

# THE ITALIAN FOOD

MAGAZINE

BUYER'S • GUIDE

YEAR 6 - N° 1 • JANUARY 2018

MANAGING DIRECTOR: ANGELO FRIGERIO

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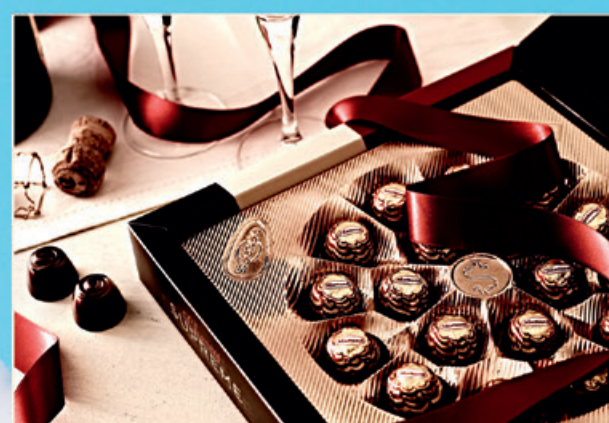
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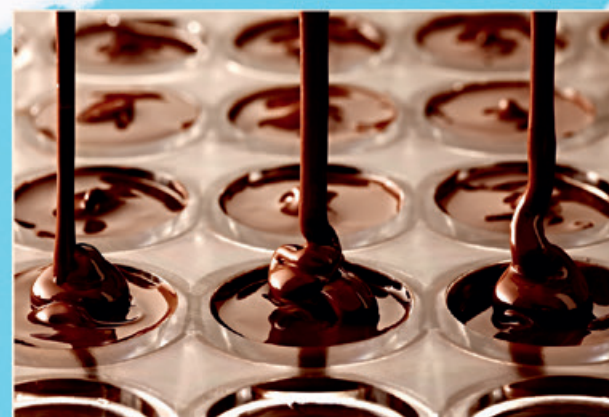


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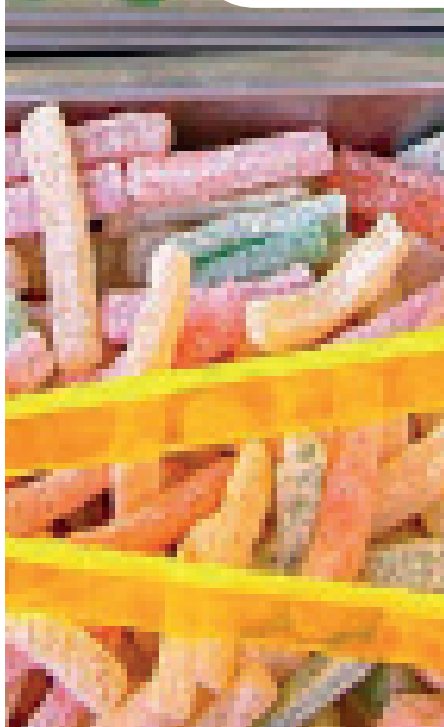


ICE - Agenzia per la promozione all'estero  
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# THE ITALIAN FOOD MAGAZINE BUYER'S • GUIDE

YEAR 6 - N° 1 • JANUARY 2018

SPECIAL EDITION







## EDITORIAL

by Angelo Frigerio, managing director

# THE YEAR THAT WILL COME

So, what to expect from 2018? As many people usually wonder at the beginning of a new year. I will try to provide an answer according to the experience I had, in Italy, by talking with professionals in the cured meat, cheese, sweets & confectionery, vegetable and wine industries. As well as by meeting top managers in the retail sector. 14,000 kilometers travelled between November and December to understand, in first person, how performed 2017 and which are the perspectives for the new year.

First, I noticed a strong difference between small medium-sized businesses and large corporations. SMBs, on average, achieved significant results both in volume and value. Double-digit growth rates, big plans for the future and the widening of production plans.

Save for a few exceptions, large corporations suffered under the burden of fixed prices and their lack of elasticity in facing unexpected market twists. The rise in the price of raw materials (pork meat, milk, butter and so on) - another sensitive matter - had a strong impact on profit margins. Price increases that were not welcomed nor recognized by retailers. Answering a question on the possibility of adjusting the prices of the products most hit by the increase in the cost of raw materials, Francesco Pugliese, Ceo of Conad, said with no shadow of doubt: "We all need to tighten the belt."

I hope that this closure will not weight on final products. If there are no profit margins, the only possible way is to work on prices. And therefore, on the quality of raw materials. With the inevitable consequences...

In regard to products, I wish we could go beyond over debated issues like sustainability and animal wellbeing. We have been talking about that for many years, now the question is: "Was it true glory?" We're back to the before-mentioned point. Those who invested now must be encouraged and supported. Products, of course, will cost more. But their value must be recognized by retailers. In a concrete and pragmatic way. What remains is nothing but "a lot of talks and a badge".

Now, a few words also about us. Tespi Mediagroup kept on growing also in 2017. All of our companies closed they year on a rising trend. An amazing result, that awards the professionalism of people working here and some happy intuitions that turned us into a point of reference for all the sectors we are active in. Another interesting and lucky feature is the wide offer that includes printed paper and the online channel, without forgetting our newsletters, more and more appreciated and requested also from an advertising point of view.

The great news of 2018 will be the European Retail Guide. An instant book, split among nations, where we will present retailers: names, surnames, addresses, revenues, locations, market shares. A strategic tool for export managers, that in our retail guide will find useful information for their job.

A new creation by Tespi Mediagroup. That makes our offer even more rich and interesting. Happy new year.

Angelo Frigerio

## L'ANNO CHE VERRÀ

*Come sarà questo 2018? È una domanda che in molti si pongono all'inizio dell'anno. Provo a rispondere sulla scorta dei numerosi colloqui avuti, in Italia, con imprenditori di settori quali: salumi, formaggi, dolci e salati, ortofrutta e vini. Oltre che discussioni con importanti manager di Gd e Do. 14mila chilometri fra novembre e dicembre per capire, dalla prima linea del mercato, com'è andato il 2017 e quali prospettive ci sono per il nuovo anno.*

*Una prima constatazione è che esiste una sorta di dicotomia fra la piccola/media impresa e i grandi gruppi. I primi, nella media, portano a casa risultati interessanti sia sul piano dei fatturati che dei volumi di vendita. Crescite a due cifre, grandi progetti per il futuro, ampliamenti di siti produttivi.*

*Non così, tranne eccezioni, per i grandi gruppi che soffrono sia per*

*la pesantezza dei costi fissi sia per la poca elasticità nell'affrontare i repentini cambiamenti del mercato. Gli incrementi della materia prima (maiali, latte, burro e altro ancora), altro tasto dolens, hanno sicuramente inciso sulle marginalità. Aumenti che non sono stati riconosciuti dalla distribuzione. A una precisa domanda sulla possibilità di concedere ritocchi sui prodotti più colpiti dalla crescita della materia prima, Francesco Pugliese, amministratore delegato di Conad, ha risposto deciso: "Dobbiamo tutti stringere la cinghia".*

*Non vorrei infatti che questa chiusura possa riversarsi sul prodotto. Se non c'è marginalità, l'unica strada da percorrere è lavorare sui costi. E quindi sulla qualità della materia prima. Con le inevitabili conseguenze...*

*A proposito di distribuzione, il 2017 verrà ricordato come l'anno della in-*

*versione di tendenza. I consumi, nella media, sono aumentati e tutti ne hanno giovato.*

*Sul versante dei prodotti vorrei si evitasse la solita tiritera su tendenze quali: sostenibilità e benessere animale. Li sentiamo da diversi anni ma la domanda che ci si pone è: "Fu vera gloria?" Si ritorna al discorso di prima. Chi ci ha puntato, con investimenti di vario genere e tipo, va incoraggiato e sostenuto. In questo caso i prodotti costano di più. Il loro valore va riconosciuto dalla distribuzione. In modo concreto e fattivo. Il resto sono solo chiacchiere e distintivo.*

*Due parole anche su di noi. Tespi Mediagroup cresce anche nel 2017. Tutte le società chiudono i bilanci con il segno "più" davanti. Un risultato straordinario che premia la professionalità di chi ci lavora e talune intuizioni editoriali che ci hanno por-*

*tato a diventare punto di riferimento privilegiato in tutti i settori in cui sono presenti i nostri mezzi. Risulta vincente poi la grande offerta editoriale che spazia dalla carta stampata sino al web, passando per le nostre newsletter, sempre più seguite e richieste a livello pubblicitario.*

*La grande novità del 2018 sarà la Guida Retail Europea. Ovvero un instant book, suddiviso per nazioni, in cui presenteremo i vari retailer: nomi, cognomi, indirizzi, fatturati, location, quote di mercato. Materiale strategico per gli export manager che nella nostra Guida potranno trovare informazioni fondamentali per il loro lavoro.*

*Un altro strumento di Tespi Mediagroup. Che completa l'offerta e la rende ancora più ricca e interessante. Buon Anno.*

Angelo Frigerio



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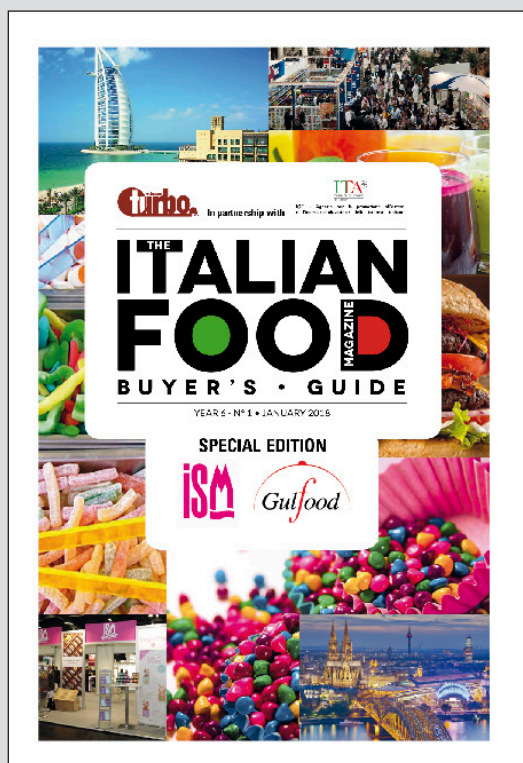
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### THE ITALIAN FOOD MAGAZINE

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## BIOFACH IS BACK: THE WORLD'S LEADING TRADE FAIR FOR ORGANIC FOOD

From 14 to 17 February, the international organic industry will meet in Nuremberg for the 2018 edition of Biofach, the world's leading trade fair for organic food. During the event, the international organic industry will present a wide range of products to a public of professionals. Visitors will have the opportunity to discover the latest trends in the sector, visit the different thematic areas (Worlds of experience) and meet the new players in the



field, benefiting from incredible networking opportunities. The topic of the 2018 edition will be 'Next generation', with insights and talks dedicated to the "next generation of the organic industry", to how it will be able to further develop the organic movement, both in terms of production and market, and how to deal with the generational change. As every year, international trade fair for natural personal care, will be running parallel to Biofach.

### Torna Biofach 2018, salone mondiale del bio

Avrà luogo dal 14 al 17 febbraio, presso il Centro esposizioni di Norimberga, in Germania, l'edizione 2018 di Biofach, kermesse numero uno al mondo per il comparto del biologico. Nel corso della manifestazione, l'industria internazionale del bio presenterà a un pubblico specializzato un'ampia gamma di prodotti. I visitatori avranno così la possibilità di scoprire gli ultimi trend del settore, visitare le diverse aree tematiche (Worlds of experience) e incontrare i nuovi player del comparto, beneficiando di incredibili opportunità di networking. Tema focale dell'edizione 2018 sarà 'Next generation', con approfondimenti e discussioni dedicati proprio alla "prossima generazione dell'industria biologica", a come questa riuscirà a sviluppare ulteriormente il movimento bio, sia in ottica produttiva che di mercato, e a come affrontare il cambio generazionale. Come ogni anno, la manifestazione sarà affiancata dal tradizionale appuntamento di Vivaness, kermesse internazionale della cosmesi naturale.

## EU INTRODUCING LEGISLATION ON ACRYLAMIDE REDUCTION

Coming into effect in April 2018, Commission Regulation (EU) 2017/2158 will establish best practice, mitigation measures and benchmark for the reduction of acrylamide in food. Acrylamide is a chemical created when some kind of foods are cooked for a long period at high temperatures, such as when they are baked, fried, roasted or toasted. In 2015, the European Food Safety Agency (EFSA) classified it as

"potentially carcinogenic" to humans. It is also known to be mutagenic, neurotoxic and genotoxic. The new legislation applies to all food businesses that produce or place on the market foods including bread, biscuits, rusks, cereal bars, scones, wafers, crumpets, gingerbread, crispbread, crackers and bread substitutes. Non-bakery products covered by the legislation include chips, crisps, coffee and breakfast cereals.

### Acrilamide: in vigore il nuovo Regolamento Ue

Entra in vigore, ma sarà applicato dall'11 aprile 2018, il regolamento Ue del 20 novembre 2017, n. 2158 "che istituisce misure di attenuazione e livelli di riferimento per la riduzione della presenza di acrilammide negli alimenti". La sostanza, che è stata riconosciuta nel 2015 dall'Efsa come genotossica e cancerogena, si forma prevalentemente negli alimenti ricchi di carboidrati e amidi quando cotti ad alte temperature (forno o frittura). Il regolamento interessa tutti gli operatori del settore alimentare che producono e immettono sul mercato prodotti quali patate fritte, snack, cracker, pane, cereali per la prima colazione, biscotti, gallette, fette biscottate, barrette ai cereali, scones, coni, cialde, sostitutivi del pane, caffè e alimenti per la prima infanzia.

## ITALY FINES UNILEVER 60 MILLION EURO FOR ABUSING ITS DOMINANT POSITION

Italy's antitrust agency has fined Unilever Italian more than 60 million euro for abusing its dominant position in the country's packaged ice-cream market through the Algida brand. The competition authority in Italy said that, according to their investigation, Unilever's clients were "obliged or incentivised" to maintain only one brand of ice-cream in their shops through arrangements struck with the company. "This brought substantial prejudice to the final decision of consumers, limiting their ability to find competitor's ice-creams, which they might have preferred to Algida based on quality and taste," the Italian antitrust agency said in a statement.

### Antitrust: 60 milioni di multa a Unilever per abuso di posizione dominante

L'Antitrust commina una maxi sanzione di 60 milioni di euro a Unilever Italiana. Il motivo è l'abuso di posizione dominante tramite il marchio Algida, controllato dalla multinazionale. Nel dettaglio, il Garante ha accertato l'adozione da parte di Unilever "di una strategia escludente a danno dei concorrenti (sia quelli piccoli che quelli di maggiore dimensione), composta da un ampio utilizzo di clausole di esclusiva e da una serie articolata di ulteriori condizioni fidelizzanti, strumenti di politica commerciale e condotte complessivamente volti a mantenere l'esclusiva delle forniture agli esercizi commerciali che costituiscono la propria clientela, ostacolando così la concorrenza sul mercato".



## CHINA HAS LIFTED AN IMPORT BAN ON ITALIAN BEEF

China has lifted a longstanding import ban on Italian beef, officials said on the past 19th December. Italian beef will be allowed to return to China as soon as the two countries agree a protocol establishing the health and safety requirements, said Italian Minister of Agriculture Maurizio Martina: "After 16 years we will export quality Italian

beef to China again. After the end of the ban on pork in 2016 and on oranges in early 2017, we have overcome another historic hurdle." Last September China approved imports of pork from Italy for the first time since 1999, after Rome allayed its concerns about swine vesicular disease, a virus that was first identified on Italian farms.

## Cina: via libera all'import di carne bovina italiana

Lo scorso 19 dicembre la Cina ha revocato un divieto di importazione di lunga data sulla carne bovina italiana, che sarà riammessa in Cina dopo che i due paesi avranno messo a punto un protocollo per stabilire i requisiti di sicurezza e salubrità, ha fatto sapere Maurizio Martina, ministro italiano dell'Agricoltura: "Dopo 16 anni esporteremo nuovamente carne bovina italiana di qualità in Cina. Dopo l'eliminazione del divieto sull'import di carne suina, nel 2016, e sulle arance all'inizio del 2017, abbiamo superato un altro ostacolo storico". Lo scorso settembre, la Cina aveva dato il via libera all'import di carne di maiale dall'Italia per la prima volta dal 1999, dopo che Roma ha fornito tutte le rassicurazioni sul tema della malattia vescicolare suina, un virus che era stato riscontrato nelle fattorie italiane.

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## AUTOGRILL IN TALKS TO BUY LE CROBAG

The world's largest provider of f&b services for travelers, active in 31 countries with around 4,000 points of sale, has entered exclusive negotiations with Soufflet Group to acquire 100% of food & beverage operators under the Le CroBag brand in Germany, Austria and Poland. The Le CroBag network comprises 124 outlets, both directly managed and licensed, with overall revenue exceeding 80 million euro in 2016. "The acquisition of Le CroBag represents the opportunity to enter

the largest station channel in Europe, worth over 600 million, with a great development potential in other European countries," said Autogrill CEO, Gianmario Tondato Da Ruos. "The Soufflet Group acquired Le CroBag in 2014 as part of the Neuhauser Group. We are delighted to have this opportunity to transfer Le CroBag to an international company specialized in the retail sale of food and beverages", said Jean Michel Soufflet, president of Soufflet Group.

## Autogrill in trattative per l'acquisizione di Le CroBag

Il primo operatore al mondo nei servizi di ristorazione on-the-go, presente in 30 Paesi con circa 4.200 punti vendita, ha avviato trattative esclusive con la francese Groupe Soufflet per acquisire le attività di ristorazione a marchio Le CroBag, che opera in Germania, Austria e Polonia – a oggi 124 locali a insegna propria – con ricavi complessivi per oltre 80 milioni di euro nel 2016. "L'acquisizione di Le CroBag rappresenta l'opportunità di entrare nel canale delle stazioni più grande d'Europa, che vale oltre 600 milioni, con anche un potenziale di sviluppo in altri paesi europei", commenta Gianmario Tondato Da Ruos, ceo di Autogrill. "Il Gruppo Soufflet ha acquisito Le CroBag, nel 2014, come parte del Gruppo Neuhauser. Siamo lieti di quest'opportunità di trasferire Le CroBag a una società internazionale esperta nella vendita al dettaglio di cibi e bevande", afferma Jean Michel Soufflet, presidente del Cda del Gruppo Soufflet.



## ITA-AGENCY: NEW FOOD WORKSHOP IN SWEDEN



The ITA-Agency for the internationalization of Italian companies is organizing a food workshop in Stockholm, on March 27th and 28th 2018, at the Haymarket Hotel. The initiative is part of the 'South Export Plan II' in favor of the less developed regions (Puglia, Sicily, Calabria, Campania and Basilicata) and transition regions (Sardinia, Abruzzo and Molise). Sweden today represents a market with a strong potential for Italian food exports. Among our products of excellence, demand is higher for high value-added products, regional specialties as well as PDO and PGI products, organic and with a strong artisan characterization. The 2017 edition of the workshop was attended by 35 Italian companies, 105 buyers and local importers or from neighboring countries, for a total of about 250 meetings organized.

### L'Ice-Agenzia organizza un workshop agroalimentare in Svezia

L'Ice-Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane organizza un workshop agroalimentare a Stoccolma, il 27 e 28 marzo 2018, presso l'Hotel Haymarket. L'iniziativa rientra nell'ambito del 'Piano export sud II' a favore delle regioni cd. meno sviluppate (Puglia, Sicilia, Calabria, Campania e Basilicata) e delle regioni in via di transizione (Sardegna, Abruzzo e Molise). La Svezia rappresenta oggi un mercato dal forte potenziale per l'export agroalimentare italiano. Nel caso dei nostri prodotti d'eccellenza, la domanda riguarda principalmente le produzioni ad alto valore aggiunto, tipicità regionali e prodotti Dop e Igp, biologici e a forte caratterizzazione artigianale. All'edizione 2017 del workshop hanno partecipato 35 aziende italiane, 105 operatori e importatori locali e dai paesi limitrofi, per un totale di circa 250 incontri organizzati.

## FOODDRINKEUROPE OPPOSES ITALY'S ORIGIN-LABELLING MEASURES

FoodDrinkEurope, the organization representing the food and drink manufacturing sector, has officially submitted a formal complaint to the European Commission with regard to the new country of origin labelling requirements imposed by Italy. The new measures are set to come into effect in Italy early in 2018, obliging manufacturers to include the country of origin and production on the labels of pasta and rice, as well as tomato products. "FoodDrinkEurope has proceeded today with the filing of an official complaint to the European Commission. As the Italian government adopted these measures without prior notification to the EU, and given that their compliance with EU law is questioned, FoodDrinkEurope views its complaint as the only way forward to ensure EU Single Market rules are respected,"

was written in the statement. FoodDrinkEurope says that its members are concerned with the current trend to renationalise certain rules and policies in the food and drink sector: "National measures on mandatory origin labelling recently introduced by eight Member States are already negatively impacting trade of food products in the Single Market." Italian Minister for Agriculture, Maurizio Martina, promptly responded to these allegations: "We have made a clear choice of transparency on the indication of origin on the label and we are ready to defend it both at a national and European level. While awaiting the full implementation of the European regulation on the subject, Italy guarantees consumers the right to know the origin of raw materials of milk, pasta, rice and tomato derivatives".

### Etichettatura d'origine: la FoodDrinkEurope denuncia l'Italia alla commissione Ue

*FoodDrinkEurope, l'organizzazione che rappresenta l'industria alimentare europea, ha presentato un reclamo ufficiale contro l'Italia alla commissione Ue. Oggetto della denuncia sono i decreti sull'indicazione obbligatoria di origine, soprattutto quelli relativi al grano, al riso e al pomodoro, adottati in Italia e non notificati alla Ue. Scrive l'associazione: "FoodDrinkEurope ha proceduto alla presentazione di un reclamo ufficiale alla commissione europea. Poiché il governo italiano ha adottato tali misure senza notifica preventiva all'Ue e visto che la loro conformità al diritto dell'Ue è messa in discussione, FoodDrinkEurope considera la propria denuncia come l'unica via da seguire per garantire il rispetto delle norme del mercato unico dell'Ue". L'associazione, inoltre, evidenzia le distorsioni di mercato provocate dall'introduzione di queste norme. "Le misure nazionali sull'etichettatura di origine obbligatoria introdotte recentemente da otto stati membri hanno già un impatto negativo sugli scambi di prodotti alimentari nel mercato unico". Non si è fatta attendere la risposta del ministro italiano all'Agricoltura, Maurizio Martina: "Noi abbiamo fatto una scelta chiara di trasparenza sull'indicazione d'origine in etichetta e siamo pronti a difenderla in ogni sede nazionale e comunitaria. In attesa che ci sia una piena attuazione del regolamento europeo in materia, l'Italia garantisce ai consumatori il diritto a conoscere l'origine delle materie prime di latte, pasta, riso e derivati del pomodoro".*

## PINI GROUP WILL BUILD THE LARGEST SLAUGHTERHOUSE IN THE WORLD



In the picture, from left: Javier Lambàn, president of Aragona; Alfonso Adán, mayor of Binefar; Piero Pini, owner of the Pini Group

Established in 1982 from the tradition of Valtellina's butchery and cured meat production, the Pini Group is well-known abroad. The headquarter in Grosotto, in the province of Sondrio, covers a 15,000 square meters surface with 95 cellars for products' storage and seasoning. The company is specialized, among other things, in the production of bresaola, both bovine and equine. The Group has been active in Hungary since 1997, with Hungary Meat Kft, located on an area of 40 thousand square meters, capable of slaughtering 700 pigs per hour. In 2010 Pini Polonia was created, which has the country's largest and most modern plant for pig slaughtering and processing. It is authorized to export to 85 countries. But the group's international activity does not end up here: in April 2017, the company entered into talks with the Spanish government for the creation of the world's biggest slaughterhouse, considered a project of "economic interest" by the Spanish executive, that supported and speeded up investments, that amount to 95 million euros. Construction works began in early 2018. The locality is Binefar, in Aragon. According to forecasts, it will become fully operational in mid-2019. At full capacity, it is expected to reach eight million pigs slaughtered per year.

### Gruppo Pini: nasce il macello più grande del mondo

Nato nel 1982 dalla tradizione di macelleria e salumeria valtellinese, il gruppo Pini è una realtà solida e molto conosciuta all'estero. La sede di Grosotto, in provincia di Sondrio, copre 15mila metri quadri con 95 celle frigorifere per lo stoccaggio, la stagionatura e la conservazione dei prodotti. L'azienda è specializzata nella produzione di bresaola, sia bovina che equina, ma produce anche altre referenze. Il Gruppo è attivo in Ungheria dal 1997, con la Hungary Meat Kft, situata su un'area di 40mila metri quadri, in grado di macellare 700 suini all'ora. Nel 2010 è stata fondata Pini Polonia, che ha l'impianto più grande e moderno del Paese per la macellazione dei suini e il taglio di carne di maiale. È autorizzata ad esportare in 85 Paesi. Ma l'attività all'estero del gruppo non finisce qui: nell'aprile 2017 sono iniziati i contatti con il governo spagnolo per un maxi macello, giudicato un progetto di "interesse economico" dall'esecutivo iberico, che ha così agevolato e velocizzato gli investimenti. I lavori di costruzione sono cominciati nei primi mesi del 2018. La località è Binefar in Aragona. L'investimento è di 95 milioni di euro e la superficie dove verrà costruito l'impianto è pari a 15 ettari. Secondo le previsioni del gruppo, diventerà pienamente operativo a metà 2019. A pieno regime l'ipotesi è di arrivare a otto milioni di suini macellati all'anno.





## the ECO-SUSTAINABLE CHAIN

A natural paradise. A superb cheese. The eco-sustainable chain of Gran Moravia is the result of Great Green Project of Brazzale family in the North of the Alps. The modern evolution of "grana", obtained by matching the art of Italian dairies and the excellent features of Moravia, the most enchanting and rich agricultural region of the Czech Republic, in the heart of Europe. A new frontier of Italian creativity, that gives the consumer a different interpretation of tradition. And open horizons of taste, flavor, health, efficiency, low environmental impact, transparency, traceability and interaction with the consumer never imagined before. The possible revolution by Brazzale.



AGRICULTURAL LAND

80.000 Ha



FARMS

75



AVERAGE DISTANCE FROM CHEESE FACTORY 70 Km



LACTATING COWS

17.000



HECTARES FOR EACH LACTATING COW

>4,5 Ha



AVERAGE MILK PRODUCTION FOR EACH COW

24 Lt/day



COWS IN INDIVIDUAL BERTHS

100%



FORAGE SELF-SUPPLY

100%



FODDER SELF-SUPPLY

>90%



LOAD OF NITRATES

35 Kg/Ha



AFLATOXINS IN THE MILK

<0,005 µG/Kg



AFLATOXINS IN THE FINISHED PRODUCT

ABSENT



BLUE WATER

72 Lt/Kg of Gran Moravia



GREEN WATER

1944 Lt/Kg of Gran Moravia

visit us:



18 - 22 FEB 2018 - DUBAI  
stand: C1-24 / Hall 1



The possible revolution  
Consumer First



MULTIMEDIA  
LABEL OF ORIGIN

Save the water  
GRAN MORAVIA  
Water Footprint

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





# FICO, SO COOL!

IT WAS INAUGURATED ON THE PAST 15TH NOVEMBER EATALY WORLD, THE WORLD'S LARGEST AGRI-FOOD PARK. LOCATED IN BOLOGNA, ON A 100,000 SQUARE METERS' SURFACE, IT IS AIMED AT ATTRACTING 6 MILLION VISITORS A YEAR.

40 farming factories, 45 restaurants, 6 classrooms and another 6 educational 'carousels', 2 hectares of fields and stables housing more than 200 animals and 2000 cultivars, a congress center and a theater, one foundation hosting four universities and areas dedicated to sport, kids, reading and leisure. Besides, of course, 9,000 meters of shops and markets. Fico, acronym for Fabbrica Italiana Contadina (Italian Farming Factory) is all of this and much more. The official opening to the public took place on the past 15th November, inside the Bologna's former wholesale market.

"Fico is Italy. Through the description of processes and products, you will find a clear manifestation of who we are, of the amazing quality of our country", said Italian prime minister Paolo Gentiloni during the opening ceremony. "We have an important card to play and I repeat: that card is Italy. Italy can find in this incredible park a new way of showing itself to the rest of the world. If we work hard, the whole world will come to meet us and we will be able to grow our 'soft power' - that is our capability of being loved and admired - even stronger. I want to thank all the people involved in this project, that will do real good to our country".

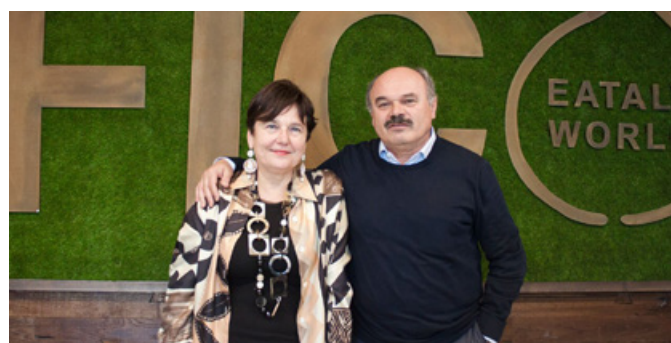
An extremely ambitious project, as highlighted by the same Oscar Farinetti, founder of the Eataly chain and president of Eataly World, during the press conference held a few days before the opening to the public. "Somebody told me: 'Don't you think it's too big?' Of course, it's big. But the time has come to start thinking even bigger. We must create the infrastructures that will allow us to double the number of foreign tourists coming to Italy. And here we want to do that in a way that is as simple as original: telling the history of food from the beginning to the end. From animals and fields, passing through factories until people's tables. Adding some amusement in the middle of this path".

## STRAFICO!

40 fabbriche, più di 45 punti ristoro, sei aree didattiche e altrettante 'giostre' educative. Due ettari di campi e stalle, un centro congressi e un teatro, una fondazione con quattro università e aree dedicate ai bambini, allo sport, alla lettura e allo svago. Oltre, naturalmente, a 9mila metri quadrati di botteghe e mercato. Fico, acronimo di Fabbrica italiana contadina, è tutto questo e molto di più. L'apertura al pubblico ha avuto luogo lo scorso 15 novembre, nell'area dell'ex mercato ortofrutticolo di Bologna. Obiettivo del parco, creato dal fondatore di Eataly, Oscar Farinetti, è di attrarre 6 milioni di visitatori l'anno, di cui almeno 2 milioni stranieri.



The ribbon cutting ceremony



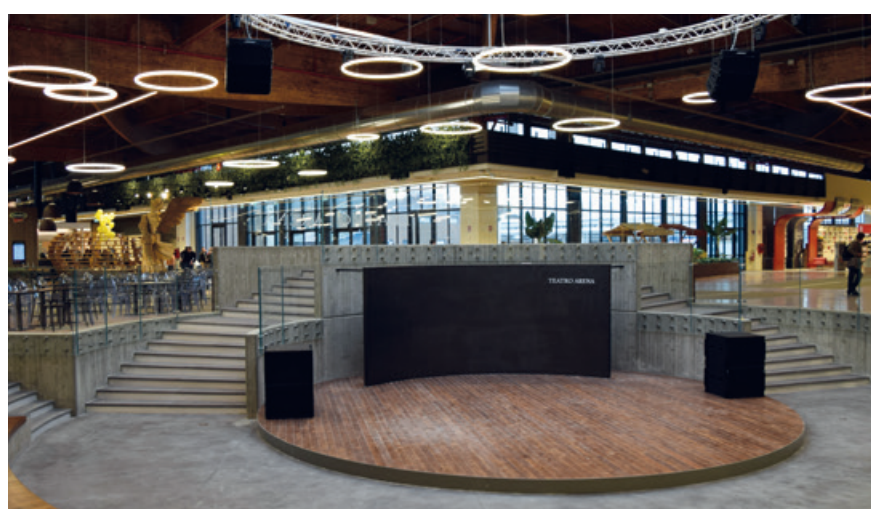
Tiziana Primori, ceo, and Oscar Farinetti, president of Eataly World



Italian prime minister Paolo Gentiloni visiting Fico



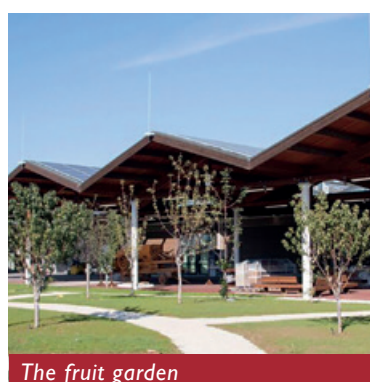
## THE PARK



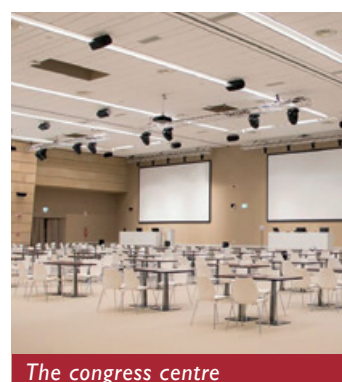
Arena Theatre



The wine market



The fruit garden



The congress centre



The vineyard







## THE FACTORIES



Antica Ardenga



Balocco



Caseificio Valsamoggia



Consorzio grana padano



Ruliano



Consorzio mortadella Bologna Igp



Consorzio parmigiano reggiano



Granarolo



Conapi



Cevico



Venchi



Madeo & Savigni

## THE GUARDIAN'S REVIEW OF FICO: THE UMPTEENTH CRITIQUE TO MADE IN ITALY

'Eataly World opens but leaves a bad taste in Bologna'. This is the title of an article published on the past 17th November by the British newspaper The Guardian. The magazine, very much used to criticize the Italian food supply chain - see the recent articles related to Prosecco or the tomato industry - didn't contradict itself defining Eataly World "a US-style mega mart, a Wholefoods on steroids, [...] in direct contrast to the traditional allure of Italian gastronomy - the pleasure of meandering the farmers' markets in Renaissance town squares, or sampling the delights of small producers in remote hilltop towns." According to Sophia Seymour, author of the article, Fico is Oscar Farinetti's "dystopian vision of the future, rather than a homage to Italy's rich food heritage and culture." A harsh judgement for a place that, after all, never claimed the desire to replicate rural villages or city markets. But instead, it clearly stated that it took great inspiration from the world's biggest amusement parks.

## THE KIOSKS



Amadori



San Daniele

## THE EDUCATIONAL 'CAROUSELS'



"Man and earth"



"Man and fire"



"Man and future"



"Man and sea"



"Man and animals"



"Man: from soil to bottle"



# MADE IN ITALY IS BOOMING ABROAD

It was held on the past December in Milan the presentation of the yearly report issued by Prometeia and the Italian Trade Agency (ITA), called 'Evolution of global trade in different areas and sectors'. The scenario presented is more than positive: for the first time since the years of the crisis, global trade has grown faster than average global GDP growth rates. In detail, in 2017 global trade should have increased by 4.6%, and this positive trend is expected to continue even in the following years: +5.5% in 2018 and +5.3% in 2019. Alessandra Lanza, partner of Prometeia, highlights a recovery in Chinese investments and a return to growth for emerging markets. This, together with the strengthening of some mature economies, may disclose new interesting opportunities for Italian companies. Satisfaction was expressed also by Michele Scannavini, president of the ITA Agency, for the results achieved by 'The Extraordinary Italian Taste' campaign for the internationalization of 'made in Italy'. A project that, between January and September 2017, contributed in determining a 7.5% growth in our exports.

## THE REPORT

### GLOBAL SCENARIO

Between 2017 and 2019, global trade is expected to post a yearly 5% growth rate. A result that is still far from the peaks reached between 1995 and 2006 (on average +8.5%), but in line with the long-term trend experienced in the last 25 years. The recovery of Chinese investments and the return to growth of other emerging economies (such as Russia, Brazil, UAE and Saudi Arabia), together with the strengthening of more mature economies (United States first), led to a significant narrowing of the gap between the most and the less dynamic world regions (from 20 percentage points in 2016 to less the 6 pp in 2017), determining a more homogeneous overall scenario. Nevertheless, new important challenges are going to shape the future of global trade: increasing interest rates in some emerging economies, that could affect their capacity to attract exports; strong volatility in exchange rates, supported by aggressive national politics; a possible 'hard landing' in the Chinese economy, that could severely impact commodities exporting countries; a sudden drop in the price of commodities as well as rising global political tensions - see the US and North Korea, the Middle East and Iran - and last but not least, the political uncertainty that is characterizing both Europe and the United States.

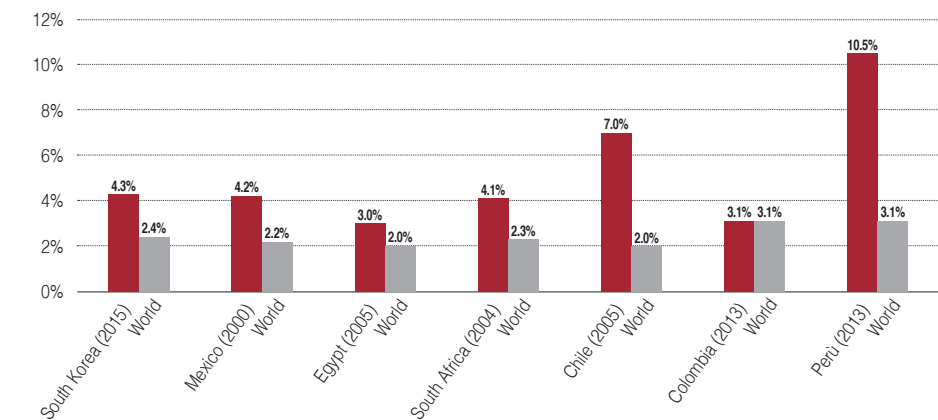
### THE ITALIAN SITUATION

If we look at the top 20 destination countries for our exports, we see that China, Poland and the Emirates are - among the emerging economies - the most dynamic and, together with Russia, represent an important chance for Italian companies after a harsh economic period. Less dynamic is the European scenario, where only Germany and Spain show a growth potential in line with - or slightly under - the global average. The situation of France is far more complicated, just like the United Kingdom, due to the effects of Brexit. The report, in particular, highlights how bilateral free trade agreements signed by the EU - the deal with Mexico is currently undergoing an update and the negotiations with Japan have been enhanced - constitute a fundamental asset for our internationalization.

Free trade deals

Average early change in Italy export toward countries interested by a trade agreement

(most significant recent agreements, comparison with global export)



### Italian share on global imports

### THE PERFORMANCE OF OUR INDUSTRY

In the analysis of our industrial sectors we see that mechanics, the top Italian exporting industry, is expected to close 2017 with a 4.2% growth rate and a further acceleration in 2018. In regard to consumer goods, both fashion and furniture will enjoy strong growth rates (between 6.5 and 7%), while in the food sector, the opportunities for our companies lie in a stronger market penetration and the entrance in emerging countries with a strong growth potential.

(Food)	
	% in 2016
USA	4.5
China	0.8
Germany	9.6
UK	7.1
France	9.5
Japan	2.0
Canada	3.2
Mexico	0.6
South Korea	1.2
Spain	5.2
Switzerland	17.4
India	0.4
Poland	4.5
Vietnam	0.5
EAU	2.7
Russia	2.8
Australia	4.6
Thailandia	0.9
Malaysia	0.5
Turkey	3.0
Brazil	2.5
Indonesia	0.4
Saudi Arabia	2.5
Philippine	1.1
South Africa	2.3
Egypt	0.8
Argentina	1.9
Chile	1.0
Iran	0.7
Colombia	0.7

Source: Prometeia



PRESENTED THE 15TH REPORT  
ON THE EVOLUTION OF GLOBAL TRADE,  
ISSUED BY PROMETEIA IN COLLABORATION  
WITH THE ITA-AGENCY.  
THE 'COMEBACK' OF THE BRICS  
AND THE NEW CHALLENGES OF GEOPOLITICS.



#### Il made in Italy corre all'estero

Si è tenuta lo scorso 6 dicembre a Milano la presentazione del rapporto annuale Ige-Prometeia 'Evoluzione del commercio con l'estero per aree e settori'. Quello che emerge è uno scenario globale decisamente positivo: per la prima volta dagli anni della crisi, il commercio internazionale torna infatti a crescere oltre la media del Pil mondiale. In dettaglio, per gli scambi mondiali di manufatti nel 2017 si stima una crescita del 4,6%, con previsioni che confermano il trend anche per il prossimo biennio: +5,5% nel 2018 e +5,3% nel 2019. Presentati per l'occasione anche i primi risultati di 'The Extraordinary Italian Taste', il piano straordinario di internazionalizzazione del made in Italy. Un'iniziativa che, tra gennaio e settembre 2017, ha contribuito a determinare una crescita del 7,5% delle esportazioni italiane.

follow



## Pure and simple handmade Bresola.



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

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



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

Quality is the key



## THE PROMETEIA REPORT

follows from page 13

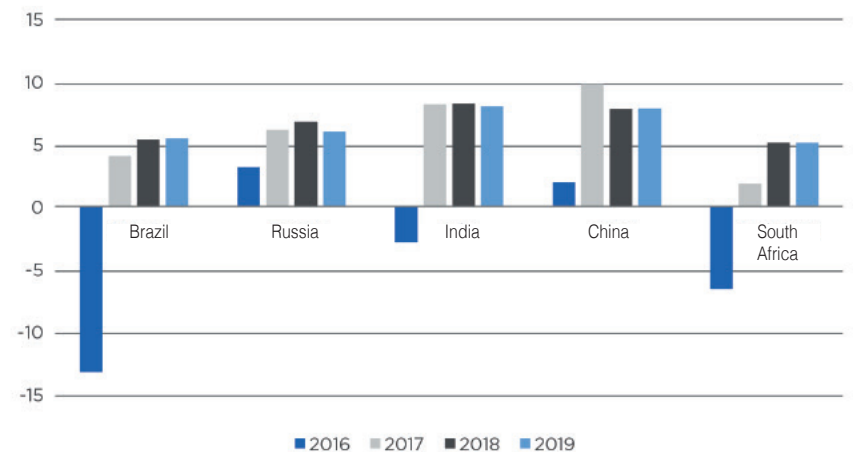
### THE 'COMEBACK' OF EMERGING ECONOMIES

In 2017 global trade will focus, once again, on new markets and the so-called Brics economies (Brazil, Russia, India, China, South Africa). Growth of imports from China, leading emerging country on a global scale, went from 2% to about 10%. The Russian economy is expected to double its growth rate reaching 6.2% in 2017. The remaining three countries - India, Brazil and South Africa - have passed from a decreasing trend to interesting import flows in 2017 and perspectives for the years ahead are encouraging.

### MATURE ECONOMIES IN THE EURO-AREA

Imports in the Euro-area should experience a 6.7% increase at the end of 2017, and are estimated at +4.5% in 2018. The highest growth rates are expected in Spain (+7.8%), Germany (+7.6%), the Netherlands (+8.2%) and Italy (7%). But the recovery in exports is spread to the whole Euro-area, even if at different intensity levels. In other European countries growth is led by Switzerland (+9.1%).

### Brics' imports 2016-2019 (yearly % var. at constant prices)



Source: Prometeia

## 'THE EXTRAORDINARY ITALIAN TASTE' CAMPAIGN

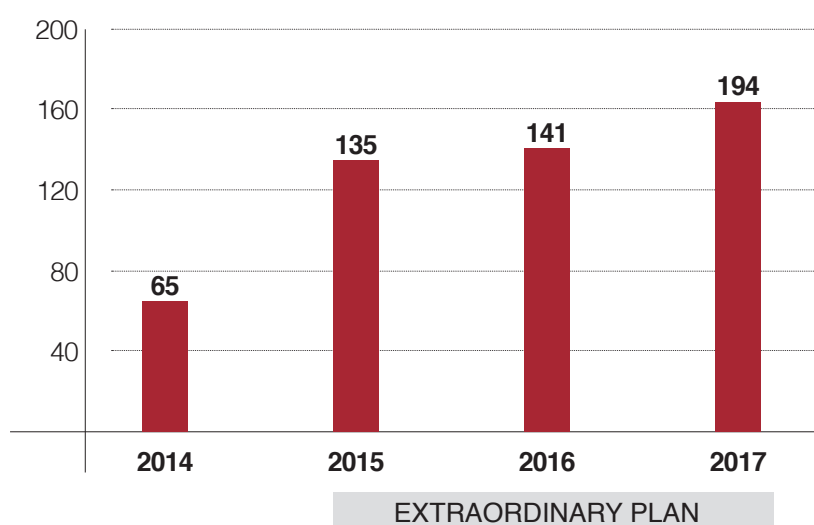
In the first nine months of 2017, Italian exports posted a 7.5% increase compared to the same period of the previous year. "A result that hasn't happened for five years and above the European average, which stands at 6.4%. In fact, Italy ranks above France and Germany, at +4.1% and +6.4% respectively. Spain is doing better (+8.2%), but is started from a definitely smaller base", said Michele Scannavini, president of the ITA-Agency. Exports to the extra-EU area are on a rising trend. "This is possible

both thanks to the renewed dynamism of the Brics, and thanks to the strong investments made by our government to increase our presence, both commercial and institutional, in countries with high growth potential", underlined Scannavini, who presented the first results of 'The Extraordinary Italian Taste', the promotional plan for the internationalization of made in Italy. Two are the main activities carried out by ITA: 'multi-channel' actions in grocery retail chains and e-commerce to increase the sale

of authentic Italian products on foreign markets; and the strengthening of the major trade shows, as well as roadshows and trainings. "In the years ahead, the focus will be placed on increasing our presence in the United States and to replicate this model of success also in China", added the president. "In 2018, we expect from the government an allocation of about 175.6 million euros of funds, which will however only be confirmed only with the approval of the Stability Law".

### Activity for made in Italy

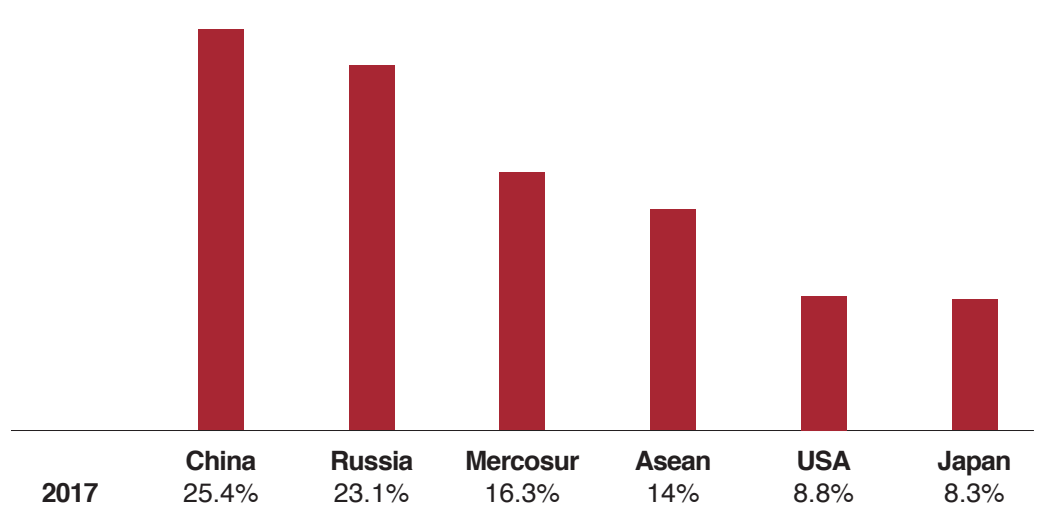
Investments in promotion (mln euro)



EXTRAORDINARY PLAN

### Italian exports are peaking in China

Growth of Italian exports from Jan to Sept 2017 (% over 2016)



Source: ITA Agency

### FACTS & FIGURES

ITA

ACTIVITIES  
IN GLOBAL  
RETAIL

3,383  
companies  
involved

867

suppliers that  
for the first time  
distributed their  
products in a new  
retail chain

250.5 mln  
euro

generated by additional sales

15x

(15 euro of additional wholesale sales  
for every euro of public money spent)

return on public investment

Countries  
involved

US, Canada, Japan, South America, Uk+7 (Harvey Nichols, headquartered in London, also operates in Hong Kong, Turkey, Kuwait, UEA, Saudi Arabia, Azerbaijan)

end





THE WORLD'S LARGEST TRADE FAIR FOR THE CONFECTIONERY AND SNACKS INDUSTRY WILL BE ON STAGE IN COLOGNE, FROM 28 TO 31 JANUARY 2018. A PREVIEW OF PRODUCT INNOVATIONS THAT WILL BE PRESENTED BY ITALIAN COMPANIES ATTENDING THE EVENT.

The world of sweets and snacks will be meeting up at ISM Cologne in January 2018. The trade fair, organized by Koelnmesse, brings global suppliers of sweets and snacks together with buyers from all over the world once a year. With around 1,600 exhibitors from 60 countries and over 38,000 trade visitors from 143 countries, ISM is the largest trading platform for sweets and snacks in the world. ProSweets Co-

logne - the international supplier fair for the sweets and snacks industry - will once again be staged parallel to ISM. Together with ProSweets Cologne, ISM covers the entire value chain of sweets production and sales at the same time and place. Here you can find a preview of some of the most interesting product innovations that will be presented by Italian companies exhibiting at the trade show.

#### Anteprima novità di prodotto - Ism 2018

*Il mondo del dolciario e degli snack si da appuntamento a Colonia in occasione dell'edizione 2018 di Ism, fiera internazionale di riferimento per gli operatori del comparto. Attesi circa 1600 espositori provenienti da 60 Paesi e più di 38mila visitatori da 143 Paesi. Come ogni anno, parallelamente a Ism si terrà anche Prosweets, il salone dedicato ad attrezzature e ingredienti. Qui proponiamo un'anteprima delle novità che le aziende italiani espositrici di Ism presenteranno in occasione della fiera.*

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

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

##### SOFT AMARETTI OF SASSELLO

Soft Amaretti are high quality products, created with the ingredients of the most traditional recipe: almonds, apricot seeds (inner core of apricot), egg white and sugar. Our Amaretti are the result of a delicate production process: the rolling, where the dough is placed in small portions on the baking pan, the cooking and the wrapping. Of course, they are preservative free.

##### Expiration date and conservation

6 months. Keep in a cool and dry place away from direct sun light.

##### Packaging details

200 g bag. Selling unit: n° of units per carton: 12 bags; n° of units per bag: about 10.

##### Certifications

ISO 9001, IFS, BRC, ISO 14001.

**Come to visit us at ISM:**  
Hall: 4.2 – Booth: D 40



#### ANTICA TORRONERIA PIEMONTESE

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

##### SWEET CHOCOLATE TRUFFLES, GIANDUJA FLAVOR

It takes 24 hours to prepare the perfect sweet truffle. It is a slow transformation of chocolate, hazelnuts paste and PGI Piedmont hazelnuts grains. That's the original recipe, unique and exclusive. A mixture made respecting process times and ideal temperatures for ingredients manufacturing. This care is essential to enhance the excellent organoleptic features of high-quality raw materials.

##### Expiration date and conservation

12 months. Max. temperature storage 20°C

##### Packaging details

Paper wrap with a typical ribbon on the top, like handmade wrapping.

##### Certifications

BRC, IFS.

**Come to visit us at ISM:**  
Hall: 4.2 – Booth: D 20



#### BISCOTTIFICIO VERONA

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

##### COCOA LADY FINGERS

Special lady finger with 10% cocoa cream in the dough which gives to the product a good texture and taste. Suitable both for breakfast, tiramisù and other cakes.

##### Expiration date and conservation

12 months shelf life; store in a cool and dry place.

##### Packaging details

200 g flow pack; 20 units/carton.

##### Certifications

IFS, BRC.



**Come to visit us at ISM:**  
Hall: 4.2 – Booth: C 037

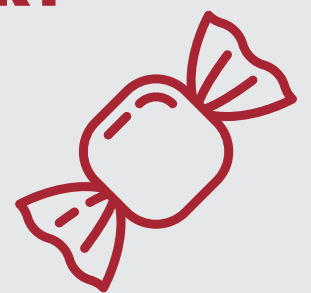
follow

Confectionery remains a growing industry in 2017. Global confectionery retail sales are projected to rise +2.7% to reach 186 billion dollars, according to Euromonitor International. Chocolate is propelling growth on the global stage with a +3.3% rise in value sales forecast for the year. Sugar confectionery sales are also strong (+2.4%), while gum remains flat (+0.9%). In the first half of 2017, nevertheless, non-chocolate was the growth driver in the world's largest confectionery market: the Usa.

## GLOBAL CONFECTIONERY

**186 BILLION DOLLAR**  
retail value sales in 2017

**+2.7%**  
over 2016



(source: Euromonitor)



# ISM 2018 - PRODUCT PREVIEW

## GERMANY

Revenue in the confectionery segment amounts to **15,637 million** US dollars in 2017. The market is expected to grow annually by **-0.3%** (Cagr 2017-2021)

In relation to total population figures, per person revenues of **189.23** US dollars are generated

The average per capita consumption stands at **27.2** kg in 2017

## ITALY

Revenue in the confectionery segment amounts to **12,120 million** US dollars in 2017. The market is expected to grow annually by **-0.4%** (Cagr 2017-2021)

In relation to total population figures, per person revenues of **200.31** US dollars are generated

The average per capita consumption stands at **27.9** kg in 2017

**MOST REVENUE IN THE CONFECTIONARY SECTOR IS GENERATED IN THE UNITED STATES: 70,842 MILLION US DOLLARS IN 2017**

(source: Statista)

### LAGO GROUP [www.lagogroup.it](http://www.lagogroup.it)

#### CHOCOBRICK

A snack which combines the chocolate excellence with the wafer crispness. Thanks to the exclusive production technology (wafer and chocolate production are in line), the wafers, inside the chocolate tablet, are kept fully crispy and tasty. In two versions: milk chocolate (with hazelnut wafer cream) and dark chocolate (with cocoa wafer cream).

**Expiration date and conservation**

18 months.

**Packaging details**

Single: flow pack 45 g. Multi-pack: flow pack containing 3 single packs (135 g).

**Certifications**

Halal.



**Come to visit us at ISM:**  
Hall: 10.2 – Booth: H 081

### TERRE DI PUGLIA [www.terredipuglia.it](http://www.terredipuglia.it)

#### ORGANIC TARALLI WITH CHIA SEEDS

Organic Taralli with extra virgin olive oil and Chia seeds.

**Expiration date and conservation**

12 months. Store in a cool and dry place, away from light and direct heat sources.

**Packaging details**

'Sustainable' packaging that recalls the colors of nature.

**Certifications**

Organic.

**Come to visit us at ISM:**  
Hall: 5.2 – Booth: E 011



### ICAM [www.vaninioccolato.it/eng](http://www.vaninioccolato.it/eng)

#### DARK CHOCOLATE VANINI BAR - 95% COCOA

For true chocolate purists, the strong personality and diverse flavours of our ancient Peruvian cocoa are celebrated in this limited edition. This chocolate surrounds and satisfies your taste buds with its vigorous yet delectably refined flavor.

**Packaging details**

Inner silver and thermosealed aluminum foil. Slim cardboard printed in 6 colors with silver finishing.

**Certifications**

Gluten Free, FSC, Kosher Siks, Halal, Bean to Bar, Single origin cocoa beans, Fairly traded cocoa beans, Gmo Free, Vegetarian/vegan diet.

**Come to visit us at ISM:**  
Hall: 10.2 – Booth: G 30-36



### DELIZIE BAKERY [www.deliziebakery.com](http://www.deliziebakery.com)

#### MESSERGRÌ

Messergri rustic salted breadstick is a crispy and tasty product, an irresistible pleasure to crunch, excellent for any occasion.

**Expiration date and conservation**

12 months.

**Packaging details**

Flow pack 480 g (30 sachets of 16 g). 8 pieces per case. 42 cases per pallet.

**Certifications**

BRC, IFS.

**Come to visit us at ISM:**  
Hall: 4.2 – Booth: E 026



### DOLCIFICIO VENETO S.A.S DI LAZZARI LUCA & C. [www.dolcificioveneto.it](http://www.dolcificioveneto.it)

#### ALMONDS PRALINE

Almonds praline represent the best solution for those who love light and delicious snacks. The taste of the best dried fruit wisely candied by our artisans gives a sense of pleasure and satisfaction in every bite creating a perfect match between goodness and genuineness.

**Expiration date and conservation**

8 months.

**Packaging details**

Plastic sack, 200 g.

**Certifications**

ISO 9001:2015

**Come to visit us at ISM:**  
Hall: 4.2 – Booth: C 039



### DG3 DOLCIARIA [www.dg3dolciaria.it](http://www.dg3dolciaria.it)

#### CEREALI & NOCCIOLATI

Milk chocolate pralines filled with milk cream and cereals, and chocolate pralines filled with gianduia chocolate and hazelnuts.

**Expiration date and conservation**

24 months.

**Packaging details**

Various size available.

**Certifications**

BRC, IFS, UNI EN ISO 9001.

**Come to visit us at ISM:**  
Hall: 4.2 – Booth: E 24



### FREDDI DOLCIARIA [www.freddi.it](http://www.freddi.it)

#### MORETTA CLASSIC AND TIRAMISÙ

Pack of 10 coated mini cakes filled with fresh whole milk cream or tiramisù.

**Expiration date and conservation**

9 months from production date. Keep in a cool and dry place.

**Packaging details**

Pack of 300 g (10 x 30 g) individually wrapped.

**Certifications**

IFS, BRC.

**Come to visit us at ISM:**  
Hall: 11.1 – Booth: D 019/E 018



### PASTIFICIO DI BARI TARALL'ORO [www.taralloro.it](http://www.taralloro.it)

#### TARALLI SENATORE CAPPELLI

An organic product typical from Apulia realized with only 100% organic durum wheat semolina Senatore Cappelli (grown exclusively in Apulia) and Italian organic extra virgin olive oil. The wheat Cappelli has a wide adaptability, hardness and contains higher percentages of lipids, amino acids, vitamins and minerals, as well as a high digestibility. Realized with a particular innovative process of steam boiling that gives to the product lightness and crispness.

**Expiration date and conservation**  
12 months. Store in a cool and dry place.

**Packaging details**

Brown box with a window on the front side that allows a visual contact and exalts the artisanal manufacture.

**Certifications**

IFS, BRC, ISO 14001, Organic, VeganOK.

**Come to visit us at ISM:**  
Hall: 05.2 – Booth: I 009





## AMAZON IS ADDING SWEETS AND SNACKS TO ITS PORTFOLIO

Amazon captured just 240 million dollars out of 49 billion in total sales across sweets and salty snacks in 2016. Between January and August 2017, however, the e-commerce giant nabbed 215 million dollars worth of sales in the category, reflecting 42% year-over-year growth.

Chocolate candy and salty snacks currently top category sales for Amazon, with each generating year-to-date sales of 31 million dollars, followed by non-chocolate candy with 27 million dollars in YTD sales.

The categories posting the highest year-over-year growth so far in 2017 include 'healthier' snack alternatives like dry fruit snacks (up 75% year-over-year), dried meat snacks (+65%), and snack/granola bars (+59%).

Source: 'Sweets & Snacks: The Amazon Effect' report from One Click Retail

# 49 BLN \$

TOTAL US SALES  
OF SWEETS & SNACKS IN 2016

AMAZON.COM  
SALES OF SWEETS  
& SNACKS IN 2016

## 240 MLN \$

AMAZON.COM  
SALES OF SWEETS  
& SNACKS BETWEEN  
JAN/AUG 2017

## 215 MLN \$

# +42% YOY SALES

### INDUSTRIA DOLCIARIA QUARANTA [www.quaranta.it](http://www.quaranta.it)

#### SOFT NOUGAT CUBES

Delicious soft nougat cubes in four different tastes: exotic fruits, country berries, almond and dark chocolate.

Expiration date and conservation  
24 months from production date.  
Packaging details  
150 g case.  
Certifications  
BRC, IFC.



Come to visit us at ISM:  
Hall: 10.2 – Booth: H 051

### GRISSIN BON [www.grissinbon.it](http://www.grissinbon.it)

#### FAGOLOSI BLACK OLIVES

In order to offer new, original and tasty products, Grissin Bon enlarges the 'Fagolosi' family with a new flavour: black olives. Tasty and appetizing, they meet the demands of consumers that look for something tasty and particular. Fagolosi breadsticks, salted and enriched with extra virgin olive oil, are produced with simple ingredients. The accurate leavening and processing make Fagolosi breadsticks moreish and crisp. Fagolosi breadsticks are available also in the classic flavor or with rosemary, sesame seeds, onion, Kamut flour or with whole-grain spelt flour and cereals.

Expiration date and conservation

7 months. Do not expose to heat. Store in a cool dry place.

Packaging details

Pack of 250 g consisting of 2 fresh-keeping packages.

Certifications

UNI EN ISO 9001/2008, Iqnet, BRC, IFS, Organic EC 834/2007.

Come to visit us at ISM:  
Hall: 3.2 – Booth: E 022



**Trinketto®**  
The original  
candy drink  
for children.

No colourings / gluten free

Easy-open cap  
for a safe and  
independent use

100%  
manufactured in-house

Quality under control  
from the content to the container

BRC FOOD  
IFS  
BUREAU VERITAS Certification

Shape and colours  
Highly attractive to children

Trinketto is present in more than 60  
countries in the world. It generates a  
high product turnover in all  
distribution channels.

Casa del Dolce  
dal 1950

www.trinketto.it

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invite you to

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Cologne  
28.01.2018  
31.01.2018  
Hall 10.2 Stand: B090

follow



# ISM 2018 - PRODUCT PREVIEW

## VICENZI

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

### MATILDE VICENZI GLUTEN FREE GRISBÌ FILLED COOKIES

In addition to the unique and distinctive Matilde Vicenzi's Grisi recipe, now the gluten-free Lemon and Chocolate Grisi versions are the ideal treats for a gluten-free diet.



These gourmet filled cookies are characterized by a velvety filling. A rich cream, lemon or chocolate, contained in a crumbly shortbread shell offers everyone

the chance to enjoy this original Italian sweet recipe, with no compromise on taste. These are small jewels of Italian patisserie, perfect to enjoy on a delicious break and on any special occasion. No hydrogenated fats.

#### Expiration date and conservation

12 months. Keep cool and dry, away from light sources.

#### Packaging details

The unit contains 9 pieces. Net weight: 150 g e.

#### Come to visit us at ISM:

Hall: 10.2 – Booth: B 071

## TEDESCO

[www.tedesco-group.it](http://www.tedesco-group.it)

### ORE LIETE

An elegant tin box containing a unique selection of Italian fine pastries. In the foreground you can see the historic center of Perugia with its most famous monument, the Fontana Maggiore.



#### Expiration date and conservation

10 months. Store in a dry place away from heat.

#### Packaging details

An elegant matted tin box - available in 250 or 500 g - with the typical colours of Ore Liete. The tin box

containing plastic alveolus with the selection of Italian fine pastries whole within a flow pack to guarantee the integrity of the product.

#### Certifications

BRC, IFC.

#### Come to visit us at ISM:

Hall: 4.2 – Booth: B 027

## PASTIGLIE LEONE

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



### LEONE ANTIQUE CONFECTIONERY

Some of the most iconic and traditional products of the company are now available in functional and elegant small boxes to sweetly follow you everywhere: handmade sugar candies 'Ginevrine', aromatic liquorice gummy sweets 'Sukaj', natural ginger jellies 'Zenzerelle' and refreshing mints 'Polarstrong'.

#### Expiration date and conservation

Sugar candies and refreshing mints: 36 months. Liquorice gummy sweets: 24 months. Ginger jellies: 18 months. Keep in a cool and dry place.

#### Packaging details

80 g small cardbox.

#### Certifications

ISO 14001.

#### Come to visit us at ISM:

Hall: 4.2 – Booth: C 029

## LA MOLE – F.LLI MILAN

[www.la-mole.com](http://www.la-mole.com)



### CRISPY CLAN

Thin and crispy bread slices in 5 extraordinary tastes: natural, rosemary, pizza, chili and paprika. Great as snack, ideal for aperitifs. The line is also available in the 40 g mini pack in natural, paprika and chili flavors. The finest ingredients and the twice oven baking make them a memorable pleasure to crunch in every daily moment. As news for 2018 the company has launched the new Chili taste and all packs have been updated with the restyling of metallized pack.

#### Expiration date and conservation

12 months. Store at room temperature.

#### Packaging details

90 g and 40 g.

Metallized Pillow bag

#### Certifications

Company certifications: BRC, IFS, ISO 9001, Haccp, Kosher.

#### Come to visit us at ISM:

Hall: 3.2 – Booth: G 028

## MESSORI CIOCCOLATERIA

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

### GIFT BOXES COLLECTION

Refined gift boxes in 4 different subjects to collect: two seasonal for Xmas and winter holidays and two for everyday celebration with Art Deco patterns. Elegant and ornamental, this item is perfect for any surface from the small patisserie or delicatessen shop to the high-end supermarket chain. All boxes contain 290 g of double twisted assorted spheres with a pure milk and dark chocolate shell and a silky hazelnut cream (with 14% of real hazelnut paste) and crunchy cereal filling.

#### Expiration date and conservation

14 months.

#### Packaging details

6 gift boxes x master carton (108 cartons x Eur pallet).

#### Certifications

IFS V6 higher level.

#### Come to visit us at ISM:

Hall: 11.2 – Booth: E 30-38



## VITAVIGOR

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

### 100% SPELT BREADSTICKS, WITH FLAX AND CARAWAY SEEDS

Vitavigor presents the new recipe for a 'total-wellness breadstick' with special ingredients: 100% spelt flour; the antique cereal with high fiber; easy to digest and that contributes to protein content; flax seeds, naturally containing omega-3 fatty acids which are healthy for the cardio-circulatory system; and caraway seeds, with the beneficial properties for the digestive system and the peculiar anise flavor.

#### Expiration date and conservation

8 months. We produce expressly on order to deliver always fresh products.

#### Packaging details

125 g box. Units per box: 12.

#### Certifications

BRC Grade A, IFS Higher level, Kosher product certifications.

#### Come to visit us at ISM:

Hall: 11.2 – Booth: D 079



## INCAP

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

### POP ART COLLECTION

Pop Art is a large range of colorful, pop-bags filled with our latest and delicious candies. New tastes, such as Bubble Mella and Toffee Cola candies, will certainly satisfy the taste of younger customers, while other flavors, such as Liquirizia and Cioccomenta, will meet tastes that are more classical.

#### Expiration date and conservation

36 months. Store in a cool and dry place.

#### Packaging details

Weight: 125 g. 18 bags x carton.

#### Certifications

Halal, Kosher, Haccp.

#### Come to visit us at ISM:

Hall: 4.2 – Booth: E 038

## LAICA

[www.laica.eu](http://www.laica.eu)

### THE EXTRA DARK 72% - FILLED COCOA BOULES, TABLET AND BLOCK

The extra strength of our dark chocolate 72% declined in 3 shapes - filled cocoa boules, tablet 100 g and block 200



g - for a moment of intense cocoa flavour. Crispness and smoothness enclosed in a single bite, from which emerges the typical bitter taste, but pleasant, of our fondant: a chocolate fragrant, harmonious and balanced.

#### Expiration date and conservation

24 months for tablet and block, 18 months for boules.

#### Certifications

ISO 22000, BRC, International Food Standard, Utz, Rspo, Kosher, Sedex.

#### Come to visit us at ISM:

Hall: 5.2 – Booth: Stand M 030

## PALUANI – BRAND 'L'EDENISTA'

[www.paluani.it](http://www.paluani.it) - [www.edenista.it](http://www.edenista.it)

### VEGAN EASTERN CAKE WITH CHOCOLATE DROPS

A dove-shaped cake free from milk, eggs, butter and any other animal fat. Its incomparable softness and all the dark chocolate chips in the dough make it the perfect cake for whomever has chosen a vegan diet, either out of personal choice or for food intolerances, but cannot renounce to the delight of a tasty cake.

#### Expiration date and conservation

90 days. Keep in a cool and dry place, away from heat sources.

#### Packaging details

650 grams.

#### Certifications

VeganOk, Gmo-free.

#### Come to visit us at ISM:

Hall: 4.2 – Booth: C 033



## MANGINI

[www.manginicaramelle.eu](http://www.manginicaramelle.eu)

### SUPERFRUTTI AND SUPERGRISSINI

Superfrutti: real fruit with luscious dark chocolate taste and energy without preservatives and colours. Supergrissini: crunchy breadsticks covered with luscious dark chocolate.

#### Expiration date and conservation

One year.

#### Packaging details

Superfrutti: doypack bag 80 g - 1 expo with 10 bags. Supergrissini: doypack bag 40 g - 1 expo with 10 bags.

#### Certifications

IFS.

#### Come to visit us at ISM:

Hall: 05.2 – Booth: N 030





## SIREA

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

### FRANTUMATA (SALTY LIQUORICE)

Salty pure liquorice, packaged in 1 kg box Oronero branded. Frantumata is an irregular hard liquorice candy coming from Sirea's tradition. Beside the natural and mint flavored Frantumata now it is available the new salty flavor for the most demanding clientele.

**Expiration date and conservation**  
60 months.

**Packaging details**  
1 kg box.

**Come to visit us at ISM:**  
Hall: 4.0 – Booth: E 20



## SOCADO

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

### DOLCREM FREE - PALM OIL FREE

The new hazelnut spread without palm oil is also gluten free, Gmo free and it is produced using UTZ certified cocoa.

**Expiration date and conservation**

18 months. Do not store in the fridge. Store at room temperature, in a dry place and away from heat sources.

**Packaging details**

Available in pet and glass jar of 350 g and glass of 700 g, also for private label.

**Certifications**

UTZ certified cocoa.

**Come to visit us at ISM:**  
Hall: 4.2 – Booth: E 30



## TARTUFLANGHE

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

### MUST CHIPS

Only the finest ingredients: Tartuflanghe honey Mustard with white truffle, the best potatoes with a thick cut, olive oil and sunflower seed oil. This is the reason why our chips are confirmed an innovative product largely appreciated. The golden chips feature a unique crispness, an exclusive sweet & sour recipe seasoned with mustard white truffle and a thicker texture for an extra crunchy sensation or to be used to create tapas and finger food.

**Expiration date and conservation**  
5 months.

**Packaging details**

45 g - 100 g.

**Certifications**

IFS, BRC.

**Come to visit us at ISM:**

Hall: 4.2 – Booth: D 028



## CRISPO

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

### BREAK COFFEE

Chocolate pralines filled with coffee.

**Expiration date and conservation**

18 months. Keep in a fresh and dry place, away from heat sources and direct sunlight.

**Packaging details**

Display 1 kg. Carton x 6 display.

**Certifications**

Haccp, ISO220052008, ISO90012015, Halal.

**Come to visit us at ISM:**  
Hall: 11.1 – Booth: D 010



## DI COSTA

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

### PANETTONE WITH MOSCATO OF PANTELLERIA

Panettone with Moscato of Pantelleria with icing, without citrus fruits peels. Oven natural leavening product.

**Expiration date and conservation**

9 months. Keep in a cool, dry place.

**Packaging details**

Collectable lithographed gift box Marie Ange Di Costa.

**Come to visit us at ISM:**  
Hall: 10.2 – Booth: H 049



## BULGARI AGOSTINO

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

### MARSHMALLOW LITTLE CHICKENS AND PIGS

Funny little marshmallow candies in shape of chickens and pigs.

**Expiration date and conservation**

18 months.

**Packaging details**

Bulk 900 g.

**Come to visit us at ISM:**  
Hall: 10.2 – Booth: D 088



end

# The true genuine taste of Italian Alps.



*Inalpi's new range made of fresh milk from the Alps:  
Fettalpine, Butter, organic Formaggini and milk powder: irresistible quality.*

LATTERIE  
**inalpi**  
BUON LATTE ALPINO PIEMONTESE



# "ANIMALS IN OUR SUPPLY CHAIN ARE NOT MALTREATED"

THE PARMIGIANO REGGIANO CHEESE CONSORTIUM RESPONDS TO ALLEGATIONS MADE BY COMPASSION IN WORLD FARMING (CIWF) AGAINST WELFARE STANDARDS OF ITS FARMS.

Two of Italy's most famous hard cheeses, Parmigiano Reggiano and Grana Padano, are under fire from media and the public after the releasing of a film called 'The cruelty behind Italian hard cheese', by the Compassion in World Farming (Ciwf) animal welfare group, highlighting poor living conditions and hygiene for livestock. "A recent compassion in world farming investigation uncovered cruelty behind parmigiano reggiano, also known as parmesan, and its sister product grana padano cheese. We visited a number (9, ndr) of Italian farms supplying milk for these cheeses, and found intensive, zero-grazing systems with cows permanently confined indoors". The gravity and scale of these allegations – that led to the creation of the #notonmypasta campaign – immediately drew stunned reaction from the two Production consortia. Here is the answer, point by point, of the Parmigiano Reggiano Cheese Consortium.

## 1. Animals in the Parmigiano Reggiano supply chain are not maltreated

Ciwf has accused us of mistreating the cows whose milk is used in our product. This is an unsustainable allegation in every sense. The farms within the Parmigiano Reggiano supply chain are, in fact, monitored by veterinarians as provided for by current European regulations. There is no 'animal mistreatment' in as far as the standards laid down by the laws are widely respected. Our supply chain is subject to checks and adheres strictly to the regulations on animal welfare.

## 2. The scenario described does not represent the reality in our industry

The scenario described in the Ciwf report relates to a non-significant sample and in no way represents the Parmigiano Reggiano supply chain. Indeed, the report is based on only 9 barns, whilst the farms that produce the milk for the two Pdo products subject to these allegations number over



8,000 (3,000 for Parmigiano Reggiano). Therefore, the examples given correspond to 1 in 1000 of the farms supplying both industries. [...] These are poor examples that the Consortium condemns and in no way represent the animal welfare standards underpinning our Pdo products.

## 3. Our farms cannot be defined as 'intensive'

The Parmigiano Reggiano supply chain is made up of 3,000 farms: these are mostly family-run operations and can in no way be described as intensive. One need only consider that there are on average 85 animals per farm, with each animal producing around 6.5/7 metric tonnes of milk per year: these levels fall far below those in the main European dairy producing zones. Moreover, 30% of the farms are located in mountainous regions, where all forms of intensive farming are impossible.

## 4. We establishing a strict diet for the animals to keep them in optimal health

The wellbeing of our cows is an essential factor in producing our Pdo product. [...] Not only do the farms respect European animal welfare legislation, but our own specifications go even further, imposing a specific diet to ensure our cows receive the right nutrition for perfect health. Indeed, our specifications set out the prevalent use of local forage. At least 50% of the forage used must be produced by the farm that produces the milk, and at least 75% must come from the local area. The animals' diet

must also include plant-based feeds made using cereals such as barley, wheat and corn. Poor-quality raw materials such as by-products of the food industry and fish and meat meal are absolutely forbidden. Fermented forage, such as corn silage, is also forbidden.

## 5. The roles and objectives of the Consortium

The specifications which apply to Parmigiano Reggiano production do not deal with animal welfare because this topic does not fall within the scope of our production specifications, and is governed by specific European regulations. There are laws and controls which ensure maximum respect for the animals: these are the rules which ensure that no form of mistreatment can take place. [...] Nevertheless, the Consortium is particularly sensitive to the topic of the quality of life of cattle and is undertaking a certification and transparency project on animal welfare to implement a certification system. The model adopted is that of the Italian Animal Welfare Reference Centre (CReNBA) [...].

## 6. Our cows have a good life

There is no definite link between grazing and wellbeing. The cattle barns in our supply chain provide cows with shelter, adequate space to move and to rest, good ventilation, water to drink, a suitable diet, and are installed with shower systems. There is no direct correlation between grazing and a 'happy life' for the animals. Whilst grazing may be the best solution for some latitudes and geographical regions of Europe, the hot summers typical of our country could inflict serious stress and discomfort on animals left out in the heat. [...] Standards for the facilities and technical characteristics of the accommodation are established by European regulations and subject to checks by the veterinary service.

### Gli animalisti di Ciwf contro grana e parmigiano. La replica del Consorzio del parmigiano reggiano

*L'associazione animalista Ciwf ha lanciato una petizione per chiedere ai consorzi di tutela di grana padano e parmigiano reggiano di attivare un programma di modifiche ai disciplinari che garantisca almeno 100 giorni di pascolo all'anno per le vacche da latte e incoraggi il benessere animale. La vicenda prende le mosse da una video-inchiesta dell'associazione realizzata in nove allevamenti e che avrebbe evidenziato l'assenza di accesso al pascolo, l'utilizzo di mangimi contenenti Ogm e, in generale, condizioni volte a massimizzare la performance produttiva degli animali. Qui presentiamo la replica del Consorzio del parmigiano reggiano in cui rigetta, punto per punto, tutte le accuse mosse da Ciwf.*



# Bresaola della Valtellina P.G.I.

TOPSIDE

A CENTURY LONG TRADITION OF EXCELLENCE.



It is simply the best P.G.I. Bresaola della Valtellina. It is produced with topside, a prime cut of beef hindquarter, cured with the finest spices and flavourings from all over the world. The production process follows a century-old traditional recipe which preserves the authenticity and freshness of the product, its unmistakable taste and the organoleptic qualities. Bresaola is an ideal food to meet the daily nutritional needs because it is rich in protein, low in fat, and an important source of potassium and vitamins B1, B6 and B12.

**RIGAMONTI®**  
Qualità dal 1913



# INNOVATION RULES!

ONE OF THE WORLD'S LARGEST FOOD EVENT CHANNELS THOUSANDS OF NEW PRODUCT LAUNCHES IN LINE WITH CONSUMER DEMAND. ON STAGE IN DUBAI FROM 18 TO 22 FEBRUARY.

Following a record 2017 edition that welcomed in excess of 97,000 visitors across 1 million square feet of exhibition space, Gulfood - one of the world's largest annual food event is placing innovation at the heart of its 23rd edition taking place on 18-22 February 2018. As the global food & beverage community gear up for this principal opportunity to source the latest and best products at the best price, Gulfood is promising a wave of new innovations and services to reflect changes in consumer demand.

The fully booked-out event will once again welcome more than 5,000 exhibitors showcasing products across eight primary market sectors. The 'World Food' category will feature 120 country pavilions carrying a raft of "authentic", niche and natural products that cater to a consumer shift towards food that is traceable by origin and source. The latest World Food additions are Estonia, Serbia and Slovak Republic.

Maintaining a tight focus on diversity, this year's event will feature a 'Newcomers Exhibition Lounge' showcasing trend-driven products that have never been previously available in the MENA region (Middle East and North Africa).

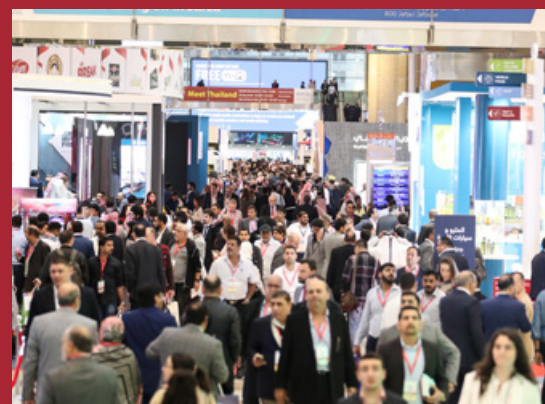
This brand-new trading opportunity will run parallel with an 'Innovation and New Products Zone' spotlighting the most successful and relevant market entries that have never previously launched in MENA. International newcomers Kerry, Juicy, Belmoca, Asian Blending, German Meat Association and Promar are just some of the highlights.

In total, buyers can look forward to meeting more than 1,000 new-to-show food and beverage producers that have been hand-selected to deliver greater volumes of consumer - oriented products. These include health and wellness categories such as organic and sugar free plus third-wave coffee varieties and new taste and texture innovations across the board.

Gulfood Innovation Awards finalists will also form an integral part of the 'Innovation Zone' showcase, with 2018 Award winners being announced during the prestigious annual Awards ceremony. Additional networking features include a series of government accredited fringe seminars running throughout the exhibition plus live pitch demonstrations from some the most exciting global startups on the scene.

## COME TO VISIT GULFOOD 2018

Visitors who book their Gulfood Visitor Tickets at [www.gulfood.com](http://www.gulfood.com) before 1st February 2018 will save AED 150 against the standard onsite price, paying just AED 250 until the deadline expires. Convenient flight and accommodation packages are available through Official Gulfood Travel Partner Alpha Tours. International visitors should contact [anisa@alphatoursdubai.com](mailto:anisa@alphatoursdubai.com) or call +971 4 701 9111 for details.



**1 mln**

square feet exhibition space

**97,000**

attendees

**5,000**

exhibitors

**185**

visiting countries

### Gulfood 2018: l'innovazione al centro

Dopo aver chiuso un'edizione 2017 da record, che ha visto la partecipazione di oltre 97mila visitatori su una superficie espositiva di circa 92mila metri quadrati, torna l'appuntamento con Gulfood, uno dei maggiori eventi fieristici mondiali dedicati al comparto food & beverage, in scena a Dubai dal 18 al 22 febbraio 2018. Alla kermesse prenderanno parte più di 5mila espositori per un totale di otto categorie merceologiche rappresentate. Nutrita anche la presenza internazionale, con 120 country pavilions all'interno dell'area dedicata 'World Food'.



# Laica

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**For over 70 years our quality  
is recognized all over the world.**

**5 MILION OF CHOCOLATES PRODUCED EVERY DAY  
18.000 m<sup>2</sup> OF PRODUCTION AND WAREHOUSE AREA  
7 QUALITY CERTIFICATIONS  
50 AND MORE COUNTRIES WHERE WE EXPORT  
350 TYPES OF CHOCOLATES**

**ISM Köln**

**January 28-31 2018**

**Hall 5.2 Stand M030**





# TRUE ITALIAN TASTE. COULD YOU ASK FOR MORE?

A 'MARATHON' OF B2B MEETINGS, AMONG 100 ITALIAN FOOD & BEVERAGE COMPANIES AND 16 SELECTED EUROPEAN BUYERS. ORGANIZED BY ASSOCAMERESTERO AND PROMOS, ON THE PAST NOVEMBER IN MILAN.

A two-day b2b meeting was attended by more than 100 Italian food & beverage companies and 16 European buyers proceeding from Germany, France, Uk, Spain, Switzerland, the Netherlands, Belgium and Luxembourg. It was organized by Assocamerestero - the association that represents 78 Italian Chambers of Commerce abroad (Ccie) - and Promos, special Agency of the Milan Chamber of Commerce for the promotion of international activities. The event, called 'True Italian Taste', is part of a wider campaign launched by the Italian Ministry for Economic Development and by the Ice-Agency called 'The Extraordinary Italian Taste'.

"Our final goal is to promote and spread the knowledge of authentic Italian products, in order to help foreign consumers making more conscious choices and distinguish the real made in Italy from the so called 'Italian sounding'," said Pina Costa of Assocamerestero. "The collaboration with the Italian Chambers of Commerce in Europe is of fundamental importance for building a culture around our food & beverage products, with a special attention toward local top influencer: chefs, food bloggers, buyers and nutritionists addressing a wide and loyal audience. In addition, this kind of b2b meetings represent for our companies real business opportunities, since their final



In the picture from the left: Silvia Fontana and Pina Costa of Assocamerestero with Marco Angioni of Promos

goal is to increase their export share." An event that was highly appreciated also by importers and distributors, who praised the organization and quality of the contacts they made. That of Milan was the first in four events that will take place in 2018 in other Italian Regions.

## Market scenario

The value of Lombardy's trade exchange of food and beverage products with Germany, France, Uk, Spain, Switzerland, the Netherlands, Belgium and Luxembourg was worth 4 billion euro in the first six months of 2017 (Milan, Monza Brianza and Lodi Chamber of Commerce elaboration on Istat data for the second quarter of 2017 and 2016). It includes 1.6 billion of

exports (equal to 20% of Italian total exports) and 2.4 billion of imports (30% of the Italian total). In detail, Milan, with 291 million euros of export and 809 of imports, occupies first place, followed by Mantua and Bergamo for export (about 200 million euros) and Lodi and Brescia for imports (respectively 354 and 237 million euro).

As regards products, cheeses are the protagonists of the exports of Lombardy to the countries considered, generating 269 million euro in six months, followed by coffee, chocolate and dressings (230 million euro), beverage (187 million), cured meats and meat based products (181 million euro). Many and varied the Lombardy's specialties to con-

sider: meat products for Lecco (29 million euros out of 74 million exports from this territory to the eight countries considered) and Sondrio (8.5 million out of 24). Processed and preserved fish for Como (21 million out of 81), cheese for Lodi (111 million out of 150), Mantua (72 million out of 199), Cremona (66 million out of 148) and Brescia (42 million out of 142). Products from grain processing for Pavia (55 million out of 97), bakery products for Milan (72 million out of 291), mixed products such as coffee, chocolate and spices from Varese (40 million out of 127) and Monza (13 million out of 34). Beverage for Bergamo (56 million out of 192).

At a national level, the Italian food trade with the considered countries amounted to 16 billion euro in the first six months of 2017, of which 7.8 billion of exports and 8 billion of imports. The first exporting regions are Lombardy (1.6 billion), Emilia Romagna and Veneto (1.3 billion each), and Piedmont (1.2 billion). For imports, Lombardy (2.4 billion), Veneto (1.3 billion), Emilia Romagna (about one billion) and Tuscany (588 million). In detail, 2.4 billion exports were directed to Germany, 1.8 billion to France, 1.4 billion to the United Kingdom, 584 million to Spain, 572 million to Switzerland, 534 million to the Netherlands, 468 million to Belgium and 38 million to Luxembourg.

## Il b2b protagonista a Milano con 'True Italian Taste'

Due giornate di incontri b2b hanno visto protagoniste più di 100 aziende agroalimentari italiane e 16 buyer europei provenienti da Germania, Francia, Uk, Spagna, Svizzera, Paesi Bassi, Belgio e Lussemburgo. L'appuntamento era per il 13 e 14 novembre scorsi, nella splendida cornice di Palazzo Giureconsulti, in Piazza Mercanti a Milano. Organizzato da Assocamerestero - l'Associazione di cui fanno parte le 78 Camere di commercio italiane all'estero (Ccie) - e Promos, azienda speciale della Camera di commercio di Milano, Monza Brianza e Lodi per le attività internazionali. L'evento, denominato 'True Italian Taste', è inoltre parte della più ampia campagna 'The Extraordinary Italian Taste' promossa dal ministero dello Sviluppo economico e dall'Ice - Agenzia. L'appuntamento di Milano è stato il primo di quattro eventi che, nel corso dei prossimi 12 mesi, avranno luogo in diverse regioni italiane finalizzati a promuovere la conoscenza e vendita di prodotti agroalimentari italiani all'estero.



# THE WORD TO BUYERS AND RETAILERS

## SWITZERLAND

### SAPURI

Alberto Pane and Michele Brullo

[www.sapuri.ch](http://www.sapuri.ch)

Sicily's perfumes and flavours are at the core of Sapuri's products offer. "Specialties from Sicily account today for about 70% of our selection, made of gourmet and niche products, that you can't find on the shelves of large scale retailers", said Alberto Pane e Michele Brullo. Wine stores, gourmet shops, restaurants are hotels are the main distribution channels of this Switzerland-based company, specialized in the supply of citrus, olive oil, sauces, pasta and wine, now ready to further improve its range with products proceeding from all of Italy "as long as they represent an excellence of their territory of origin. Better if produced by family-run companies, with a nice story to tell".

## FRANCE

### SUM

Emilio Agiato

[www.sum-online.fr](http://www.sum-online.fr)

"We are an import and distribution company active in France, specialized in high quality products. Our suppliers are artisanal, family-run companies, with an ancient story manufacturing premium products," said Emilio Agiato, funder and Ceo of Sum. "We deal with original Italian specialties only: from pasta to sauces, from cured meats to cheeses, from truffle-based specialties to beverage and organic produce, but also gluten free items. Products that we distribute to a network of deli and gourmet shops, as well as restaurants and hotels in Paris. Loyal customers, that trust our expertise and are willing to be advised on the products to buy". Highly requested nowadays, as explained Emilio Agiato, truffle-based products, from cheeses to cured meats and much more. "We also noticed a sharp increase in the demand for organic and gluten free items". In Paris, the complete range offered by Sum is on display in the company's showroom. It can also boast a logistics service managed by the company itself. New products are added to the range all year long, to offer always something new to its customers.

## THE NETHERLANDS

### VAN RAALTEN IMPORT

Jesse Keus

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

"For 25 years, we have been specialized in the import of Italian food & beverage products to the Netherlands," said Jesse Keus, who took over the control of the company about one year and a half ago and is now aimed at further widening the product offer by finding new suppliers. "We import from Italy only, and we select the highest quality products in every food and beverage sector, with a specialization in the field of organic and Slow Food", he added. Among the most requested products: truffles, capers, balsamic vinegar, cured meats, cheeses, 'taralli', bakery products, sauces, sweets, chocolate, prosecco, still and sparkling wines, as well as spirits.

## BELGIUM

### VINAL FOOD

Jean Platini

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

Established in 1968 by Elie Platini, son of an Italian immigrant who had started importing Italian products in Belgium, Vinal Food is still run by the Platini family, that never really lost sight of its origins: "About 60-70% of our range is made if products imported from Italy. Another 20% from Morocco. These two communities, Italian and Maghreb, are indeed probably the largest in Belgium", said Jean Platini. The company owns a 5,000 sqm warehouse and a laboratory dedicated to tastings, that includes a professional kitchen. Vinal Foods today counts on the support of 30 employees and 13 sales agents. "Supermarkets, hotels, restaurants, wholesalers... we basically supply all distribution channels, except for hard discounts," he explained. The range includes a wide selection of brands, mainly distributed on exclusive in the Belgian market. Two years ago the company set a new goal: to become one of the country's major wine importers, focusing on top quality labels produced by middle-small companies, with a production of about 40-50,000 bottles. "We started from three Italian regions renowned for their wine culture - Tuscany, Piedmont and Veneto - but we are now aimed at widening the range including other terroirs".

## GERMANY/SWITZERLAND

### RENZI AG

Roberto Ferrari Renzi

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

Headquartered in Switzerland, Renz AG produces and sells all over the world - most of all in Germany and Austria - a wide range of food items. First of all, piadinas, with registered brand, available also whole wheat and organic. In addition to pizza bases, coffee, olive oil, truffle creams, pasta, sauces, wine and much more. "I'm really enjoying this format of business matching. I find it extremely useful and, in this case, also very well organized", said Roberto Ferrari Renzi, of Renzi AG. "Today, in particular, I am looking for new products to match with our piadinas, but more in general we are looking for new suppliers among medium-large Italian companies". The company distributes its products through many different brands, in the food service, retail and franchise sectors: Angolo, Banzai, Barcode, Burger & Co, Glam, Piada, Piadina, Pollito, Poulito, Servus and other regional brands. "The greatest obstacle we face, when dealing with Italian producers, is a general lack in the attention and care paid to customers that, instead, is almost given for granted in other European countries. They also show scarce will to meet - not just to foresee - market demands". A fundamental prerequisite to be competitive abroad, as highlighted by Ferrari Renzi: "Today global markets demand for products characterized by a higher convenience with respect to the past. Especially in the sector of ready-meals, that is experiencing a real revolution".



From left: Michele Brullo and Alberto Pane



Emilio Agiato



Jesse Keus



Jean Platini



Roberto Ferrari Renzi



# RED FLAG FOR MEAT PRODUCERS

A REPORT ISSUED BY THE EUROPEAN LIVESTOCK AND MEAT TRADES UNION SHOWS THE POTENTIALLY DEVASTATING IMPACT OF BRITAIN'S DEPARTURE FROM THE EU ON THIS INDUSTRY. EVEN GRATER THEN THE EFFECTS OF THE RUSSIAN BAN.

The United Kingdom will leave the European Union on March 29, 2019. In the event of a 'no deal' scenario, in which the UK exits the single market and customs union without a transitional period or trade deal in place, trade between the UK and the EU27 will be severely disrupted. The European meat market would be uniquely vulnerable in this situation. Meat products would face the highest tariffs of all sectors, and would face additional costs, such as veterinary checks and a loss in value of fresh trade.

"Brexit represents the greatest current threat to European producers, consumers and distributors of meat, with a potential impact much greater than the Russian political embargo on EU agri-food exports". This is what stands out from the latest report issued by the European Livestock and Meat Trades Union (UECBV), the EU representative body for national federations representing the meat industry, meat traders, and livestock traders and markets. "In the worst-case scenario, in which no deal between the EU and the UK is agreed, the impact on the meat sector will be monumental, due to the particular exposure of this sector to tariff costs, veterinary checks and increased customs and transport costs."

This report analyses how great the impact of this outcome on the meat sector would be. It finds that the European meat sector would be

devastated by a no deal outcome, with trade collapsing and market prices falling, resulting in job losses across the EU.




























## Current state of the EU meat trade

Meat and livestock make up a considerable share of UK-EU27 trade, and the UK plays a central role in the EU meat market, as a supplier and, more importantly, as a consumer. The EU28 is currently 102% self-sufficient in terms of beef production, for example, while without the UK, the EU27 countries would be 116% self-sufficient. This means that in the event of a rupture in trade, there will be a large excess of production in the EU27, while there will be a large shortfall in the UK.

## THE RUSSIAN EXPERIENCE...

The European Parliament Research Service estimated that meat exports to Russia exposed to the ban were worth just over **1.2 billion euro**. Total meat exports from the EU27 to the UK, by contrast, were worth **4.3 billion euro** in 2015. The impact on the EU meat sector in the event of the **Hard Brexit Scenario**, then, would be far greater loss on EU producers than the **Russian import ban**.

## UK's share of intra-EU meat exports (beef, pigmeat and sheepmeat)

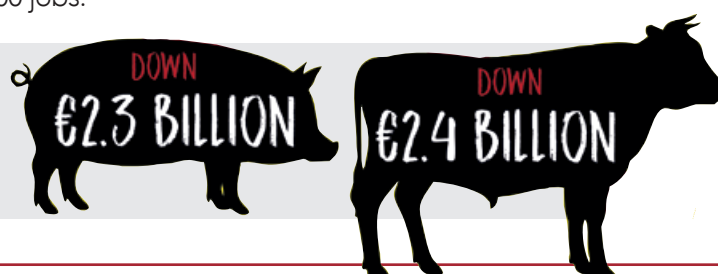
	Austria.....	2%
	Belgium.....	5%
	Bulgaria.....	1%
	Cyprus.....	0%
	Czech Republic.....	0%
	Germany.....	8%
	Denmark.....	25%
	Estonia.....	1%
	Spain.....	5%
	Finland.....	2%
	France.....	7%
	Greece.....	1%
	Croatia.....	0%
	Hungary.....	2%
	Ireland.....	56%
	Italy.....	10%
	Lithuania.....	2%
	Luxembourg.....	0%
	Latvia.....	1%
	Malta.....	0%
	Netherlands.....	13%
	Poland.....	12%
	Portugal.....	8%
	Romania.....	7%
	Sweden.....	5%
	Slovenia.....	0%
	Slovakia.....	0%

Source: Eurostat trade dataset DS-057380

## THE TOP-LINE FIGURES

- The meat sector faces the highest tariffs of all sectors under WTO rules, with an estimated average tariff rate close to 50% and exceeding 100% for some products.
- The export costs imposed by tariff barriers, customs and veterinary checks and increased transport costs would reduce exports of meat on conservative estimates from the EU to the UK by up to 84% for beef, 48% for pig meat and 76% for sheep meat.
- This reduction in trade will create a surplus of EU beef and pig meat, affecting market price: this will reduce the value of EU production of meat and result in a structural reduction in EU beef market price of over 8% and pig meat price by over 7%.
- This price shock would reduce the value of EU production of beef by approximately 2.4 billion euro in the short run, and of pig meat by over 2.3 billion euro.
- With the potential for EU27 beef market self-sufficiency to dramatically rise to 116% and a major jump in pig meat self-sufficiency, a Hard Brexit will result in significant surplus production on the internal market.
- The magnitude of the shock of a Hard Brexit would be significantly greater than that caused by the Russian food import ban in 2014.
- The many SMEs in the meat sector would be particularly affected by the additional burden of veterinary and health checks on animal products. This would increase costs at current trade levels for EU meat exporters by over 43 million euro per year.
- Major disruption to modern fresh meat trade flows which are underpinned by sophisticated, just in-time logistic systems will create further losses for the meat sector.
- This scenario would result in the loss of at least 32,000 jobs.

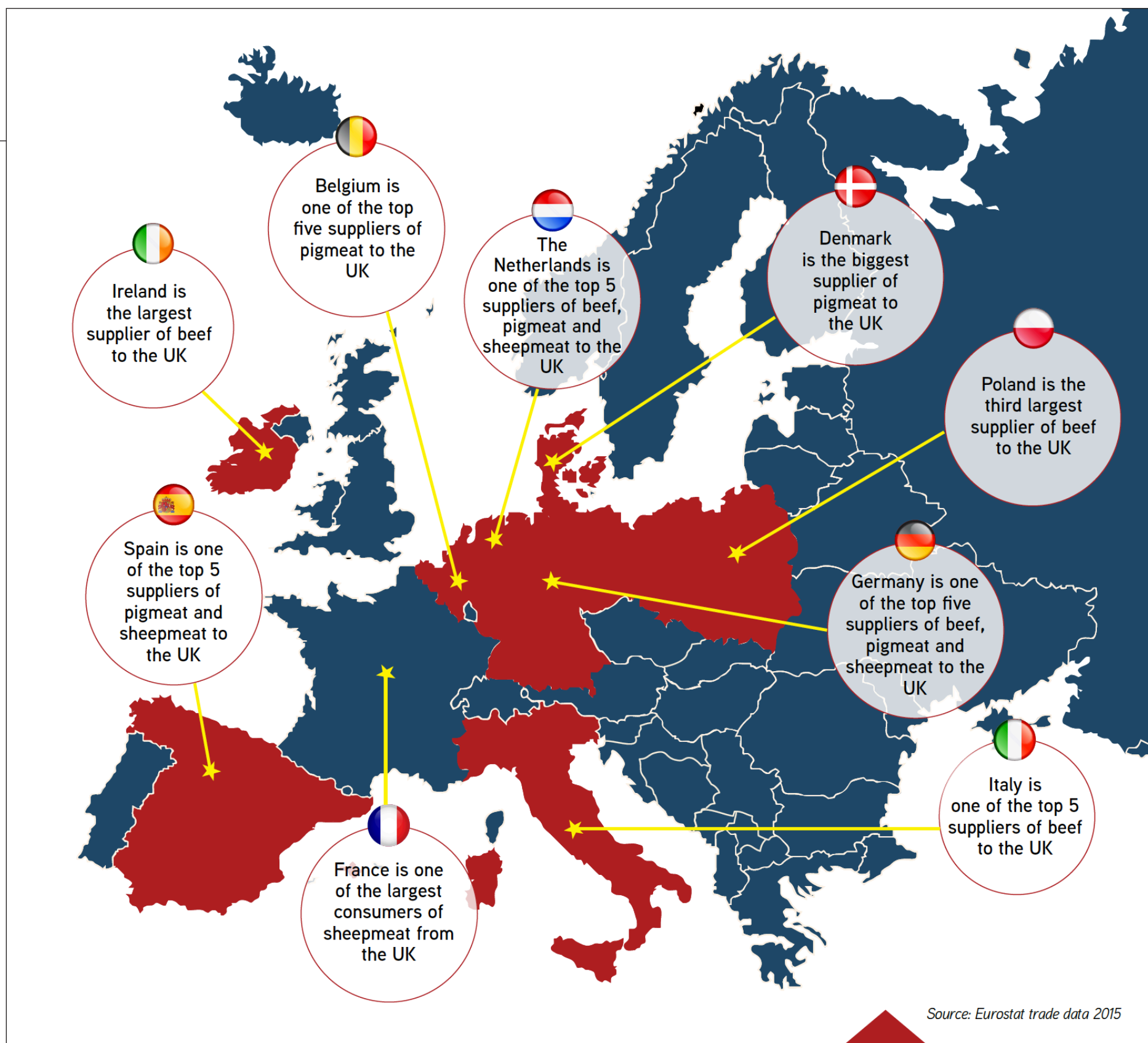
THE PRICE SHOCK  
WILL DECREASE THE VALUE  
OF EU PRODUCTION BY...



Meat sector  
faces the **HIGHEST**  
**TARIFFS** of all  
sectors under WTO  
rules - avg. rate of

**50%**





## THE HARD BREXIT SCENARIO

The UK will leave the EU on March 29, 2019. If, on this date, the UK drops out of the Single Market and Customs Union with neither a trade deal nor a transition arrangement in place, then trade between the UK and EU would revert to World Trade Organisation (WTO) rules. The EU would have to apply the same tariffs to UK goods as it does to the goods of other third countries. This outcome is known as the Hard Brexit Scenario. The impact of these tariff, customs, veterinary and transport costs will be to make it more expensive for EU producers to export to the UK, and for UK producers to export to the EU, leading to a fall in demand.

### TARIFF COSTS

If this result comes about, the EU and the UK would introduce Most Favored Nations (MFN) tariffs currently levied on third countries on imports of goods. While the EU tariffs that would apply to imports from the UK are known and laid down in the EU's Taric (Integrated Tariff of the European Communities) code, the UK's MFN tariffs are not yet decided.

### VETERINARY CHECKS

Non-EU meat and livestock products are subject to some of the tightest and most

comprehensive controls at EU borders, and can only enter the EU through designated Border Inspection Posts (BIPs). In future, these official controls on animal products will apply to UK meat entering the EU, and similar checks could be maintained by the UK on products entering the market from the EU. At current levels of trade, veterinary costs alone would increase the total costs for European producers exporting to the UK by in excess of 43 million euro.

### CUSTOMS CONTROLS

Leaving the Customs Union will lead to the imposition of customs formalities at the border, and increased administrative requirements for trade. This will lead to increases in transactional and transportation costs, caused by additional documentation, long delays at customs posts, as well as increased costs for the meat and livestock industry relating to refrigeration and the maintenance of animals, employing freight forwarders and hiring additional logistics staff. Customs costs on meat products could be up to 8%.

### TRANSPORT COSTS

In the event of customs and veterinary checks being imposed at borders, wait ti-

mes for freight carriers transporting goods between the EU27 and UK will increase. This will mean an increase in transit costs for suppliers. Documents checks at borders would increase wait times by an estimated three hours, while inspections would add an extra five. A delayed driver with a refrigerated truck at a border crossing costs approximately 550 euro per day. This yields an estimated cost increase of 183 euro per consignment.

### Brexit: bandiera rossa per i produttori europei di carne

*"Brexit rappresenta la più grande minaccia attuale per i produttori, consumatori e distributori europei di carne. E rischia di avere un impatto molto peggiore dell'embargo russo sulle esportazioni agroalimentari europee". È quanto emerge dall'ultimo report presentato dall'Unione europea dei commercianti di carne e bestiame (Uecbv), che prospetta un duro scenario per gli operatori del comparto: in base alle regole del Wto, infatti, il settore delle carni è soggetto a dazi del 50% circa che, in alcuni casi, superano anche il 100%. Nell'ipotesi che si verifichi una 'hard Brexit', quindi, il valore della produzione europea di carne di manzo rischia di subire un crollo stimato in 2,4 miliardi di euro. 2,3 miliardi di euro quella di maiale.*





EU CENTRAL BANK

# EUROPE LOVES IT... CASH

IT ACCOUNTS FOR 79% OF ALL TRANSACTIONS, ACCORDING TO A REPORT FROM ECB. BECAUSE IT'S SAFER, FASTER AND GIVES A CLEAR OVERVIEW OF EXPENSES. ITALIANS, ON AVERAGE, HAVE 69 EURO IN THEIR POCKET. BUT THE FUTURE BELONGS TO CONTACTLESS.

Italians love cash payments, just like most of Europeans. As shown in a detailed analysis issued by the European Central Bank on the most used payment methods in the Old Country.

## Italy is in good company

According to the report issued by the European Central Bank, in 2016 cash was the dominant payment instrument at different points of sale (Pos). In terms of number, 79% of all transactions were carried out using cash; this amounts to 54% of the total value of all payments. In 2016, euro area consumers made 163 billion payments by means of cash, payment cards or other payment instruments, amounting to more than 2,968 billion euro. The large majority of these payments were made in shops for day-to-day items, restaurants and petrol stations, as well as at street merchants and shops for durable goods. These payments are referred to as POS and account for 96% of all payments. The remaining 4% refers to payments between individuals, such as in-home services and giving money to relatives, friends, churches or other charity organizations.

On average, 24% of respondents said that they had saved cash outside a bank account as a precautionary reserve. Also in this case Italy ranks above the average, standing at 28% (3% save more than 1,000 euro at home). It could be argued that consumers are often obliged to pay in cash given a lack of choice, for example when a retailer does not accept cards. Nevertheless, in 72% of cases euro area consumers did have the option of choosing between cash and non-cash payment methods.

Hence, it seems that the fines issued to Italian storekeepers who did not accept cards were of no use, just like the limits on cash transactions and state-of-the-art paying technologies. In Italy, 86% of all transactions still involve the old, good cash. Only two European countries that rank above Italy: Greece (88%)

and Spain (87%). But be aware and don't believe that old cliché about the backwardness of Mediterranean Europe. It doesn't really work in this case: high in the rank we also find Germany, where cash transactions account for the 80%. But the first step of the podium for the use of cash money goes to Malta (92% of transactions). Member states that prefer card payments, instead, are Holland (45%) and Estonia (48%).

## How much money is in your pocket?

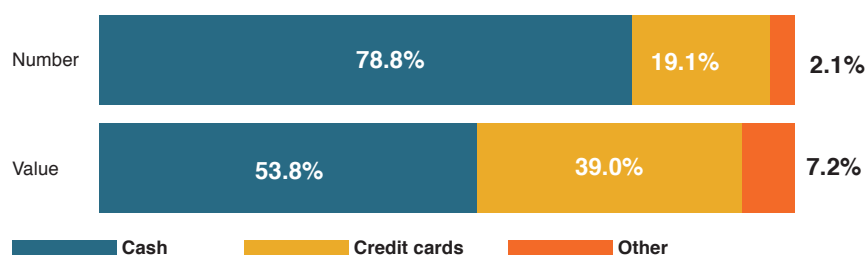
In 2016, euro area consumers carried on average 65 euro in their wallet. Germans carried on average the most (103 euro) in their pockets, followed by the Luxembourgers (102 euro) and the Austrians (89 euro). On the other hand, the Portuguese carried, on average, the least (29 euro), followed by the French (32 euro) and the Latvians (41 euro). Italians carry, on average, 69 euro.

At the same time, the use of cash for recurrent payments is widely spread across Europe. On average, in the euro area (excluding Germany) 6% of the rent was said to be paid in cash, with 26% of all rent in Greece said to be paid in cash, and around 15% in Slovakia and Malta. In addition, utility bills were frequently paid in cash in several countries. For example, 56% of the respondents in Greece and nearly 25% of those in Italy said they paid their electricity bill in cash. Also, 9% of respondents indicated that they paid their taxes mainly in cash and 10% stated that they paid their insurance mainly in cash. Furthermore, on average almost one out of three respondents indicated that they paid their medical bills mainly in cash. Finally, Italy leads the rank of the countries where the use of 200 and 500 banknotes has seen the most severe drop (-18% from 2008 to 2016).

## Payment preferences

In order to better understand the reasons behind consumers' payment choices, respondents were asked which advantages they identify when

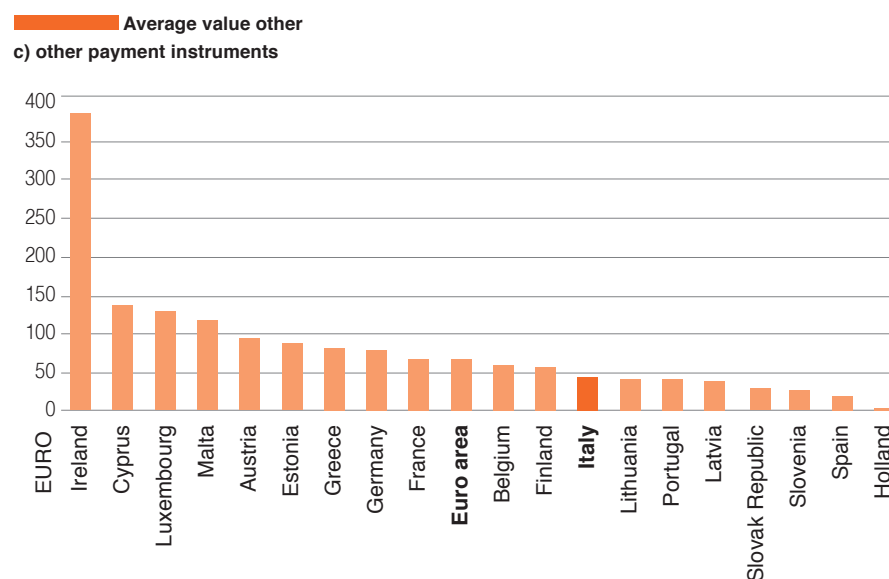
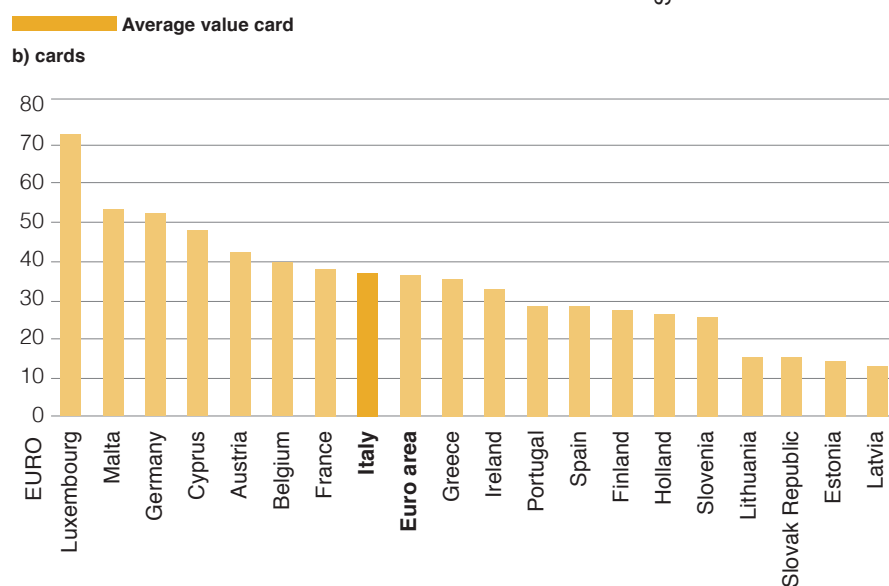
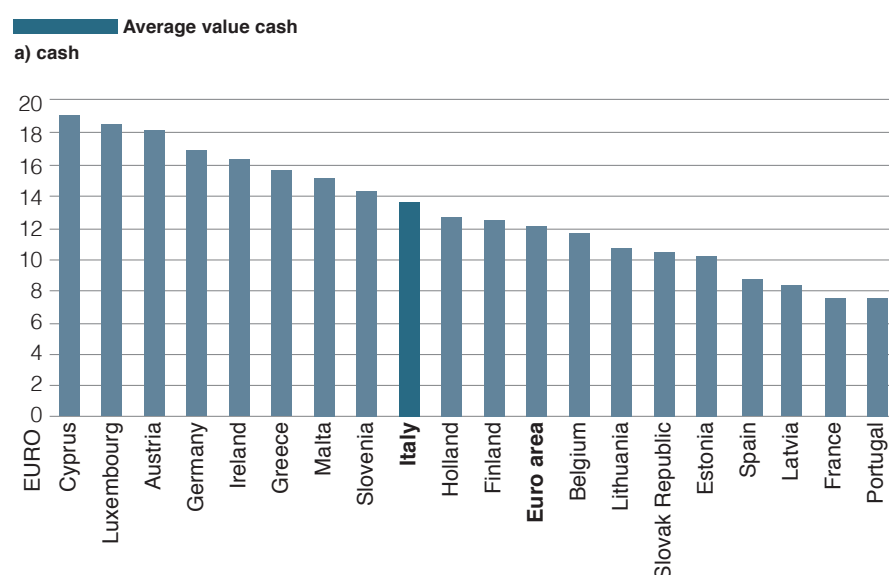
## Market share - payment methods



Source: ECB, Deutsche Bundesbank and De Nederlandsche Bank.

Note: Euro area results, adjusted for country size.

## Average value of a transaction at points of sale



Source: ECB, Deutsche Bundesbank and De Nederlandsche Bank. Note: The "other" category includes instruments such as cheques, direct debits and credit transfers.

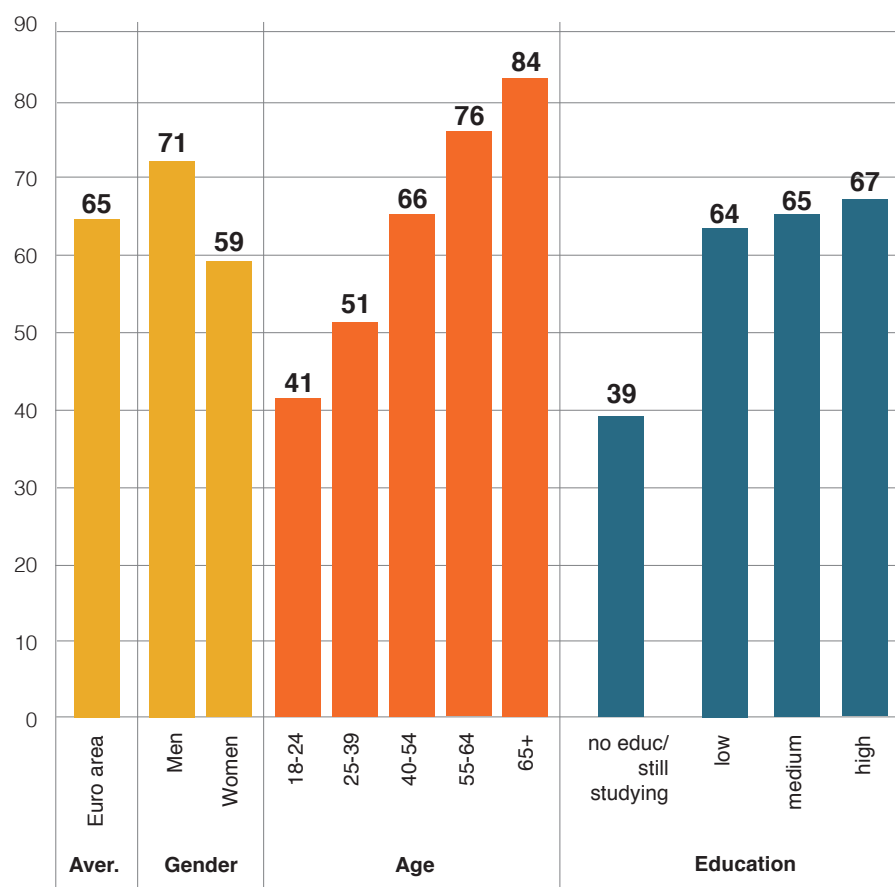




Average amount of cash in wallet (broken down by country and consumer age groups)

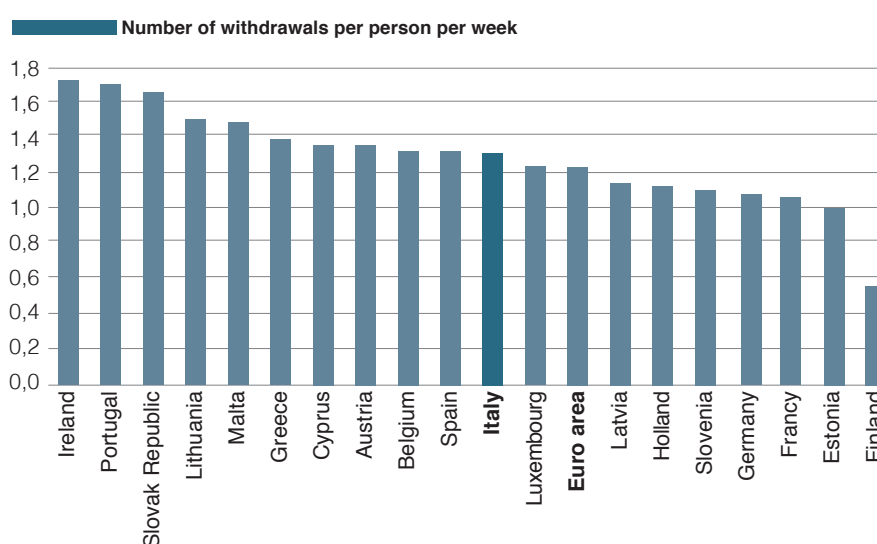
	EURO
GERMANY	103
LUXEMBOURG	102
AUSTRIA	89
CYPRUS	81
GREECE	80
IRELAND	69
ITALY	69
MALTA	59
BELGIUM	58
LITHUANIA	57
SLOVENIA	57
FINLAND	56
SLOVAK REPUBLIC	53
SPAIN	50
HOLLAND	44
ESTONIA	43
LATVIA	41
FRANCE	32
PORTUGAL	29

Source: ECB, Deutsche Bundesbank and De Nederlandsche Bank



Source: ECB, Deutsche Bundesbank and De Nederlandsche Bank

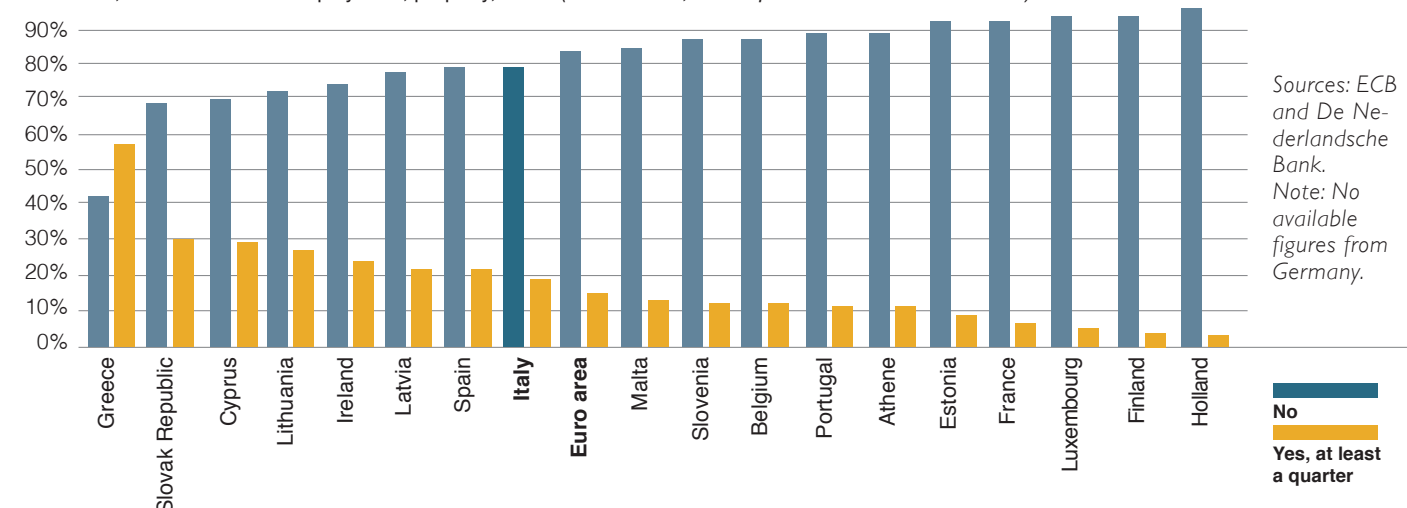
Number of cash withdrawals or replenishments per person per week



Source :Authors' calculation based on ECB, Deutsche Bundesbank and De Nederlandsche Bank data. Note: Sources of cash withdrawals or receipts considered in the survey were: bank counter, ATM, cash received from family, friends or colleagues, cash reserves at home or other source.

Do you receive regular income in cash?

Question: How much of your regular income do you receive in cash? This might include regular wages, salaries, pensions, scholarships, alimonies, allowances, income from self-employment, property, etc.? (based on 30,871 respondents from the euro area)



Sources: ECB and De Nederlandsche Bank.  
Note: No available figures from Germany.

using their preferred payment method. The top three perceived advantages of using cash reported by the respondents who said to prefer cash are that it gives a clear overview of expenses (42%), it is widely accepted (38%) and it is fast (32%). The fact that cash is "anonymous" is only a reason to prefer its use for a limited number of respondents (13%).

On the other hand, the top three advantages of using cards mentioned by respondents who said to prefer cards are that card payments are easy (40%), fast (35%) and that it is not necessary to check the amount of cash in your wallet (33%).

#### Contactless payments on a rising trend

In recent years, contactless payments have become widely available in many euro area countries, albeit at different paces. With contactless technology one can pay with a debit card, credit card or a device (such as smart phone) by holding the card or device within a few centimetres of a payment terminal enabled with near field communication (NFC) technology. In 2016, approximately 1% of all payments at the POS consisted of contactless payments amounting up to 25 euro - Italy only stands at 0.4% of all transactions - but in the near future this paying system is expected to receive a boost.

#### All'Europa piace cash

Gli italiani amano il contante. E con loro la maggioranza dei Paesi europei. A rilevarlo è una dettagliata analisi della Banca centrale europea sulle modalità di pagamento nel Vecchio Continente. Nel 2016, circa il 79% dei pagamenti nell'area valutaria unica è stato effettuato in contanti per un ammontare pari al 54% del valore complessivo di circa 3mila miliardi di euro. In Italia, l'86% delle transazioni avviene ancora con le care vecchie banconote. Fanno meglio di noi solo Grecia (88%) e Spagna (87%). Ma attenzione a non cadere nell'antico pregiudizio sull'arretratezza dell'Europa mediterranea: in Germania la quota di pagamenti cash raggiunge l'80%. Il record nell'uso del contante spetta a Malta, con il 92% delle transazioni. Gli Stati membri che preferiscono pagamenti virtuali, invece, sono Olanda (45%) ed Estonia (48%).





# AUSTRALIA IS CRAVING FOR MADE IN ITALY

THE DEMAND FOR AUTHENTIC ITALIAN PRODUCTS IS FAST GROWING IN THE COUNTRY, BUT OPPORTUNITIES ARE STILL HUGE. ACCORDING TO A RECENT NIELSEN INSIGHT, SALES WERE UP 7.4% IN THE LAST YEAR.

"Authentic Italian grocery brands are growing in popularity. In some categories, products made in Italy have enjoyed strong sales gains over the past year driven by a rise in the number of Australian shoppers spending more on these brands. Despite this, category share for these brands is still relatively low - highlighting significant opportunities for expansion". These are the main findings of a recent Nielsen Homescan insight - presented during the latest edition of Fine Food Australia (Sydney, 11-14 September 2017) and hosted by the Italian Trade Agency. The market analysis showed that across a competitive set of 10 categories - dairy, vinegar, biscuits, water, olive oil, coffee, tinned tomatoes, other tinned veg, dry pasta, bottle sauces - dollar sales for authentic Italian brands increased by +7.4% in the 52 weeks ending 12 August 2017 versus a year ago - outpacing the combined growth of these categories (+1.4%) and total grocery including fresh (+2.5%). According to the report, that monitors shopper behavior across a panel of 10,000 households which is projected

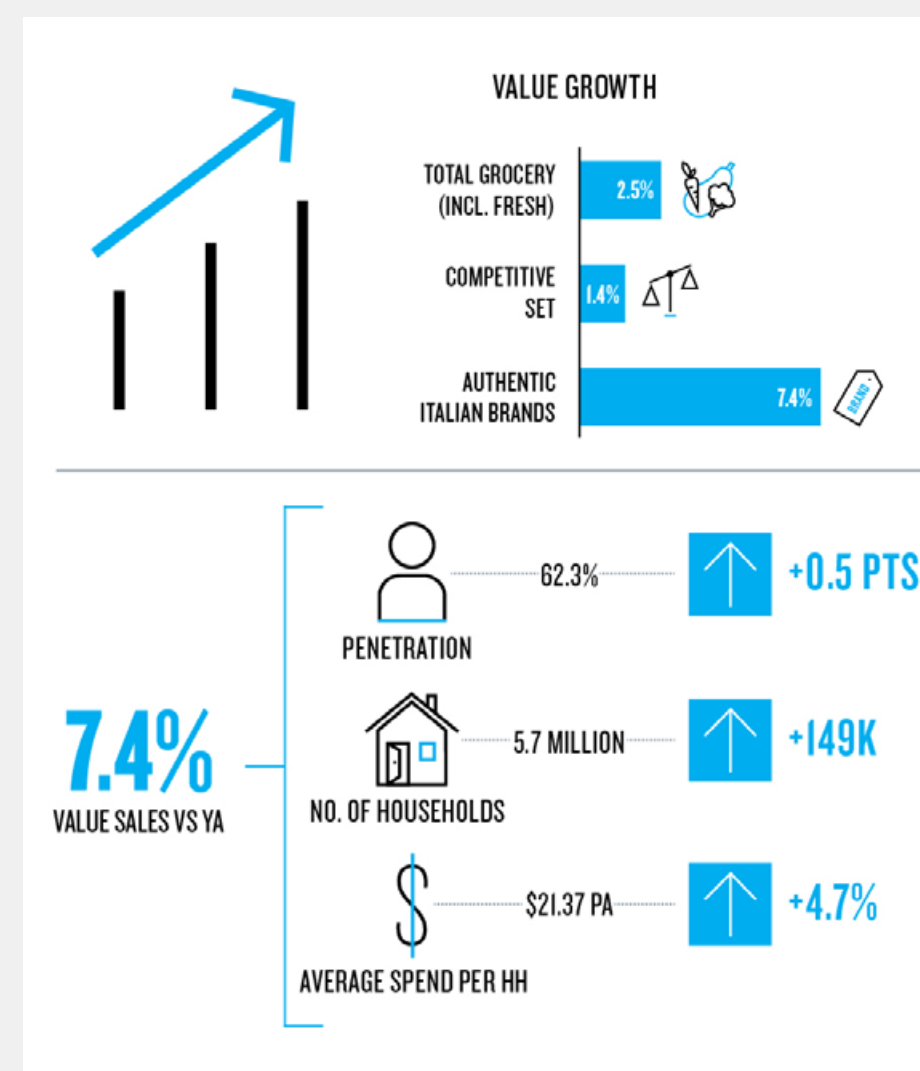
to accurately represent the Australian population and retailing landscape - in the past 12 months, in addition, 5.7 million Australian households (+62.3%) purchased authentic Italian brands - up by 149,000 households on the previous year. These households are spending an average of 21.37 dollars on these products annually (up 4.7%).

**The fastest growing product categories**  
if we take into account the set of 10 categories included in the analysis, we see that authentic Italian brands in dry pasta, bottled sauce and tinned tomatoes already attract a significant proportion of Australian households. However, a big dollar opportunity exists if these authentic Italian brands were to grow their consumer base in categories where their penetration is low including cheese, vinegar, biscuits, water, olive oil and coffee. Hence, if the number of households purchasing authentic Italian brands across these 10 categories increased by just 1% in the next year - this would equate to a 1.98 million dollars opportunity.

## Cresce la domanda di prodotti agroalimentari made in Italy in Australia

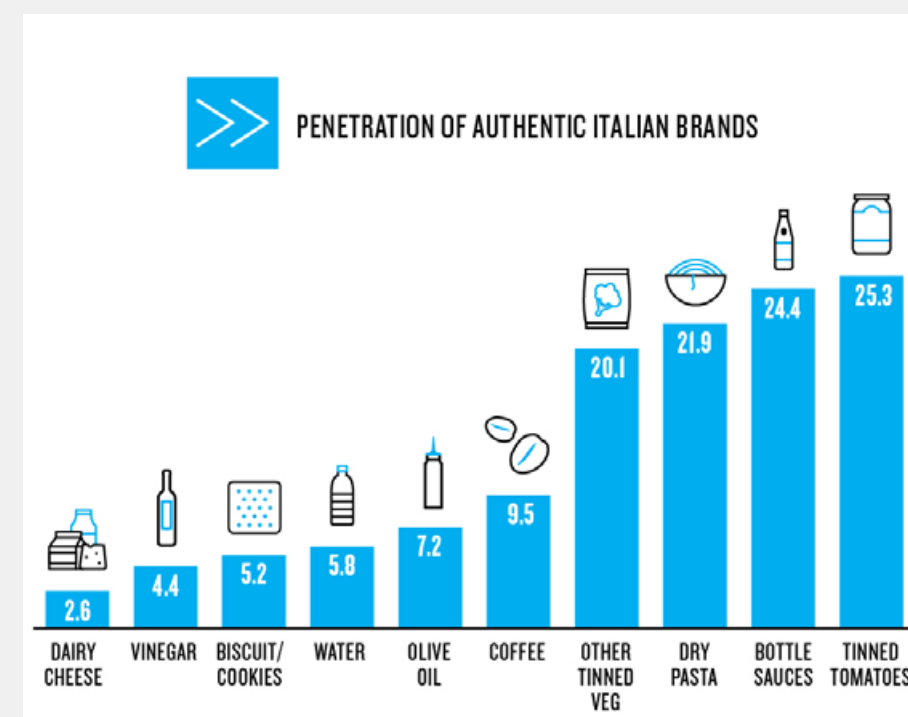
Nelle 52 settimane terminanti il 12 agosto 2017, la vendita di prodotti alimentari autentici italiani in Australia ha messo a segno una crescita del 7,4% rispetto a un anno prima. Contemporaneamente, il numero dei nuclei familiari australiani che hanno acquistato prodotti made in Italy è cresciuto di oltre il 62%, toccando quota 5,7 milioni. È quanto evidenzia l'ultimo Homescan insight realizzato da Nielsen su un campione di oltre 10mila nuclei familiari, presentato in occasione dell'ultima edizione di Fine Food Australia (11-14 settembre) con il supporto dell'ufficio Ice di Sydney. A registrare le performance migliori, tra le 10 categorie di prodotto prese in esame dal report, sono le conserve di pomodoro, i sughi in bottiglia, la pasta secca e altre tipologie di conserve vegetali.

## AUTHENTIC ITALIAN OUTPACING AUSTRALIAN GROCERY GROWTH



Source: Nielsen Homescan, 52 weeks ending 12 August 2017

## ROOM TO GROW IN AUSTRALIAN HOUSEHOLDS Particularly in categories where penetration is very small



Source: Nielsen Homescan, 52 weeks ending 12 August 2017





# CIBUS

19TH INTERNATIONAL  
FOOD EXHIBITION

PARMA.ITALY.7|10MAY.2018

# WELCOME TO FOODLAND



  
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# CHEESE

**Agriform Sca**  
www.agriform.it



## Seasoned Tuscan Pecorino Pdo

### Product description

Pecorino aged over four months. The paste is yellowish white in colour and friable, with a sweet and flavour taste. The flavours are complex and various. Rind colour: yellow. Cheese colour: straw yellow. Consistency: grainy.

### Ingredients list

Sheep's milk, salt, Halal rennet, lactic ferments. Rind not edible, covered by a protective film.

### Expiration date and conservation

Vacuum packed: 150 days from.

### Certifications

The rennet is Halal certified.

**Arrigoni Battista**  
www.arrigoniformaggi.it



## Lucifero Cheese

### Product description

Sweet and soft blue cheese, slightly sharp because of the addition - by hand - of red pepper. The color is white or pale yellow, consistency is buttery and melty, mottled in the development of mould, with hot red pepper. The rind is compact, rough, hard and grey/pinkish in colour, not edible.

### Ingredients list

Milk, salt, rennet, red pepper.

### Expiration date and conservation

Shelf life: 60 days for whole cheese and 1/8 cheese, 45 days for 200 g and 180 g portion. Keep refrigerated at +1°/+6° C.

### Certifications

BRC, IFS, ISO 9001, Halal.

**Bertolino**  
www.bertolinosnc.it



## Nostrano di Crodo

### Product description

Cheese made exclusively with milk of the Ossola Valleys. Individually wrapped.

### Ingredients list

Cow's milk, rennet and salt.

### Expiration date and conservation

60 days.

### Certifications

CE seal.

**Brimi**  
www.brimi.it



## Brimi Mozzarella hay milk ball

### Product description

An intense and authentic taste: this mozzarella is made with Brimi's hay milk. Cows are fed in a traditional, genuine way with fresh grass, hay and meadow plants. No Gmo. 125 g pack.

### Ingredients list

Pasteurized hay milk, salt, rennet, lactic ferments.

### Expiration date and conservation

28 days.

### Certifications

UNI EN ISO 9001:2008, ISO 14001, IFS Version 6, higher level, BRC Rev. 7, grade A, Gmo-Free, OHSAS 18001, Halal, Hay milk certified.

**Consorzio per la Tutela del Formaggio Montasio**  
www.formaggiomontasio.net



## Montasio

### Product description

Montasio cheese is a cooked semi-hard cheese obtained only from cow's raw milk from the production area. It has 4 ageing stages: fresh, aged from 60 to 120 days; semi-aged, aged from 5 to 10 months; aged, aged for than 10 months to 18 months; very old, aged more than 18 months. Montasio is aged for a minimum of 2 months and a whole wheel of cheese also 2/3 years.

### Ingredients list

Milk, rennet, salt, selected bacteria, sometimes lisozima z.

### Certifications

PDO.

**Dalter Alimentari**  
www.dalter.it - www.campirossi.it



## Pdo Parmigiano Reggiano bites

### Product description

This 90 g multipack includes ten single portions (about 8 g each) of 18-month aged Pdo Parmigiano Reggiano. Each pack of Pdo Parmigiano Reggiano is individually wrapped like a sweet: its 8 g size is currently the smallest amount of packaged Parmigiano available on the Italian market. Compared with the 'classic' 20 g single portions, these individually wrapped 8 g packs of Parmigiano Reggiano can be eaten in just one mouthful. The multipack guarantees the cheese stays fresh, as if it had just been cut: the individually wrapped packs are opened when needed and eaten immediately, without any waste. This food-on-the-go product is easy to carry for quick, delicious snacks when you're not at home. Finally, the Parmigiano Reggiano is already measured and portioned out so it's ready to use right away.

### Ingredients list

Parmigiano Reggiano Pdo.

### Expiration date and conservation

Shelf life: 180 days. Store in the fridge (+2°/+8°C)

### Certifications

BRC, IFS.

**Delizia**  
www.prodottideliziosa.it



## Burrata Deliziosa

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

### Ingredients list

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

### Expiration date and conservation

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

**Latteria Sociale Mantova (LSM Group)**  
www.lsm427.it - www.lsmgroup.it



## Grated Grana Padano

### Product description

The Grana Padano grated range produced by LSM Group is wide and includes several formats, from smaller bags (100 g to 500 g), 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 g, 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

90 days. Store between +4°/+8°C. 100 g bag.

### Certifications

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



# ORGANIC

## Albio

[www.laspigabio.it/en](http://www.laspigabio.it/en)



### Ravioli tomato and lactose-free mozzarella

#### Product description

Filled fresh red pasta without eggs, filled with tomato and Italian lactose-free mozzarella. Vegetarian, lactose-free, Italian taste. The goal is to offer high quality, 100% organic products that meet everybody's needs.

#### Ingredients list

\*Durum wheat flour, water, \*ricotta (\*lactose-free cow's milk whey, salt, acidity regulator: lactic acid), \*mozzarella 14% (\*lactose-free cow's milk, salt, coagulant enzymes), \*dried tomato sauce 4%, \*tomato puree, \*breadcrumbs (\*type 0 wheat flour, yeast, salt), sea salt, \*yeast extract, \*oat fibre, \*dehydrated tomato 1%, \*oregano, \*nutmeg (\*= from organic farm It may contain traces of eggs, nuts).

#### Shelf life

75 days.

#### Certifications

Organic (Icea), Demeter Biodynamic Certification.

## Antichi Sapori Dell'Etna

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



### Organic peeled pistachio grain from Sicily

#### Product description

Pistachios grown in different areas in addition to Bronte. Shucked subject to selection with very high quality taste.

#### Ingredients list

Organic pistachios from Sicily.

#### Expiration date and conservation

18 months. Store in a cool, dry place, away from heat sources.

#### Packaging and labelling

Vacuum bags.

#### Certifications

FSSC 22000, UNI EN ISO 14001, Organic, Pistacchio verde di Bronte Dop, Kosher.

## Andriani

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



### 100% organic red lentil sedanini

#### Product description

100% organic red lentil pasta. Gluten free, organic and vegan, rich in protein and fibres, high in phosphorus, iron, zinc and manganese.

#### Ingredients list

100% organic red lentil flour.

#### Expiration date and conservation

2 years. Store in a cool and dry place.

#### Certifications

Company certifications: BRC, IFS. Product certifications: Italian Celiac Association, GF, SGS, GF, Usda, CE n834/07, Nom Gmo Project Verified, Orthodox Union, Eu Kosher, GFCP, Vegan OK.

## Molino Rossetto

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



### Organic mx for pizza

#### Product description

An organic mixture to make a perfect pizza adding only 280 ml of water. Ideal for those who are looking for the authentic taste of the Italian cuisine and prefer organic products.

#### Ingredients list

Mixture: white wheat flour, salt, sugar, wheat gluten, malted wheat flour, flour treatment agents (ascorbic acid). Dried active yeast: dried yeast (saccharomyces cerevisiae), emulsifier (E491).

#### Expiration date and conservation

24 months from production date.

#### Certifications

Plant certifications: Iso 9001, IFS Food, FDA, Bio Organic certificate, Gluten free certificate, Licence for Kamut, Vegan Ok.

## Ghiott Dolciaria

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



### Ghiottini Almond Cantuccini

#### Product description

Ghiottini have been baked with passion since 1953 and since that time the recipe has never been changed. They are still made with fresh and quality ingredients only, such as fresh milk, selected almonds, fresh eggs, Italian honey and butter, and without preservatives or colourings. 200 g bag.

#### Ingredients list

Wheat flour, sugar, almonds 17%, egg yolk 8%, eggs 5%, butter, milk 1%, honey 1%, leavening, natural flavour, salt.

#### Expiration date and conservation

15 months. To keep in a cool and dry place.

#### Certifications

BRC, IFS, Organic.

## Natural Food

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



### Organic and gluten free pizza dough

#### Product description

Thin, organic and gluten free pizza dough, without milk, eggs, palm oil. Light and healthy, it is ready to be filled and cooked in the oven for a few minutes at 180°C.

#### Ingredients list

Organic vegetal mix (corn starch\*, rice flour\*, thickener: guar gum and xanthan gum, psyllium seed fiber\*, raising agents: sodium bicarbonate and monocalcium phosphate anhydrous), water, sunflower oil\*, extravirgin olive oil\*, salt, Baobab flour\*, glucose syrup\*, dry yeast\*, emulsifier: sunflower lecithin, natural flavour. (\*=organic)

#### Expiration date and conservation

150 days, store at room temperature.

#### Certifications

Organic, gluten free.

## Industria Alimentare Ferraro

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



### Tagliatelle all'uovo - Pasta Montegrappa

#### Product description

Egg pasta, 250 g.

#### Ingredients list

Durum wheat semolina, fresh egg (20%). Allergens: wheat. It contains gluten, eggs.

#### Expiration date and conservation

Store in a cool, dry place.

#### Certifications

BRC, IFC, Rspo, Organic, AgroVet.

## Ruggeri

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



### Organic toasted seeds bread mix

#### Product description

With its sophisticated mix of seeds and the best malts, this organic toasted seeds bread mix is perfect for those who are looking for the intense taste of dark bread, combined with the refined Italian tradition. It's a complete mix: you just need to add water. Nutritional information: low sugar, source of protein, reduced carbs, source of fibre, reduced sodium. 500 g pack.

#### Ingredients list

Type "1" wheat flour\*, seeds mix\* (sunflower seeds, flax seeds, sesame seeds), soy flour (gritz)\*, remilled durum wheat semolina\*, malted barley flour\*, low sodium sea salt, brewer's yeast, type "0" dried wheat flour\*, malted wheat flour\*, wheat gluten\*. (\*organic ingredients)

#### Expiration date and conservation

10 months. Keep in a fresh, dry place (max 25°C).

#### Certifications

Organic.



# SWEET & BAKERY

**Antonio Fiore Alimentare**  
www.fiorealimentare.it



## Fragrantini classic with extra virgin olive oil

### Product description

Bakery product, round shape similar to a donut, yellow-gold colour, with a very crumbly consistency typical of a bakery product with natural leavening.

### Ingredients list

Wheat flour type "00", high oleic sunflower oil, extra virgin olive oil 10%, salt, yeast.

### Expiration date and conservation

Shelf life: 12 months. Store in a cool, dry place, away from heat sources. Max. suggested storage temperature 25°C.

**Di Leo Pietro**  
www.dileo.it



## Fattincasa Integrali

### Product description

'Fattincasa Integrali' are whole biscuits with bran and 100% whole wheat flour. Ideal for those who love a healthy and balanced breakfast, without giving up the taste. They are: rich in fiber, palm oil free, very low salt, without nuts, low in fat with only 28 kcal per biscuit. 700 g pack.

### Ingredients list

100% whole wheat flour, wheat bran.

### Expiration date and conservation

365 days.

### Certifications

ISO 22000, ISO 14001, IFS, BRC.

**Casa del Gelato**  
www.casagelato.it



## Stracciatella

### Product description

White plain cream gelato, stuffed with dark chocolate chips and coated with dark chocolate on top. Packed in a 750 ml neutral polystyrene tub, wrapped by a paper strap made of cardboard.

### Ingredients list

Rehydrated skimmed milk (65%), sugar, cocoa chips (8%) (sugar, hydrogenated vegetable fats (palm), low fat cocoa powder, (16%), soy lecithin, glucose syrup, vanilla aroma), vegetable oil (coconut oil), dextrose, glucose syrup, dark chocolate on top (cocoa paste (48%), vegetable oil from coconut, sugar, low fat cocoa powder, cocoa butter, emulsifier: sunflower and soy lecithin, flavoring), lactose and milk proteins, emulsifiers: mono and diglycerides of fatty acids, stabilizers: carob bean gum, guar gum, carrageenan, flavor.

### Expiration date and conservation

Shelf life: 24 months. Keep frozen at -18°C. Do not refreeze after defrost.

### Certifications

IFS, BRC.

**Eurovo**  
www.nonna-anita.it



## Powdered mix for pancakes

### Product description

The powder preparation for Pancakes 'Nonna Anita' ensures perfect results easily in a few minutes. For the preparation of 10/12 pancakes all you need is 175-200 ml of water, a bowl and a hand whisk. It contains barn eggs, so the user does not have to add them, and is free from gluten, palm oil, hydrogenated fat and preservatives. 250 g bag.

### Ingredients list

Rice flour, corn starch, sugar, whole egg powder, non-hydrogenated vegetable oil (coconut oil), milk powder, maltodextrin, potato starch, humectant: E420; glucose syrup, emulsifiers: E475 E433; salt, thickeners: E412, E466; Baking powder: E450i, E500ii; modified starch, flavors, acidity regulator: E330; anti-caking agent: E551; coloring agent: E100.

### Expiration date and conservation

2 years at ambient temperature.

### Certifications

Gluten free.

**Elledi**  
www.elledi.com



## Mini Party Wafer

### Product description

Bite cube wafers in a small on-the-go packaging (125 g flow pack bag). 4 flavours: cocoa, hazelnut, vanilla and lemon.

### Expiration date and conservation

12 months, shelf stable.

### Certifications

Halal, IFS.

**Freddi Dolciaria**  
www.freddi.it



## Hot Wheels - Chocomerenda

### Product description

Sponge cocoa coated mini cakes filled with delicious whole fresh milk cream. Natural flavours, no Gmo, no hydrogenated fats, no artificial colors, no preservatives, no trans fats, no ionisation. Each pack contains a mini quad (8 different models to collect). 270 g multipack, 9 mini cakes 30 g each.

### Ingredients list

Sugar, non-hydrogenated vegetable oils and fats (palm, palmkernel, coconut), glucose-fructose syrup, wheat flour, fresh eggs 9.4%, skimmed milk powder 6.6%, fresh pasteurized milk 4.2%, fat-reduced cocoa powder 2.2%, stabiliser (sorbitol), milk proteins, natural flavouring (vanilla), emulsifiers (mono and diglycerides of fatty acids, soy lecithin), gelling agent (agar), raising agents (disodium diphosphate and sodium hydrogen carbonate), salt.

### Expiration date and conservation

9 months.

### Certifications

ISO 9001, IFS, BRC Food.

**Edo**  
www.edogelati.com



## Frozen yogurt variegated forest fruit

### Product description

Light and creamy, made with whole milk yogurt and natural flavours. Only 2% fat in this healthy and pleasant ice cream. Variegated mango and plain are available too.

### Ingredients list

Whole milk yogurt, forest fruit syrup, natural flavours.

### Expiration date and conservation

24 months.

### Packaging

Multipack 6/8 pcs. 40 g each.

### Certifications

EDO complies with the strictest regulations for food safety, IFS Food Standard (version 6 April 2014) and Icea Standard (organic certification).

**Industria Dolciaria Quaranta**  
www.quaranta.it



## Florentine - Caramelized Hazelnuts and Cocoa

### Product description

A tasty nutty crunchy specialty, richest in taste and topping, served in a new golden tray. Available in three different flavors: Caramelized hazelnuts and cocoa, Caramelized almonds and cranberries, Caramelized nuts and pistachios. 100 g case.

### Expiration date and conservation

12 months from production date.

### Certifications

BRC, IFC.



# MEAT & CURED MEAT

## Segata

www.segata.com



### Roast whole piece turkey breast 'Soffi di Gusto'

#### Product description

The roast turkey breast from the Segata 'Soffi di Gusto' product line is made with the most prized cuts of whole turkey breasts, that are then seasoned and baked. It is ideal for those who follow a healthy and balanced nutrition, without sacrificing the pleasures of good food. 100% turkey, gluten free and dairy free. Like sliced or freshly cooked in a cooking pan.

#### Ingredients list

Turkey meat (77%), water, starch, salt, dextrose, thickener: E407, stabilizer: E451, vegetal fibers, flavor enhancer: E621, aromas, antioxidant: E301, spices, spice extracts, preservatives: E250.

#### Expiration date and conservation

Shelf life: 90 days. Store in the fridge between 0/+4°C

## Salumificio Aliprandi

www.aliprandi.com



### Lamb Chops

#### Product description

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

#### Ingredients list

100% fresh meat.

#### Expiration date and conservation

20 days. Store between 0°/+4°

#### Certifications

Brc, Ifs, Halal, Bio, West Country Beef & Lamb.

## Delicatesse

www.delicatesse.it -  
www.lacarneintavola.it



### Chicken breast with lemon juice

#### Product description

Whole piece, about 400 gr., ready to be eaten cold or hot as you prefer. Made with chicken, lemon juice and salt only, it's totally free from gluten, allergens and chemicals. The few ingredients linked with the innovative vacuum cooking exalt the meat flavor and structure and gives you certainty to eat a high-quality product. Vacuum packed.

#### Ingredients list

Chicken breast, lemon juice (10%), salt.

#### Expiration date and conservation

120 days guaranteed. Store at temperature of 0°C/+4°C.

#### Certifications

BRC, ISO 9001. Available also with Halal certification.

## D'Autore Food

www.dautore.com



### Halal Italian cold cuts

#### Product description

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

#### Ingredients list

Beef, turkey, chicken, veal, duck meat.

#### Expiration date and conservation

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

#### Certifications

Halal, Ifs, Brc.

## Salumificio Mottolini

www.mottolini.it



### Halal Bresaola della Valtellina Pgi

#### Product description

The Bresaola della Valtellina Pgi is made through the selection and the manufacturing of the best Halal bovine meat, the traditional salting process, the maturation in the typical climate of Valtellina and the regular inspections from the control bodies in compliance with the European legislation and the product specifications. Available in bulk, whole under vacuum, 1/2 pieces under vacuum. 2/3 kg whole piece (production's regulations requires 1,80 kg).

#### Ingredients list

Beef, salt, dextrose, natural flavor. Preservatives: E-250, E-252. Gmo and gluten free.

#### Expiration date and conservation

180 days. Store between +2/+4°C

#### Certifications

Certified by Halal Italy.

## Salumificio Sosio

www.labresaoladebaita.com



### Bresaola De 'Baita' Halal

#### Product description

For our Bresaola De 'Baita' Halal we only choose the best meats that we work with salt, some spices but also a lot of care and all the advantages and privileges of the fine air of the mountains. It is characterized by its delicate and slow production process which results in a product of tender and elastic texture, no darker edges, with uniform red colored slices, that remain unaltered even after the product is taken out of the vacuum pack. The wisdom of master craftsmen, the time and passion of our everyday actions make it unique, unmistakable. Genuine flavour and smooth clean taste: to enjoy the handmade goodness and the tradition preserved in simplicity.

#### Ingredients list

Beef, salt, dextrose, saccharose, natural flavours. Preservatives: sodium nitrite, potassium nitrate. Gluten free, lactose free, Ogm free.

#### Expiration date and conservation

90 days from packing date. Keep cool (+2°C/+4°C)

## Rigamonti Salumificio

www.rigamontisalumificio.it



### Bresaola della Valtellina PGI

#### Product description

Cured and matured meat product Halal certified, obtained from beef haunches. Weight: 70 g.

#### Ingredients list

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

#### Expiration date and conservation

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

#### Certifications

CSQA, gluten free (AIC), Halal.

## Su.Sa. - Suppa Salumificio

www.salumificiosuppa.com



### Halal Beef Rolled Bacon

#### Product description

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

#### Ingredients

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

#### Expiration date and conservation

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

#### Certifications

Halal certified.





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