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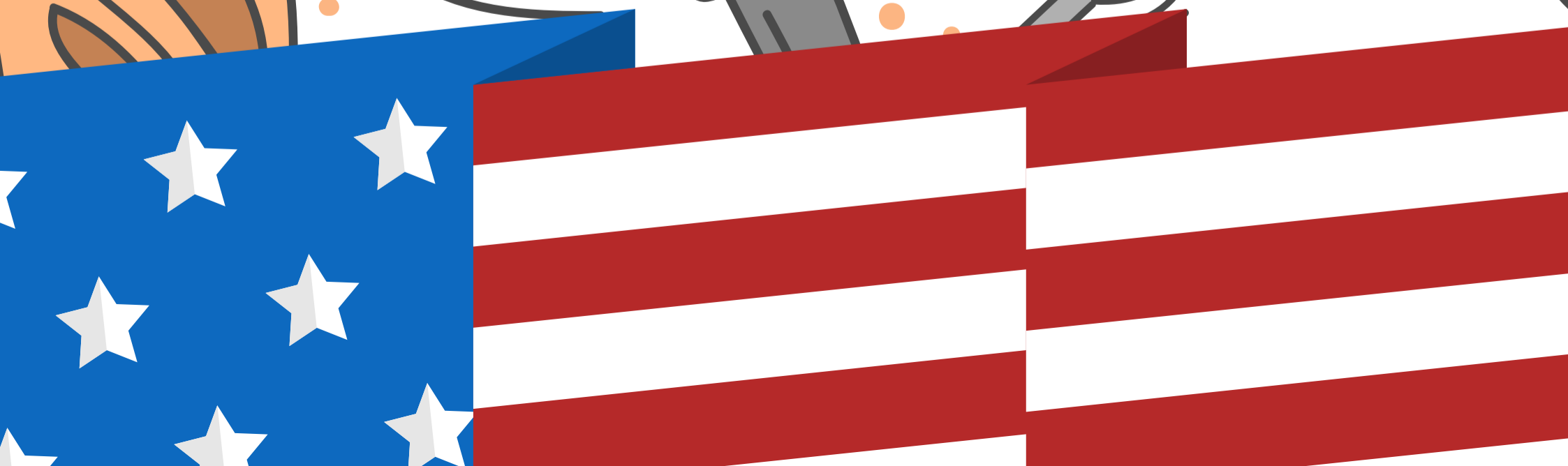
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SPECIAL EDITION





EDITORIAL

by Angelo Frigerio, managing director

STOP THE TRAFFIC LIGHT

"The Food Standards Agency has developed a traffic light label that gives you independent expert scientific dietary advice to help make healthier choices quickly and easily. Look for products with green, amber or red colour and labels on the front of the pack. These show you at a glance if the food you are thinking about buying has low, medium or high amounts of fat, saturated fat, sugars and salt, helping the consumers get a better balance". This is written in the presentation of the Traffic light label made by the Uk Food Standards Agency, whose motto is: "Using traffic light to make healthier choices". It's not true. With this labelling system, the green light goes to Coca Cola and carbonated beverages rich in sweeteners. Red light, instead, for deli-meats, cheeses and other made in Italy delicacies. An illogical system, that could be soon extended to all Europe.

A system already contested by Brussels in the past. Why? It highlights the amount of calories, fats, sugars and salt present in 100 gr or 100 ml of product. If these ingredients exceed the allowed levels, a "halt" is applied with one or more red stickers on the box. Nothing is mentioned about the other nutritional properties. Currently, six multinationals sup-

port this simplistic "mechanism": Coca Cola, Mars, Mondelez, Nestle, PepsiCo and Unilever that, on 9th March, declared their support for the traffic light labelling during a meeting of the EU platform for action on diet, physical activity and health. A support that arises out of fear of a 'soda tax' or 'sugar tax' in European terms that is already implemented in other countries, like Mexico. This endorsement by multinationals has triggered (and rightly so) a series of reactions in Italy.

"It causes economic and image damage to our products; it does not bring any benefit to consumers and it does neither promote balanced nor a healthy diet and classifies food with questionable and approximate parameters", said Maurizio Martina, Italian Minister of Agricultural Policies. "It is not acceptable that quality Pdo and Pgi products and other products belonging to the Mediterranean diet such as fish and olive oil are branded with the red traffic light while sugar free sodas obtain the green traffic light." A position shared also by Federalimentare (The Italian Food & Drink Industry Federation) and important industry players, such as Nicola Levoni, president of Assica (the Italian confederation of Meat and Meat Industry Associations),

who said: "One thing are detailed and transparent information for consumers; a completely different thing is to create a system that beyond informing, suggests what to buy or not buy, what is good for health and what is not. Even more if approximately, without taking into consideration consumers' lifestyle, age, metabolism and portions consumed. Actually, we are talking about a mechanism that seems to ridiculously penalize products such as Parma ham, Grana Padano, Parmigiano Reggiano and extra virgin olive oil."

But not only. More than one doubt about the realistic effect of the traffic light labelling has been clearly raised by the British, who have already dealt with the notorious mechanism: to the point to not understanding it so well. At least, this is what results from a survey conducted by YouGov for the Chartered institute of marketing. Over 76% say they actually understood it. But 67% is convinced that the products with three red stickers should be totally avoided. 37% believe that only one product branded with a red sticker should be consumed per day. It does not end up here: more than 50% said that a good diet consists of eating products with green sticker. Blissful ignorance...

STOP AL SEMAFORO

"La Food Standards Agency ha sviluppato un sistema di etichettatura a semaforo che vi fornisce consigli scientifici indipendenti capaci di aiutarvi a compiere scelte alimentari più sane in modo rapido e semplice. Cercate quei prodotti che riportano in etichetta i colori verde, arancio e rosso. Questi vi mostreranno a colpo d'occhio se l'alimento che state considerando di acquistare ha un contenuto basso, medio o elevato di grassi, grassi saturi, zuccheri e sale, in modo da aiutare i consumatori a fare scelte più equilibrate". Così si legge nella presentazione del sistema Traffic Light a cura della Uk Food Standards Agency, che ha come slogan: "Usare le etichette a semaforo per compiere scelte più salutari". Non è vero. Con questo sistema il semaforo è verde per Coca Cola e bibite gassate ricche di edulcoranti. Semaforo rosso, invece, per salumi, formaggi e altre prelibatezze made in Italy. Un sistema assurdo che potrebbe essere esteso a tutta l'Unione europea.

Il semaforo, però, è già stato contestato in passato da Bruxelles. Il motivo? Sicuramente mette in evidenza le quantità di calorie, grassi, zuccheri e sale presenti per 100 grammi o 100 millilitri di prodotto. Se questi ingredienti superano il livello di guardia scatta l'altolà, segnalato appunto con uno o più bollini rossi sulla confezione. Ma delle altre proprietà nutrizionali non si dice nulla. A sostenere questo 'meccanismo' a dir poco semplicistico ci sono sei multinazionali: Coca Cola, Mars, Mondelez, Nestlé, PepsiCo e Unilever. Che il 9 marzo hanno dichiarato il loro appoggio all'etichetta 'a semaforo' in un incontro della Piattaforma Ue per la dieta, l'attività fisica e la salute. Un appoggio che nascerebbe dal timore di una 'soda tax' o 'sugar tax' in salsa europea, già in vigore in diversi paesi su scala internazionale, tra cui il Messico. Questo endorsement delle multinazionali, in Italia ha scatenato (e giustamente) una serie di reazioni. Così ha tuonato il ministro

delle Politiche agricole Maurizio Martina: "Provoca danni economici e d'immagine ai nostri prodotti, non porta alcun beneficio per i consumatori e non promuove uno stile alimentare equilibrato o una dieta sana, classificando i cibi con parametri discutibili e approssimativi. Non è accettabile che prodotti di qualità Dop e Igp possano essere marchiati con semaforo rosso, così come succede con altri alimenti che fanno parte della dieta mediterranea, come il pesce e l'olio d'oliva, mentre bibite gassate senza zucchero ottengono il semaforo verde". Logicamente d'accordo anche Federalimentare ed esponenti di rilievo del mondo produttivo. Tra questi Nicola Levoni, presidente di Assica, che ha dichiarato: "Un conto sono le informazioni trasparenti e dettagliate per il consumatore. Differente è assumere un 'sistema' che, oltre a informare, suggerisce anche cosa comprare e cosa no, cosa fa bene e cosa no. Ancor più se questo avviene in modo approssimativo, senza

tener conto dello stile di vita, dell'età, del metabolismo e delle quantità effettivamente consumate. Di fatto si tratta di un 'meccanismo' che penalizzerebbe in maniera assurda prodotti come prosciutto crudo di Parma, grana padano, parmigiano reggiano e olio extravergine di oliva". Ma non solo. Più di un dubbio sull'efficacia reale dell'etichetta 'a semaforo' l'hanno chiaramente manifestata gli inglesi, che hanno già a che fare con il meccanismo: al punto che non l'hanno ancora capito realmente. Almeno, così risulta da un sondaggio realizzato da YouGov per il Chartered institute of marketing. Oltremanica il 76% dice di averlo compreso. Peccato che il 67% sia convinto che i prodotti con tre bollini rossi vadano evitati totalmente. Il 37%, invece, sostiene che possa essere consumato un solo prodotto al giorno con un bollino rosso. E non finisce qui: più del 50% afferma che mangiando prodotti con bollini verdi si ha una buona dieta. Beata ignoranza...



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MASTER GNOCCHI ARE NOW KOSHER CERTIFIED

Master opens to the Kosher world. The company from Veneto decided to obtain the certification after the increasing demand from international market operators. "All production activities will be controlled by a qualified rabbi, who will establish and approve the authorization to produce with the Kosher seal. Now we will be even more qualified to meet the needs of international consumers", said Adriano Bianco, Ceo of Master. Kosher certified Master gnocchi are also suitable for lactose intolerants and vegetarians.



Gli gnocchi Master ora sono anche Kosher

Master si apre al mondo Kosher. L'azienda veneta ha ottenuto la relativa certificazione, a seguito delle numerose le sollecitazioni ricevute dai mercati internazionali e in particolare statunitense. "Tutte le attività di produzione saranno controllate da un rabbino qualificato, che constaterà e approverà l'autorizzazione a produrre con il sigillo Kosher. Ora saremo ancora più forti per affrontare le esigenze dei consumatori internazionali", spiega Adriano Bianco, Ceo di Master. Gli gnocchi Master così certificati si caratterizzeranno anche per il fatto che saranno in grado d'incontrare le necessità degli intolleranti al lattosio e dei vegetariani.

LUXEMBOURG: 'VIVERE ALL'ITALIANA', THE NEW PROMOTIONAL FESTIVAL DEDICATED TO MADE IN ITALY

The first edition of 'Vivere all'italiana', promotional festival organized by the Italian Embassy and the ITA Agency in collaboration with the Italian-Luxembourg Chamber of Commerce, will be held in Luxembourg from June until November 2017. A rich calendar of events dedicated to some of the most renowned Italian excellences has been planned - from design to fashion, including, of course, food & beverage - together with some important Italian brands. The festival was inaugurated on the night of the 1st of June, on the occasion of the Italian National Fest,

at the Residence of the Italian Ambassador. More than 20 brands, including private partners and sponsors, are going to take part to the initiative. For six months, a long series of tastings and thematic nights will be organized, also in collaboration with selected Italian restaurants.



Nasce a Lussemburgo 'Vivere all'italiana': festival dedicato alle eccellenze made in Italy

Si apre a Lussemburgo la prima edizione di 'Vivere all'italiana', una rassegna promozionale organizzata dall'Ambasciata d'Italia e da Ice Agenzia in stretta collaborazione con la Camera di commercio italo-lussemburghese. Un festival che, da giugno a novembre 2017, offrirà un ricco programma di eventi per la presentazione di eccellenze del made in Italy nei campi del design, della moda e dell'enogastronomia, in partenariato con numerosi operatori italiani di successo. L'inaugurazione della rassegna è avvenuta in coincidenza con la celebrazione della Festa Nazionale, nella serata del 1° giugno, presso la residenza dell'Ambasciatore d'Italia. Oltre 20 marchi, tra partners e sponsor privati, sono già impegnati nella manifestazione, che nell'arco di sei mesi vedrà il susseguirsi di degustazioni di prodotti eno-gastronomici, con serate a tema presso selezionati ristoranti italiani.

LAVAZZA ACQUIRES THE 80% OF CANADIAN KICKING HORSE COFFEE

The Lavazza Group purchased a significant equity stake in Kicking Horse Coffee, leading Canadian organic and fair-trade coffee player. With this transaction, Lavazza secures an 80% interest in the company, which was valued 215 million Canadian dollars (142 million euro). Elana Rosenfeld, who founded Kicking Horse Coffee in 1996, will retain a 20% equity stake and will continue as Chief Executive Officer. "Kicking Horse Coffee represents one of the 'local jewels' the Lavazza Group continues to seek as part of its globalization and premium positioning strategy," com-

mented Antonio Baravalle, Ceo of the Lavazza Group and future Kicking Horse Coffee Chairman.



Lavazza fa shopping in Canada: acquisito l'80% di Kicking Horse Coffee

Nuova acquisizione nel mondo del caffè per il Gruppo Lavazza. Che ha rilevato per 215 milioni di dollari canadesi (142 milioni di euro) l'80% del capitale di Kicking Horse Coffee, leader canadese nel segmento del caffè organico e fair trade. Elana Rosenfeld, che ha fondato l'azienda nel 1996, resta azionista con il 20% e continuerà a guidare l'azienda come Ceo. "Kicking Horse rappresenta uno di quei 'local jewels' che il gruppo Lavazza continua a ricercare nell'ambito della propria strategia di globalizzazione e di posizionamento premium", commenta Antonio Baravalle, amministratore delegato del Gruppo Lavazza.

PARMALAT ACQUIRES TWO COMPANIES IN THE UNITED STATES

Italian company Parmalat announced on the past weeks that its LAG Holding Inc. subsidiary has acquired two dairy companies operating in the U.S. dairy sector, including a production facility in Turlock (California) and the 'Karoun', 'Gopi' and 'Blue Isle' brands. The enterprise value of the acquired business was set at about 130 million dollars, and the acquisition has been entirely financed with internal resources. In 2016 the two companies had net revenue of about 55 million dollars.

Parmalat: due nuove acquisizioni negli Stati Uniti

Parmalat ha comunicato nelle scorse settimane che la controllata LAG Holding ha acquistato due società che operano nel settore caseario negli Stati Uniti, tra cui un sito produttivo a Turlock (California) e i brand Karoun, Gopi e Blue Isle. L'enterprise value dell'attività acquisita è stato fissato in circa 130 milioni di dollari. L'acquisizione è stata totalmente finanziata con mezzi propri. Nel 2016 il fatturato netto delle società è stato pari a circa 55 milioni di dollari.

FERRERO: KINDER JOY WILL ARRIVE IN AMERICA IN 2018

Confectionery maker Ferrero International said that at the beginning of 2018, it will debut a version of the iconic, decades-old Kinder Egg to the US market for the first time. The most commonly known version of the product is the Kinder Surprise, which is a hollow chocolate egg that holds a plastic capsule which itself contains a toy. But the version that will debut in grocery and drugstores across the United States is the Kinder Joy, used by Ferrero to sell the chocolate treats in warm-weather markets, that separates the toy from the candy. Hence, Kinder Surprise wasn't allowed to be sold stateside be-

cause of a 1938 regulation that made it illegal to sell any candy with a non-nutritive object inside of it. The launch also coincides with the debut of a gum version of the popular Tic Tac snack. Ferrero's chocolate confectionery market share is just 2.3% in the U.S. market, according to research firm Euromonitor.



Ferrero: a gennaio 2018 il Kinder Merendero fa il suo ingresso negli Usa

A 50 anni di distanza dalla nascita del brand Kinder, i famosi ovetti della Ferrero approderanno finalmente negli Stati Uniti. L'azienda ha infatti reso noto che, a partire da gennaio 2018, il Kinder Joy - conosciuto in Italia come Kinder Merendero - sarà distribuito in suolo americano. Il prodotto, uno snack cremoso pensato per il consumo nei mesi estivi, riesce infatti ad 'aggirare' una legge Usa risalente al 1938 che proibisce la vendita nel Paese di prodotti alimentari contenenti oggetti a uso non alimentare, come avviene infatti per il più noto Kinder Sorpresa. Assieme al Kinder Joy un altro prodotto Ferrero farà il suo ingresso nel mercato Usa: la versione chewingum di Tic Tac. Due operazioni importanti, volte a incrementare la quota di mercato di Ferrero negli Stati Uniti, che si attesta oggi a solo il 2,3% (fonte Euromonitor).

GEOVITA'S PRODUCTS LAND IN THE UNITED STATES

Geovita, leader company in the production and export of naturally steam pre-cooked cereals, pulses and rice, officially entered the U.S. market with a wide and varied range of ancient grains, ready-to-eat salads and different risotto recipes ready in just seven minutes. Now, with the creation of the web page www.geovitanutrition.us, further information about the company's history and products - including the new Tritordeum - will be available to consumers. As well as a section dedicated to tasty recipes - including video recipes - created by the young and creative Italian chef Diego Bongiovanni. "We will help American consumers in getting to know better the natural and authentic flavors of Italian cuisine," said Rossano Cabrino, Ceo of Geovita Usa. "Where the nutritional properties of our products meet the best taste experiences."

I prodotti Geovita sbarcano negli Stati Uniti

Geovita, leader nella produzione ed esportazione di cereali, legumi e risi naturalmente precotti a vapore, ha fatto il suo ingresso sul mercato statunitense con una ricca gamma di cereali antichi, insalate pronte da gustare e risotti con soli sette minuti di cottura. Oggi, con la nascita del portale www.geovitanutrition.us, si avranno a disposizione informazioni sulla storia e i prodotti, sulle novità - come il nuovo cereale Tritordeum - ma soprattutto una sezione interamente dedicata alle gustose e sfiziose ricette da realizzare con i prodotti Geovita, anche in versione video, ideate da Diego Bongiovanni, giovane e creativo cuoco made in Italy. "In questo modo, anche il consumatore americano potrà avvicinarsi al gusto naturale e autentico della cucina italiana", sottolinea Rossano Cabrino, Ceo di Geovita Usa. "Che unisce il gusto alle benefiche proprietà nutrizionali dei nostri prodotti".



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Italian food and beverage exports keep growing in the United States, the first extra-European destination country for our delicacies. The success is also connected to the large investments made by the Italian government through the Ministry for Economic Development in partnership with the Italian Trade Agency (ITA). 12 promotional campaigns were launched between 2015 and 2017, in collaboration with some of America's most important retail chains, that involve 1,549 Italian companies and 368 new Italian suppliers. A significant result, considering the size and complexity of this market. "Everyone dreams to come to America, but only those who get ready for it seriously and diligently have a real chance to be successful," said Maurizio Forte, ITA Trade Commissioner and Executive Director for the USA. The agency will be supporting Italian companies at the forthcoming edition of the Summer Fancy Food Show (New York, 25-27 June). About 300 companies will be exhibiting in the Italian Pavilion, where the Lounge Italia will feature, for the first time this year, a show-cooking area dedicated to PDO and PGI (protected denomination) products.

In 2016, the United States were the first extra-European destination market for Italian f&b products showing, year after year, significant growth rates. Which are, in your opinion, the reasons for this success?

According to the data issued by the US Department of Commerce, in 2016 our exports in the food & beverage sector experienced a 4% growth rate. Some of the most performing product categories were ice cream (+34.5%), preserved vegetables (+9.2%), rice (+8.8%), olive oil (+6.6%) and wine (+6%). We are the Number One US supplier of olive oil, wine, cheese, pasta, vinegar and mineral water and, in many cases, we have increased our export value but we have also increased our market share. Among the main reasons for the success

of authentic 'Made in Italy' products: a profound appreciation for the Italian lifestyle, the ambition of our companies that, with great effort and awareness, face the difficulties presented by the US market by offering the right balance between innovation and tradition, the continuous development of local Italian restaurants. Let's not forget, of course, the significant investment made by the Italian government with the launch of an extensive promotional campaign aimed at spreading the knowledge of authentic Italian products in the US, in collaboration with the Italian Trade Agency. The successful activities and the positive results increased and developed the special relationship with Confindustria, with the trade associations and, in particular, with the Italian producers who are now, all part of the team.

Big US retail chains – such as H-E-B, Schnucks and, of course, Walmart – decided to focus on authentic Italian products with the launch of dedicated promotional campaigns. What impact will they have on the market?

A huge impact. So far, results are extremely encouraging: 12 promotions have been implemented between 2015 and 2017, involving 1,549 Italian companies and 368 new suppliers. Purchases made by US retailers were 9 times higher than the initial investment made by the Italian government. But three main aspects are even more important than the economic results: first, the fact that big US retail players decided to focus on the promotion of authentic Italian products, a decision almost 'historic'; second, the educational effect for US consumers, more and more aware of the existing difference between the authentic products and the imitations; third, the increase in sales of Italian products, as well as the arrival of new suppliers, will have significant consequences in the future by strengthening our presence on the shelves.

Are local trade members and Italian companies concerned about the recent statements made by US Pre-

sident Donald Trump, threatening to introduce heavy custom duties on a long series of imported food products?

The attention remains high, of course. Our Embassy in Washington is closely monitoring the situation. However, aside from media statements, there were no concrete details. Therefore, it would be hard to make a prediction. As far as we're concerned, we continue our hard work, also because results are every day more encouraging.

The 'Italian Sounding' phenomenon has fast developed in the US. Some people believe that it represents a strong promotional tool, others are convinced that it constitutes a huge damage for the Made in Italy. Two incompatible positions?

According to not so recent but quite reliable estimates, Italian Sounding in the US food and beverage is worth about 25 billion dollars, against the 4 billion dollars of Italian exports in this specific sector. There is not much we can do at the moment to tackle this phenomenon, with two important exceptions: educating and helping American consumers become aware of the quality and characteristics of authentic Italian products and increasing the presence of authentic Italian products in the stores. With regard to communication, instead, in 2015-2016 we implemented the "Buy Authentic Italian. Get More" campaign, that earned one billion impressions. We will continue this campaign in order to keep informing American consumers. There is still much to do, of course, but we are on the right track.

How many Italian companies are going to attend the forthcoming edition of the Summer Fancy Food Show in New York and how is the Italian Pavilion organized?

The Italian Pavilion, the largest in the international area, will host about 300 Italian companies, including Regional delegations (Calabria, Apulia, Tuscany and Lombardy) and many Consortia.



This year, the Italian area - easy to recognize thanks to the 'Extraordinary Italian Taste' logo - will feature a new graphic image that you will discover during the show. The ITA Agency will assist and support exhibiting companies also by inviting American trade to visit the Italian Pavilion and taste the products displayed. In the Italian Lounge there will be room for meetings, as well as a coffee area and a wine bar. The most important new element of the 2017 edition will be the Show Cooking area dedicated to PDO and PGI (denomination products), a project financed by the Ministry for Agriculture. As usual, our activity is carried on in collaboration with Federalimentare, Cibus, Tuttofood and Vinitaly.

Have you already planned any new initiatives for the months ahead?

As I mentioned before, we will carry on the communication campaign in support of authentic Italian products, we will continue strengthening our partnership with grocery retailers and start new collaborations with smaller US specialty store chains, a channel that perfectly suits the small-medium size of our companies and their niche products. Furthermore, we will build up our activity of bringing US buyers and journalists to Italy on business trips and to trade shows. The

most important campaign that we will develop in 2017 will be the Wine Project in the USA, established last year by the Ministry of Economic Development. Although we are already the leading wine supplier to the US and our market share accounts for one third of total US imported wine, we want to further improve the image of Italian wines and contribute to increasing their average prices. We're also looking to reinforce our presence in the Mid-America. Over the next three years, these actions will be supported by a 20 million euro investment from the Italian government.

What would you suggest to Italian companies willing to enter the US market?

I would give them the same suggestion that we give to ourselves everyday: do your homework well. The US market offers incredible opportunities, as the numbers show, but it is also extremely competitive, it has different laws and a complex distribution system. Everyone dreams to come to America but only those who get seriously ready for it have a real chance to be successful, regardless of the size of the company. The ITA-Agency, both in Italy and the US, is ready to support our companies in this venture.

Sogno americano

Non si arresta la crescita delle esportazioni agroalimentari italiane negli Stati Uniti, che si confermano saldamente come il primo mercato di sbocco extra europeo per le nostre specialità. A contribuire a questo successo, il forte investimento voluto dal governo italiano con il Piano Speciale Usa, realizzato in collaborazione con l'ICE- Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane. 12 le promozioni avviate tra il 2015 e il 2017 con importanti retailer locali, per un totale di 1.549 aziende italiane coinvolte e 368 nuovi fornitori inseriti nella Gdo americana. Un risultato significativo, considerata la vastità e complessità di questo mercato. "Tutti sognano gli Usa, ma solo chi si prepara bene ha reali possibilità di successo, anche a prescindere dalle dimensioni aziendali", spiega Maurizio Forte, direttore Ice di New York e coordinatore uffici Ice Rete Usa. L'Agenzia ICE sarà accanto alle aziende italiane nel corso della prossima edizione del Summer Fancy Food Show di New York (25-27 giugno), il più grande appuntamento del Paese dedicato al food & beverage. Saranno circa 300 le aziende espositrici nel Padiglione Italia, che quest'anno presenterà un'interessante novità: l'area 'show cooking', dedicata ai prodotti Dop e Igp nell'ambito del progetto finanziato dal Ministero dell'Agricoltura.

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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.





THE PARTNERSHIP

30 MILLION DOLLARS FOR 'AUTHENTIC MADE IN ITALY'

THE ITA-AGENCY ANNOUNCED A NEW COLLABORATION AGREEMENT WITH RETAIL GIANT WALMART, AIMED AT INCREASING THE SALE AND KNOWLEDGE OF ITALIAN F&B PRODUCTS IN THE US. INTERVIEW WITH SILVIA KAWAS, WALMART'S VICE PRESIDENT OF DRY GROCERY.

On the occasion of the fifth edition of the Tuttofood trade exhibition (Milan, 8-11 May 2017), the Italian Trade Agency and Walmart Stores, Inc. formalized the signing of a collaborative agreement, signed by the ITA's president Michele Scannavini and Silvia Kawas, Walmart's Vice President of Dry Grocery. The key mission of this collaboration is to increase the knowledge, consumption and of course sales opportunities for Italian companies by driving awareness among Walmart shoppers of the quality of 'Authentic Italian' products. Under the terms of this collaboration, the promotion of selected Italian products will be throughout Walmart's retail network of more than 3,600 stores across the United States, thanks to a 30 million dollar investment. The length of the agreement is of 12 months (from May 8, 2017, to May 7, 2018), with an opportunity of subsequent renewals. ITA will organize and support the participation of Walmart's buyers in the major trade mission to Italy for their products sourcing. All the related marketing and promotional materials (signs, labels, brochures, online advertising, etc) connected to the authentic Italian products in Walmart's stores will be featured by the 'Extraordinary Italian Taste' logo. Spearheaded by the ITA's Chicago office, the agreement is part of the continuing efforts, supported by the Italian Ministry of Economic Development, to increase the presence in the United States of 'Authentic Italian' food and wine products, as well as Walmart's interest in the development of a curated range of 'Best in Class' products imported directly from Italy. While Italian exports have the number one market share in the US for wine, olive oil, cheese, pasta, bottled water, and non-alcoholic beverages, 'Authentic Italian' products have only just begun to scratch the surface of their potential given that the value of 'Italian sounding' products sold in Northern and Central America amounts to 24 billion dollars. In an interview held at the end of the press conference, Silvia Kawas better explained details and goals of the project: "This



Michele Scannavini and Silvia Kawas

agreement will guarantee our consumers access to exceptional quality products at an affordable price. By allowing Americans to save money while ensuring a better lifestyle for their families," she said. "In particular, we are looking for authentic Italian products of good quality, made by amazing companies built by great people, with an incredible history. We are really excited about this great opportunity."

Which are, today, the leading food trends in the US and how can Italian companies compete with local brands?

The US customer, obviously, is changing, as well as customers all over the world. We are facing a rising group of younger consumers, the so-called Millennials, that are becoming more and more dominant in purchasing decisions. But we are also facing lifestyle changes, in terms of people thinking more and more about how to provide themselves and their families with cleaner ingredients, good quality products, and be able to live a healthier lifestyle. The third thing is that there is a higher level of exploration, of flavors, cuisines... and I think that the Italian cuisine and its authenticity – although it's a pretty common place – still plays a very big role in how to provide that kind of food to US consumers and play upon the need of access to flavors around the world. These are, in my opinion, the three biggest trends that I think could impact you and help you build a rele-

vant customer base.

How important is, for your chain, the value of authenticity, also considering the many episodes of 'Italian sounding' found on the North American market?

I think that our job is to make sure that we provide our consumers access to as much products, brands - even our own in-house brand - able to meet their needs. This is the reason why I think there is place for every single item in their life, and I think there is place for authenticity in their life. I think it's also a value equation of 'what kind of quality am I getting for the price that I am paying?', 'does it provide me with the experience that I am looking for?' I think that every brand, every niche, every delivery that we have can play upon that for all our consumers. So, obviously, there is a huge role for you in all of this, and I think you should continue working on the things that make you stronger and differentiate you. There is always going to be a place for consumers to react and interact with the offerings that you have.

The fact that many Italian companies are medium or small sized can be a problem to become a supplier for a retail giant like Walmart?

You know, it took us many years to grow, and with us have grown also many of our suppliers. So, I think there is always room for us to help suppliers come on board and it's our job to try to make it an easy process. At the end of the day, we want to provide our consumers with the access that they need and we have to work on whatever barriers there are and remove them. We are welcoming small suppliers, medium and large suppliers: we have room for all. And again, we have made many small suppliers big, and we have grown as well.

Are there any special product categories that you are going to focus on?

We are open to many categories, this is the starting point. You'll find us obviously interested in the bases: pasta, pasta sauce, pesto... there is a lot of options out there and I think that the more items we find, we can ac-

tually tailor the assortment accordingly. So, I think the biggest mindset you'll see us come with is openness to explore the mainstream type of offering and just provide great quality. And then new ideas that help us attract new customers. We are very open.

Do you think Italian food can become a staple in US consumers eating habits?

They are staple today (she smiles, e.d.). We already love all of your products. Again, our consumers are looking for the exploration, the variety and the quality. I think there is a role here to play and make this even more an established cuisine in our consumers' day.

The problem of Italian food in the world is its culture. For example, how to cook pasta. What's your opinion about this issue?

I think people cook their pastas and are very happy with them today. But I also think there is always a role for us to differentiate the experience. I mean, when you cook pasta a different way, maybe authentically, how Italians cook it, then you will get a different experience. So there is always a role and an opportunity for us to educate consumers on how to have a better experience with all the products that they have. I don't see these things as problems, I see them as opportunities for fantastic experiences across a variety of levels and ranges. And I think that we, as a team, have an obligation to continue to edu-

cate our consumers and provide them with the easiest form of in-home cooking for the best experiences they can get.

What do you think about President Donald Trump's recent statements, which threatens to impose limits on food imports?

You know, I am not in the position to comment on this, obviously. But I appreciate the question (smiling, e.d.).

Finally, a question for ICE president, Mr. Michele Scannavini: which is the strategic value of this agreement, especially for Italian small and medium companies?

It is very important actually. Through this agreement, we give to small and medium companies the unique opportunity to get access to a complex market such as the US and to a big retail like Walmart. When we start discussions, with Walmart in this case, or with any other retailer, it is very important for us to build a promotional program that involves small and medium enterprises. Because this is the base of our industry, and this is where we are sure we can get products that you can find nowhere else in the world. Because authenticity is there, culture is there, tradition is there. So, it's an essential part of the agreement. And in Walmart we found an enthusiastic partner in support of that. The impact for our companies can be extremely important. This is one of the areas in which I believe that public support finds its best execution.



Accordo Ice-Walmart: 30 milioni di euro per il 'vero made in Italy'

È stato presentato nel corso di Tuttofood a Milano (8-11 maggio) il nuovo accordo stipulato tra l'Ice Agenzia, in collaborazione con il ministero dello Sviluppo economico, e la più grande catena retail al mondo: la statunitense Walmart. L'intesa, siglata dal presidente dell'Ice, Michele Scannavini, e da Silvia Kawas, vice presidente di Walmart per il comparto dry grocery, avrà una durata di 12 mesi (dall'8 maggio 2017 al 7 maggio 2018) e punta a incrementare la conoscenza e diffusione di prodotti agroalimentari italiani nel Paese. Walmart si è infatti impegnata ad acquistare, entro maggio 2018, 30 milioni di dollari in prodotti italiani che saranno distribuiti all'interno dei 3.600 store Walmart negli Stati Uniti. L'Ice, dal canto suo, fornirà alle aziende supporto promozionale e alle vendite per il valore di due milioni di dollari, oltre a pianificare la partecipazione dei buyer di Walmart ad alcune importanti missioni di product sourcing in Italia. A raccontare meglio dettagli e obiettivi del progetto è la stessa Silvia Kawas, in un'intervista rilasciata al termine della conferenza stampa di presentazione.



SPECIALITÀ DOLCIARIE



LIQUORI LAZZARONI

Authentic Italian Finest Premium Brands



"WE PRODUCE FOR OUR CUSTOMERS, JUST LIKE WE DO FOR OUR CHILDREN"

FOR OVER 60 YEARS VALLEDORO, HEADQUARTERED IN THE PROVINCE OF BRESCIA, HAS BEEN PRODUCING BAKERY SPECIALTIES, DEDICATING ALL OF ITS KNOW-HOW AND ATTENTION TO PRODUCTS' QUALITY AND GOODNESS.

It all started in 1954, when Rina Consoli and Ferruccio Zubani converted their family bakery into a workshop for the production of BibiBibò: sweet toasted snacks formulated to nourish their children in a natural and healthy way.

The Valledoro brand (literally 'Golden Land') was therefore created, reminiscent of the colour of the raw material – the wheat – and of the company's core values of simplicity, authenticity and, of course, family. The passage from a small workshop to an industrial production plant was close: in the early 60's the company started the production of breadsticks, that soon became highly demanded on the market. Nevertheless, Valledoro managed to stay true to its roots and preserve its most authentic features.

Today, with 5 production lines and a wide range of products, including breadsticks, crunchy biscuits and snacks, Valledoro is constantly improving its domestic and international business. In order to meet the specific needs of each distribution channel, over the years the company has developed different packaging solutions: from retail to supermarkets and department stores, from food service to vending and bakeries.

The company is currently run by Giorgio Zubani and his son Giulio - the first born of five sons - who represents the third generation of the



From left: Giorgio and Giulio Zubani

family. "Despite increasing in size, Valledoro still follows a traditional production method and all the ingredients used are guaranteed by a rigorous traceability system," said Giorgio Zubani. "In the last three years, the company has experienced a tremendous growth, also due to the opening of new important international markets," said. "Exports account today for 30% of the company's total revenue, and are mainly directed to European countries and the Far East. In addition, since 2010 we also started exporting to Australia."

A range of products solely dedicated to foreign markets has been created, in collaboration with a US customer. The range, which is dedicated to food service, is made of two boxes of 'Rustici' breadsticks' and two boxes of 'Zulù', breadsticks covered with fine milk or dark chocolate. "A one-of-a-kind product, which combines

the crispness of breadsticks with the goodness of chocolate," underlines Giorgio Zubani.

On foreign markets the company is also committed to organize a long series of promotional activities in order to spread the knowledge of its products among professional operators and consumers, including in-store promotions with local importers. Valledoro also takes part to some of the most important international trade shows dedicated to the food sector, such as the forthcoming Anuga in Cologne (7-11 October 2017).

"Produrre per i nostri clienti, come per i nostri figli"

Valledoro nasce nel 1954, quando Rina Consoli e Ferruccio Zubani trasformano la forneria di famiglia in un laboratorio artigianale per la produzione dei Bibi Bibò, panetti bitostati dal sapore dolce pensati per nutrire in modo sano e naturale i propri figli. Il salto dalla forneria allo stabilimento è breve: verso la fine degli anni '60 l'azienda affianca alla produzione degli ormai noti Bibi Bibò quella dei grissini. Oggi, con cinque linee produttive e un'ampia gamma di prodotti pensata per tutti i canali distributivi, Valledoro è un'impresa in forte espansione, sia in Italia che estero. Alla guida dell'azienda ci sono Giorgio Zubani e il figlio Giulio, primo di cinque fratelli, che rappresenta la terza generazione della famiglia Valledoro.

'RUSTICI'
Raised breadstick of home-made aspect and with the typical flavour of bread.



'ZULÙ MILK & DARK CHOCOLATE'
Crunchy breadsticks covered with extra dark or milk chocolate. An innovative snack which releases all the unmistakable aroma of the chocolate combined with the crispness of breadsticks.



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TUTTOFOOD? TUTTOGOOD

DESPITE THE GLOOMY PREDICTIONS, THE 2017 EDITION OF THE ITALIAN TRADE SHOW WAS A GREAT SUCCESS. 2,850 EXHIBITORS AND 80,146 VISITORS ATTENDED THE EVENT (MILAN, 8-11 MAY), STRATEGIC BUSINESS PLATFORM FOR THE FOOD & BEVERAGE INDUSTRY.

A bright sun lighted up the 2017 edition of Tuttofood, on stage at Fiera Milano from 8th to 11th May. In spite of the many concerns aroused by the difficulties encountered by the trade show organizers on the previous weeks: the extraordinary administration proceeding for the subsidiary company Nolostand; the change in the company management; and the fears of a 'weak' edition with respect to that of 2015, held in conjunction with the Universal Exhibition. But nothing bad happened, on the contrary. The figures say it all: 80,146 certified professionals (+2,5%) attended the trade show, 23% of which came from abroad, over 30,000 meetups were arranged among the 2,850 exhibitors - 500 from foreign countries - and 3,150 profiled buyers, thanks to the new MyMatching platform. More than 500 moments of reflection between Academy, Retail Plaza, Spazio Nutrizione, and Seeds&Chips were organized. Another success was the debut of Week&Food, that with over 48,000 participants in its city events, has contributed for about one fourth to the 178,000 overall participants in the week dedicated to food, Milano Food City.

Tuttofood? Tuttogood

I tuoni e fulmini che avevano preceduto l'inizio della manifestazione facevano prevedere il peggio. Invece no. Un sole splendente ha illuminato l'edizione 2017 di Tuttofood, svoltasi a Rho Fiera Milano da lunedì 8 a giovedì 11 maggio. Il problema non era meteorologico ma riguardava le problematiche vissute, negli scorsi mesi, dall'ente. Il commissariamento della partecipata Nolostand, il cambio al vertice, i timori di uno 'sgonfiamento' rispetto all'edizione 2015 collegata ad Expo: tutte condizioni al contorno che avrebbero potuto ridurre drasticamente espositori e visitatori. Non è andata così. E i numeri lo testimoniano: 2.850 espositori, 3.150 buyer, una superficie espositiva di 180mila metri quadrati, 80.146 visitatori (+2,5%), di cui il 23% esteri, oltre 30mila incontri organizzati grazie alla nuova piattaforma MyMatching, 500 momenti di approfondimento fra Academy, Retail plaza, Spazio nutrizione e Seeds&Chips. Numeri positivi anche per gli eventi "fuori salone" della Week&Food a Milano: oltre 48mila presenze su circa 178mila partecipanti complessivi alla settimana dedicata al cibo. Cifre pesanti che confermano quanto Tuttofood sia e rimanga un evento strategico per l'alimentare italiano.

TERRE DUCALI

Igor Furlotti

"In the first months of the year we have been consolidating the growth experienced in 2016. The most performing products is definitely our 'Strolghino di Culatello', appreciated both in Italy and abroad. Salamini Felino Igp, Fiocco di prosciutto - in the whole or sliced version - as well as the range of roasted meats are also highly demanded. The most important product innovation presented at Tuttofood is the pre-sliced range of deli-meats 'Strade Golose', in single-serving 50-grams trays, positioned by hand by qualified professionals."

From the left: Fabio Agnesucci and Igor Furlotti



IBIS

Graziana Giannone

"During Tuttofood we displayed our new products and established new important contacts with foreign buyers. In particular, we presented the 'Cuor di Natura' cooked hams range, made with Italian top quality meat, antioxidants and preservatives of vegetal origin and a reduced sodium content. In the pre-sliced segment we launched a Premium range made of five products branded 'Cuor di Ibis': cooked ham with preservatives of vegetal origin, bresaola made with Italian meat, culatta from Busseto, the salami made with Italian meat and the 'Cuor di Paese' mortadella. In addition, our gluten-free sandwiches were highly appreciated. They are available in four different flavors: cooked ham and mushrooms; lactose-free mozzarella and tomato; tuna, tomato and olives; shrimps and vegetables in pink sauce."



CONSORZIO DEL PROSCIUTTO TOSCANO DOP

Emore Magni

"Our products are increasingly demanded in Canada and the US, that remain extremely dynamic markets. Despite the price of the raw material, production and sales are showing positive figures. The pre-sliced segment, in particular, has shown double-digit growth rates (+12%). In the months ahead we are aimed at strengthening our presence in Italy and invest in the international promotion of Prosciutto Toscano Dop. In order to meet this goal, we will establish new partnerships with important Tuscan Consortia, such as Pecorino Toscano Dop, Olio Chianti Classico Dop and Olio Toscano Igp, but also in the field of wine like Chianti Classico and La Vernaccia di San Gimignano."





POGGIO DEL FARRO

Vito Mona

"Our love for Emmer wheat, an old cereal to be rediscovered, has inspired us to create many tasty products, all to be enjoyed. Emmer (Triticum dicoccum, also known in the U.S. as 'Spelt' and not to be confused with the different species Triticum spelta) supplies fibre, protein, and mineral salts. Extremely versatile, it is excellent to prepare soups in winter and salads and cold dishes in summer. The flour is good for bread, sweets, pizza or focaccia; semolina makes excellent pasta. Traditionally it is also consumed both pearled (no need to soak) and dehusked (that is whole, always with no soaking, just cooking it a bit longer). Moreover it has quite interesting nutritional characteristics: it is very filling, rich in nourishing elements and poor in fat. Non GMO Project verified and OU Kosher certified".



GOLFERA

Alessandro Giorgetti

"We met many foreign buyers interested in our offering. Especially to our 'Golfetta', already highly appreciated, and the new 'Salamagro' and 'Nobili Sapori'. Our range of lean organic deli-meats 'Nel solco della Natura' was also very demanded, as well as the vegetal cold-cuts 'Petalì' and the vegetable burgers. All of them are organic certified and produced directly by our company, available in different sizes and flavors. Our organic delicacies are characterized by a green packaging, made with 70% less plastic with respect to traditional trays. In the months ahead we will continue promoting our products both on the domestic and international markets, with the aim of increasing our export share, now accounting for more than 30% of the company's total revenue. For this very reason we will be exhibiting at Sana (Bologna, 8-11 September) and Anuga (Cologne, 7-11 October)."



FELSINEO

Gianluca Cardelli

"Between January and April we posted a double-digit growth rate in sell-in, and the market share of our branded products also improved significantly. Among the most interesting news it is worth mentioning 'Sincera', the first authentic mortadella made with 100% natural ingredients only. A process that begins with high-quality raw materials, safe and controlled, and continues with an all-natural processing."

From the left: Cristian Franceschelli, Gianluca Cardelli and Ivan Fedozzi



MOTTOLINI

Emilio Mottolini

"During Tuttofood we met many foreign buyers and we are confident that we will be able to further strengthen our export market share, now accounting for 15% of the company's total revenue. Here we present our new motto: 'La Valtellina che piace' (the Valtellina you like), a land rich in top quality agri-food products of excellence. Among the innovations launched in 2017 there is the graphic restyle of our entire product range and the organic Bresaola. Great success was also achieved by 'Bresaola La Fassona' - made with Italian meat of Piemontese race - and by 'Bresaola L'Originaria' - made with the meat of animals born, raised and slaughtered in Valtellina only. You have the chance to taste this product only in the province of Sondrio, or in the 'Sciatt a Porter' restaurant in Milan. The interest for gluten-free and halal products is also increasing."



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VALLEDORO

Giulio Zubani

"The first quarter of the year was very positive for Valledoro, sales are on a rising trend and exports account now for 30% of the company's total revenue, also thanks to the opening of the Chinese market. In regard to product innovations, the latest product we launched on the market, the 'Sungri bio gluten-free', is highly appreciated by consumers. Furthermore, we have completely renewed our packaging, with the addition of important claims: made with '100% Italian wheat' and 'extra virgin olive oil'. Finally, we have been working at two new and alternative product ranges, but it's too early to unveil more details".



MARTINO - SIPA INTERNATIONAL

Emma Martino

"We have come to Milan after a positive first quarter of the year: sales of organic and whole wheat products experienced a double-digit growth rate. In addition, we managed to enter new strategic foreign markets - such as Australia, Canada and Japan - and our products branded 'Martino' were included in the Italian grocery retail channel. Some more innovations will be presented by the end of the year: so far, we have been focusing on the Happy Couscous room-temperature product range, made of natural convenience products. Furthermore, in the months ahead Martino products will be protagonist during the TV cooking show Cuochi e Fiamme and also on the web, thanks to a close collaboration with the recipe blog Giallo-Zafferano."

From the left: Valentina Menga, Emma Martino and Romeo Fagnano



MANGIARSANO GERMINAL

Paolo Pisano

"During Tuttofood we presented many innovations, especially in the Germinal Bio product range. First of all, the widening of the Gluten-free range, with the creation of the first organic, vegan and gluten-free crackers and mini-crackers. Second, the new puffed cereals in different flavors: amaranth, quinoa and millet; with the addition of oat and porridge; and four spreadable creams with sunflower seeds, cocoa-nuts, hems seeds and almonds. Finally, pasta: gluten-free in six different flavors and protein-based, in two versions: fusilli with chickpeas or lentils, both vegan."



THE EVENT

DULCIOLIVA

Filippo Benvenuto

"The most important innovation presented at Tuttofood is the restyle of our spreadable creams' range, now featuring new palm oil-free recipes: 'Cremosette' gianduia and extra-dark, as well as the Bio Vegan cream. We also launched the new 400-grams pack for the Dolcenero pralines made with dehydrate fruit and Noccioghiotti. In addition, we also presented two new acetate gift boxes of assorted pralines and a gift bag."



MASTER

Adriano Bianco

"The great success achieved by the Mamma Emma gnocchi range, especially on an international scale, has further strengthened. A trend that has continued also during the first quarter of the year, with double-digit growth rates in sales. The most striking performances were registered in the US, Australia and Israel. Not by chance, after organic and vegan, we also gained the kosher certification in order to meet the strong demand of US market operators. Now, also due to the construction of a new dedicated production line, we are ready to meet the demands of consumers from all over the world."



BIOLAB

Tanja Klancic

"With our product range we have become a real point of reference for market operators, both in the specialized and grocery retail channels. Today, our efforts are directed to the company's international development. During Tuttofood we showcased some important innovations: vegan cold cuts, our 'Panariselle' in the piazzaiola and pesto flavors, the vegan Falafel and the completion of the 'Medallion' range, with quinoa and tempeh."



PAOLO LAZZARONI E FIGLI

Luca Lazzaroni

"An extremely favorable Eastern season contributed to the positive results achieved in first quarter of 2017 by our company, whose export market share now accounts for about 87% of total revenue. We also launched new important products: the new 'Brutti ma buoni' biscuits, single-serving pastries made of nuts and almonds; the single-serving soft amaretti with chocolate, gluten-free, and packed in a metal tin; but also the new Panettone with tiramisu or prosecco; as well as the new tins featuring a vintage graphic for the Promenade range."



VALBONA

Federico Masella

"We have been progressively strengthening the presence of our Veganette in the grocery retail channel. After the great results achieved in the Panorama and Megamark retail chains, we decided to further increase their distribution. Hence, we have been working at new strategic partnerships and we are confident that important deals will be signed very soon. Among the new products presented at Tuttofood, the new fresh, vegetable-based spreadable creams 'Magie della Natura': vegan certified, they are the Italian version of the famous 'hummus'. The range is made of four pulses-based products with more exotic flavors: green lentils and coriander, yellow peas with curcuma, red lentils with tomato and cumin-spiced chickpeas."



THE BRIDGE

Eva Pfeffer

"The Bridge is specialized in the production of organic drinks and desserts. All of our products are vegan, free from lactose, preservatives or additives. Most of them are also gluten free. At Tuttofood we present our new coconut and Brazilian nut drinks, that will be distributed starting from July. The first quarter of the year was very positive, especially for our international business, accounting now for about 60% of the company's total turnover, up by 20%. Our core destination markets, at the moment, are France, Hungary and Spain."



THE 7TH EDITION OF TUTTOFOOD WILL TAKE PLACE AT FIERAMILANO FROM 6 TO 9 MAY 2019

BRAZZALE

A large booth, created by painter Ester Grossi, that recalls of a deli counter in one of the many 'La Formaggiera Gran Moravia' stores, a chain run by the Brazzale Group in Czech Republic. Among the products on display at Tuttofood, the superior Fratelli Brazzale butter, to be tasted with bread and anchovies; the Gran Moravia cheese in the classic and more alternative sizes and types - such as the mini snacks and Cri Cri Gran Moravia, over baked - as well as the complete product range offered by the company from Zanè (Vicenza), that includes Provolone and spun-paste cheeses. Furthermore, on the 9th of May the company organized a conference entitled 'Made in Italy? It doesn't exist. The international production chain in the creation of value, at the time of Donald Trump', that saw the participation of Roberto Brazzale, president of the Group, and of many prestigious guests that discussed the new concept of 'Italian product', made of three different things: the national territory, culture and humans.



BOTALLA FORMAGGI

Andrea Bonino

Botalla Formaggi exhibited at Tuttofood together with Birra Menabrea and Capanna Prosciutti, with the consolidated format 'Il Gusto al Cubo', and the motto: "Teste beyond imagination". Established in 1947, Botalla Formaggi, on the occasion of its 70th anniversary, presented at Tuttofood the new packaging and labels of its whole cheese product range, including some innovations, such as 'Dicapra', soft cheese available in a 600/700-grams pack. Two more products, that will be distributed from the beginning of Summer, were presented at the trade show: spreadable cheeses, available in the goat-milk version or flavored with chili pepper, both made with 100% milk from the Biella territory."



DELIZIA

Giovanni D'Ambruoso

A huge booth, with chefs busy in preparing delicious finger foods offered to visitors. A piano player and a scenography made of olive trees. The Delizia's booth at Tuttofood was stunning, and the undisputed protagonist at the show was burrata, the company's most demanded product, both in Italy and abroad. For this very reason Delizia has recently inaugurated a new production plant dedicated to this product of excellence, that accounts today for 30% of the company's total revenue. And sales are expected to further increase by 15%. At Tuttofood the company presented burrata in a smaller 100-grams pack. And since January 2018 all of Delizia's packaging will be featuring a QR code that will allow consumers to find out any kind of information about the origin of milk, including the name of the supplying farmer.



A.D.R - AZIENDE DOLCIARIE RIUNITE

Agata Gualco

"For the second part of the year, La Sassellese has been planning important projects, both in the field of distribution and packaging. Furthermore, we have been working at the refurbishment of our production lines, on order to achieve a higher technology and quality level. Tuttofood was the perfect occasion to showcase our new amaretti-based recipes, thanks to the show cooking organized in collaboration with Mattia Poggi, and to present our latest innovation: the new recipe of our soft amaretti, with the inclusion of an almond content five times higher than the previous version."



CASEIFICIO SOCIALE MANCIANO

Fabio Villani and Antonio Farina

'Borghi Toscani', this is the name of the new range of cheeses launched by Caseificio Sociale Manciano. The range, featuring labels created by the Arts students of the Luciano Bianciardi high-school in Grosseto, includes seven different cheese, fresh or aged, made with sheep milk or mixed milk - from sheeps and cows - provided by 250 farmers associated to Caseificio Sociale Manciano. The labels recall of the Maremma territory: from Manciano to Capalbio, from Saturnia to Orbetello. Cheeses that are mainly distributed in the food service channel and independent stores.



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A CONVERSATION WITH BUYERS

Importers and purchasing managers of some of the major global retail chains met on the past May in Milan for the 2017 edition of Tuttofood, international trade show dedicated to food & beverage. Their appreciation was unanimous, both in regard to the event organization and to the quality level of the products displayed. The interviews made by The Italian Food Magazine.



Tuttofood 2017: la parola ai buyer

Importatori e responsabili acquisti delle maggiori catene retail al mondo si sono dati appuntamento a Tuttofood, lo scorso maggio a Milano, per l'edizione 2017 della kermesse internazionale dedicata al fod & bevergae. Unanime il giudizio positivo sulla fiera, così come sulla qualità e varietà dei prodotti in mostra. Di seguito le interviste realizzate da The Italian Food Magazine.

THAILAND
B Cube Ahuja
Trading Co. Ltd
Vishal Ahuja



Headquartered in Bangkok, Thailand, the company's core business is the wholesale marketing of agri-food products with a special focus on health and wellness. Product distribution takes place through a wide range of channels, from retail chains to TV programs, including call centers. "In particular, we are looking for organic, sugar free and possibly vegan products. The business of healthy products in Thailand is steadily growing, with special attention to everything that has particular healthy benefits, such as Omega 3 fatty acids," explains Vishal Ahuja, managing director. "Southeast Asia is a market with incredible potential for Italian products, which are already highly appreciated and sought after by the population. However, the import of agro-food products from Europe is often complicated, and imported products are also rather expensive for consumers, considering that import taxes for the agri-food sector are fixed at about 25% and reach 100% for wine."

U.S.A.
Schnucks
Chris Mittendorf



"This is the first time that we take part in Tuttofood and the goal, beside meeting our suppliers, is also to discover new products to include in our offer. We already import a long series of products from Italy, including pasta, sauces, cheeses and olive oil," explains Chris Mittendorf, center store director for Schnucks, a US supermarket chain that counts a hundred retail outlets in the St. Louis area and in the Midwest. "In general, we prefer to work with companies that already export to the US because it is much easier from a bureaucratic point of view." It ended on the past 14th of March the yearly promotional campaign organized by the retail chain for and dedicated to Italian products, known as 'Taste of Italy'. That in 2017 posted an 8% sales increase.

SOUTH AFRICA
Sagra Food
and Wine Merchants
Darryn Lazarus



Founded in 1994, Sagra Food and Wine Merchants has grown until becoming one of the largest South African importers of premium f&b product. From supermarket chains to deli shops, passing through luxury hotels and restaurants, the company addresses every distribution channel. "Fresh products are imported from France, while we import pasta, confectionery, truffles and truffle-based products from Italy," said Darryn Lazarus, managing director. "Here at Tuttofood I am looking for sugar free specialties and, more in general, healthy foods. A trend that is getting every day stronger even in South Africa".

UNITED ARAB EMIRATES
Kibsons
Murtuza Jawadwala



Specialized in the trade and distribution of fresh food items in the UAE, especially in the meat and vegetable sector, Kibsons today boasts a network of more than 600 suppliers and customers with a daily distribution of over 150,000 kg of product. "We are major suppliers of hotel, restaurant and supermarket chains, and the visit to Tuttofood is aimed at establishing new partnerships in the Halal certified dairy industry. A protocol has recently been signed that allows imports from Italy of this kind of food products without any custom duty," explains Murtuza Jawadwala, general manager for the meat and poultry division. "In the United Arab Emirates there is a great potential for the Italian dairy sector, as well as for pasta and olive oil. In general, all authentic Italian agri-food products enjoy great appreciation and excellent reputation even for their good quality/price ratio."

LEBANON
Atyab - Zeit Boulos
Tony B. Maroun



"We are specialized in the distribution of leading brands in the olive and balsamic vinegar segment in the Lebanese market, but we also import a wide range of pasta and sauces from Italy. In general, we handle every type of food product, distributed both in the food service and retail channels," said Tony B. Maroun, marketing manager for Zeit Boulos, brand of the Atyab Group. "Today, the market is demanding for new flavors, convenience and ready-to-eat products. In particular, here at the trade show we are looking for new products in the sauce and seasoning sectors to include in our offer. But the import of these types of products is very complicated, with taxes reaching 70% in the case of balsamic vinegar, definitely too much. That is why we are in talk with the government for the elimination of such big impediments to trade."

In the picture: Tony B. Maroun and Christiane Moussallem

HOLLAND
Roberto Violante -
echt italiaans
Miriam and
Valentino Violante



"We already import every type of food from Italy, from oil to pasta, from wine to sauces, including cheese and deli-meat specialties. Everything except for fish, for the moment," explain Miriam and Valentino Violante, from Roberto Violante - echt italiaans based in Heerenveen, Holland. The company, whose core business is the import and distribution of top quality products for gourmet shops and food service, also has its own gourmet shop. "We now want to further expand our range by focusing on organic and healthy gluten-free products. A sector in which Italian productions enjoy a strong reputation, even from a qualitative point of view."

In the picture: Miriam and Valentino Violante

UKRAINE

Таврия В
Natalia Muzyka and Elena Seyrik

80 supermarkets, eight cafés, 11 groceries and four gourmet shops. These are the numbers of Таврия В, important Ukrainian retail chain. "We've been taking part to Tuttofood for nine editions. We are already big importers of Italian agri-food products: from pasta to coffee, from chocolate to panettone, without forgetting mushrooms, truffles and olive oil," explain Natalia Muzyka and Elena Seyrik, respectively import manager and director of import department. "This year we are looking for products in the beverage sector and also in the dairy sector. Today, in particular, consumers in Ukraine are showing great appreciation for the organic and gluten free sector, but there are still few products available."



In the picture: Natalia Muzyka and Elena Seyrik

SINGAPORE

My Outlets
Malek Mattar

"Our primary mission is to develop Halal product global market. A business that, until just a few years ago, was not much considered but that today is growing exponentially," underlines Malek Mattar, head of My Outlets, headquartered in Singapore. The company activity is developed into two parallel businesses: first of all, an intermediary function between producers and distributors in the off-line channel, directed to agri-food companies willing to market their 100% Halal productions. Second, the Halaldeen's on-line sales platform, as well as the direct sale at Singapore's MyOutlets Global Halal Hub store. Thanks to a network of suppliers from over 45 countries around the world, today the company boasts a portfolio of over 10,000 food & beverage certified Halal products. Which has allowed the company to expand its business also in other countries, such as Malaysia, Korea, Japan and China. "We have been visiting Tuttofood for the first time and we are looking for new Halal products to be included in our portfolio. Especially olive oil and dry pasta," said Malek Mattar. "Singapore is an open market, very promising for Italian producers, thanks to an import tax of only 7%. But the European market itself is progressively opening to Halal certified specialties. Chosen, for their high quality, also by non-Muslim consumers. The problem of the Italian Halal market is that it still lacks any form of control or protection for consumers. We also need more collaboration from distribution, that is still not ready to handle these products in the proper way."



In the picture from the left: AnnaMaria Aisha Tiozzo, president Whad - World Halal Development, and Malek Mattar

SINGAPORE

Euraco Finefood Ltd.
Stella Cheng

Founded in 1987 in Singapore, Euraco Finefood Ltd. wants to meet the growing demand for European imported products in the Asian city-state. "The company is made of several divisions, each dedicated to a specific sector - food, beverage or pastry - and to the different distribution channels, from retail to food service. "From deli-meats to cheeses, from olive oil to balsamic vinegar, we are already importers of many products from Italy," explains Stella Cheng, senior sales executive for the food division, attending Tuttofood for the first time. "At the fair, I'm looking for new products in the field of tomato preserves and dry pasta, but I'm open to any kind of innovation. In particular, today consumers and even operators in the market of Singapore are looking for high-end products with a long shelf life and smaller sizes. Of course, with a good quality/price ratio."



CAMEROON

ATT-M
Jean François Bassong

"I've been coordinating a delegation of five buyers from Cameroon who are looking for agri-food products to be included in the offer of their respective supermarket chains - including buyers for Eco Marché and Socint - or wholesale activities," said Jean François Bassong, general manager and representative of the Veronafiere trade show organization for Central Africa. "Professionals who are looking for a direct contact with Italian companies. It happens that very often, indeed, that Italian products distributed in Cameroon are imported from France, with a further increase of costs and with import rates of about 70%. Moreover, today the country is rich in 'fake' products while almost all authentic products are missing. But forecasts are positive: in August 2016, the Cameroon government signed an agreement with the European Community to establish more favorable import rates that are now competitive if compared to low-quality Chinese products, which today dominate the market."



SWEDEN

Argentur AB
Toni Sköld

Importer and agent for the food service and retail channel, Toni Sköld of the Sweden-based Argentur AB, is specialized in fresh - especially cheese - and gastronomic, high-end food specialties, especially from the Piedmont Region, such as truffles. "At Tuttofood I am looking for new and interesting products, most of all in the organic and healthy sector," said Toni Sköld. "Today, consumers in Northern Europe are looking for products with a clean label, no additives and possibly from organic farming."





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MASTERS OF PROSCIUTTO

INTERVIEW WITH ATHOS MAESTRI, PRESIDENT AND CEO AT MAESTRI D'ITALIA INC., SPECIALIZED IN THE IMPORT, SLICING, PACKAGING AND DISTRIBUTION OF AUTHENTIC ITALIAN AND EUROPEAN DELI-MEATS IN THE US.

Born and raised in Parma, Athos Maestri is the president and CEO of Maestri d'Italia Inc., specialized in the import, slicing, packaging and distribution of deli-meats in the United States. The offer includes a wide selection, branded 'Maestri', that includes some of the best Italian and – since a little while – also European deli-meat delicacies. Top quality products, available both whole or sliced, thanks to a cutting-edge slicing and packaging plant at the company headquarter. "I have been working in the field of deli-meats for over 20 years, in many different world areas," said Athos Maestri, "gaining a strong experience and knowledge of the market. All that, including the passion that I have always had for this sector, pushed me to start my own activity in 2013."

Why the United States?

Together with my wife, we took into account many different countries, including the Far East and Australia. But considering the knowledge I had of the US market, and after examining the opportunities it offered, we decided to come to North America. After a first 'explorative' journey, on the 1st January 2014 I founded Maestri d'Italia Inc.

What was your purpose?

To develop the US market of authentic products, by focusing on deli-meat specialties only. In the US, indeed, there are already many importers of Italian products. And therefore I decided to specialize in the sector that I know best, and with a great story to tell.

How did products' selection take place?

First of all, by identifying all the Regional deli-meat specialties that could be imported in the United States. Produced by family-run, medium-sized com-

panies with a strong connection to their land and traditions. And, above all, able to guarantee a strong degree of specialization in their production, to the point that in most cases we are dealing with single-product manufacturers.

Which are the most demanded products in the 'Maestri' range?

Definitely Prosciutto: Parma, San Daniele and Toscano. It remains the most appealing products for American consumers, to the extent that the word 'Prosciutto' itself has now entered the popular vocabulary. Other products that are enjoying good success are Speck, appreciated for its smoky flavor, and Mortadella, where the superior quality offered by the original Italian one is widely recognized. But also Porchetta - a super niche product also in Italy - is increasingly appreciated for its versatility, also in the creation of delicious sandwiches.

For a local market operator like you, what's the perception of the so-called 'Italian sounding'?

In a few words, I believe that there is a consumer for every product. Those people who have traveled and had a direct experience of what authentic products are, will be hardly satisfied with the copies. Nevertheless other consumers, maybe because 'deceived' by labels or because they simply don't understand the difference, choose the similar ones. Our products, anyway, are mainly dedicated to upper-middle-class consumers, also willing to spend a little more for the quality guaranteed.

Another major issue: are you concerned after President Trump threatened to introduce new custom duties to imported food products?

I think that his threats were an



Athos Maestri



attempt to gain votes during the electoral campaign, rather than real intentions. This is the reason why I don't fear any big change in the market.

Which are going to be, in your opinion, the greatest market challenges in the near future?

For a long time the deli-meat sector in the United States has been controlled by few, huge corporations. As it already happened in many other fields, we are now witnessing the flourishing of many small local deli-meat producers. What Italian companies can do in order to stay competitive is to ensure consistency, in volumes and quality. This is a very important feature for both importers and local distributors. Without forgetting, of course, food security, another 'must have' to work in this market.

And what about the future projects of Maestri Inc.?

To develop the pre-sliced business, with the widening of our product range that will be focused on the creation of mono-product or multi-product trays. As well as also multi-category trays, by combining deli-meats and cheeses. Let's not forget another important driver of growth, that of 'clean label' products: free from antibiotics and nitrates, including organic products, that still represent a super niche. In other words, it is no longer enough to sell 'made in Italy' products to be successful. They must also guarantee other important nutritional claims. In this regard, another fast-growing business is the import of 'made in Europe' deli-meat specialties, such as the Spanish jamon iberico, jamon serrano and the German Black Forest ham, that are already part of our offer. The next step might be a change of brand: from 'Authentic Italian Salumi' to 'Authentic European Salumi'!

Athos Maestri: una vita dedicata ai salumi

Nato e cresciuto a Parma, Athos Maestri è presidente e amministratore delegato di Maestri d'Italia Inc., attiva nell'import, affettamento e distribuzione di salumi negli Stati Uniti. L'azienda vanta una profonda gamma a marchio 'Maestri' che include una selezione delle migliori specialità di salumeria italiane e, da poco tempo a questa parte, anche europee. Prodotti di alta qualità, disponibili interi o pre-affettati, grazie a un moderno stabilimento dedicato all'affettamento presso l'headquarter americano della società.



IT'S OFFICIAL: WE ARE IN A BUTTER CRISIS

PRICES ARE UP 104.9% OVER 2016, AND THE PRODUCT IS MISSING ALL OVER EUROPE. AMONG THE CAUSES: THE RISE IN EXPORTS AND A DECREASE IN MILK SUPPLIES TO THE EU.



Unprofitable prices for farmers, that pushed them towards a volume reduction, is one of the main reasons for the decrease experienced by European milk production. A situation even worsened by the 500 million euro spent by the EU between July and October to encourage its farmers to kill their livestock at a time when the market, instead, was already changing.

The booming consumption of butter and creams, especially in South East Asia – China on top – and the strong increase posted by the export of European cheeses, did the rest. Last but not least: palm oil substitution with butter in many recipe, after the massive communication campaign carried out in the last years against the 'notorious' vegetable fat.

What will happen in the months ahead?

Not by chance, since the beginning of May large Northern European milk producers announced a product shortage until September, when big purchases are made, especially in the bakery and confectionery sector, in view of the Christmas season. Figures leave no room for hope. We are going through a physiologic decrease in milk production. In addition, until a few weeks ago milk prices were low all over Europe, which pushed farmers to choose animal feedings that don't encourage a high milk yield. This, together with the reduction of livestock, portrays a gloomy scenario: it is not that easy (nor fast) to enhance production again.

Alice Realini

La crisi del burro

I prezzi sono cresciuti del 104,9% rispetto al 2016 (dati Clal.it). E c'è scarsa, anzi, scarsissima disponibilità di prodotto. Questa crisi è figlia della riduzione della produzione di latte, dovuta ai prezzi non remunerativi per i contadini che li hanno spinti a contenere i volumi. A questo si somma l'improvvida manovra della Ue, volta alla riduzione della mungitura di latte, con 500 milioni di euro spesi, tra luglio e ottobre, per spingere gli allevatori ad abbattere i capi. L'esplosione dei consumi di burro e creme, con l'impennata degli acquisti del Sud Est Asiatico, Cina in testa, e l'incremento dell'esportazione di formaggi dall'Ue hanno fatto il resto. Infine, un contributo arriva anche dalla progressiva sostituzione, nelle ricette, dell'olio di palma con il burro, in seguito alla massiccia campagna di demonizzazione vissuta in questi ultimi anni dal noto grasso vegetale.



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ANOTHER RECORD-BREAKING YEAR

PRESENTED IN MILAN THE 2017 EDITION OF THE CREA ANNUAL AGRI-FOOD TRADE REPORT. A BUSINESS THAT, IN 2016, REACHED THE EXTRAORDINARY VALUE OF 38.6 BILLION EURO. EXPORTS TO THE US INCREASED BY 5.8%.



It was presented of the past 11th May in Milan the latest edition of the annual agri-food trade report published by Crea, the Italian Council for Agricultural Research and Analysis, in collaboration with Università Cattolica Piacenza. An in-depth analysis of the main trends that have characterized trade relationships between our country and the rest of the world last year, presented by Crea researcher Roberto Solazzo.

Overall, in 2016 Italian agri-food exports reached the record-breaking value of 38.6 billion euro, rising by 3.6% over previous year. Imports, instead, experienced a slight drop (-0.5%), at 42 billion euro, despite a 2.1% rise in volume. Trade balanced has therefore decreased to the record value of 3.4 billion euro (improving by 1.5 billion euro). It is worth to underline that 'made in Italy' products - all products representative of the Italian food and beverage sector worldwide - account for about 74% of total exports. A fast-growing sector: in 2016, total exports of 'made in Italy' f&b products were worth 28.4 billion euro (+3.6% over 2015).

According to the latest estimates presented by Federalimentare, the Italian federation of food Industry, in the first quarter of 2017 Italian exports in the sector were worth 7.7 billion euro, rising by 8% over the same time period last year. In detail, between January and February Italian exports were up in the USA (+5.1%) and France (+4.5%). Even better results were achieved in Spain (+15.7%) and China (+12.9%). The most important news, nevertheless, is represented by Russia: despite the embargo, imports from Italy increased by 50.4% in the first two months of the year.

Export agroalimentare: un altro anno da record

È stata presentata lo scorso 11 maggio a Milano la nuova edizione del Rapporto Crea 'Il commercio con l'estero dei prodotti agroalimentari'. Un approfondimento delle principali dinamiche che hanno caratterizzato i rapporti commerciali tra l'Italia e il mondo nel 2016. Complessivamente, lo scorso anno le esportazioni agroalimentari hanno raggiunto il valore record di 38,6 miliardi di euro, in aumento del 3,6% rispetto al 2015. Le importazioni, invece, sono leggermente diminuite (-0,5%) in valore, nonostante un aumento del 2,1% in termini di quantità, per un valore totale di 42 miliardi di euro. Da sottolineare l'importanza dei prodotti del 'made in Italy', quelli che "notoriamente richiamano il nostro paese dal punto di vista dell'immagine", che rappresentano oggi il 74% delle esportazioni totali nel settore, a 28,4 miliardi di euro.

Key figures

Italy confirms its main role of processed-food exporter. A business that, excluding the beverage sector, accounts for about 62% of total agri-food exports. Beverage products, instead, account for about one fifth of total exports in the sector. In general, all exporting sectors are on a growing trend (between +3 and +4%).

EXPORT	MLN EURO	VAR. % 2016/15
PRIMARY SECTOR		
Seeds	309.9	10.6 ●
Cereals	144.2	-41.1 ●
Pulses and fresh vegetables	1,264.4	7.4 ●
Pulses and dry vegetables	49.0	-4.2 ●
Citrus fruit	248.6	27.0 ●
Tropical fruit	63.6	17.6 ●
Other fresh fruit	2,609.1	0.9 ●
Dry fruit	514.5	6.9 ●
Vegetable textile fibres	6.7	-1.8 ●
Seeds and oily fruits	38.0	25.7 ●
Cocoa, coffee, tea and spices	93.2	8.4 ●
Nursery gardening	745.2	8.9 ●
Raw tobacco	255.4	9.9 ●
Livestock	56.2	-17.2 ●
Other livestock products	74.5	-13.6 ●
Silviculture	119.9	-10.5 ●
Fishing	259.9	5.9 ●
Haunting	5.5	-52.8 ●
FOOD INDUSTRY (BEVERAGE EXCLUDED)		
Rice	526.7	-3.6 ●
Cereals derivatives	4,532.9	1.5 ●
Sugar	161.5	19.7 ●
Confectionary	1,708.5	2.9 ●
Fresh and frozen meats	1,252.9	5.0 ●
Processed meats	1,564.3	4.5 ●
Fish products	414.2	1.6 ●
Processed vegetables	2,420.9	1.3 ●
Processed fruit	1,092.0	1.7 ●
Dairy products	2,935.7	5.9 ●
Oils and fats	2,169.7	7.1 ●
Animal feeding	961.9	-2.5 ●
Other food products	3,718.6	8.7 ●
Other non-food products	354.7	-5.7 ●
BEVERAGE		
Wine	5,736.6	4.3 ●
Must	41.0	10.5 ●
Other alcoholic beverage	960.8	1.2 ●
Non alcoholic beverage	881.2	2.5 ●

Source: Crea

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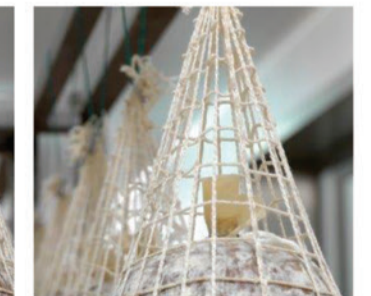
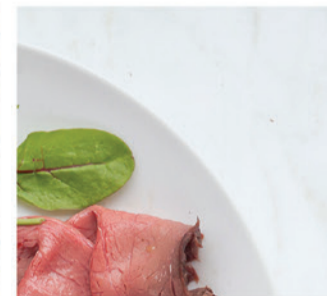
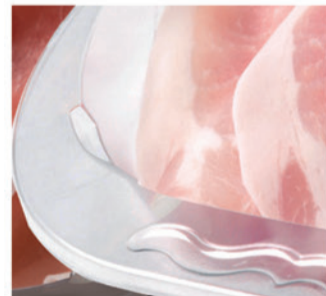
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as we planned
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EXPORTS

Focus on products

Both in the case of imports and exports, the first 15 places of the rank account for more than 40% of total export revenue. In regard to imports, fish products are becoming more important, to the detriment of livestock products. Olive oil and coffee, after the sharp increase posted in 2015, show negative values. Exports, on the other hand, are focused on 'made in Italy' products, especially pasta and red PDO wines.

IMPORTS	SHARE %	VAR. % 2016/15	
Processed fish	5.1	8.7	●
Frozen scellfish	3.8	15.1	●
Virgin and extra virgin olive oil	3.6	-0.5	●
Animal feeding	3.3	-13.3	●
Raw coffee	3.1	-7.8	●
Other food products	2.9	4.7	●
Fresh/frozen semi-processed pork	2.6	-3.9	●
Leather	2.4	-9.6	●
Seeds oil and vegetal fats	2.2	3.5	●
Soft wheat and spelt	2.1	-2.4	●
Cocoa-based confectionery	2.0	4.7	●
Sugar	2.0	20.3	●
Fresh/frozen semi-processed beef	2.0	-5.8	●
Livestock	1.9	1.4	●
Corn	1.8	17.4	●

EXPORT	SHARE %	VAR. % 2016/15	
Pasta (no egg, no filled)	4.2	-4.0	●
Tomatoe preserves	4.0	0.7	●
Cocoa-based confectionery	4.0	3.7	●
Red and rosè DOP bottled wine	3.7	-0.1	●
Roasted coffee (no deca)	3.4	10.1	●
Other food products	3.2	11.0	●
Virgin and extra virgin olive oil	3.2	5.3	●
Pastry and confectionery	3.0	2.5	●
Other DOP sparkling wines	2.3	32.3	●
Grana Padano and Parm. Reggiano	2.1	7.0	●
Apples (no dry)	2.1	-4.2	●
Other processed pork meats	2.0	2.6	●
Red and rosè IGP bottled wine	2.0	3.9	●
Animal feeding	1.8	-1.6	●
Grapes	1.7	3.7	●

Destination countries: the top-20

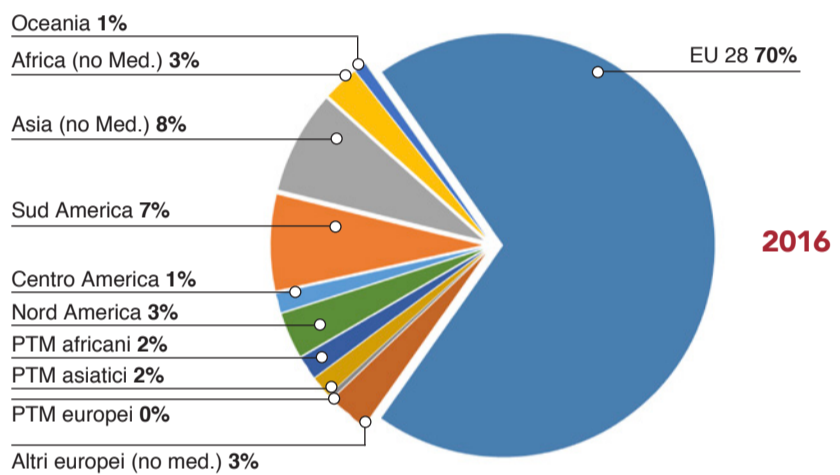
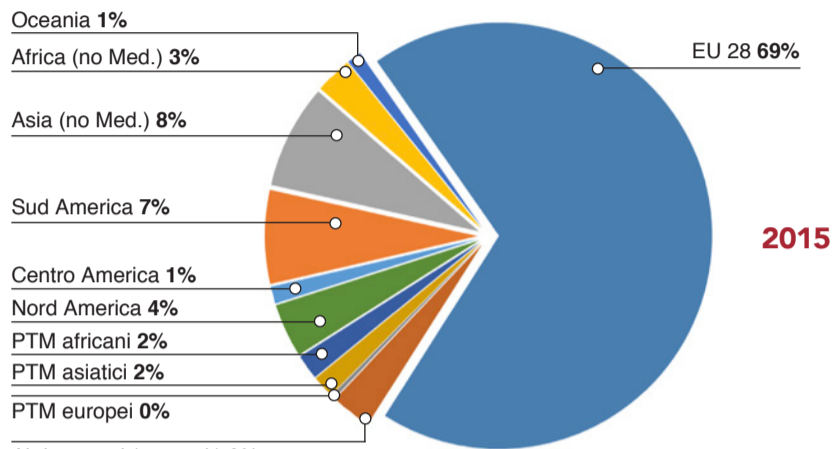
The top-5 destination countries account for more than half of total Italian f&b exports. A growth in value and volume that involves all of the most important destination markets. The United States, after the amazing 20% growth rate experienced in 2015, remain on a positive trend (+5.8%). Most demanded products are, once again, typical 'made in Italy' products such as olive oil, parmigiano reggiano, wine and sparkling wines. The only country in the top-20 to experience a significant decrease was China: down by 10.6%.

COUNTRY	SHARE %	VAR. % 2016/2015		
		VALUE	VOLUME	PRICE
Germany	17.5	3.5	4.3	-0.7
France	11.0	3.2	3.2	0.0
● Usa	10.0	5.8	7.4	-1.5
UK	8.5	0.9	2.3	-1.5
Switzerland	3.9	4.0	4.3	-0.3
Spain	3.8	7.0	15.1	-7.0
Netherlands	3.7	6.8	8.1	-1.2
Austria	3.4	1.8	3.0	-1.2
Belgium	3.1	6.9	7.1	-0.2
Japan	2.0	0.9	0.9	0.0
Canada	2.0	6.5	10.7	-3.8
Poland	2.0	8.1	4.6	3.4
Sweden	1.7	4.1	5.0	-0.9
Greece	1.6	5.3	10.1	-4.4
Denmark	1.5	3.6	8.6	-4.7
Australia	1.3	6.3	8.7	-2.2
Czech Republic	1.1	13.2	16.4	-2.7
Romania	1.1	14.7	16.0	-1.1
Russia	1.1	9.4	15.3	-5.1
● China	1.0	-10.6	-10.1	-0.5
WORLD	100	3.6	7.3	-3.4

AGRI-FOOD TRADE

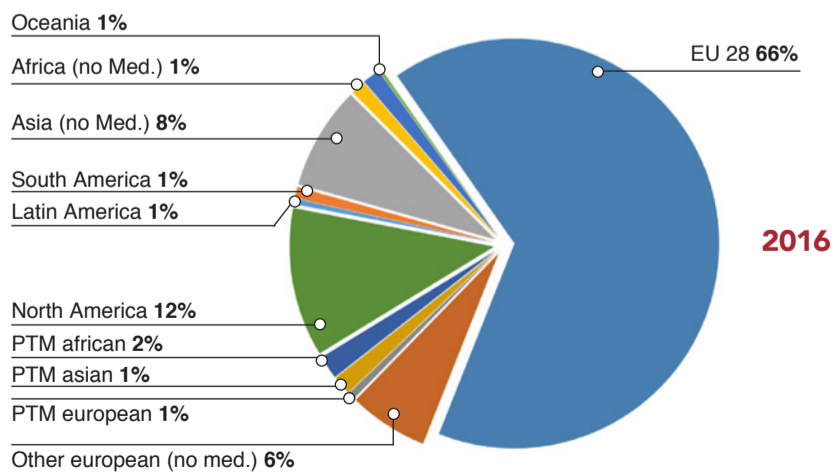
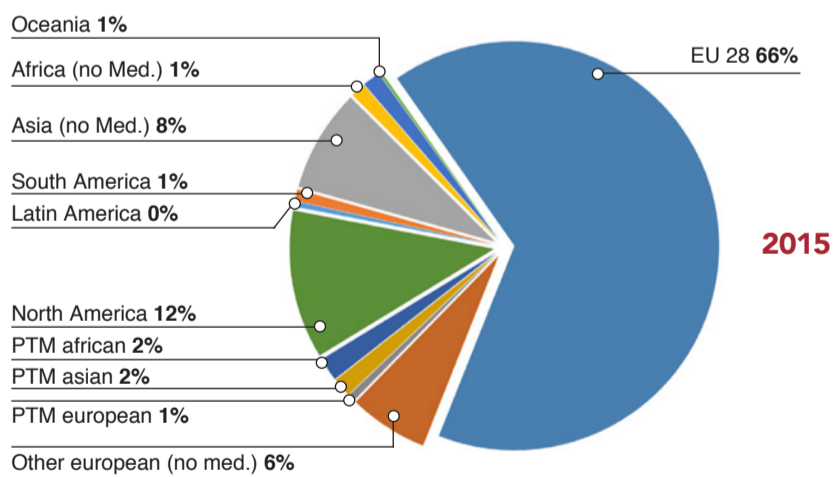
Imports

70% of total Italian agri-food imports proceed from the EU area. A significant increase with respect to previous years, mainly connected to the good performance of Eastern and Northern EU countries (such as Poland, Croatia and Sweden), to the detriment of more traditional destination countries (Germany, France, Spain and Austria). The importance of North America as a supplier has further decreased.



Exports

The EU, top destination market for Italian agri-food products, accounts for two thirds of total exports in the sector. Just like it happened in the case of imports, 'emerging' European countries are becoming increasingly important, unlike of more traditional destination countries.



PTM: Mediterranean Third Countries

Source: Crea

MADE IN ITALY

	MLN EURO	VAR. % 2016/15		
		VALUE	VOLUME	PRICE
PRIMARY				
Cereals	6.1	4.3	3.5	0.8
Fresh fruit	2,648.7	1.0	2.7	-1.6
Fresh vegetables	1,074.7	5.1	11.0	-5.3
Silviculture	581.1	9.6	52.4	-28.1
Rice	526.7	-3.6	-3.1	-0.5
PROCESSED PRODUCTS				
Processed tomatoes	1,721.9	0.6	7.0	-5.9
Other processed fruit and veg.	1,120.3	1.1	1.7	-0.6
Cured meats	1,479.1	4.8	5.2	-0.4
Cheese	1,669.6	5.3	6.2	-0.9
Olive oil	1,584.3	5.2	10.3	-4.6
Other processed food	948.0	4.9	15.3	-9.0
Juices and ciders	540.0	4.1	5.1	-1.0
Vinegar	252.1	2.7	3.6	-0.8
Bottled wine	5,316.0	5.6	3.0	2.5
Bulk wine	380.8	7.2	18.3	-9.4
Mineral water	480.1	0.4	1.8	-1.4
Extracts	120.0	4.9	-3.1	8.2
FOOD INDUSTRY				
Pasta	2,311.0	-1.9	3.7	-5.4
Bakery products	1,820.2	3.4	2.6	0.8
Cocoa based confectionary	1,531.8	3.7	2.8	0.9
Other cereal derivatives	173.0	3.6	12.8	-8.1
Ice creams	223.5	4.6	3.7	0.9
Coffee	1,309.7	10.1	13.3	-2.8
Spirits	627.9	4.1	2.2	1.9
TOTAL MADE IN ITALY	28,446.7	3.6	6.4	-2.7

In 2016, exports of 'made in Italy' food and beverage were worth 28.4 billion euro, which means that they accounted for 73.7% of total exports in the sector. The most significant export share (56%) is constituted by processed products. EU 28 accounts for 64% of total 'made in Italy' f&b exports, while the largest extra-EU markets are the USA (14.7%) and Asia (7.4%).

ITALIAN F&B TRADE WITH THE U.S.

PRODUCTS	SHARE %	VAR. % 2016/15	VAR. % 2016 /2010-11
Virgin and extra virgin olive oil	10.1	11.1	45.6
Red and rosè DOP bottled wine	9.2	-0.5	19.9
White IGP bottled wine	6.3	-20.8	51.3
White DOP bottled wine	5.7	44.9	102.8
Other sparkling wine (DOP)	5.4	40.7	363.6
Pasta (no egg, no filled)	5.2	4.1	63.9
Mineral water	3.8	-2.9	91.4
Red and rosè IGP bottled wine	3.7	-4.9	11.1
Other products	50.6	6.2	67.8
Total agri-food	100	5.8	62.9



2015 was a 'golden year' for Italian food & beverage exports to the US (+20%), but this positive trend has continued - to a smaller extent - also during 2016 (+5.8%). Olive oil exports posted an 11% growth rate in the market, turning it into the most exported f&b product, overcoming red PDO wines. More than 30% of total Italian olive oil exports are indeed directed to the US. For PDO and PGI white wine this share is close to 40%. In the first months of 2017, as highlighted by a recent Ismea report, exports directed to the US were up 4.2%.

Source: Crea



TOMA ALLE ERBE AROMATICHE

With its delicate flavour and an inviting aroma,
it's the only one that can bring happiness to your table.

FORMAGGI DI FAMIGLIA

POSTCARDS FROM AMSTERDAM

HELD ON THE PAST 16-17 MAY THE 2017 EDITION OF THE NO. 1 GLOBAL EVENT FOR PRIVATE LABEL.

Plma's 2017 'World of Private Label', held on the past 16-17 May at the RAI Exhibition Centre in Amsterdam, was the largest edition in its long history. Nearly 4,000 exhibitors and over 13,000 buyers from more than 110 countries attended the trade show. Walking around the halls, we had the chance to meet some of the most dynamic and export-oriented Italian companies in the food & beverage industry.

Cartoline da Plma

Si è tenuta lo scorso 16 e 17 maggio, presso il RAI Exhibition Centre di Amsterdam, l'edizione 2017 di Plma 'World of Private Label', maggiore evento fieristico al mondo dedicato al mercato delle private label. Circa 4mila espositori e più di 13mila visitatori hanno affollato i padiglioni della fiera, dove era presente anche una nutrita rappresentanza di aziende italiane.



ALL FOOD



SALUMIFICIO BERETTA



BORTOLOTTI



BRAZZALE



GEOVITA



MADEO



MANGIARSANO GERMINAL



ICAM



IGOR



INALPI



MASTER



NUOVA CASTELLI

THE 2018 EDITION OF PLMA WILL BE HELD ON THE 29TH AND 30TH MAY



PARMAREGGIO



PEDON



RONCADIN



SIPA INTERNATIONAL



STEF



STERILGARDA



TARALL'ORO



TARTUFLANGHE



TERRE DUCALI



THE BRIDGE



WALCOR



ZANETTI

LPR_08



Exact weight wedges automatic cutter



TXF_01

Exact weight slices automatic cutter



LPR_02



Exact weight wedges semi-automatic cutter



ICM_01



Automatic wrapping machine



ISO 9001:2008
N° 2002/18793a



FR - 2002/18793a



ITALY Via Case Sparse, 14 - T.Q. 28100 Novara (NO)
Phone: +39 0321 455192 - Fax: +39 0321 491651
www.facchinettinovara.it

U.A.E. Ras Al-Khaimah P.O. Box 35728 RAK
Phone: +971 7 2339669
rak@facchinettinovara.it



SGA_01

Automatic brushing machine



CHEESE

ARRIGONI BATTISTA
www.arrigoniformaggi.it



Torreggio

Ean code

2/329511

Intrastat code

04069079

Product description

Made according to an ancient cheese-making technique, which includes a long ripening period on wooden boards and in special underground cellars reach in moulds. This cheese, creamy near the sides and chalky in the middle, receives a very characteristic and unique flavor that calls to mind the scents of the brushwood. Its rind is consistent with grey-yellow mould because of the ageing (between 150 and 180 days).

Ingredients list

Milk, salt, rennet.

Expiration date and conservation

Shelf life: 60 days from packaging date. Keep refrigerated at +1°/+6° C

Packaging

Packed with micro-holed film and printed paper disc.

Certifications

Our production site is certified BRC, IFS and ISO 9001.

CASEARIA BRESCIANA
www.cabre.it



Real Cabre

Ean code

8004557304309

Intrastat code

04069086

Product description

Hard Italian cheese made from 100% cow milk, ripened for 6 months that comes in a handy, family-sized 2,0 Kg format. Real Cabre goes through the same production cycle as Grana Padano DOP and it delivers a semi-hard, grainy texture with a well balanced, long-lasting taste.

Ingredients list

Cow's milk, salt, rennet, preservative (egg's lysozyme).

Expiration date and conservation

Shelf life from pack date: 120 days. Store between 2°C and 8°C.

Packaging and labelling

Each wheel of Real Cabre is about 2,2 Kg. Each master carton contains 6 pieces.

Certifications

Company with approval number IT 11 03 204 CE. ISO 9001 - BRC and IFS certified.

CASEIFICIO BUSTI
www.caseificiobusti.it



Pecorino Pascoli di Maremma

Product description

Pecorino Pascoli Maremma is a medium-aged cheese. The paste is white and chalky, while the crust is treated with extra virgin olive oil, tomato paste and ground black pepper, which gives it the characteristic dark red color. It is produced exclusively with ewe's milk from selected farms located in the Tuscan Maremma.

Ingredients list

Pasteurized sheep milk, salt, animal rennet, live cultures. Treated on surface with extra virgin olive oil, tomato concentrated, ground pepper and preservative: E235, E203.

Expiration date and conservation

180 days from the packaging date, at +4/+8°C

Packaging

Vacuum packaging. 2,2 kg

Certifications

BRC - IFS.

CASEIFICIO PALAZZO
www.murgella.it



Burratina with truffle

Ean code

8014745013814

Intrastat code

04601050

Product description

Burratina with truffle is a variant of the traditional burrata filled with mozzarella ribbons and cream flavoured with minced truffle in extra virgin olive oil. Shape: spherical. Crust: absent. Taste: creamy and sweet with a typical truffle taste. Colour: outside white, inside white with black spots. Weight: 100 gr.

Ingredients list

Pasteurized cow's milk, uht cream (min. 35%), whey starter culture, minced truffle in extra virgin olive oil (min. 5%) (Tuber aestivum vitt. 85%, extra virgin olive oil, salt, spices), salt, microbial coagulant.

Expiration date and conservation

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

Packaging

Fancy and handy PP Cup.

Certifications

IFS - BRC.

CASEIFICIO LONGO
www.caseificiolongo.it



Cubotti di Toma Piemontese DOP speck e noci

Ean code

8010895001251

Intrastat code

04061050

Product description

Ripened cheese cubes with speck and walnuts on oil.

Ingredients list

Toma Piemontese DOP (milk, salt, rennet) 60%, sunflower oil 32%, speck (pig meat, salt, spices, dextrose, aromatic herbs. Preservative sodium nitrite) 6%, walnuts 2%.

Expiration date and conservation

Shelf life: 90 days. Keep refrigerated at +4°C

Packaging

Jar in pet, 250 gr.

Certifications

Dop.

CASEIFICIO SOCIALE MANCIANO
www.caseificiomanciano.it



Pecorino Toscano DOP

Product description

Pecorino Toscano Dop can be in two different versions. The 'fresh' version must have a minimum 20 days aging period in order to place the ink mark, as established by the procedural guideline of the Consortium for the safeguarding of DOP Tuscan Pecorino cheese 'Consorzio tutela Pecorino Toscano DOP'. The 'mature' version, instead, must have a minimum 120 days ageing period.

Ingredients list

About 2,000 Kg (about 2,500 for the mature one), available also vacuum-packed in half or quarters.

Expiration date and conservation

Shelf life: 210 days from the date of shipment (365 for mature cheese).

DELIZIA
www.deliziaspa.com



Burrata Deliziosa

Ean code

8 018731 002691

Intrastat code

04 06 10 80

Product description

Appearance: smooth, shiny, smooth, milky white; pulp fiber structure; soft and slightly elastic. Smell: pleasant, with a distinctive aroma of butter, typical of fresh dairy products made from raw milk and cream.

Expiration date and conservation

21 days. Keep refrigerated between 0°C and +4°C

Ingredients list

Pasteurized milk, uht cream, salt, rennet, acidity regulator: lactic acid.

Packaging

The product is packaged in polypropylene thermoformed tray, heat-sealed by plastic film.

LATTERIA SOCIALE MANTOVA - LSM GROUP
www.lsm427.it / www.lsmgroup.it



Grana Padano grated

Product description

The Grana Padano grated range produced by LSM Group is wide and includes several formats, from smaller bags (100 gr to 500 gr), to larger (1 kg, 2 kg, 5 kg), specific for retail and catering services. One of the most successful articles is the fresh grated Grana Padano 100 gr, in the Doypack aluminium resealable bag. A captivating and functional packaging, recently renewed, that preserves the flavour and the quality of the product, but also easy to store and ready to use in the kitchen.

Ingredients list

Milk, salt, rennet, lysozyme (protein from egg).

Expiration date and conservation

100 gr bag: 90 days (storage: +4/+8°C).

Packaging

Doypack aluminium resealable bag.

International certifications

BRS and IFS, Haccp, Csqa, Icea, Halal, Kosher.

CURED MEAT

SALUMIFICIO CHIESA

www.albinochiesa.it



Diamante cooked ham

Product description

The best ham in the company product range. Produced with selected legs for Parma ham.

Ingredients list

Pork leg, salt, dextrose, fructose, flavorings, spices. Gluten free.

Expiration date and conservation

Shelf life: 120 days. Store at +4°C

Packaging

Vacuum pasteurized.

Certifications

ISO 9001/2008.

ITALIA ALIMENTARI

www.italiaalimentari.it



Mortadella Bologna IGP Gran Ducato

Ean code

2224670000000

Intrastat code

160100999110

Product description

According to the rules of the Consortium for Mortadella Bologna PGI, it's a special, extremely high quality mix of the best pork cuts. The mix is inserted into a natural gut casing, which allows very gentle and delicate cooking. The gut casing is hand tied with a cord, and the typical oval shape of the mortadellas (25 cm diameter), made in the old-fashioned way, give a further touch of craftsmanship to this extraordinary product. It has bright colours (pink and white) and delicate taste.

Ingredients list

Pork, pork fat, pork tripe, salt, sugar, flavourings, spices, antioxidant: sodium ascorbate, sodium nitrite. It does not contain GMO, polyphosphates, milk and milk products, glutamate and gluten. It may contain traces of pistachios.

Expiration date and conservation

Shelf life: 105 days from date of production. For a correct conservation temperature must be between 0°C and 4°C

Packaging

Vacuum pack each piece.

Certifications

ISO 9001/2008 - IFS - BRC.

BECHÈR



Servelade

Product description

High quality line. Product of pure pork and smoked with beech wood. Very natural product, free from milk and gluten.

Ingredients list

Pork meat (90%), water, salt, wheat fiber, dextrose, natural flavours. Antioxidant: sodium ascorbate. Preservative: sodium nitrite.

Expiration date and conservation

Total shelf life: 90 days; residual shelf life: 60 days.

Packaging

2 pieces, 200 gr e. Vacuum packaging.

Certifications

BRC - IFS.

PROSCIUTTIFICIO VALTIBERINO

www.valtiberino.com



Prosciutto Toscano DOP

Ean code

2 248864

Intrastat code

21019819300

Product description

Ham with Protected designation of origin (PDO), produced in Tuscany and aged for at least 12 months.

Ingredients list

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

Expiration date and conservation

12 months from the date placed on the market: the whole visible ham could be stored in a cool and dry place. The deboned ham on the vacuum package must be stored between +1°/+5°C.

Packaging

Whole with bone or boneless in vacuum package. Branding on the aged ham with the logo of the Toscano DOP Prosciutto Consortium.

Certifications

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

SALUMIFICIO LEONI

www.salumificioleoni.it



Prosciutto Nazionale Arrosto 'Cuor d'Oro'

Product description

The best cut of fresh, deboned leg of Italian pork, without shank, is tied by hand and slowly cooked in a bouillon of fresh fruit and vegetables. It is coated with herbs and spices, as the typical homemade roast meat. The selected raw material and the accurate production process gives to Cuor d'Oro an outstanding taste and delicate aroma. Gluten free, without polyphosphates and milk derivatives. Weight kg. 6,00 approx.

Ingredients list

Pork meat, salt, natural flavours, antioxidant: E301, preservative: E250

Expiration date and conservation

7 months from packaging date if stored at temperature of 0°C/+3°C.

Packaging

Vacuum packed (multilayer laminate bag) and heat processed in autoclave.

Certifications

The International Institute of Taste and Quality in Bruxelles granted the Superior Taste Award 3 Golden Stars to 'Cuor d'Oro' in two following years.

PROSCIUTTIFICIO SAURIS

www.wolfsauris.it



Prosciutto di Sauris IGP (with bone)

Ean code

234892

Intrastat code

02101131

Expiration date and conservation

Store in a cool and dry place.

Ingredients list

Pork leg, salt, pepper, garlic.

Productive process

Salting, traditional beech-wood smoking, ripening.

SALUMIFICIO VAL RENDENA

www.salumificiovalrendena.it



'Magico' half squared seasoned boneless haunch

Ean code

2 81032 0 00000 X

Intrastat code

02101119100

Product description

Squared seasoned boneless pork's haunch cut in half. Weight ca. kg. 2,8. Colour: red for the lean part, white/rosy for the fat part. Conservation and transport temperatures: not higher than 5°C. Origin of raw material: CEE countries (almost everything from Germany).

Ingredients list

Pork's haunch, salt, dextrose, spices, aromas. Antioxidant: E300. Preservative: E252.

Expiration date and conservation

150 days from packaging. Minimum temperature of conservation 2°C, maximum 18°C.

Packaging

First packaging: vacuum-packed case. Second packaging: cardboard (4 pieces for box).

MOSER

www.moser.it



Speck Alto Adige IGP

Product description

Speck is a dry cured ham, seasoned with spices and lightly smoked, a traditional product of South Tyrol at the southern side of the Alps in Italy. Maturation: at least 20 weeks. Boneless, rind easy to remove, rectangular and regular shape, easy to slice, excellent keeping qualities.

Ingredients list

Pork, salt, spices, dextrose, fructose, preservatives: E 250, antioxidant agent: E 301. Smoked with beechwood. Free from GMO.

Expiration date and conservation

Shelf life: 110 days. Storage: max. temperature +7°C

Packaging

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

SWEET & BAKERY

BONOMI

www.fornobonomi.com



BiHappy Savoiaardi

Product description

BiHappy Savoiaardi (Ladyfingers) are a special and tasty variety of Savoiaardi created by Pastry Chefs at Forno Bonomi. It combines the traditional recipe of Savoiaardi with 26% eggs with a special cocoa recipe, that enhances the taste and smell of this traditional light biscuit. Forno Bonomi is the only producer of these special Savoiaardi, which are ideal for making a special Tiramisu or simply as a tasty snack. BiHappy Savoiaardi are available in 200 gr packages.

Ingredients list

Wheat flour 43%*, sugar, eggs 26%*, cocoa cream 5%* (water, lean cocoa 25%, glucose syrup, sugar, sunflower oil, preservative: potassium sorbate), raising agents (sodium carbonate acid, ammonium carbonate acid), glucose syrup, natural flavouring, salt. May contain traces of soy.

Expiration date and conservation

Shelf life: 12 months. Keep cool (5-25°C) and dry, do not expose to the sunlight.

Certifications

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

**IDB - INDUSTRA
DOLCIARIA BORSARI**

www.borsariverona.it



Panettone Integrale e More

Ean code

8003781375079

Intrastat code

19059060

Product description

Panettone with whole wheat flour and candied blackberries, without sultanas and candied citrus fruits peels. Natural leavening oven-baked product.

Ingredients list

Wheat flour, butter (milk), sugar, fresh eggs, candied blackberries 13% (blackberries, glucose-fructose syrup, lemon juice concentrate), fresh egg yolk, milk, natural yeast (wheat), whole wheat flour 2,5%, wheat bran 2%, emulsifiers: mono and diglycerides of fatty acids, honey, glucose syrup, salt, cocoa butter, flavourings. May contain traces of nuts and soy.

Packaging

Hand-wrapped, 1000 gr.

Certifications

SA8000 - BRC chap2 - Uni EN ISO 9001-2000 - OGM Free.

LAGO GROUP

www.lagogroup.it



Mini Party Wafer Hazelnut

Ean code

8004800003416

Intrastat code

19053299

Product description

Bite cube wafers in a small on-the-go packaging.

Ingredients list

Wafer with hazelnut cream (74%). Wheat flour, sugar, vegetable oils, whey powder (milk), fat reduced cocoa powder, hazelnut paste (6% in the cream), emulsifiers: soya lecithin, salt, raising agents: sodium hydrogen carbonate, vanilla extract.

Expiration date and conservation

18 months, shelf stable.

Packaging

Flow pack bag 125 gr

Certifications

Halal - IFS.

MOLINO NICOLI

www.molinonicoli.it



Chocolate & Hazelnut Pillows

Ean code

8000113009688

Intrastat code

19041010

Product description

Gluten free & organic crunchy cereal with a creamy chocolate and hazelnut filling with gluten free certified oats and with no palm oil. Our best proposal as a healthy and tasty breakfast or as a snack on-the-go.

Ingredients list

Chocolate and hazelnut cream (35%), (sugar*, vegetable oil *, hazelnut* (13% equal to 4.5% on the final product), skimmed milk powder*, low fats cocoa powder*, cocoa butter*, emulsifier: sunflower lecithin*), rice flour* (17.5%), oat flour* (16.4%), corn flour* (16%), sugar*, vegetable extract (1.6%) (carrot*, pumpkin*, radish*, apple*, blackcurrant*), sea salt. (*organic)

Expiration date and conservation

365 days.

Packaging

Bag in box 300 gr.

Certifications

Organic, Gluten Free, No OGM, Kosher.

MONVISO

www.panmonviso.it



Bruschettine

Ean code

8007770320156

Product description

The Bruschettine are appealing mini slices of tasty Italian bread that are toasted and seasoned with uncooked oil and salt. They are perfect as a snack or with an aperitif, or great simply on their own or topped with whatever you desire. They come in 5 flavours: Olive oil & sea salt (Classic), Green & Black Olives, Rosemary & Sage, Chilli & Oregano, Garlic & Parsley. Recently, the Bruschettine Range has been enriched with the new entry "Bruschettine Organic with whole spelt".

Ingredients list

Wheat flour, 38.4% durum wheat semolina, 9% olive oil, 5.2% extra virgin olive oil, 2.1% salt, brewers yeast, barley and corn malt extract, sugar.

Packaging

Shelf life: 12 months. The product should be stored in a well-ventilated, dry place at room temperature and away from heat sources or direct light.

Certifications

IFS, BRC, ISO9001, Ohsas, Kosher (OU).

I.N.C.A.P.

www.incap.it



Latta Silver

Ean code

8004365105518

Intrastat code

001 BOL 03

Product description

Cesare Carraro metal box with relief decorations and 300 gr bag with assorted fruit candies (cola/lime, coconut/melon, milk, watermelon/pineapple, chocolate/mint).

Ingredients list

Sugar, glucose syrup, acidity corrector: citric acid, palm oil, whey milk powder, skimmed milk powder, low-fat cocoa, hazelnuts, thickener: guar gum, salt, flavourings.

Expiration date and conservation

Best before 36 months.

Certifications

Haccp.

GRISSIN BON

www.grissinbon.it



Fagolosi Classic Ristorante

Ean code

8001405023009

Intrastat code

19059030

Product description

Fagolosi breadsticks (classic flavor). The inimitable salted breadsticks in convenient portions. Available in 480 gr packs.

Ingredients list

Wheat flour, yeast, palm oil, pork fat (lard), Preasl, iodized salt (salt, potassium iodate 0,007%) 2,6%, extra virgin olive oil 1,4%, Barley malt extract, malted wheat flour, natural flavourings.

Expiration date and conservation

Shelf life: 240 days. Do not expose to heat. Store in a cool dry place.

Packaging

Primary packaging: bioriented polypropylene (PP). Secondary packaging: bioriented polypropylene (PP05).

Certifications

BRC - IFS.

**A.D.R - AZIENDE
DOLCIARIE RIUNITE**

www.sassellese.it



**Amaretti Morbidi Di Sassello
(Soft Amaretti of Sassello)**

Ean code

8 005785 101043

Intrastat code

1905 3199

Product description

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

Expiration date and conservation

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

Ingredients list

Sugar, apricot kernels (39%), almonds (11%), white of egg. Gluten free.

Packaging

200 gr bag.

Certifications

ISO 9001 - Standard IFS and BRC - environmental ISO 14001.

LA MOLE – F.LLI MILAN
www.la-mole.com



Crispy Clan Paprika, Naturale, Rosmarino & Pizza

Intrastat code
1905100000

Product description

Appearance: square, flat body. Colour: uniform amber. Smell: typical smell of bread. Texture: very crumbly. Taste: typical taste of bread.

Ingredients list

Crispy Clan Paprika: wheat flour (89%), extra virgin olive oil (6%), sugar (2%), iodized salt (1.9%), brewer's yeast (1%), natural flavourings (contains wheat and milk) (0.025%), paprika (colouring agent: paprika extract) (0.025%), antioxidant: rosemary extracts (0.05%).

Packaging

Printed flowpack 90 gr and 40 gr.
Expiration date and conservation
365 days from production.

GHIOTT CIOCCOLATO
www.ghiott.it



Cortès Chocolate Bars

Product description

The Cortès chocolate bars range from the dark chocolate 70% to the milk chocolate 30%. What is particularly interesting are the different flavours of the dark chocolate, made with natural extracts: cinnamon, chili, orange, citron, ginger or coffee.

Ingredients list

Example: dark chocolate 70%: cocoa mass, sugar, cocoa powder, cocoa butter, emulsifier: soy lecithin. Cocoa: 70 % minimum.

Expiration date and conservation

18 months. Keep in a cool and dry place.

Packaging

Bag 100 gr.

PASTIGLIE LEONE
www.pastiglieleone.com



Gianduioso

Product description

Squeezable gianduja-hazelnut chocolate cream with 45% 'Piedmont Hazelnut'.

Ingredients list

'Piedmont hazelnut' (45%), sugar, cocoa, cocoa beans, vanilla in pods. Emulsifier: soy lecithin.

It may contain traces of milk and other nuts. Without palm oil, No GMO, gluten free, vegan.

Expiration date and conservation

Shelf life: 18 months from production date. Keep in a cool and dry place.

Packaging

115 gr tube.

VALLEDORO
www.valledorospa.it



Crostini 'Mini Cirri', extra virgin olive oil and salt

Ean code
8009280003710
Intrastat code
19054090

Product description

Tasty Croutons prepared with a particular method of long time cooking and roasting. Flavoured with extra virgin olive oil. Weight: 100 gr.

Ingredients list

Wheat flour, sunflower oil, extra virgin olive oil (4,7%), salt (4%), yeast, malted barley flour. Palm oil free, not fried, glutamate free, suitable for vegans.

Expiration date and conservation

8 Months. Store in a cool and dry place.

Packaging

Carton x 25 units.

Certifications

BRC - IFS.



The history of the "cuneese"

It was early 1900s when the history of the "cuneese" began, a product born quite by chance, as often happens. It was the desire of Mr. Pietro Oliva to prepare a liquor flavored chocolate praline.

So it was that in a small chocolate lab near Cuneo, after many attempts motivated by the care for the good food, a delicious praline with custard, Rum and extra dark chocolate was made. Today this praline represents the flagship of Cuneo pastry and it is such sought-after that is considered the main sweet in all bakeries of the city.

Nowadays our production is based on the traditional "CUNEESE WITH RUM", praline with a dark chocolate shell, a soft custard and Jamaica Rum inside. Starting from this, we have made new liquor specialties, such as pralines with Cointreau, Amaretto, Coffee, Limoncello and Cherry with a whole cherry inside.



Piedmont chocolate specialty since 1924



DULCIOLIVA s.r.l.
via F.lli Rosselli, 63 - 12011 Borgo San Dalmazzo (CN) Italy
tel. +39 0171 269764 • fax +39 0171 262591 - info@dulcioliva.it • www.dulcioliva.it

ORGANIC

ALCE NERO
www.alcenero.com



Organic Gluten Free Penne

Ean code
8009004811546
Intrastat code
19023010

Product description

Alce Nero organic gluten-free pasta is produced exclusively with corn and rice cultivated in Italy. The recipe has been specially devised to strike the perfect balance of flavours between white corn, yellow corn and rice. An ingenious processing technique leaves the pasta with a similar taste to regular durum-wheat pasta. It holds up to the cooking process excellently, with the original shape and fragrant taste staying intact. The special shaping process gives the pasta a rough surface, allowing it to soak up tomato sauce and other accompaniments. Available in four formats: spaghetti, penne, fusilli and rigatoni.

Ingredients list

Corn flour* (80%), rice flour* (20%). *Organic. May contain traces of lupin and soybean.

Expiration date and conservation

36 months. Keep in a cool and dry place.

Packaging and labelling

Weight 250 g - label with several languages.

FUMAGALLI INDUSTRIA ALIMENTARI

www.fumagallisalumi.it

Organic Salame Milano

Ean code
8002469691043

Product description

Product obtained by selected raw meat of certified organic pigs, that are ably flavoured with salt and organic spices. The mixture is filled into a cellulose casing. The final product is a finely minced Italian pork salami, having a unique taste at the end of maturation.

Ingredients list

Pork*, salt, dextrose*, spices*. Antioxidant: ascorbic acid. Preservative: potassium nitrate. (* organic ingredient).

Expiration date and conservation

Shelf life: 90 days (at advised temperature). Keep refrigerated below +5°C

Packaging

Weight: 70 gr. 10 units per case, 20 cases per layer, 15 layers.

Certifications

Fumagalli uses meat coming from pigs raised by complying with the EU organic legislation.



BIO'S PRODUZIONE E DISTRIBUZIONE
www.biositalia.com



Multicereal Rusks with Seeds

Ean code
8033661241842
Intrastat code
19054010

Ingredients list

White spelt flour*, sourdough yeast starter*(manitoba flour*, water), wholegrain spelt flour*, khorasan kamut flour*, extra virgin olive oil*(6%), rice syrup*, flax seeds*(3,3%), wholegrain rye flour*, whole grain oat flour*, sesame seeds*(2%), poppy seeds*(1,6%), sunflower seeds*(1,6%), five whole grain flakes* 1,6%(wheat*, rye*, spelt*, pearl barley*, oat*), sea salt from Cervia saltworks, grapeseed oil, wheat germ oil. (* organic ingredients).

Expiration date and conservation

Shelf life: 9 months. The product must be stored in a cool dry place, protected from light. Once opened, the product will be kept if the bag is well closed.

Packaging

Polypropylene food storage container and bag of 200 grams.

Certifications

Q Certificazioni, Vegan ok.

DI LEO PIETRO
www.dileo.it



Fiorbi organic biscuits with wholemeal spelt flour

Ean code
8000015003197
Intrastat code
19053199

Product description

Organic biscuits with wholemeal spelt flour and brown sugar.

Ingredients list

Wholemeal spelt flour 31%*, whole soft wheat flour*, brown sugar 23%*, sunflower oil*, pasteurized fresh eggs*, raising agents: ammonium bicarbonate, sodium bicarbonate, dehydrated whey, salt, natural flavor. The product may contain traces of soy and nuts. (*organic ingredient).

Expiration date and conservation

Shelf life: 12 months. Keep in a cool, dry place far from heat sources.

Packaging

Packaging material: C/PAP81 (Recyclable packaging materials). Net weight: 280 gr.

Certifications

ICEA Organic Certification, British Retail Consortium (BRC) Certification, IFS Certification.

FRACCARO SPUMADORO
www.fraccarospumadoro.it



Bio Gluten Free Panettone

Ean code
800607327647
Intrastat code
19059060

Product description

From the Pasticceria Fraccaro experience, the first Bio Gluten Free Panettone naturally leavened is born, extraordinarily good and soft to accompany the Christmas holidays. Oven baked product. Gluten-free specifically formulated for coeliacs. Weight: 500 gr.

Ingredients list

Eggs*, butter*, potato starch*, sultanas*, cane sugar*, candied orange peels* (orange peel*, glucose syrup*, cane sugar*, concentrated lemon juice*), rice flour*, honey*, corn starch*, agave fiber*, psyllium fiber*, skimmed milk powder*, thickeners (guar flour*, xanthan gum), natural yeast, sea salt, natural citrus flavouring, natural vanilla flavouring. (* from organic farming)

Expiration date and conservation

Best before: four months from the production date.

Certifications

Organic by ICEA.

GRUPPO MANGIARISANOGERMINAL

www.mangiarisanogerminal.com

Quinoa bar with cocoa filling Germinal Bio Gluten Free

Ean code
8001091002494
Intrastat code
19059090

Product description

Quinoa bar with cocoa filling Germinal Bio Gluten Free is a fragrant gluten free and dairy free snack.

Ingredients list

*cocoa cream 35% (*cane sugar, *sunflower oil, *hazelnuts 11%, *low fat cocoa powder 9%, *cocoa butter, *vanilla extract), *cane sugar, *sunflower oil, *quinoa flour 7,5%, *rice flour, *potato starch, *corn starch, *eggs, *corn glucose-fructose syrup, *rice starch, *corn flour, *cocoa butter, *rice bran, thickeners (*arabic gum, guar gum), *egg yolk, salt, raising agents (potassium tartrates, sodium carbonates), *natural flavouring, emulsifier: sunflower lecithin. (* organic). May contain traces of peanut, soy and other nuts.

Expiration date and conservation

Shelf life: 360 days. Store in a dry place away from light and heat.

Packaging

6 Single portions in a case. UVC net weight: 180 gr (6x30 gr).

Certifications

Organic IT-BIO-014 Gluten free product SGS.



JOE&CO. S.R.L.

www.joeandco.it www.crudolio.it

Hempseed Oil

Ean code
8052440126453
Intrastat code
1515.90.9999

Product description

Crudolio cold pressed, organic and vegan virgin hempseed oil is obtained exclusively by physical means, from the seeds of Cannabis sativa L. plant, to ensure the characteristic flavor of the seed and the integrity of its high quality nutritional properties. Valued for its many benefits, it is mainly known for its exceptional ratio of omega 6 and omega 3 essential fatty acids: there is no other food in nature that can guarantee that 3:1 ratio. There are considerable amounts of Vitamin E, fibers, microelements, mineral salts, calcium, potassium, magnesium and carbohydrates in Crudolio hempseed oil that help make it an even more complete supplement. Its pleasant flavor recalls hazelnut and it is recommended not to use it as a cooking oil to preserve the extraordinary nutritional qualities and therapeutic virtues; ideal as a dressing for salads, cereals, soups and pasta. It is advisable to keep it away from sources of heat and light and store it in the refrigerator once opened.

Ingredients list

Hempseed Oil.

Expiration date and conservation

Shelf life: 18 months. Store in a cool and dry place, far from heat and light sources. Once opened store at 4° C and consume it within 6 months.

Packaging

Green glass bottle, 250 or 100 ml.

Certifications

CCPB for the organic sector, Vegan OK, IFS and Kosher.



DULCIOLIVA
www.dulcioliva.it



"Bio-Vegan" hazelnut spreadable cream

Ean code
800842009156
Product description
Bio-Vegan spreadable cream with hazelnuts 250 gr
Expiration date and conservation
Shelf life: 18 months.
Packaging
Glass jar: 250 gr.
Certifications
BRC, IFS, BIO, Vegan.

FIORENTINI ALIMENTARI
www.fiorentinialimentari.it



Mini quinoa snack

Product description
Crispy and tasty snack, made with puffed corn and quinoa from organic farming. Vegan and gluten free.
Ingredients list
Corn* 78%, corn oil*, quinoa* 10%, sea salt 1%. (*from organic farming)
Expiration date and conservation
9 months.
Packaging
Tubolar.

LA FINESTRA SUL CIELO
www.lafinestrasulcielo.it



Buongiornobio

Ean code
8017977039768
Product description
An interesting extension of the 'Buongiorno' products line, without milk, without palm oil and all Vegan OK. Organic spelt biscuits with chickpeas and freechoko drops: a surprising combination.
Expiration date and conservation
12 months.
Packaging
Printed film sachet.
Certifications
European certification organic product; Ethical Vegan certification.

PROBIOS
www.probios.it

100% yellow lentils spaghetti

Ean code
8018699019809
Intrastat code
19022010

Product description
The Probios range 'Specialità 100% legumi' bring in the market a new pasta made with only yellow lentils, gluten-free, vegan, source of vegetable protein and fiber, produced in Italy with an exclusive new feature: spaghetti yellow lentils, the first in the long format. Yellow lentils spaghetti were selected among thousands of products for 'Sial Innovation' (Paris, 2016), and won the 2nd prize for the 'Italian Food Award 2016'.

Ingredients list
Yellow lentil flour from organic farming.
Expiration date and conservation
24 months.
Packaging
Plastic tube.
Certifications
Bioagricert.



GELMINI

MACHINES AND SYSTEMS
FOR FOOD INDUSTRY
AUTOMATION



THE ART OF
INNOVATION
for making cheese



TECHNOLOGY

COLUSSI ERMES – ADVANCED WASHING SYSTEMS
www.colussiermes.it



Automatic machine to wash, sanitize and dry horizontal trays

Field of application

Confectionary, bakery.

Description and strong points

Colussi Ermes – Advanced Washing Systems has manufactured (and installed) over 4,000 plants and is a market leader in the construction of washing systems for the food industry. The company relies on an internal highly specialized engineering team in order to offer high-tech products customized to meet the needs of each client. The product range includes stand-alone systems and automated in-line systems to wash, sanitize and dry pans - bottom down - in compliance with the existing hygiene standards. The machine shown here is available with manual or automatic pan loading/offloading system and it is pre-arranged for its installation in automatic production lines.

The machine requires limited water and detergent quantities so to reduce its environmental impact while guaranteeing the highest hygiene level (ensuring an impeccable microbiological results), a perfect washing results and a drying level of a 100%.

Technical features

Automatic tunnel machine built of AISI 304 stainless steel. The useful loading width is 1200 mm. The wash throughput is 360 items/hour.

CSB-SYSTEM
www.csb.com



Software ERP CSB-System

Fields of application

Information technology.

Description and strong points

CSB-System is the leading industry specialist for the process industries of food, beverages and retail. As a one-stop provider of software, hardware, services and business consulting, the company CSB-System optimizes the business processes of its customers and create significant competitive advantages with CSB turnkey solution. This means that CSB-System provide you with everything you need to efficiently use the software so you can realize exactly what you want: more efficiency and profitability.

SAINI SRL – FOOD TECHNOLOGIES
www.sainisrl.com



Cabinet for cold cuts drying and maturing

Fields of application

Salumi production, especially dedicated to small and medium companies.

Description and strong points

Saini Srl is an Italian company based near Milan, for over 50 years specializing in technologies for the production of salami, supplying many salami factories, sausage factories and food industries with its ingredients and products. Besides, Saini Srl trades electronic accessories and also a special machine for drying and seasoning of salami, which is particularly suitable for butchers, salami and sausage factories, small and medium size.

Cabinet for cold cuts drying and maturing model is equipped with a steel cabinet with 2 glass doors with 5 wheels, one refrigerator compressor running on R.404, one static evaporator drip steel, one set of accessories refrigerators, one automatic switch. Touch-screen electronic panel for temperature, humidity and ventilation monitoring.

Technical information

- fully automatic
- capacity up to 220.46 lb
- power kw 1.3 – V. 220/125 Hz 60
- size 4.66 x 2.79 x H 6.66 ft

MINIPAN
www.minipan.com



Comby Plus

Fields of application

Cookies, biscuits, gluten free products.

Description and strong points

Minipan presents a new category of depositor and wirecut machine for biscuit, cookies and gluten free products: Comby Plus. It features a new design for easy sanitation, where extruding head can be removed from main frame, while motorization and electronics will remain in place. All movements are servo-driven controlled. Ideal for the production of cookies with high percentage of inclusions, can easily run any type of dough and feature head change for special applications. Minipan can provide extrusion heads (two or three rolls) from 460 mm up to 1200 mm wide.

IMA DAIRY & FOOD CORAZZA
www.ima-industries.com



FF100K – Dosing and wrapping machine for cheese

Field of application

Cheese.

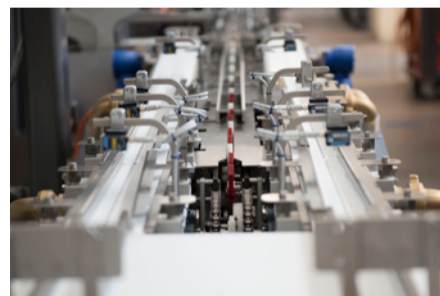
Strong points

- User-friendly HMI and integrated PLC make operation simple at all times
- Independent-drive dosing system
- Compact, space-saving design to minimise footprint
- Stainless steel execution and washable execution are both available
- Can be equipped with CIP - SIP systems, as well as alufoil registration

Technical information

Single head flexible filler (cold fill). Built to handle portfolio style wrapping, the FF100K processes up to 80 ppm according to product format and can adapt easily to different shapes and sizes as market demands evolve. The clever modular design with a space-saving footprint enables quick conversion from one shape and size to the next. Another aspect ensuring user-friendly operation is the HMI and integrated PLC designed to ease the task of an operator. The FF100K features and independent drive dosing system.

CAVANNA
www.cavanna.com



PI.CO. loader

Fields of application

Biscuits and sandwich biscuits.

Description and strong points

PI.CO. is the new loader for delicate and fragile products that are handled individually. PI.CO. loader doesn't overlap products nor create friction that could damage them. It ensures the portioning in slugs and piles, all in one solution. This completely new loader is mounted on the Cavanna ZeroX wrapper: both systems utilize sanitary design.

Technical information

This system offers the following advantages: gentle product handling, quick changeovers, easy sanitization, user friendly, high level of ergonomics, reduced footprint.

MULTIVAC
www.multivac.com



Packaging Thermoforming Machine R 105 MF

Field of application

Food products.

Description and strong points

With the entry-level model R 105 MF, Multivac offers a compact thermoforming packaging machine for the production of vacuum skin packs for small and medium batches. The model R 105 MF has the same technical equipments as the larger machine models and makes it possible for small-scale manufacturers to produce vacuum skin packs in small spaces.

The machine is equipped with an upper web chain guide and heating at the top in order to guarantee that the upper web is kept stable when being guided to the sealing station, where it is heated again before being placed around the packaged goods and being sealed to the lower web over its full surface. The film thus adheres perfectly to the product, without wrinkles, maintaining the natural appearance of the product, which is also firmly located in the pack and can be presented at the point of sale either standing up or hanging as well as lying flat.

GORRERI - FOOD PROCESSING TECHNOLOGY
www.gorreri.com



New printing and writing systems for food and confectionery

Field of application

Food processing.

Description and strong points

Innovative and fast printing systems, in color or b/w, which allow to personalized snacks, sponge cakes, macarons, cream or whipped cream coated cakes, buns, cookies or slices toasted with texts, pictures or logos, with the use of certificated and customizable alimentary inks. Robotic technologies that are able to transfer on these products drawings and texts even manually drawn from touch screen and PC.