastry chefs, cooks and bakers for a series of competitions evaluated by a panel of renowned experts mandated by the World Association of Chefs Societies (WACS) to judge culinary events across the globe.

Elsewhere, the eighth edition of the Gulfood Innovation Awards will recognise best-in-class excellence and innovation across the region's food and drink industry. Divided into 20 categories, the highly-prestigious event is judged by an international panel of independent industry experts, with winners to be announced during the industry-renowned gala ceremony that is hosted alongside the exhibition.



30 anni di Gulfood

Con un'expertise trentennale nell'organizzazione di eventi fieristici internazionali, il Dubai World Trade Centre si prepara a ospitare, dal 26 febbraio al 2 marzo 2017, la 22esima edizione di Gulfood. Il maggiore evento b2b nell'area degli Emirati Arabi Uniti, Nord Africa e Medio Oriente per il settore food & beverage. L'edizione 2017 della manifestazione segnerà un nuovo record sia sul fronte degli espositori presenti (5mila) sia su quello dei visitatori che affolleranno i padiglioni espositivi, circa 95mila da 120 Paesi. A determinare così rosee aspettative, un rinnovato layout espositivo suddiviso in otto macro-aree: bevande, prodotti caseari, grassi e condimenti, benessere e free-from, legumi e cereali, carni, power brands e world food.

The Inalpi promise:



GOOD



genuine

AND TRACEABLE PRODUCTS.



WE ARE CONSTANTLY WORKING AND PURSUING THE GOAL OF EXCELLENT QUALITY. EVERYTHING WE DO IS THE TANGIBLE EVIDENCE OF OUR COMMITMENT TOWARDS THE CONSUMERS TO PROVIDE THEM WITH RIGHT, GOOD AND SAFE PRODUCTS. EVERYDAY WE COLLECT THE BEST PIEMONTESE MILK FROM OVER FIVE HUNDRED FARMERS LOCATED CLOSE TO OUR FIRM WHO PROVIDE US WITH AN EXCELLENT RAW MATERIAL. WE MAKE THIS POSSIBLE BECAUSE WE HAVE ESTABLISHED SOLID AND FAIR CONTRACTS WHICH SATISFY THEM AND OURSELVES. ONCE THE MILK ARRIVES IN OUR FIRM WE CONSTANTLY DO QUALITY CHECKS AND UNCOMPROMISING ANALYSIS WHICH ARE MUCH MORE STRICT THAN THE ONES REQUESTED BY THE LAW. WE THEN TRANSFORM THE MILK INTO EXCELLENT FETTINE, FORMAGGINI AND BURRO BY USING THE MOST ADVANCED PRODUCTION LINES TO KEEP ALL THE FRESH MILK'S PROPERTIES AND MAKING THEM A VERY GOOD FOOD TO BE EATEN UNCOOKED OR AS AN INGREDIENT FOR EVERYDAY MEALS AS WELL AS SPECIAL RECIPES. OUR COMMITMENT ENDS BY GIVING CUSTOMERS THE OPPORTUNITY TO TRACE OUR PRODUCTS BY USING THE TRACE-CODE PRINTED ON EACH PACK WHICH ALLOWS EVERYONE TO TRACK THE NAME AND LOCATION OF THE STABLE WHERE THE MILK HAS BEEN MILKED.

INALPI, A RIGHT, SAFE AND GOOD CHOICE.

inalpi
www.inalpi.it



EXPORT

WHY IT IS WISE TO INVEST IN THE UAE

THE UNITED ARAB EMIRATES ARE A STRATEGIC DESTINATION MARKET FOR ITALIAN F&B COMPANIES. ESPECIALLY IN VIEW OF EXPO 2020, THAT WILL TAKE TO DUBAI 25 MILLION PEOPLE.

The UAE represent the 22nd destination market for Italian food & beverage exports, and the first destination market in the Middle East. In 2015, total sales in this sector were worth 324 million euro - a record-breaking result - rising by 28.4% over previous year. Imports, instead, were worth 1.8 million euro, for a 322 million euro's trade balance. The highest value ever registered. In the first nine months of 2016, Italian f&b sales in the country were worth 226 million euro, posting a 3.8% decrease over the same time period last year. "2016 was quite a hard year for the market of fast moving consumer goods, due to macro-economic uncertainties both on a national and international scale, mainly connected with a sharp decrease in oil prices in the first case, and to geopolitical crisis in the second case, that determined a contraction in tourism flows. Nevertheless, short- and medium term estimates are rather optimistic for the country, also in view of Expo Dubai 2020, that is expected to enhance the demand for food & beverage products," said Gianpaolo Bruno, Italian Trade Commissioner to the UAE, Oman and Pakistan for the ITA Agency. "This global event will attract approximately 25 million visitors and hospitality, as well as food & beverage, will be definitely the sectors interested by the highest growth rates."

ITA, the perfect partner for internationalization

The ITA Agency is committed to support initiatives aimed at promoting the internationalization of Italian companies in the food & beverage sector. First of all, through the participation to some of the most important local trade shows. Furthermore, ITA is also active in supporting Italian companies that are entering the UAE

looking for new business opportunities, thanks to a deep knowledge of the market and of its most reliable players in the field of distribution. Between the 7th and the 9th of November 2016, the Agency has coordinated the collective participation of 30 Italian companies to the Specialty Food Festival, a trade event inaugurated by Italian Minister for agriculture Maurizio Martina and Undersecretary for Economic Development Ivan Scalfarotto. On that occasion, an intense promotional campaign has been organized with the local media, together with a series of initiatives aimed at supporting the Italian participation, such as 'Breakfast in Italy', featuring products and the technologies dedicated to Italian-style breakfast, or the pizza, ice-cream and coffee championships, with a special area for life cooking shows. The event represented the official launch of the first 'Week of Italian cuisine in the world', with a rich program of tastings organized at some of the most renowned restaurants in Dubai, with the collaboration of Italia Michelin-starred chefs in the world.

Gulfood and beyond

In 2017, beside the participation to the Specialty Food Festival and the second edition of the Week of Italian cuisine in the world, between the 26th February and the 2nd of March, ITA will take part to Gulfood with its own booth, that will be used for the organization of educational seminars and by Italian companies to present their products of excellence with a series of show cooking, aided by professional chefs. In addition, during the course of the year we will support the launch of an important promotional campaign sponsored by the Italian Ministry of Agricultural, Food and Forestry Policies (Mipaaf), and entrusted to the ITA

Agency, for the promotion and the internationalization of PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) Italian food products in some of the most important large scale distribution chains in the United Arab Emirates and Oman, supported by a widespread media campaign.



Gianpaolo Bruno

324 MILLION EURO

ITALIAN F&B EXPORTS TO THE UAE IN 2015
(+28.4% OVER 2014)

226 MILLION EURO

ITALIAN F&B EXPORTS TO THE UAE IN THE FIRST 9 MONTHS OF 2016 (-3.8% OVER 2015)

1.8 MILLION EURO

ITALIAN F&B IMPORTS FROM THE UAE IN 2015

Perché è giusto investire negli Emirati Arabi Uniti

Gli Emirati Arabi Uniti costituiscono il 22esimo mercato di sbocco per le esportazioni di prodotti agroalimentari italiani e il primo mercato di esportazione di tutto il Medio Oriente. Nel 2015, le vendite italiane nel settore sono ammontate a 324 milioni di euro, il valore massimo storicamente raggiunto. Benché il 2016 sia stato un anno relativamente difficile per il mercato dei beni di largo consumo, con le vendite che nei primi nove mesi si sono attestate a 226 milioni di euro, in lieve contrazione rispetto all'anno precedente, le previsioni di breve e medio periodo sono improntate a un cauto ottimismo, anche in previsione di Expo 2020, che porterà a Dubai 25 milioni di visitatori.



GULFOOD 2017
HALAL PRODUCT SHOWCASE
SPECIAL EDITION

HALAL FOOD MARKET SIZE

Global Muslim consumer spent on food and beverage
1.17 TRILLION DOLLARS in 2015 (17% of global expenditure)

Muslim spending on food and beverage is expected
to reach **1.9 TRILLION DOLLARS** by 2021.

The 2015 Halal certified food and beverage market has been estimated
at **415 BILLION DOLLARS**.

This estimate includes spend by both Muslims and non-Muslims on Halal f&b products.

The Muslim consumer expenditure for food and beverage is ranked first, ahead of China
(**854 billion dollars**), the United States (**770 billion**), Japan (**380 billion**), and India (**341 billion**).

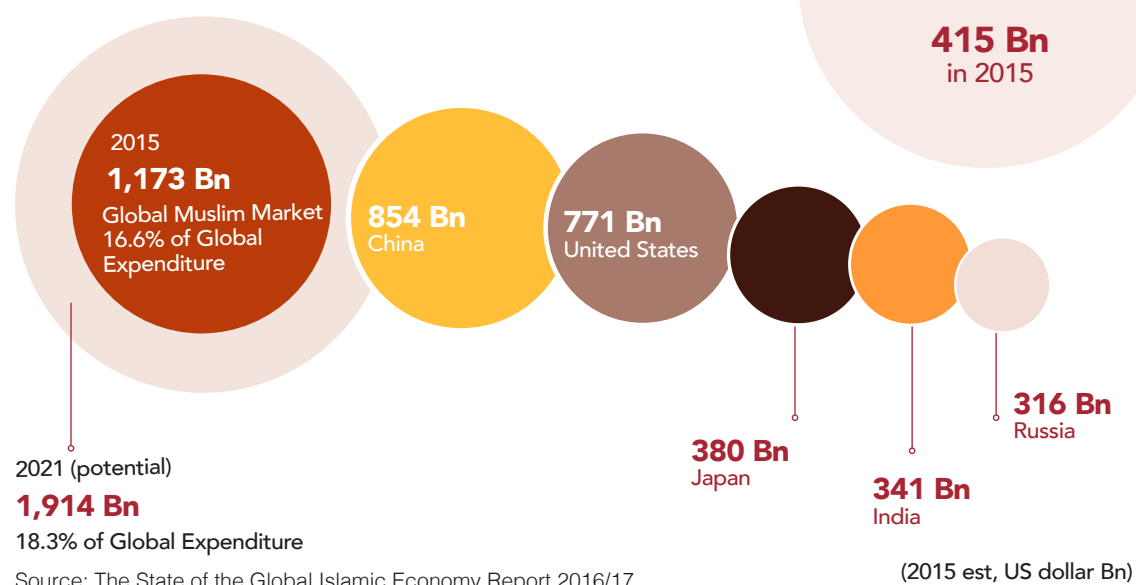
Muslim countries with the highest spend on food and beverage in 2015 were Indonesia
(**155 billion dollars**), Turkey (**116 billion**), Pakistan (**106 billion**), Egypt (**78 billion**), Bangladesh
(**69 billion**), Iran (**59 billion**), and Saudi Arabia (**48 billion**).

Market size

How much does the global
Muslim market
spend on food?

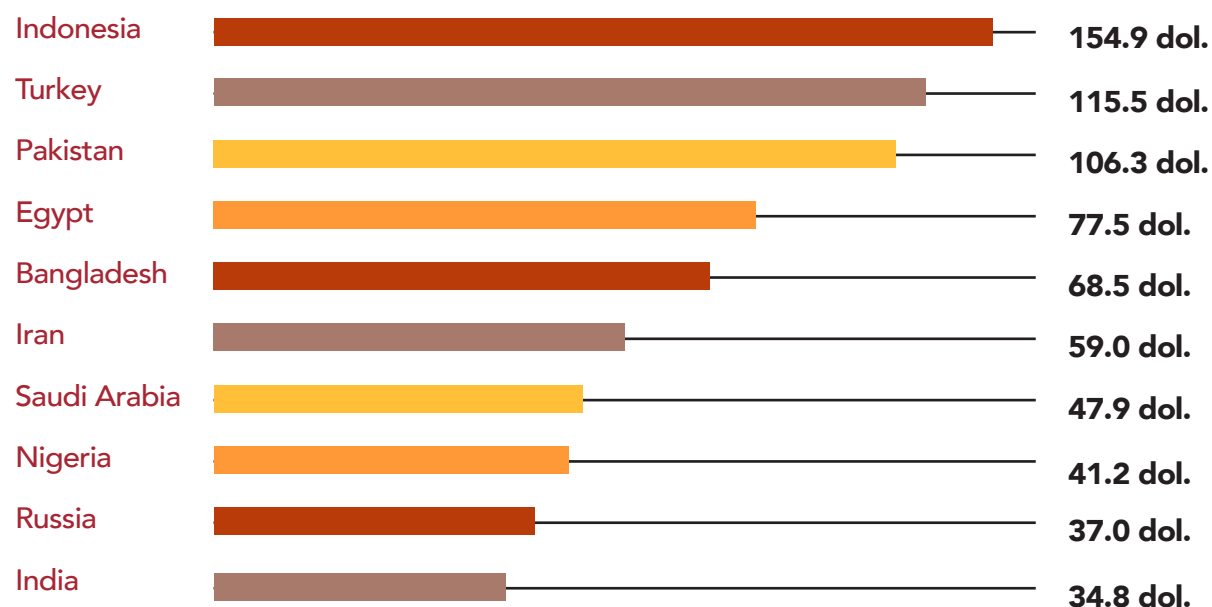
Benchmark

How does global Muslim
spend compare to total
global spend on food and
beverage?



TOP MARKETS

TOP MUSLIM CONSUMER FOOD EXPENDITURE MARKETS



Source: The State of the Global Islamic Economy Report 2016/17

BARILLA

www.barilla.com

Lasagne all'uovo bolognesi

PRODUCT DESCRIPTION

Durum wheat semolina egg pasta.

INGREDIENTS

Durum wheat semolina, eggs (19,36%).

EXPIRATION DATE

AND CONSERVATION

18 months. Store in a cool dry place.

INTERNATIONAL CERTIFICATIONS

Halal Certificate, Kosher Certificate,
FSSC22000, ISO14001 and HOSHAS
18001.



CRISPO

www.crispoconfetti.com

Cioco Passion

PRODUCT

DESCRIPTION

Dragees white chocolate interior covered
with chocolate sugar coated
plus flavor.

INGREDIENTS

Out layer (20%): sugar, rice and corn starch, gelling
agents: maltodextrin, arabic gum, coating agent:
carnauba wax, flavours: vanillin. Inside (80%): Cover-
ing (50%): milk chocolate - cocoa min 28% (sugar,
cocoa butter, milk powder, cocoa mass, whey in
powder, emulsifier: soya lecithin, flavours: vanillin);
white chocolate (30%) (sugar, cocoa butter, milk in
powder, whey in powder, emulsifier: soya lecithin,
flavours: vanillin) flavours.

EXPIRATION DATE AND CONSERVATION

24 months in suitable storage condition.

INTERNATIONAL CERTIFICATIONS

Halal, ISO 9001:2015, ISO 22005:2008.



Meet us at Gulfood

HALL: Shk Saeed 1 - STAND: S1-C34

VALPIZZA

www.valpizza.it

Chicken Pizza Halal

PRODUCT

DESCRIPTION

Round pizza diam. 27 cm, 385 g.

INGREDIENTS

Mother dough, tomato sauce, frozen
mozzarella, strips of grilled chicken.

EXPIRATION DATE AND CONSERVATION

Shelf life 9 months. Conservation -18°C

INTERNATIONAL CERTIFICATIONS

Halal Italia.



ELLEDI

www.elledi.com

Wafer Poker

PRODUCT DESCRIPTION

Full line of 45g wafer (single portion
snacks) in 5 varieties: hazelnut, co-
coa, vanilla, cappuccino and lemon.

INGREDIENTS

Hazelnut (74% cream): Wheat flour, sugar, vegeta-
ble oils, whey powder, fat-reduced cocoa powder,
hazelnut paste (6% in the cream), emulsifiers: soya
lecithin, salt, raising agents: sodium hydrogen car-
bonate, vanilla extract.

EXPIRATION DATE AND CONSERVATION

12 months in a dry and cool place.

INTERNATIONAL CERTIFICATIONS

Halal Certificate - Halal International Authority.



Meet us at Gulfood

HALL: Shk Saeed 1 - STAND: S1-D19

VALLEDORO

www.valledorospa.it

Breadsticks

and bakery products

INGREDIENTS LIST

Wheat flour, sunflower oil, salt, yeast,
extra virgin olive oil, malted barley
flour. All our products are without ani-
mal fats.

EXPIRATION DATE

AND CONSERVATION

240 days.

INTERNATIONAL CERTIFICATIONS

BRC, IFS, Vision 2000, waiting for Halal
certification.



CONTINUES



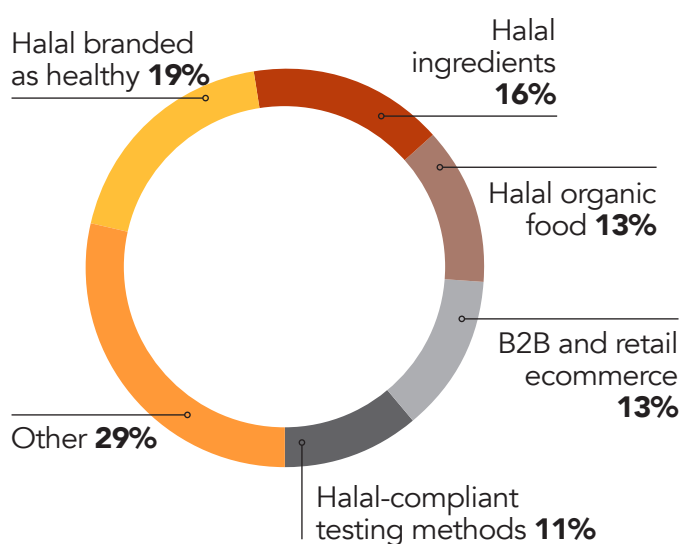
GULFOOD 2017

HALAL PRODUCT SHOWCASE
SPECIAL EDITION

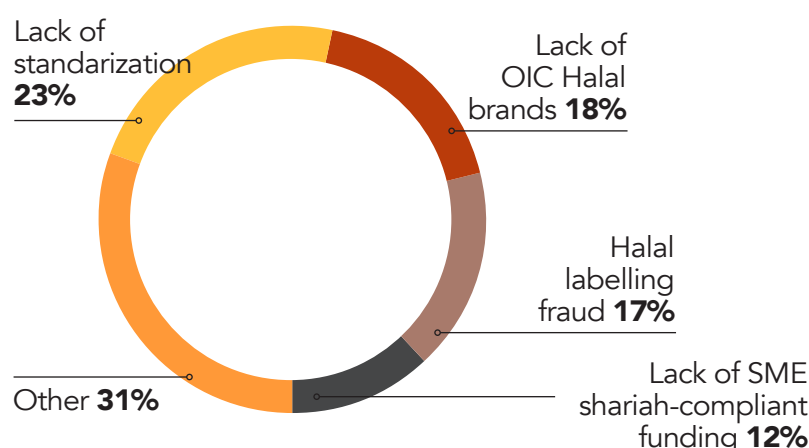


MAJOR GROWTH OPPORTUNITIES AND CHALLENGES IN HALAL FOOD

MAJOR GROWTH OPPORTUNITIES



MAJOR CHALLENGES



Source: The State of the Global Islamic Economy Report 2016/17

FIDA

www.fidacandies.it

Le Bonelle Gelees



PRODUCT DESCRIPTION

Round flower shape gelees, made with only fruit pectine without any animal gelatine, available in strawberry (red) lemon (yellow) orange (orange) and blackberry (purple) taste, all without artificial colourings and with only natural flavours. Le Bonelle are also gluten free and allergens free. 200 gr pack.

INGREDIENTS

Sugar, glucose syrup, water, acid: citric acid, gelling agent: pectin, natural flavourings, colourings vegetable extracts (carrot, black carrot, safflower, cherry, hibiscus, lemon, pumpkin).

EXPIRATION DATE AND CONSERVATION

The product has a shelf life of 24 months, in the original package. Store away from excessive heat sources.

INTERNATIONAL CERTIFICATIONS

Conformity Halal certification by Halal Italia, FSSC 22000 (certifies the whole productive system).

FIORE DI PUGLIA

www.fioiredipuglia.com

Taralli classic flavour



PRODUCT DESCRIPTION

It's a perfect snack whenever you are hungry. At school, in the office, in the car, on your flight, or with your friends with a good glass of wine or beer. 25 gr pack

INGREDIENTS

Wheat flour, white wine, high oleic acid sunflower oil, extra virgin olive oil, salt, sesame seeds, natural extract of olives.

EXPIRATION DATE AND CONSERVATION

12 months. Store in a cool dry place.

INTERNATIONAL CERTIFICATIONS

BRC, IFS. On request: Halal, Kosher.

ICAM

www.icamcioccolato.it

GODO - organic dark chocolate bar (cocoa 70%)



PRODUCT DESCRIPTION

The incredibly good Italian chocolate. A dark chocolate bar (cocoa 70%) made with a unique blend of fine of flavour cocoa beans: organic and gluten-free. We use high quality organic cocoa beans, bought directly from farming groups and co-operatives in countries including Peru and the Dominican Republic, which are then processed in GO*DO's "bean-to-bar" Italian factory. 85 gr bar.

INGREDIENTS

Organic cocoa paste, organic cane sugar, organic cocoa butter, organic fat reduced cocoa powder, emulsifier: soya lecithin. Organic vanilla extract. May contain traces of nuts, lactose and milk proteins. Gluten free.

EXPIRATION DATE AND CONSERVATION

24 months. Store in a cool and dry place (temp 18°C/64°F max).

INTERNATIONAL CERTIFICATIONS

Halal, Kosher, Spiga Barrata (gluten free), European Organic Certification.

BONOMI

www.fornobonomi.com

Savoirdi (or Ladyfingers)



PRODUCT DESCRIPTION

Savoirdi (in English "Ladyfingers") are a traditional Italian biscuit, with eggs as the main ingredient. Forno Bonomi has been making Savoirdi since 1850, by following the traditional recipe that requires a minimum of 26% of eggs. Available in 200 g, 300 g, 400 g, 500 g, 1,8kg and 5kg packages.

INGREDIENTS

Wheat flour, sugar, eggs 26%*, raising agents (sodium carbonate acid, ammonium carbonate acid), glucose syrup, natural flavourings, salt. * in the finish product. May contain traces of milk derivatives, soy.

EXPIRATION DATE AND CONSERVATION

12 months - Keep cool (5-25°C) and dry.

INTERNATIONAL CERTIFICATIONS

BRC, IFS, UNI EN ISO 9001:2008, Halal.

New!

Ciuccetto®
The yummy
sweet dummy
with vitamin C

NO COLOURINGS

GLUTEN FREE

WITH
VITAMIN
"C"



100%
ITALIAN
PRODUCT

www.casadeldolce.it

6

70

60

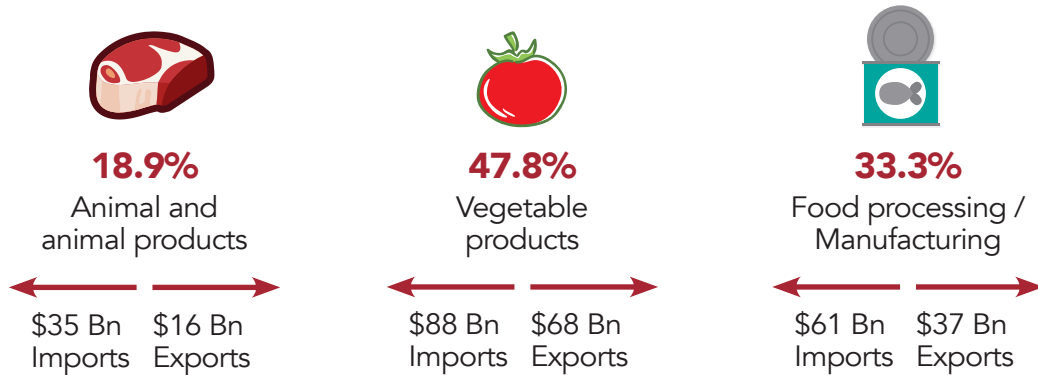




GULFOOD 2017

HALAL PRODUCT SHOWCASE
SPECIAL EDITION

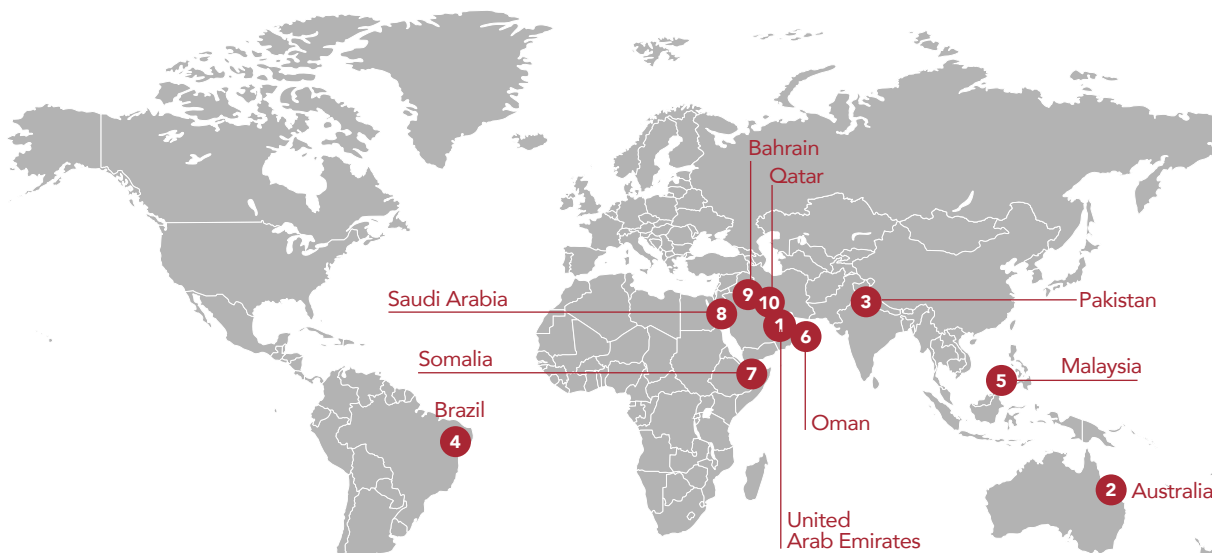
FOOD TRADE BY OIC (ORGANIZATION OF ISLAMIC COOPERATION) COUNTRIES WHAT DO OIC MEMBER COUNTRIES IMPORT MOST?



Source: The State of the Global Islamic Economy Report 2016/17

THE HALAL FOOD INDICATOR

WHICH COUNTRIES HAVE THE BEST DEVELOPED ECOSYSTEM FOR HALAL FOOD AND BEVERAGE?



Selected key players

Meat Suppliers

BRF (Brazil)
Cargill (USA)
Allanasons (India)
American Foods Group (USA)
Maret (Turkey)

Ingredients

Aromco Ltd. (UK)
Bidara Herba Niaga (Malaysia)

Distribution Channels

McDonalds (U.S.)
Dagang Halal (Malaysia)
Zilzar (Malaysia)
Halaleat.com (UK)
Halal Dining Club (UK)

Regulatory

Emirates Intl. Accreditation Council
GCC Accreditation Council
Pakistan Ntnl. Accreditation Council
JAKIM (Malaysia)
MUIS (Singapore)

*CRITERIA (From a total of 73 select countries)
1. Trade OIC Food Trade Relative to its size
2. Governance Regulation/Certification requirements
3. Awareness Media/Events
4. Social Food Price Index

Source: The State of the Global Islamic Economy Report 2016/17

HALAL LIFESTYLE

L'ERBOLARIO

www.erbolario.com



Argan Oil Face Cream

PRODUCT DESCRIPTION

Intensive anti-age treatment for mature skin with Stem Cells from Argan sprouts. This cream represents an intensive treatment that unleashes all of its anti-age effectiveness and protects natural skin firmness for a long-lasting, radiant and youthful look.

EXPIRATION DATE AND CONSERVATION

4 years for unopened product and one year after opening. Stored in a cool, dry place.

INTERNATIONAL CERTIFICATIONS

Halal, UNI EN ISO 14001, ISO 22716:2008, LAV - Anti Vivisection League.

ALLEGRINI

www.allegriamenities.com

Argan Source Halal

PRODUCT DESCRIPTION

Argan Source Halal, our hotel amenities collection with Argan Oil, is a beauty elixir that has become a 'must have' among cosmetic products thanks to its anti-oxidant, emollient and moisturizing properties. Argan Source Halal is a collection that will embrace the guests of the best hotels, thanks to its elegant frosted packaging and its intriguing scent, in the warm and intense atmosphere of the desert. Its formulation includes natural and vegetal derived surfactants, coming from renewable resources; it doesn't contain alcohol, parabens, petrolatums, silicones and animal-derived raw materials. It's a dermatologically tested formula.

INGREDIENTS

With Argan oil.

INTERNATIONAL CERTIFICATIONS

Halal certification by HIA (Halal International Authority).



D'AUTORE FOOD

www.dautore.com

Halal Italian Cold Cuts

PRODUCT DESCRIPTION

We offer a wide selection of Italian Halal cold cuts (beef bacon, beef speck, beef salami pepperoni, beef carpaccio, turkey ham, turkey with paprika, smoked duck speck, chicken with herbs...), already sliced in ATM or Vacuum Pack trays of any weight: 80/100/200/500 gr. All products are 100% Halal certified and respect the Italian manufacturing of cold cuts.

INGREDIENTS

Beef, turkey, chicken, veal, duck meat. 100% Halal certified.

EXPIRATION DATE AND CONSERVATION

In modified atmosphere: 90 days. In vacuum pack: 60 days.

INTERNATIONAL CERTIFICATIONS

Halal, IFS, BRC.

ALIMENTARI RADICE

www.alimentariradice.com

Roasted Turkey

PRODUCT DESCRIPTION

Roasted smell and taste, delicate and natural. The internal colour is creamy white; externally is brown due to roasting process. Texture is compact when cut, soft, not chewy. Ogm free, gluten free, allergens free.

INGREDIENTS

Turkey breast (80%), water, starches, salt, dextrose, stabilizers: E450 - E451, sugar, flavours, gelling agent: E407, antioxidant: E301, preservative: E250.

EXPIRATION DATE AND CONSERVATION

90 days. Don't puncture the package, store at a refrigeration temperature between 0°C/+4°C. Once opened, consume within 2/3 days.

INTERNATIONAL CERTIFICATIONS

The product is certified Halal (N. certificate 0270).



SALUMIFICIO MOTTOLINI

www.mottolini.it

Bresaola della Valtellina IGP

PRODUCT DESCRIPTION

Through the selection and the manufacturing of the best Halal bovine meat, the traditional salting process, the maturation in the typical climate of Valtellina and the regular inspections from the control bodies in compliance with the European legislation and the product specifications, we obtain a pleasant and delicate product. Thanks to the IGP mark (protected geographical indication), Bresaola is recognisable in the whole World. It is possible to choose between the classic Bresaola della Valtellina IGP, tasty and succulent, and the Bresaola della Valtellina IGP punta d'anca - topside that guarantees a lean, delicate product that melts in the mouth. Both products are available whole or vacuum-packed in big slices.

Both products are available whole or vacuum-packed in big slices.

INGREDIENTS

Beef, salt, dextrose, natural flavour.

EXPIRATION DATE AND CONSERVATION

180 days. Keep constantly cool: suggested temperature +2°/+4°C

INTERNATIONAL CERTIFICATIONS

Protected Geographical Indication (IGP), Halal Italy.



SU.SA. - SUPPA SALUMIFICIO
www.salumificiosuppa.com

Halal Beef Rolled Bacon

PRODUCT DESCRIPTION

Cured meat obtained from the cow's belly. It is salted for a short period of time, then washed in running water, preserved with pepper and natural flavourings, aged and smoked naturally. Available in the following variants: spicy, sweet, spicy truffle flavor, sweet truffle flavor. Vacuum-packed in food-grade plastic. Average weight per piece: 1/1,8 kg.

INGREDIENTS

Halal-certified beef, salt, pepper (sweet or spicy). Preservatives E 250, E 252, E 300, spices and natural flavourings. Free from lactose and other dairy products, free from gluten and no Gmo.

EXPIRATION DATE AND CONSERVATION

6 months. Store at 4 °C, once opened, keep refrigerated and use within a few days.

INTERNATIONAL CERTIFICATIONS

Halal certified.



SALUMIFICIO SOSIO
www.labresaoladebaita.it

La Bresaola De 'Baita' Halal

PRODUCT DESCRIPTION

Our Bresaola De 'Baita' Halal is characterized by its delicate and slow production process which results in a product of tender and elastic texture, no darker edges, with uniform red colored slices, that remain unaltered even after the product is taken out of the vacuum pack. The form is vaguely cylindrical in shape.

INGREDIENTS

Beef, salt, dextrose, saccharose, natural flavors. Preservatives: sodium nitrite, potassium nitrate.

EXPIRATION DATE AND CONSERVATION

6 months. Keep refrigerated from 0° to +4°C.

CERTIFICATIONS

Halal, Organic. In the next few months we will perform an audit, in order to obtain the BRC, IFS and ISO 22000 certifications.



**Meet us at Gulfood
Hall: Shk Saeed Hall 1
Stand: S1-A14**

SALUMIFICIO ALIPRANDI
www.aliprandi.com



Lamb Chops

PRODUCT DESCRIPTION

Lamb chops coming from south-west of England. The specific grass-based diet improves the chemical composition of lamb muscle and also improves organoleptic of the meat when compared to concentrate fed sheep. The innovative packaging in skin-pack makes sure taste and tenderness, an expiration date longer and offers a product ready to cooked.

INGREDIENTS

100% fresh meat.

EXPIRATION DATE AND CONSERVATION

20 days. Store between 0°/+ 4°C

INTERNATIONAL CERTIFICATIONS

BRC, IFS, Halal, Bio, West Country Beef & Lamb.

DELICATESSE
www.delicatesse.it



Turkey And Beef Salami

PRODUCT DESCRIPTION

You can finally taste the tradition of Italian salami Halal certificated. Our turkey and beef salami looks like the real Italian pork salami and the taste will meet your higher expectations too. This is a small size salami (about 150 gr.), with a soft texture, sweet and delicate to taste. Thanks to the lower content of fats compared with traditional Italian salami it results lighter and easy to digest.

INGREDIENTS

Turkey meat, beef meat, salt, pepper, natural flavourings. Preservative: sodium nitrite.

EXPIRATION DATE AND CONSERVATION

90 days guaranteed. Store at temperature of 0°C/ + 4 °C. Once package is open store it in the fridge inside a paper bag for no more than 7 days.

INTERNATIONAL CERTIFICATIONS

ISO9001, BRC. This product is available with Halal certification released by Halal Italia.

CENTRO CARNI COMPANY
www.centrocarnicompany.com

Frozen Beef 100 g Hamburger

PRODUCT DESCRIPTION

Trimming from beef forequarter and hindquarter. Plate 13 minced meat and plate 5 veins off individually quick frozen.

INGREDIENTS

Beef trimming (89%), potatoes starch, spices, salt, alimentary fiber, antioxidant E301.

EXPIRATION DATE AND CONSERVATION

18 months. Storage conditions: in the freezer (-18° C) see best before date; (-12° C) 1 month (-6° C) 1 week; in the ice compartment (0° C) 3 days; in the refrigerator: 24 hours.

INTERNATIONAL CERTIFICATIONS

BRC, IFS, ISO 9001, Halal, Gluten Free, Green Energy.



RIGAMONTI SALUMIFICIO
www.rigamontisalumificio.it



Bresaola Della Valtellina Igg

PRODUCT DESCRIPTION

Cured and matured meat product Halal certified, obtained from beef haunches. 70 gr pack.

INGREDIENTS

Beef, salt, dextrose, natural flavourings, preservatives: E250, E252.

EXPIRATION DATE AND CONSERVATION

Minimum preservation term (MPT) 75 days; approx. residual life (in sealed and properly preserved package) 50 days. Store between +3/+6 °C.

INTERNATIONAL CERTIFICATIONS

PGI mark, Csqa, Gluten Free, Halal Italy.



GRUPPO VERCELLI
www.ilvitellodicasavercelli.com/it

Veal Ham

PRODUCT DESCRIPTION

Trimmed veal silverside (origin Italy, Halal slaughtered and processed), injected, churned, formed and oven cooked. Net weight per pack: 4 kg. Halved and vacuum packed in aluminum bag.

INGREDIENTS

Veal silverside, salt, starch, dextrose, sugar, thickening agent: E407, flavourings, preservative: E250. GMO, allergens and gluten free. Ingredients compliant with Halal requirements.

EXPIRATION DATE AND CONSERVATION

120 days. Store at 0/+4°C.

INTERNATIONAL CERTIFICATIONS

Halal Italia: Certification of Halal Italian production lines.

CONTINUES



ASSEGNATARI ASSOCIATI ARBOREA

www.arborea.it



Arborea UHT Milk

PRODUCT DESCRIPTION
Cow's milk 100% from Sardinia (Italy), available in different packages - 1L, 500 ml, 200 ml - and flavours.

INGREDIENTS
Cow's milk.

EXPIRATION DATE AND CONSERVATION
12 months. Store at room temperature not exceeding 25°C

INTERNATIONAL CERTIFICATIONS
IFS, BRC, HIA, approved by JAKIM Malaysia.

SOCIETÀ AGRICOLA BERTINELLI GIANNI E NICOLA S.S. - www.bertinelli.it

Parmigiano Reggiano PDO



PRODUCT DESCRIPTION
Matured hard cheese PDO.

INGREDIENTS
Cow milk salt and rennet.

EXPIRATION DATE AND CONSERVATION
Shelf life 1 year when packed under vacuum. Storage temperature in the fridge +4°/+8°C

INTERNATIONAL CERTIFICATIONS
Halal Italia.

DELIZIA

www.deliziaspa.com

Fior Di Latte Halal

PRODUCT DESCRIPTION
Produced with 100% of Apulia cow milk is an explosion of the true authenticity and goodness. 200 gr pack.

INGREDIENTS
Milk, lactic acid, salt, rennet.

EXPIRATION DATE AND CONSERVATION
14 days. Keep in refrigerator at 0-4°C

INTERNATIONAL CERTIFICATIONS
HIA.



LATTERIA SORESINA

www.latteriasoresina.it

Grana Padano Dop Halal

PRODUCT DESCRIPTION
Our Grana Padano is obtained through the use of animal rennet extract according to the procedure of Islamic slaughter. This product is also certified by Halal Italy Authority that is the only official organ of quality halal certification in Italy, in representation of Islamic international certification authority, the Halal International Authority (HIA). 4 Kg pieces.

INGREDIENTS
Milk, salt, calf rennet.

EXPIRATION DATE AND CONSERVATION
Shelf life 180 days.

INTERNATIONAL CERTIFICATIONS
Halal Italy Authority.



CASEARIA ARNOLDI VALTALEGGIO

www.arnoldivaltaleggio.it

Taleggio DOP

PRODUCT DESCRIPTION
Ripened soft cheese.

INGREDIENTS
Pasteurized cow's milk, salt, rennet.

EXPIRATION DATE AND CONSERVATION
45 days from packaging. Storage temperature 2/6°C

INTERNATIONAL CERTIFICATIONS
BRC, IFS.



BRAZZALE

www.brazzale.com - www.granmoravia.com



Gran Moravia Ripened Hard Cheese

PRODUCT DESCRIPTION
Gran Moravia is a high-quality ripened hard cheese, vegetarian, lactose free and Halal certified. It combines artisanal Italian tradition and know-how to advanced production techniques. Gran Moravia is available in the market in whole wheels, blocks, portions, grated, snacks and much more.

INGREDIENTS
Caw's milk, salt and rennet from vegetable culture.

EXPIRATION DATE AND CONSERVATION
Shelf life 12 months. Kept chilled at temp +4°C.

INTERNATIONAL CERTIFICATIONS
BRC, IFS, ISO, Vegetarian Approved, Halal.

Meet us at Gulfood
Hall: 2
Stand: C2 - 49

FERRARINI & BONETTI

PDO Parmigiano Reggiano Halal Certified

PRODUCT DESCRIPTION
Cheese aged, with straw-coloured paste, fine granular texture. Typical taste and aromas, delicate, fragrant and never spicy.

INGREDIENTS
Cow's milk, salt and halal-certified rennet.

EXPIRATION DATE AND CONSERVATION
Shelf life of portioned vacuum-packed cheese: 12 months from the date of packing. Cold storage: about +4 /+6 °C

INTERNATIONAL CERTIFICATIONS
Halal Italia.



ARRIGONI BATTISTA

www.arrigoniformaggi.it

Gorgonzola DOP Dolce

PRODUCT DESCRIPTION
Gorgonzola is a cylinder-shaped table cheese, with a compact, rough, hard and grey in colour, not edible rind. Gorgonzola Dolce's consistency is white or pale yellow, buttery and melty, mottled in the development of bluish mould. Ageing 50 days minimum.

INGREDIENTS
Milk, salt, rennet.

EXPIRATION DATE AND CONSERVATION
60 days for whole cheese and 1/8 cheese, 45 days for 200 g and 150 g portion. Keep refrigerated at +1°/+6°C.

INTERNATIONAL CERTIFICATIONS
BRC, IFS, ISO 9001, Halal.



DE PAOLI LUIGI E FIGLI

www.burrodepaoli.it



Butter

PRODUCT DESCRIPTION
Butter Halal certified in packs of 100 portions 10 gr.

INGREDIENTS
Butter.

EXPIRATION DATE AND CONSERVATION
150 days from production. Keep in fridge between 0°C and +4°C.

INTERNATIONAL CERTIFICATIONS
IFS, BRC, Halal.

CASEIFICIO FIANDINO

www.fattoriefiandino.it

Gran Kinara

PRODUCT DESCRIPTION
The world's first aged cheese produced with vegetable rennet is the pride of Fattorie Fiandino. Fresh floral aromas are released, unique and enchanting, quickly giving way to hints of freshly. Weight of the wheel approx. 38 kg. Under vacuum: 1/8 proportions of the wheel; 500 g (fixed weight) only in a box; 250 g (fixed weight).

INGREDIENTS
Milk partially skimmed, salt, vegetable rennet (Cynara cardunculus).

EXPIRATION DATE AND CONSERVATION
Whole wheel: no expiration date. Under vacuum: 1/8 proportions of the wheel: 300 days; 500 g (fixed weight) only in a box: 300 days; 250 g (fixed weight): 300 days.

INTERNATIONAL CERTIFICATIONS
Halal.



FROMAGERIES BEL

www.baybel.it

Mini Babybel

PRODUCT DESCRIPTION

Semisoft cheese made with 98% pasteurised milk wrapped in the original red wax. Its taste is mild and it is free from added preservatives, colours and flavours. Mini Babybel supplies important milk-origin nutrients such as proteins, calcium and vitamins.

INGREDIENTS

Milk, salt, lactic ferment, microbial enzymes.

EXPIRATION DATE AND CONSERVATION

Keep refrigerated.

INTERNATIONAL CERTIFICATIONS

ISO 9001:2008, IFS, ISO14001.



IGOR

www.igorgorgonzola.com

Gorgonzola Dolce Igor Blu

PRODUCT DESCRIPTION

Gorgonzola Cheese with a pink-coloured wrinkly rind, straw-yellow white paste with characteristic green veins. Not edible rind. 200 gr pack.

INGREDIENTS LIST

Cow's pasteurized milk, selected milk starters, selected moulds of Penicillium type, dried sea salt, calf rennet.

EXPIRATION DATE AND CONSERVATION

Conservation 4 ± 2 °C.

INTERNATIONAL CERTIFICATIONS

BRC, IFS, ISO.



GRANAROLO

www.granarologroup.com



Mozzarella Frozen Granarolo

PRODUCT DESCRIPTION

Mozzarella Granarolo for cooking has a soft texture and a slight milky taste, which makes it the first choice for every authentic Italian pizza recipe. Its block format makes this product very easy to slice. Thanks to its low water content and vacuum packaging, Frozen Granarolo Mozzarella is perfect for cooking as it melts perfectly in hot dishes leaving no water residue.

INGREDIENTS

Pasteurised cow's milk, salt, microbial rennet, lactic ferments.

EXPIRATION DATE AND CONSERVATION

Keep frozen at -18°C. Once defrosted, the product must not be frozen again, it must be kept in refrigerator and used within 10 days.

INTERNATIONAL CERTIFICATIONS

Halal Certification.

FRANCIA LATTICINI

www.francialatticini.com

Shredded Mozzarella

PRODUCT DESCRIPTION

Top quality shredded mozzarella with just natural ingredients as fresh milk, enzymes, salt and rennet.

INGREDIENTS

Fresh milk, enzymes, salt and rennet.

EXPIRATION DATE AND CONSERVATION

20 days from production

INTERNATIONAL CERTIFICATIONS

BRC, IFS, Halal.



LA CONTADINA SOC. COOP.

www.caseificiocooplacontadina.com

Buffalo Mozzarella

PRODUCT DESCRIPTION

Mozzarella made only with buffalo milk; it is available fresh and frozen in different sizes.

INGREDIENTS

Buffalo's milk, rennet, salt.

EXPIRATION DATE AND CONSERVATION

Fresh mozzarella: 34 days from production (+4°C)

Frozen mozzarella: 18 months from production (-18°C)

INTERNATIONAL CERTIFICATIONS

IFS, BRS, ISO 9001, Halal.



COOP. AGR. ZOOTECHNICA SALICELLA

www.salicella.it

Buffalo Mozzarella DOP

PRODUCT DESCRIPTION

Dairy product; mozzarella made from buffalo's milk. Round-shaped, compact and spongy paste with opaque white colour and yellow reflections.

INGREDIENTS

Buffalo milk, rennet, salt.

EXPIRATION DATE AND CONSERVATION

28 days. Keep at +4°C temperature.

INTERNATIONAL CERTIFICATIONS

Halal, DOP mark.



GAMBINO INDUSTRIE ALIMENTARI

www.gambino-spa.com

Mozzarella cheese

PRODUCT DESCRIPTION

Pasta filata soft cheese, 1,000 gr.

INGREDIENTS

Milk, salt, microbial rennet.

EXPIRATION DATE AND CONSERVATION

40 days (storage: 0/4°C)

INTERNATIONAL CERTIFICATIONS

BRC, IFS, Halal Standard HG-HCB (REV 02/2015).



CASEIFICIO SOCIALE MANCIANO

www.caseificiomanciano.it

Pecorino Toscano Dop Halal

PRODUCT DESCRIPTION

Cylindrical shape, with a 17cm diameter and a 7cm height, the weight is 2 kg about. The rind is smooth and it has a straw-yellow colour. The paste is white, compact, with small and irregular eyes. The scent reminds milk, butter and vegetable smells. The taste is sweet, never salty; even after a longer aging, the main characteristic remains the taste's delicacy.

INGREDIENTS

Pasteurized sheep's milk, salt, rennet, milk ferments autochtones. Surface treated with natamidine. Not edible rind.

EXPIRATION DATE AND CONSERVATION

210 days.

CERTIFICATIONS

BRC, IFS, Halal, Accredia, Organic.



CASEIFICIO VALLEBIANCA

www.caseificiovallebianca.it

Buffalo Mozzarella Dop

PRODUCT DESCRIPTION

Fresh and soft cheese produced with pasteurized buffalo's milk. Available also frozen.

INGREDIENTS

Buffalo's milk, natural whey-inoculation, rennet, salt.

EXPIRATION DATE AND CONSERVATION

Fresh: 21 days (+4°C); frozen: 12 months (-18°C).

INTERNATIONAL CERTIFICATIONS

Halal (HIA), IFS.



CASEIFICIO PALAZZO

www.murgella.it

Burratina

PRODUCT DESCRIPTION

Burratina 120 gr is a traditional burrata filled with stracciatella, a mix of mozzarella ribbons and cream. Shape: cylindrical. Crust: absent. Taste: creamy and sweet. Colour: white.

INGREDIENTS

Pasteurized cow's milk, uht cream (35%), whey starter culture, salt, microbial coagulant.

EXPIRATION DATE AND CONSERVATION

22 days from production plant. To keep at a temperature of max +4°C.

INTERNATIONAL CERTIFICATIONS

IFS, BRC, Halal.





THE WORLD GOES 'PREMIUM'

HIGH-END PRODUCTS ARE EXPERIENCING STRONG SALES GROWTH AROUND THE WORLD. ACCORDING TO THE 2016 NIELSEN GLOBAL PREMIUMIZATION SURVEY, THAT POLLED MORE THAN 30,000 ONLINE CONSUMERS IN 63 COUNTRIES.

Around the world, consumers are looking for a taste of the good life. And it's not just those who are wealthy. Sales of products in the "premium" tier - which Nielsen defines as goods that cost at least 20% more than the average price for the category - are growing at a rapid pace. In fact, the growth of the premium sector in many markets around the world is outpacing total growth for many categories of fast-moving consumer goods (FMCG). Between 2012 and 2014, the premium segment grew 21% in Southeast Asia, more than double the rate of the mainstream and value tiers (8% and 10%, respectively). Premium products grew 23% over the same period in China. In Latin America, growth in the premium segment outpaced total FMCG growth in every market except Mexico and Venezuela over the 12 months ended June 2016.

Factors on both the supply and demand sides are driving the growth of the premium segment. First, many consumers have greater buying power than ever before. Consumer purchasing power is growing at 7% and 9% per year in China, India and sub-Saharan Africa, according to data from the World Bank. "With increasing affluence, consumers are craving products that offer a total experience," said Liana Lubel, senior vice president, Nielsen Innovation Practice. "Beyond basic-need products, many consumers also are buying based on how products make them feel, and premium products tap directly into a desire for products that provide specialized, enhanced or exclusive benefits."

Premiumization isn't just a developing market trend. In the U.S., premium products account for roughly one-quarter of dollar sales in the personal- and home-care categories (26% and 23%, respectively), growth in the premium segment outpaced total category growth for personal care (8% versus 2%) and food (8% versus 3%) in the year ended April 2, 2016. The story is similar in several European markets. Between 2014 and 2015, premium segment growth outpaced total growth for several categories analyzed, including shampoo and sweet biscuits in the U.K., Germany, France and Italy; soft drinks in Germany and the U.K.; and laundry in France.

NIELSEN SURVEY KEY FINDINGS

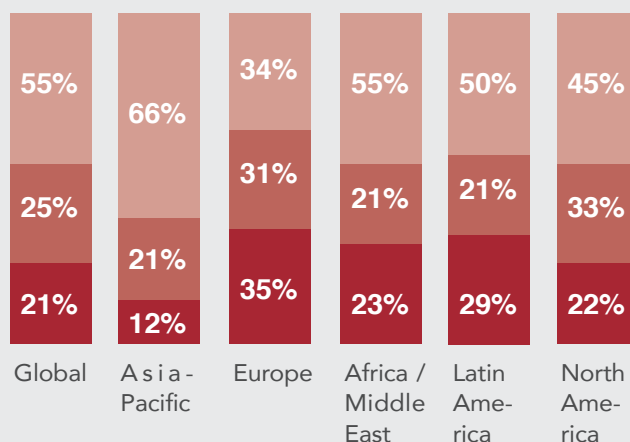
- The premium segment is experiencing strong growth, outpacing total category sales in many markets, with strong potential for continued growth as consumer buying power and spending rise around the world
- Consumers aren't just trading up on big-ticket purchases; they're also going premium on everyday items
- The most commonly cited features of premium products are exceptional quality (54%) and superior performance (46%)
- Products with environmental or social benefits have premium potential
- Consumers buy premium products for both rational and emotional reasons, but the latter resonate more strongly in emerging markets

Big brands vs. small players

While the premiumization trend is going strong, some of the big-player manufacturers have struggled to keep pace with smaller players across all price tiers. For example, in the U.S., the 25 largest food and beverage companies drove only 3% of the total category growth from 2011 to 2015, while companies below the top 100 drove nearly half (49%). "Premium perceptions are not necessarily driven by a strong legacy brand, and existing brand equities can sometimes be at odds with shifting perceptions," said Lubel. "A smaller company builds brand and product perceptions simultaneously, so it can more easily adapt to consumer demand. On the other hand, an established brand's image may be inconsistent with the needs of a newer launch, and reconciling these can be a difficult task; a well-known mass-market brand may struggle to establish its offering as premium."

Spending power in emerging and developed markets

In much of the emerging and developing world, the middle-class population is increasing, so it's no surprise that more respondents in these markets than in developed markets say they've made financial gains in the past five years. In developed markets, perceived financial gains have been more modest. Respondents in North America are the most positive, driven primarily by those in the U.S. While respondents in Central and Eastern Europe are more positive about their financial situation than their neighbors to the West.



HOW RESPONDENTS FEEL ABOUT THEIR FINANCIAL SITUATION TODAY COMPARED WITH FIVE YEARS AGO

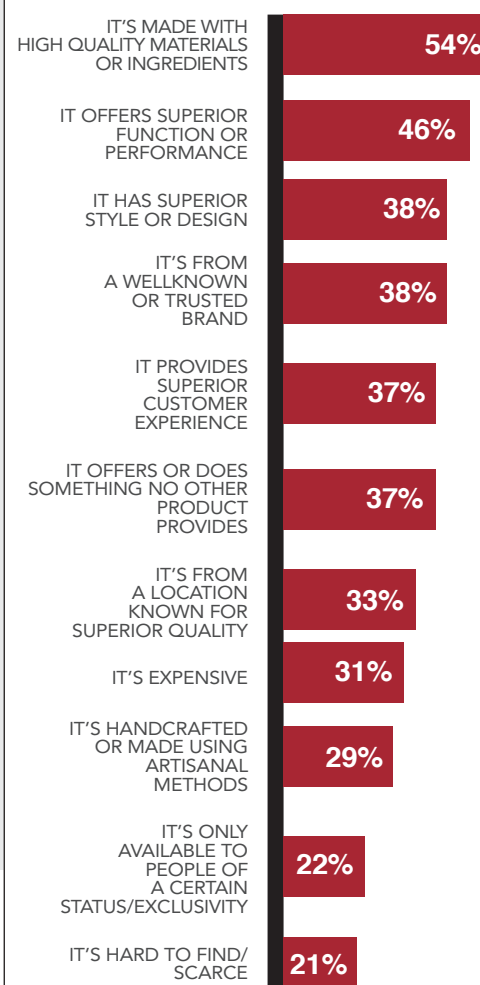
Worse off
About the same
Better off

Source: The Nielsen Global Premiumization Survey, Q1 2016

Consumers define premium by more than price

Less than one-third of global respondents (31%) say they consider a product to be premium because it's expensive - a clear warning to companies who push up prices without providing a very clear value proposition to support the change. Rather, respondents define premium products by exceptional quality and performance. 54% of global respondents say a premium product is made with high-quality materials or ingredients. This is the most common response in every region and nearly every country in the survey. In addition, 46% of global respondents say a premium product is defined by superior function or performance. Nearly four in 10 global respondents say premium products are defined by superior design or style (38%) or by a well-known brand name (38%), but these attributes are more important in some markets than others. While a high price tag falls relatively low on the list of defining features for premium products globally, it is significantly more important in Europe, cited by 45% of respondents in Central and Eastern Europe and 33% in Western Europe, including Italy (15%).

PERCENTAGE WHO SAY ATTRIBUTE IS WHAT MAKES A PRODUCT "PREMIUM"



Source: The Nielsen Global Premiumization Survey, Q1 2016



Emotional drivers resonate strongly in emerging markets

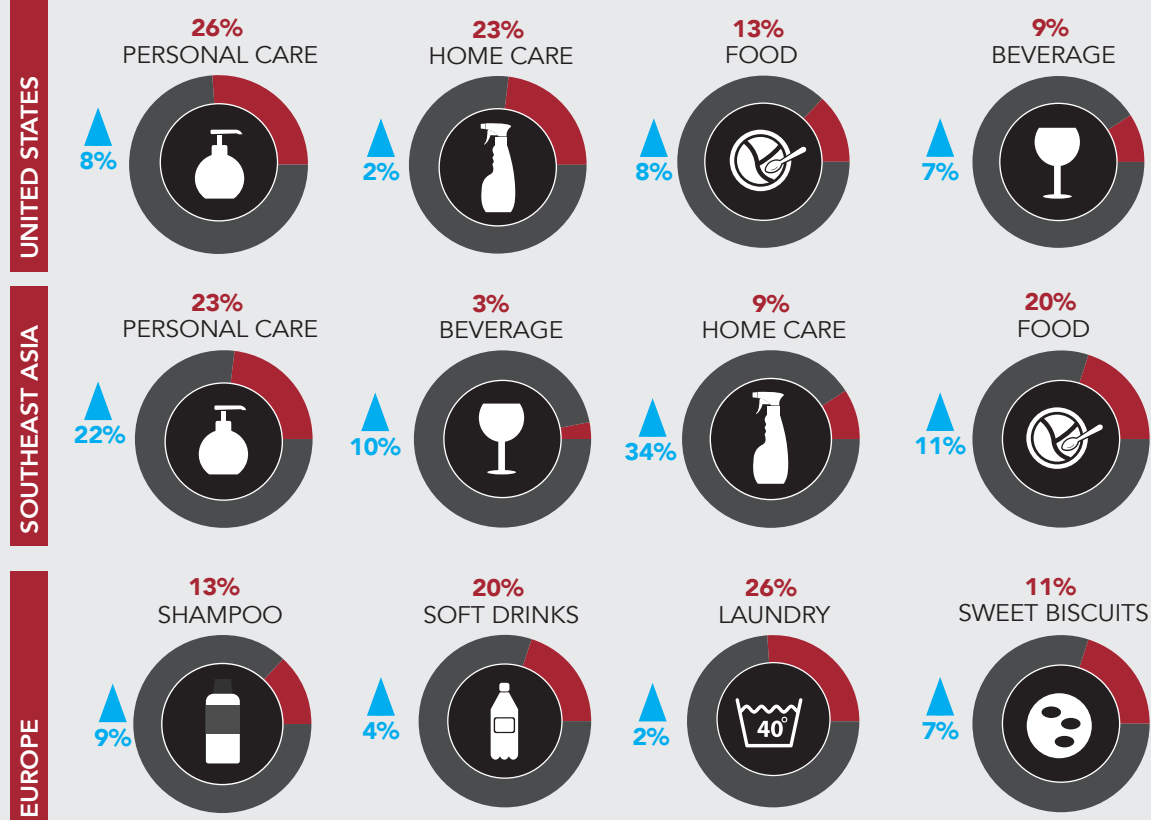
Consumers buy premium products for both rational and emotional reasons, but the latter resonate more strongly in emerging markets than developed ones. 52% of global respondents somewhat or strongly agree that buying premium products makes them feel good, with the highest agreement in India (78%), China (66%), Africa/Middle East (57%) and Southeast Asia (53%). Agreement is significantly lower in Western Europe (28%), the Pacific (34%), Latin America (37%), the advanced Asian markets (38%) and North America (43%). A similar percentage of global respondents (50%) say buying premium products makes them feel confident. Status also is a more important purchasing consideration in emerging markets than globally. But premium products don't just communicate sophistication and taste; they're also an important indicator of accomplishment. In every region, younger respondents (Generation Z, Millennials and Generation X) are more likely than older generations to agree that they purchase premium goods for emotional and social reasons.

Upgradable goods with premium potential

The categories with premium potential are as diverse as any retail store shelf, but there is nevertheless a common thread: for fast-moving consumer goods, everyday consumables rise to the top of the list of categories for which global respondents most often say they're willing to trade up. While electronics and clothing/shoes top the list (cited by 37% and 36%, respectively), respondents in most regions also are willing to consider trading up for better meat or seafood. In fact, this category is cited most often in developed markets, and it's among the top five categories for which respondents will consider trading up in Southeast Asia, Latin America and Africa/Middle East. In addition, three in 10 global respondents (30%) say they'll consider paying more for dairy products. An analysis of sales data in the U.S. shows consumers are backing up this sentiment with their wallets. Between 2014 and 2016, premium milk sales grew 52%, driven by the sale of milk alternatives, such as almond milk. In fact, sales of almond milk grew 250% between 2010 and 2015, while the total milk market shrank by more than 1 dollar.

PREMIUM'S SHARE OF CATEGORY SALES AND TWO-YEAR* GROWTH RATE FOR SELECTED MARKETS

● PREMIUM SHARE OF CATEGORY SALES ● PREMIUM SALES GROWTH



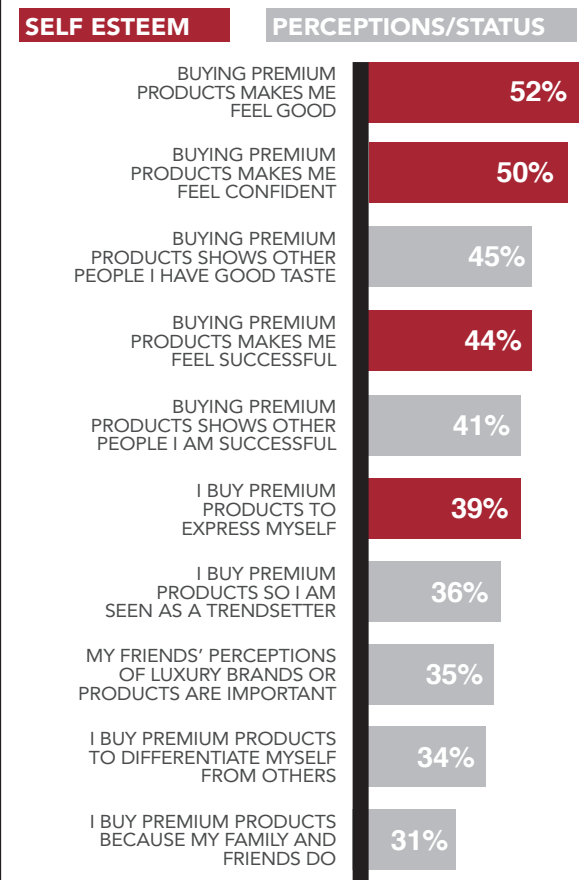
*In Europe, category sales and growth rate is based on one year.

Source: Nielsen retail measurement sales data, 2014-2015

Un mondo sempre più 'premium'

Nonostante le difficoltà economiche, in Italia come nel resto del mondo, i consumatori sono sempre più alla ricerca di prodotti in grado di attrarli sia da un punto di vista razionale che emotivo. I dati, infatti, mostrano che la vendita di referenze 'premium' ha fatto registrare tassi di crescita decisamente superiori alla media nel mercato dei prodotti di largo consumo confezionato. Un fenomeno spesso legato ai brand minori o emergenti, più che ai leader di settore. È quanto emerge dalla 'Global Premiumization Survey', condotta da Nielsen intervistando 30mila utenti internet in 63 Paesi, tra cui l'Italia, che ha analizzato i comportamenti e le abitudini dei consumatori relativamente ai prodotti di fascia alta.

PREMIUM PRODUCTS CAN BUY ME LOVE GLOBAL AVERAGE PERCENTAGE WHO STRONGLY OR SOMEWHAT AGREE WITH STATEMENT

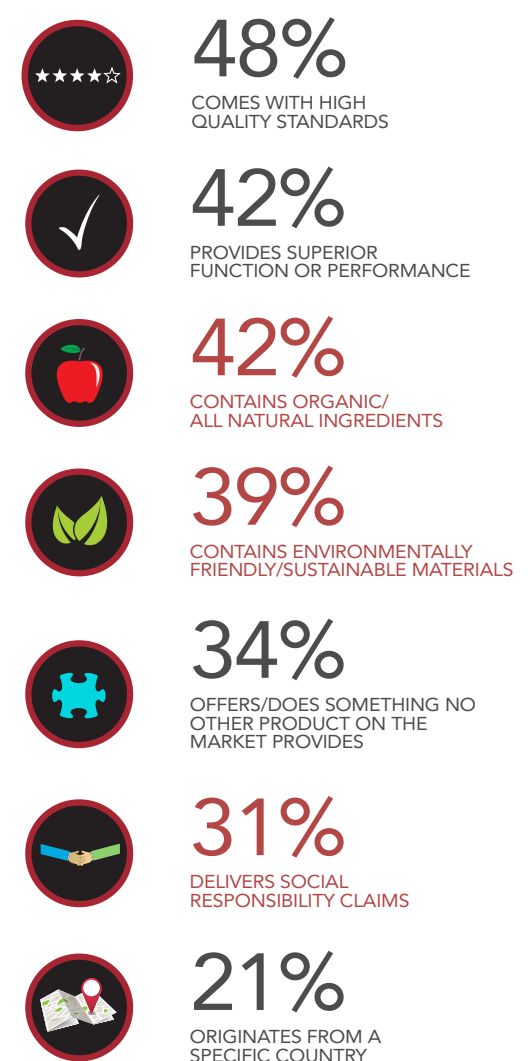


Source: The Nielsen Global Premiumization Survey, Q1 2016

Conscious-consumption product attributes justify a premium price for many

When it comes to the likelihood of purchasing premium products, not all product attributes are created equal. Certain product qualities justify a higher price tag in consumers' minds - and consumers are more than willing to pay a premium for them. In a world where conscious consumption is going mainstream, products with an environmental benefit can justify a higher price tag for many. In fact, roughly four in 10 global respondents are highly willing to pay a premium for products made with organic or all-natural ingredients (42%) or environmentally friendly or sustainable materials (39%), and just under one-third will pay more for products that deliver on social-responsibility claims (31%).

"GREEN" ATTRIBUTES HAVE PREMIUM POTENTIAL GLOBAL AVERAGE PERCENTAGE WHO ARE HIGHLY WILLING TO PAY A PREMIUM FOR ATTRIBUTE



Source: The Nielsen Global Premiumization Survey, Q1 2016

THE STRANGE EFFECTS OF THINKING HEALTHY FOOD IS COSTLIER

PEOPLE FALSELY BELIEVE PRICIER FOODS ARE HEALTHIER, A SERIES OF EXPERIMENTS AT OHIO STATE UNIVERSITY HAS FOUND.

According to a new US research, consumers believe healthy food must be more expensive than cheap eats and that higher-priced food is healthier – even when there is no supporting evidence. “It’s concerning. The findings suggest that price of food alone can impact our perceptions of what is healthy,” said Rebecca Reczek, co-author of the study and professor of marketing at The Ohio State University’s Fisher College of Business. The results mean not only that marketers can charge more for products that are touted as healthy, but that consumers may not believe that a product is healthy if it doesn’t cost more, according to researchers.

The researchers conducted five related studies, all with different participants. In one, participants were given information on what they were told was a new product called “granola bites,” which was given a health grade of either A- or C. They were then asked to rate how expensive the product would be. Participants who were told the health grade was A- thought the granola bites would be more expensive than did those who were told the grade was C.

In a second study, the researchers found that the healthy = expensive belief operates in both directions. In this study, participants rated a breakfast cracker that they were told was more expensive as healthier than an identical cracker that cost less.

But could this lay belief influence how people act? In the next experiment, a different group of people was asked to imagine that a co-worker had asked them to order lunch for them. Half the people were told the co-worker wanted a healthy lunch, while the others weren’t give any instructions.

On a computer screen, participants were given their choice of two different chicken wraps to choose for their co-worker, one called the Chicken Balsamic Wrap and the other called the Roasted Chicken Wrap. The ingredients were listed for both.

The key was that for some participants the Chicken Balsamic Wrap was listed as more expensive, and for others the Roasted Chicken Wrap cost more. Results showed that



when participants were asked to pick the healthiest option, they were much more likely to choose the more expensive chicken wrap – regardless of which one it was. “People don’t just believe that healthy means more expensive – they’re making choices based on that belief,” Reczek said.

It was the results of the next study that most intrigued Reczek. In this experiment, participants were told to imagine they were at a grocery store to buy trail mix and they were presented with four options, all at different price points. The option that the researchers were interested in was called the “Perfect Vision Mix.” Some participants saw the mix touted as “Rich in Vitamin A for eye health.” Others saw the line “Rich in DHA for eye health.”

While both Vitamin A and DHA (docosahexaenoic acid) are indeed good for eye health, the researchers had previously determined that few people are familiar with DHA.

Some participants saw the trail mix listed at an average price, while others saw it listed at a premium price above the other three trail mixes.

Participants were then asked about their

perceptions of the key ingredient in the trail mix, either Vitamin A or DHA.

When the ingredient was Vitamin A, people thought it was equally important in a healthy diet, regardless of the price. But if the ingredient was DHA, participants thought it was a more important part of a healthy diet if it was in the expensive trail mix than when it was in the average-priced mix.

“People are familiar with Vitamin A, so they feel they can judge its value without any price cues,” Reczek said. “But people don’t know much about DHA, so they go back to the lay theory that expensive must be healthier.”

But the healthy = expensive theory had an even more surprising effect. When participants were told DHA helped prevent macular degeneration, people thought this was a more important health issue when the trail mix with DHA was more expensive. When the DHA product was an average price, they were less concerned about macular degeneration.

This effect was not seen with people who were told the trail mix had Vitamin A – again, probably because it was more familiar to the participants, Reczek said.

In the final study, participants were asked to evaluate a new product that would have the brand slogan “Healthiest Protein Bar on the Planet.” They were told this bar would compete against other products that averaged 2 dollars per bar. Some participants were told this new bar would be 0.99 dollars, while others were told it would be 4 dollar.

They were then given the opportunity to read reviews of the bar before they offered their own evaluation. Findings showed the participants read significantly more reviews when they were told the bar would cost only 0.99 dollars than when it cost 4 dollars.

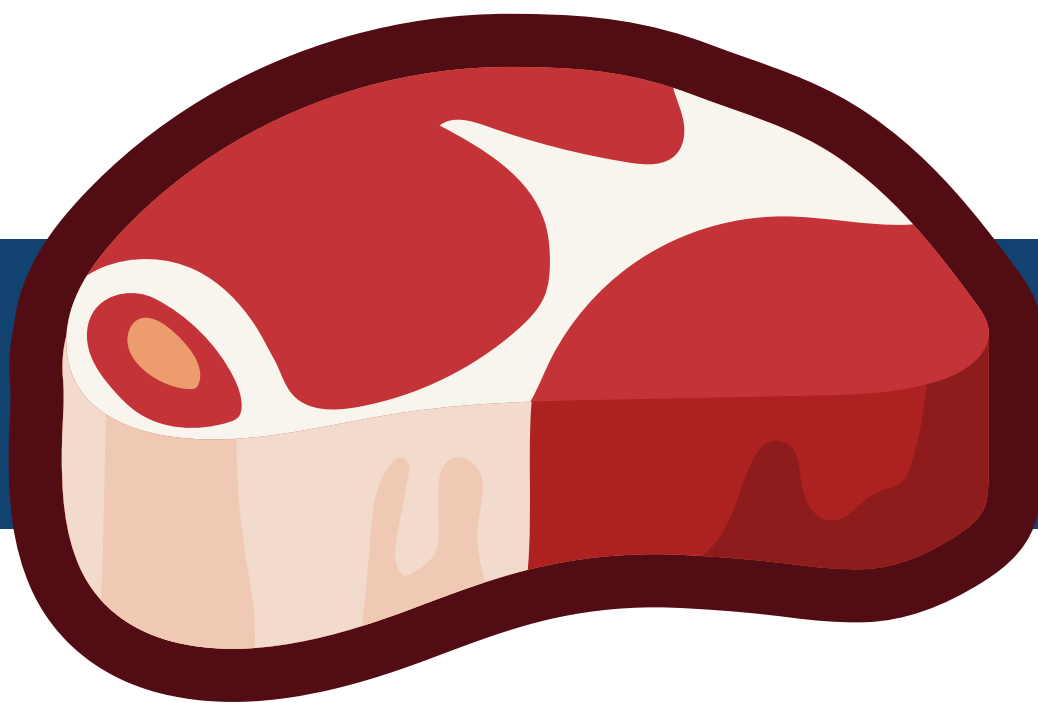
“People just couldn’t believe that the ‘healthiest protein bar on the planet’ would cost less than the average bar,” Reczek said. “They had to read more to convince themselves this was true. They were much more willing to accept that the healthy bar would cost twice as much as average.”

Il curioso binomio tra prezzo e qualità

I cibi più sani sono anche più costosi? Sì, almeno secondo la maggior parte dei consumatori americani. A dimostrare questa teoria una serie di esperimenti condotti dai ricercatori della Ohio State University, coordinati dall’esperta di marketing Rebecca Reczek. Cinque ‘simulazioni di consumo’ che hanno dimostrato una diffusa tendenza ad associare un prezzo elevato a un’altrettanto elevata percezione qualitativa, anche in assenza di riscontri oggettivi.



HORMONE BEEF & TTIP



U.S. ON A WAR FOOTING

US RENEWS FIGHT AGAINST EU BAN ON HORMONE-TREATED BEEF, RAISING THE POSSIBILITY OF IMPOSING TARIFFS ON EUROPEAN GOODS. A DECISION TAKEN AFTER THE (TEMPORARY) FAILURE OF THE NEGOTIATIONS FOR THE TTIP.

US trade representatives threaten to reopen a 20-years dispute over the "unfair and discriminatory" rules on US beef imports to the EU, that could result in tariffs imposed on food products imported from the EU to the United States. It was announced on the past 22nd of December by the Office of the U.S. Trade Representative (USTR), that is planning a public hearing in mid-February to consider possibly reinstating punitive trade measures.

"The WTO determined that the European Union's ban on U.S. beef imports violates its international trade obligations," said Ambassador Froman. "The EU has failed to live up to assurances to address this issue, and it's now time to take action. Today's action holds the EU accountable and is an important step in encouraging the Commission to come back to the table to ensure that American ranchers have access to Europe's market and that

European consumers have better access to high-quality U.S. beef."

According to the paper, the USTR has scheduled a public hearing and is seeking public comments in connection with the EU's ban on most U.S. beef products. "The EU's ban on U.S. beef is not based on sound science and discriminates against American beef farmers, ranchers, and producers. If the trade action resumes, the United States would reinstate industry-supported tariffs on a list of EU products imported into the United States. USTR is particularly interested in comments addressed to the possible effects of reinstatement on U.S. consumers and small- or medium-sized businesses."

And it follows: "In 1998, the EU lost a case at the WTO for banning American beef. In 2009, the U.S. negotiated an agreement to allow a modest degree of market access for specially-produced beef that meets the EU's standards,

but that agreement has not worked as intended. The European Commission had argued that this issue should be resolved through TTIP. However, given that European officials decided after their trade minister's meeting in September not to complete TTIP this year, now is the time to take action."

The U.S. beef industry exports an average 6 billion dollars per year. These exports produce an estimated 7.6 billion dollars in economic activity and support 50,000 jobs nationwide. "There is no doubt that American beef products are safe. The 20-year EU ban has been in effect far too long. It is not based on fact and should be lifted," said House Agriculture Committee Ranking Member Collin Peterson.

"The EU, our largest trading partner, unfortunately maintains numerous unscientific policies focused on protecting European agriculture producers from competition

with American producers rather than promoting food safety," said Representative Adrian Smith, member of the House Ways and Means Committee and Chair of the Modern Agriculture Caucus. "It also closes off many more markets to U.S. producers in countries around the world which defer to the EU on these regulatory issues. I commend USTR for moving forward on this enforcement action, and I will continue to push the EU to adopt scientific regulations which will enhance trade and food security across the globe."

Let me ask you two questions. The first: Why has the Obama administration decided to start this 'Crusade' a few weeks before the end of its term? And the second: Now that the issue has fallen into Trump's hands - who made of protectionism and nationalism the cornerstone of its presidential campaign - what could be the consequences for EU economy?

Usa sul piede di guerra

Con un documento pubblicato lo scorso 22 dicembre sul sito dello U.S. Trade Representative (Ustr), il Dipartimento per il Commercio Usa, l'amministrazione Obama minaccia apertamente l'Unione europea di reintrodurre dazi doganali per una serie di prodotti alimentari europei. Una decisione presa in seguito all'annuncio, da parte della Ue, di posticipare la ratifica del Ttip. A fornire ancora una volta il pretesto per questa mossa smaccatamente protezionistica, l'infinita diatriba sul divieto d'importazione per la carne americana, trattata con ormoni, istituito dall'Unione europea oltre 20 anni fa. Una pratica commerciale definita "sleale e discriminatoria" e che, secondo gli americani, non ha "nessuna evidenza scientifica".



TRADE SHOWS

www.plmainternational.com

THE KINGDOM OF PRIVATE LABEL

For thirty years, PLMA's 'World of Private Label' International Trade Show has brought retailers, wholesalers and other private label professionals together with manufacturers to help them find new products, make new contacts, and discover new ideas that will help their private label programmes succeed and grow. The expanding popularity of private label has meanwhile led to unprecedented market share worldwide. Record high market shares have been recorded in more than a dozen countries, and private label now accounts for 40% of all products sold in seven European countries. Interview with Brian Sharoff, president of PLMA.

Why is PLMA a strategic occasion and a not-to-be-missed event for the global food & beverage industry?

The importance of PLMA's annual 'World of Private Label' is derived from the size of the show. With more than 4,000 exhibit booths, it is the largest show dedicated entirely to private label. Buyers and visitors come from more than 100 countries. Exhibitors represent more than 70 countries, including more than 50 national pavilions. Because of its size, the show offers more products, more contacts and more marketing ideas than any other event of its kind.

Which are, in your opinion, the event's main strengths?

The main strength of the show is the incredible diversity of manufacturers and retailers that an exhibitor or visitor can meet. Europe, Asia, Africa, North and South America, and the Middle-East are all represented.

What are going to be the main features of the 2017 edition?

One of the main features of the show is the Idea Supermarket, which is located in the Elycium Hall. There exhibitors and visitors can find the New Product Expo which displays many of the latest product innovations; the winning products of the Salute to Excellence; and more than 60 gondolas of private label



Brian Sharoff

INTERVIEW WITH BRIAN SHAROFF, PRESIDENT OF PLMA. WAITING FOR THE 2017 EDITION OF THE GLOBAL LARGEST B2B EVENT DEDICATED TO RETAILERS AND CO-PACKERS (AMSTERDAM, 16-17 MAY).

PLMA's 2017 'World of Private Label' International Trade Show will be held at the RAI Exhibition Centre in Amsterdam, on the 16 and 17 May, and will present over 4,000 exhibit stands including more than 50 national pavilions. The trade show is organised by the Private Label Manufacturers Association which represents more than 4,000 member manufacturers around the globe. With offices in Amsterdam and New York, PLMA is the largest association of its kind, devoted exclusively to the promotion of private label.

PRIVATE LABEL SALES ARE CLIMBING IN ITALY

IRI reports that private label sales in Italy has grown +1.7% in value and +0.2% in volume, reaching a market share of 18.5%. Sales in hypermarkets, supermarkets and independent retailers reached 9.76 billion euros. The Private Brand Observatory said that the private label market should end 2017 with sales of 10 billion euros (excluding discount stores where it accounts for 50% of sales). Leading products are premium and organic that together are worth over 1.32 billion euros. The premium segment has seen a +14% growth in value and +12.4% in volume, while the organic segment has grown by +16.1% and +14.4%, respectively.



4,000
EXHIBITORS



14,000
VISITORS (+10% OVER 2016)



50
NATIONAL PAVILIONS



**SAVE THE DATE - 16-17 MAY 2017
PLMA'S WORLD OF PRIVATE LABEL
AMSTERDAM, RAI EXHIBITION CENTRE**



products selected from retailers around the globe.

How many international buyers will you welcome next year and where do they come from?

The total number of visitors attending the show will exceed 14,000 this year, an increase of 10% over last year.

Which are the most significant current trends in Private Label?

The trends in private label mirror the trends in retailing so the significant trends are convenience and easy-to-serve foods; health and wellness in both foods and health; new product ideas in beauty and cosmetics; and new products in household and kitchen.

And which are, instead, the world areas where PL is experiencing the strongest growth rates?

The world market for private label is at its highest in Europe, where market penetration exceeds 40% in seven countries and 30% in ten more countries. Private label is growing in Asian markets as a result of the development of modern distribution. The American market has also experienced private label growth as a result of retailer strategies to emphasize their own brands in value-added products.

How many Italian companies will attend PLMA 2017?

It is estimated that more than 300 Italian companies will participate as exhibitors in the coming show. At least, 200 more will participate as visitors to the show.

Finally, which are the results of the latest editions of the Shanghai and Chicago events dedicated to Private Label?

The Chicago show will be held in November

in Chicago. The exhibitor renewal rate is the highest that we have seen in the last five years so we expect a sold-out show. The Shanghai show, which PLMA co-sponsors in conjunction with PLSC, took place last December and offered nearly 600 exhibit booths of food and non-food products. There were more than 1,000 visitors and buyers.

La private label al centro

Si terrà il 16 e 17 maggio, press il RAI Exhibition Centre di Amsterdam, l'edizione 2017 di PLMA 'World of Private Label', evento numero uno al mondo per il comparto della marca del distributore. Più di 4mila espositori presenteranno i loro prodotti a 14mila operatori del settore tra buyer della grande distribuzione, grossisti e professionisti del retail – il 10% in più rispetto all'edizione 2016. A esporre anche 200 aziende provenienti dal Bel Paese. Intervista a Brian Sharoff, presidente di Plma.



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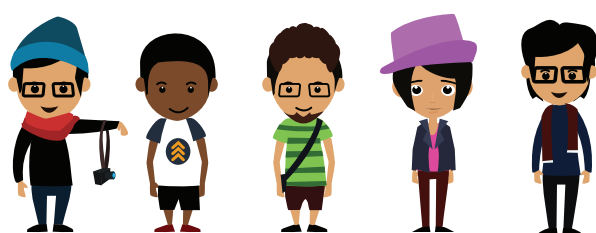
SPECIALTY FOOD: MAKE WAY FOR THE YOUTH

HIGH-VALUE FOOD ITEMS ARE MORE AND MORE DEMANDED IN THE US, ACCORDING TO A MINTEL RESEARCH. A SECTOR INTERESTING, LAST YEAR, NEARLY 60% OF CONSUMERS. ESPECIALLY THE YOUNGEST GENERATIONS.

Specialty foods are growing in both awareness and purchases, with nearly 60% of consumers saying they have bought a specialty food or beverage in the past six months, according to the 2016 "Today's Specialty Food Consumer" report, compiled by the Specialty Food Association and Mintel. That number is up considerably from 47% in 2015. Though specialty foods are sold in many different kinds of retail channels, nearly half of specialty food consumers say they'd like to see greater availability of these products in the stores they frequent. Younger consumers remain the core specialty food customer. Those between the ages of 25 and 44 are the most likely purchasers of specialty food, followed closely by even younger customers ages 18 to 24.

KEY INSIGHTS

- 1. Parental influence.** The core millennial consumers are starting families, positioning parents to be a new key demographic. Close to half (48%) of food dollars spent by parents is on specialty food.
- 2. Prioritizing health.** In the past two years, specialty food consumers have been more likely to cite dietary or health reasons as drivers to try specialty foods.
- 3. The powerful male shopper.** Last year it was the first time men surpassed women as the more likely to buy specialty foods. Male influence in food decisions is up: men now account for 43% of primary shoppers.
- 4. Conversion opportunities.** According to this year's report, 40% of consumers don't purchase specialty foods though, of these, 54% say they know what specialty products are. This translates into 22% of consumers who may be good targets to try to convert.
- 5. Online takes off.** This year's respondents were more likely than ever to say they've made specialty food purchases online. Millennials are the most likely to shop for specialty foods online (75%), followed closely by Gen Xers.
- 6. Shifting shopping channels.** Beyond burgeoning online sales, other non-traditional stores are becoming go-tos for specialty foods. This movement is largely driven by millennials, who are not loyal to a particular retailer and will shop in the widest array of stores.
- 7. Education craving.** Even consumers who do the heaviest specialty food purchasing would benefit from more guidance. Education, shelf signage, and staff knowledge could be an opportunity to garner even more sales from the biggest shoppers.



TOP 10 MOST-PURCHASED CATEGORIES (2016)

Cheese and cheese alternatives	33%
Ice cream and frozen desserts	32%
Chocolate	31%
Coffee, coffee substitutes, and cocoa	29%
Oils and vinegars	29%
Cookies, brownies, cakes, and pies	28%
Pasta	28%
Pasta and pizza sauces	26%
Beverages—non-alcoholic (e.g., juice, soft drinks, water)	25%
Tea (packaged)	25%

Source: Mintel

WHERE DO SPECIALTY FOOD CONSUMERS BUY?

CHANNELS WHERE SPECIALTY FOOD CONSUMER SHOP

	2015	2016
Supermarket	67%	58%
Natural food store (e.g., Whole Foods, Trader Joe's)	44%	40%
Mass merchandiser (e.g., Walmart, Target)	35%	36%
Farmers market	33%	31%
Club store (e.g., Costco, Sam's Club, BJ's Wholesale)	27%	29%
Specialty food store	26%	25%
Online	12%	16%
Stand-alone bakery (not in a grocery store)	17%	16%
Convenience store	11%	15%
Department store	9%	12%
Home store (e.g., Bed, Bath & Beyond, Cost Plus)	8%	12%
Wine or liquor store	11%	12%
Gift store	4%	9%
Other	1%	2%
None of the above	0%	3%

Source: Mintel

Specialty food: largo ai giovani

Nel corso degli ultimi sei mesi, circa il 60% dei consumatori americani dichiarano di aver acquistato almeno in un'occasione i cosiddetti 'specialty food', ovvero prodotti di fascia Premium caratterizzati da un alto valore aggiunto. Un dato in netta crescita rispetto al 47% registrato nel 2015. È quanto rivelano i risultati di una recente indagine realizzata in collaborazione da Mintel e dalla Specialty Food Association. Lo studio sottolinea anche come le generazioni più giovani – Millennials e Generation Z – siano i più inclini ad acquistare questa tipologia di prodotti. In evidente crescita anche il ruolo rivestito dagli uomini nelle scelte d'acquisto.

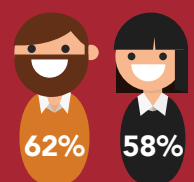




THE CORE SPECIALTY FOOD CONSUMER

key demographics

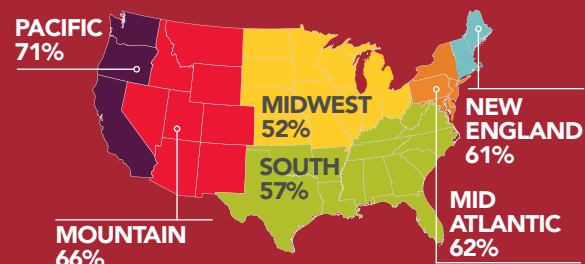
GENDER



AGES



GEOGRAPHIC REGIONS



INCOME



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Tradition behind innovation

www.mulinoalimentare.it



IN EVIDENCE

FRANCE GOES ORGANIC

BETWEEN 2015 AND 2016 THE SECTOR HAS ENJOYED SIGNIFICANT GROWTH IN THE COUNTRY, FOR A BUSINESS NOW WORTH 6.9 BILLION EURO.

The organic frenzy is at its peak in France, both analysing production figures and purchasing patterns. A market that, year after year, is becoming increasingly important with data highlighting a steady upward trend.

The market is speeding up

The latest market data paint a clear picture. L'Agence française pour le développement et la promotion de l'agriculture biologique, the French agency for the development and promotion of organic farming, has announced that in 2016 the local organic sector has experienced the strongest growth rate in the last 10 years.

According to statistics, in the first six months of last year the organic business posted a 20% growth over previous year. In December, total

turnover was 6.9 billion euro, rising by 1.2 billion in 12 months. Today, 9 French citizens out of 10 buy organic products, at least occasionally (in 2003 only 54% of population). A booming sector that since 2015 has started showing impressive results: total revenue had exceeded 5.7 billion euro, rising by almost 15 percentage points over 2014.

Where to buy organic products

If we consider sales channels, at the end of 2015 about 45% of organic produce was purchased in medium-large supermarkets. With the specialized channel accounting for 36% of sales (where independent retailers have a 7% market share). Direct sales, instead, account for 14% of the national sector's turnover. Finally, small local producers have the remaining 5% market

share. In the first semester of 2016, sales of organic products were up 18% in large scale supermarkets. But the most striking figures were shown by independent retailers, rising 25% over previous year.

Facts and statistics about production

The organic sector is growing steadily also for what concerns production. As of the 30th June 2016, more than 14,300 operators were active in the French organic industry – including producers, distribution, import and export. To this figure we must add 31,880 organic farmers (+10.4% over 2015). If we consider organic agricultural land, according to estimates 1.5 million hectares were dedicated to organic produce (equal to 5.8% of total French agricultural land (it was 2% in 2007).

THE FRENCH ORGANIC SECTOR IN BRIEF (AS OF 30TH JUNE 2016)

31,880
ORGANIC FARMERS
(+10,4% over 2015)

14,338
PRODUCERS,
DISTRIBUTORS,
IMPORTERS AND
EXPORTERS
(+6% over 2015)

46,218
TOTAL OPERATORS

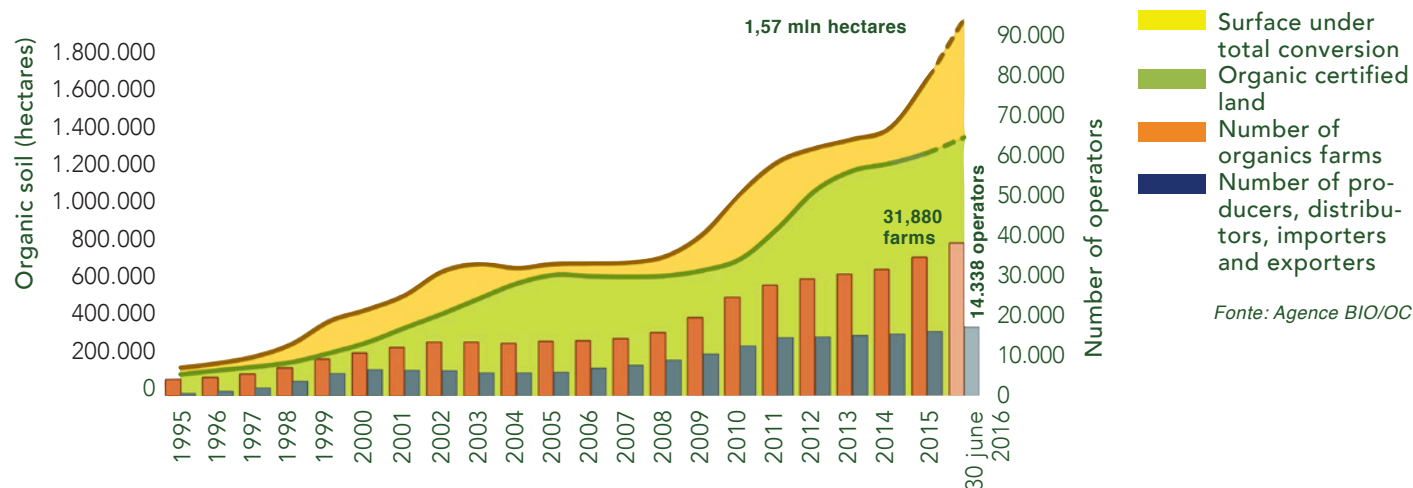
ORGANIC SOIL
1,7
MILLION HECTARES

5.8%
OF TOTAL FRENCH
AGRICULTURAL LAND

MARKET
6.9
BILLION EURO THE
TOTAL TURNOVER

+20%
OVER 2015

THE EVOLUTION OF THE ORGANIC SECTOR - OPERATORS AND SOIL - BETWEEN 1995 AND 2016



La Francia vota bio

Cresce, in Francia, la febbre del biologico. Per un giro d'affari che nel 2016 ha toccato quota 6,9 miliardi di euro, per un incremento complessivo di 1,2 miliardi di euro in 12 mesi, come sottolinea l'Agence française pour le développement et la promotion de l'agriculture biologique, ente transalpino di riferimento del settore. Le statistiche riferiscono di una crescita complessiva del 20% nei soli primi sei mesi dello scorso anno sui numeri già molto positivi dello stesso periodo del 2015.



EVOLUTION OF ORGANIC FOOD MAIN DISTRIBUTION CHANNELS BETWEEN 2012 AND 2015

In million euro	Total turnover				Growth rate				Market share			
	2012	2013	2014	2015	12/11	13/12	14/13	15/14	2012	2013	2014	2015
LARGE SCALE RETAILERS	1.910	2.035	2.224	2.469	4%	7%	9,3%	11,0%	48%	46,4%	46,0%	44,6%
SPECIALISED ORGANIC RETAILERS (CHAINS)	1.078	1.212	1.365	1.624	14%	12%	12,6%	19,0%	27%	27,6%	28,3%	29,3%
SPECIALISED ORGANIC RETAILERS (INDEPENDENT)	347	339	361	395	-8%	-2%	6,4%	9,6%	9%	7,7%	7,5%	7,1%
SPECIALISED DISTRIBUTION – TOTAL	1.425	1.551	1.726	2.019	7%	9%	11,3%	17,0%	35%	35,3%	35,8%	36,4%
MANUFACTURERS	193	220	238	274	13%	14%	7,8%	15,1%	5%	5,0%	4,9%	4,9%
DIRECT SALES	492	577	643	772	16%	17%	11,5%	20,1%	12%	13,2%	13,3%	14,0%
TOTAL	4.020	4.383	4.830	5.534	6,8%	9,0%	10,2%	14,6%	100%	100%	100%	100%

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LPR_08



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Exact weight wedges automatic cutter



LPR_02



Linea semi-automatica taglio spicchi peso fisso
Exact weight wedges semi-automatic cutter



TXF_01

Linea automatica taglio blocchi peso fisso
Exact weight slices automatic cutter



ICM_01



Incartatrice automatica
Automatic wrapping machine



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SGA_01

Spazzolatrice automatica
Automatic brushing machine





THE 2017 EDITION OF THE INTERNATIONAL TRADE SHOW DEDICATED TO FOOD SERVICE & HOSPITALITY HOSTED A RECORD-SETTING AFFLUENCE OF 208,000 PROFESSIONALS, RISING 10% OVER 2015. HERE ARE THE VOICES OF THE ITALIAN COMPANIES EXHIBITING IN LYON ON THE PAST 21-25 JANUARY.

Matteo Borrè, Matteo Rovelli and Manuela Pavan

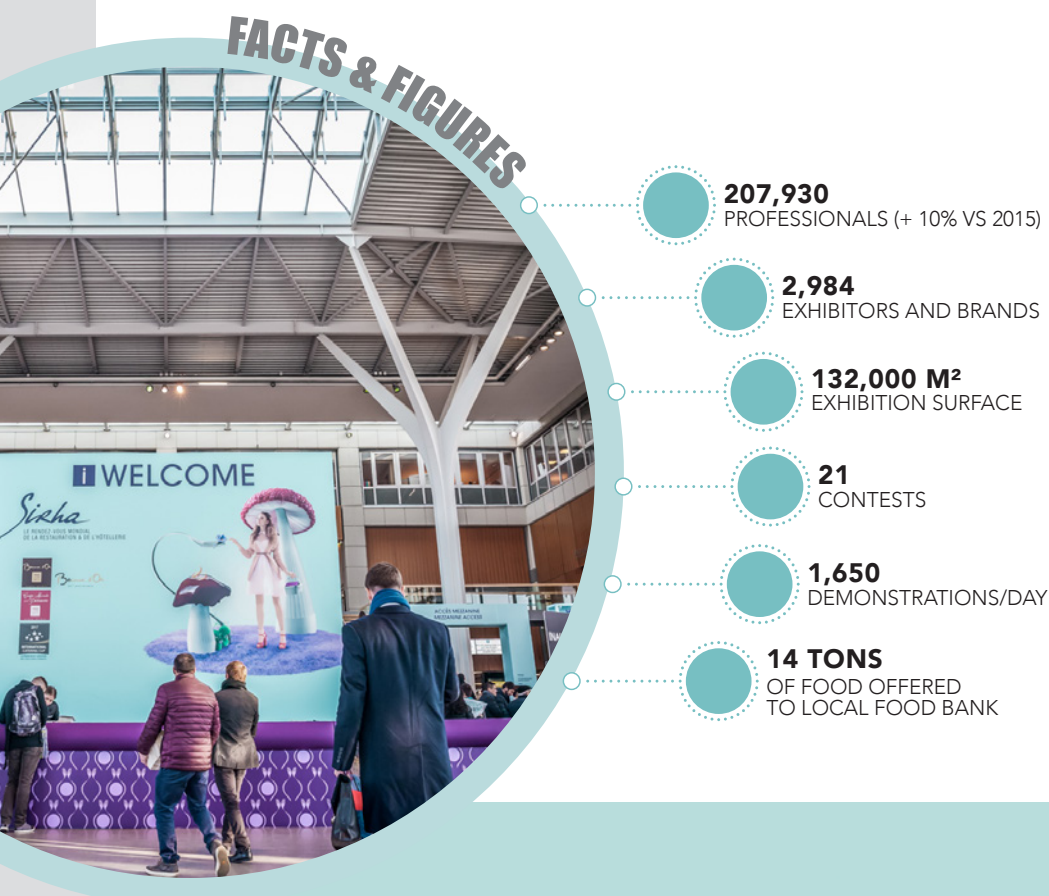
A crossroad of worldwide food service and the reference event for all professionals in the industry, Sirha 2017 (Lyon, 21-25 January), has exceeded all expectations with a record attendance, and incredible business done during the show. The 3,000 French and international exhibitors and brands welcomed a record-setting affluence of 208,000 professional visitors (+10% vs 2015) seeking to discover the latest innovations and inspiration. 25,469 chefs attended the event, that welcomed 17% more international visitors. Covering an exhibition surface of 132,000 m² in 2017, Sirha will further develop its offering from 26 to 30 January 2019 with an additional 9,000 m² thanks to the construction of a new hall.

Voices from Sirha 2017

Italian companies attending the trade show were overall satisfied with their participation. "After a positive year, closed with results in line with the previous 12 months, we have come to Sirha for the first time ever in order to spread the knowledge of our brand in the world of food service," said Tiziano Freccia of **Rodolfi Mansueto**, one of the most ancient Italian producers of tomato-based products. "France occupies fourth place in the rank of our destination countries, a market where we are willing to increase our presence. This is the reason why we present to professional operators our Flavored Pizza Sauce, a product conceived especially for the Horeca channel, according to the tastes of French consumers." A similar goal was shared by Letizia Carlini of **La Collina Toscana**, specialized in dressings and spices. "We have taken to Sirha a product range launched in 2016 and dedicated to food service. In France, our brands are already well established in the retail channel and now we are aimed at growing in the Horeca sector. In particular, with products characterized by a high degree of innovation, from dressings to spices, such as the glazes: able to give to every dish a special flavor and character." The Italian cured meat factory **Grandi Salumifici Italiani** was also exhibiting in Lyon, as explained by Violaine Clemens, of the French company branch: "At Sirha we don't present any new product, since we are focused on spreading the knowledge of our product's range, including raw ham and speck." France is the top destination market for **Zini Prodotti Alimentari**, producer of fro-

zen pasta and sauces: "Sirha is the international trade show where we really manage to develop new business relationships in many different channels: from food service to wholesale distribution and industry," said Laura Giorgetti, sales manager. "A unique occasion, also for a brand that can already boast a strong presence on this market." The company has presented many new products: "From the organic pasta range to organic high quality sauces, from the gluten free stuffed pasta, made with corn and rice flour, to the Zini Cups, available also gluten free," said the sales manager. "Another important innovation is represented by Risidoro, a typical Milanese-style Risotto ready in one minute and a half, made with 100% Carnaroli rice grown in the province of Milan."

Valbona, producer of high quality preserves, was also exhibiting at Sirha inside the Société Monégasque de Salaisons's booth, French distributor of fresh produce. "France is our top destination market," said Giulia Cavallini. "Here in Lyon we present for the very first time our most innovative products branded 'Magie della Natura': Veganette, gluten free and made with 100% vegetables, free from allergens and rich in Omega 3; and Flan, a new way of eating vegetables in line with the new needs of modern consumers." The Italian cured meat producer **Fratelli Galloni** decided to bet on tradition: "The French market is ready for Premium products," said Luca Galloni. "And Sirha is the perfect showcase for our top-quality Parma Ham. We must simply teach French professionals how to take the best from it in their kitchens." Another protagonist of the show was the flours producer **Molino Spadoni**. "2016 was a positive year and we launched many new products," underlined Marco Casadei. "France is the most important market for our company's business and we want to further strengthen the presence of our range of frozen and gluten free bakery items. This is the reason why we have brought to Sirha the new 'Quinoa' range". Present for the first time in Lyon the **Veroni** processed meat factory, that has introduced some new pre-sliced cured meats in trays dedicated to food service: "The target of visitors attending Sirha is perfect for us, especially wholesalers working with normal trade and Horeca. A market that in the last years has experienced



Devodier Prosciutti



Luigi Devodier

Fratelli Galloni



Luca Galloni and Barbara Melegari

Veroni



Tommaso Lo Russo

Grandi Salumifici Italiani



Violaine Clemens

La Collina Toscana



Zini Prodotti Alimentari



Laura Giorgetti and Stéphane Folio

Molino Spadoni



Marco Casadei

Rodolfi Mansueto



Tiziano Freccia

Valbona



Giulia Cavallini

General Fruit



From left: Paolo Ramponi, Cristiano Lochis and Ettore Diana

Valcolatte



a fast-growing trend. And 2016 was overall a very good year for our company," said Tommaso Lo Russo. Great satisfaction for the year that has just ended was also expressed by **General Fruit**, producer of fruit-based products, toppings and preparations. "We have reached the goals set, and now we are aimed at improving our brand awareness," said Cristiano Lochis. "Thanks to our range of innovative products, France represents a very interesting market. Here we have presented our new catalogue dedicated to international markets, that in-

cludes a wide range of products suitable for cafes and ice cream parlours."

Particular interesting the new range of syrups and preparations for hot and cold beverages branded Naturera Polot, with flavors dedicated to some typical Italian products: panettone, babà, zafferano and truffle. Sirha was an important showcase also for the cured meat producer **Devodier Prosciutti**. "After closing 2016 with a 7% growth rate, we have come to Lyon in order to further increase our presence in France," said Luigi Devodier. "This trade

show is dedicated to high quality food items, and it is very useful to spread the knowledge of our best products, such as the sliced cured meats, highly appreciated both in Italy and abroad." The French market is a point of reference also for the dairy company **Valcolatte**: "In Sirha you can make high quality contacts with professionals proceeding from France as well as from the nearby countries," said Siro Rubbo. "We decided to bet, in particular, on our 'Perline di mozzarella' range, on the lactose free range and on 'Fior di latte' for pizzerias."

L'Ho.Re.Ca. al centro

Un punto d'incontro irrinunciabile per tutte le aziende che mirano a essere protagoniste sul mercato di Francia e nei principali Paesi limitrofi. Ecco cosa rappresenta oggi Sirha. Il salone dedicato ai professionisti della ristorazione e dell'industria alberghiera è andato in scena, presso il centro fieristico Lione Eurexpo, dal 21 al 25 gennaio. E l'edizione 2017 della kermesse, che si svolge a cadenza biennale, ha radunato nella città in riva al fiume Rodano quasi 3mila espositori, per 11 settori merceologici rappresentati. Oltre 200mila gli operatori professionali, da 135 Paesi, che hanno visitato la manifestazione, tra cui più di 25mila chef provenienti da tutto il mondo.



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ISM 2017

www.ism-cologne.com

THE INNOVATION SHOWCASE

ISM COLOGNE (28-31 JANUARY) CONFIRMED ITS EXCEPTIONAL INTERNATIONAL POSITION. HUNDREDS LEADING ITALIAN BAKERY AND CONFECTIONARY COMPANIES TOOK PART TO THE EVENT. AND PRESENTED PLENTY OF NEW PRODUCTS TO ALMOST 38,000 TRADE VISITORS FROM OVER 140 COUNTRIES.

After four exhibition days, the 47th ISM in Cologne closed on the past 31st January on a very good result. Almost 38,000 trade buyers from over 140 countries were registered, as well as 1,649 exhibitors from 68 countries. Once again this year, decision-makers from all trade channels made use of the world's largest trade fair for sweets and snacks to go about their comprehensive business activities. Exhibitors, including about 200 Italian companies, placed their bets on new products and marketing ideas this year. Organic, low-sugar content, new sizes and formats, innovative flavors... these are some of the major trends highlighted during the trade show. Here we present a special showcase of some of the best new products presented by our fellow countrymen.



ELLEDI
www.elledi.com

Mini Party Wafer

A range of cubed wafers characterized by an innovative size and packaging, available in four different flavors, in a 125 grams bag: cocoa, hazelnut, vanilla and lemon. A product conceived both for an on-the-go consumption and for small families. With a competitive price and a strong potential on international markets. Mini Parti Wafers were included, at ISM 2017, into the 'New product showcase'.



THE 48TH ISM IS SCHEDULED TO TAKE PLACE FROM 28 TO 31 JANUARY 2018



La vetrina delle novità

Si è chiusa lo scorso 31 gennaio a Colonia, dopo quattro giorni di fiera, la 47esima edizione di ISM, che ha fatto registrare un'ottima affluenza: quasi 38mila buyer da oltre 140 Paesi e 1.649 espositori da 68 Paesi. Centinaia anche le aziende italiane presenti in fiera, sia nel settore dolciario che in quello degli snack salati. E tantissime le novità di prodotto lanciate proprio in occasione dell'appuntamento mondiale di riferimento per l'intero comparto. Qui proponiamo una piccola vetrina di alcune delle più interessanti novità presentate dalle aziende del Bel Paese.



PASTIFICIO DI BARI TARALL'ORO
www.taralloro.it

Senatore Cappelli and durum wheat organic pasta

Established in 1982 in Turi, in the province of Bari, as a taralli maker, with the passing of time Tarall'oro has widened its range with the production of artisanal pasta. A field where the company has soon distinguished itself, with a wide range of products. A range that, today, is getting even wider thanks to the launch of the new Senatore Cappelli and durum wheat organic pasta. A product that, as explained by the company itself, can be named '100% made in Apulia'.



NUTKAO
www.nutkao.com

Organic spreadable creams

Nutkao, specialist in the production of sweet spreadable creams, has presented at ISM Nutkao Bio, a new range of organic spreadable creams made of two products: Cocoa and hazelnut cream and Milk and hazelnut cream. Products made with raw materials proceeding from controlled and organic certified suppliers, that follow 100% natural farming techniques. The taste, the texture and the spreadability of Nutkao products are guaranteed.



TEDESCO
www.tedesco-group.it

Ore Liete

The Ore Liete brand was a real protagonist, during ISM 2017, at the Tedesco Group's booth. The company, after the acquisition of this famous brand in July 2016, is now ready to provide new impetus for the promotion of this fine Italian pastry, produced since 1907. A brand that embodies an undisputed historic value, and that will be enhanced by the Group with the launch of new specialties and a new packaging. With the final goal of taking the best of confectionery made in Italy around the world.



SOCADO
www.socado.com

Dolcex cream spreadable creams

Among the many new products presented by the company during ISM, the new spreadable creams 'Dolcex', available now in three new versions: dark chocolate, milk and hazelnut, palm oil free. Characterized by the absence of palm oil also the new hazelnut pralines. In regard to packaging, instead, the 'Dolcex' snack with hazelnut cream and breadsticks is now available in a new pack of four pieces. Launched also a new series of gift boxes.



GHIOTT DOLCIARIA
www.ghiott.it

Tuscan Biscuits

Situated in the heart of the Chianti region, in Cologne this historic company has presented its 'Biscotti Toscani' (Tuscan Biscuits), made without milk, eggs and butter and therefore suitable also for a vegan consumption. Available in a 200 grams pack and in five different flavors: with chocolate drops, oat flakes, honey, red fruits and carrots. A range conceived in order to meet the new needs of consumers willing to follow a healthy and 'green' diet, both in Italy and abroad.



VALLEDORO
www.valledorospa.it

Sungri

Great success has been registered at ISM for gluten free Sungri, produced by Valledoro. A sector, that of gluten free items, where this company located in the Brescia province is now aimed at increasing its presence with the launch of new dedicated products. During the trade show, Valledoro also presented the new small garlic croutons in a 200 grams pack, the Zulù (chocolate covered breadsticks), both classic and gluten free, as well as a new pack for its pizza and corn flatbreads.



PAOLO LAZZARONI & FIGLI
www.chiostrodisaronno.it

Amaretti, Panettone and Colomba

Plenty of innovations were presented by the Saronno-based company, in the province of Varese. Starting from the triple chocolate amaretti and the pistachio amaretti, including a restyle of the classic soft amaretti. A new product was introduced in the selection dedicated to Italian regional specialties: 'Brutti ma buoni' (namely 'ugly but good' cookies). In the Christmas selection, inside the 'Andina' range, after the Panettone filled with Sambuca cream and coffee-flavored chocolate chips launched in 2016, the company has presented a new Panettone made with Prosecco wine. For the forthcoming Eastern, instead, Paolo Lazzaroni & Figli has launched a new Panettone filled with custard and a new 'Colomba' in the 'Andina' range.



A.D.R. LA SASSELLESE
www.sassellese.it

Soft amaretti from Sassello

Specialized in the production of typical confectionery products from Sassello, a green area in the Liguria's inland, at ISM the company has presented the new recipe of its flagship product: soft amaretti from Sassello, now enriched with a 5% more almonds in the paste with respect to the previous version. A choice aimed at increasing even more the quality of its product range.



GRISSIN BON
www.grissinbon.it

Mini Fagolosi

Specialized in the production and sale of bakery items like breadsticks and rusk, the Emilia Romagna-based company is present with its wide and varied product range in all distribution channels. Exhibiting at ISM, Grissin Bon has announced for 2017 the launch of new flavors of the renowned Mini Fagolosi range: pizza and olives. The company is also planning to widen its organic product range with the use of special and innovative flours.



BULGARI AGOSTINO
www.bulgariagostino.it

Marshmallow

Historical exhibitor at ISM since the '80s, and specialized in the production of a wide and varied range of marshmallow and Negrettini, at the 2017 edition of the trade show Bulgari Agostino has launched the new marshmallow with the shape and flavor of watermelon, orange and lemon slices. Beside the 'gessetti' (with the shape of small chalks) and the round marshmallow with the face of a cat printed on it. A product, the latter, conceived especially for the Korean market and where Bulgari Agostino has the exclusive rights for production in Europe.



CASA DEL DOLCE
www.casadel dolce.it

Ciucetti with Vitamin C

Specialized since the '50s in the production of a wide range of confectionery products, from soft to hard candies, from marshmallow to lollipops and the world famous Trinketto, at ISM Casa del Dolce has launched a brand new product: 'Ciucetti' enriched with Vitamin C, available in plastic jar, strip or the classic bags.



GELMINI

MACHINES AND SYSTEMS
FOR FOOD INDUSTRY
AUTOMATION



THE ART OF
INNOVATION
*for making
cheese*





Quality is the key



Dubai World Trade Center
26 Feb. / 02 Mar. 2017
Pad: Shk Saeed Hall 1
Stand S1-A14

Meet us!

Pure and simple handmade Bresaola.



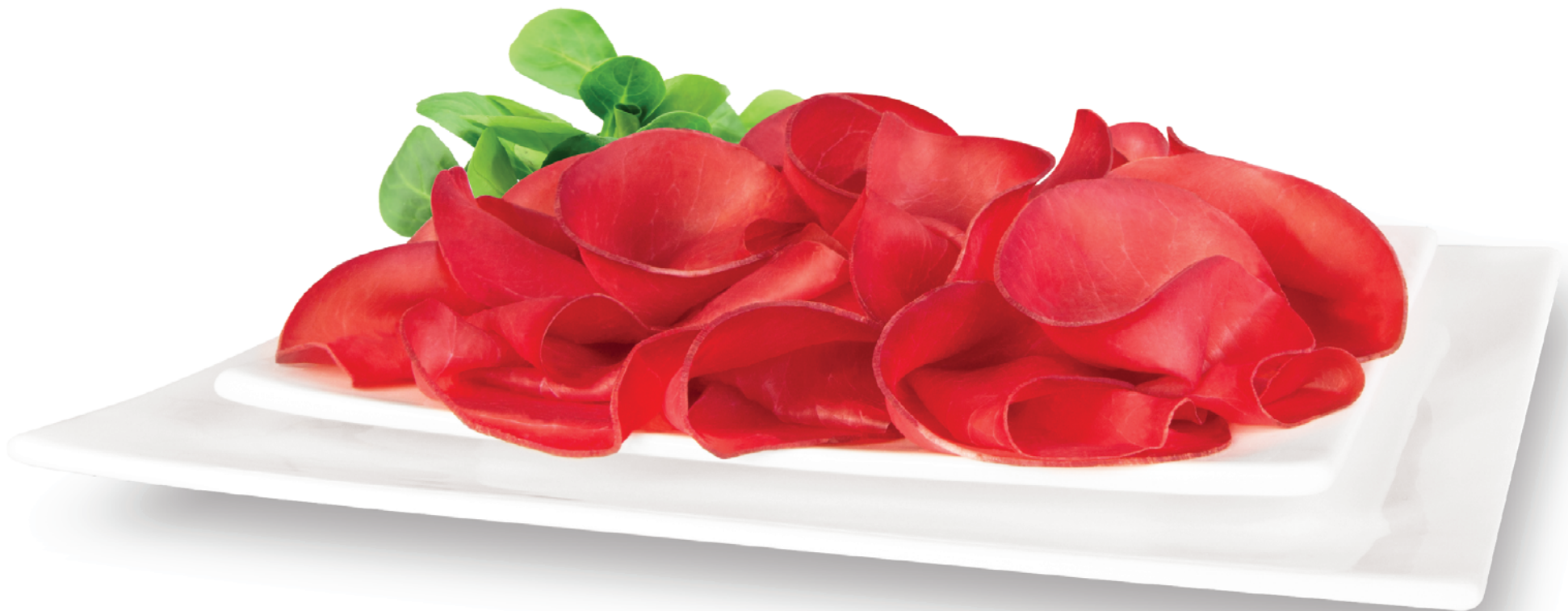
Healthy



Genuine



Tasty and good



Bresaola
della Valtellina IGP



Bresaola
BIO



Bresaola
HALAL

In the heart of the Rhaetian Alps, in Northern Italy, Valtellina Valley is the place Bresaola has its origins. For our Bresaola we only choose the best meats that we work with salt, some spices but also a lot of care. The time and passion of our everyday actions make it unique, unmistakable.

Genuine flavour and smooth clean taste:
to enjoy the handmade goodness and the tradition preserved in simplicity.

✓ Rich in Proteins ✓ Low in Fats ✓ GMO free ✓ Allergens free ✓ Gluten free ✓ Lactose free