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# THE ITALIAN FOOD MAGAZINE BUYER'S • GUIDE

YEAR 6 - N° 5 • MAY 2018  
MANAGING DIRECTOR: ANGELO FRIGERIO



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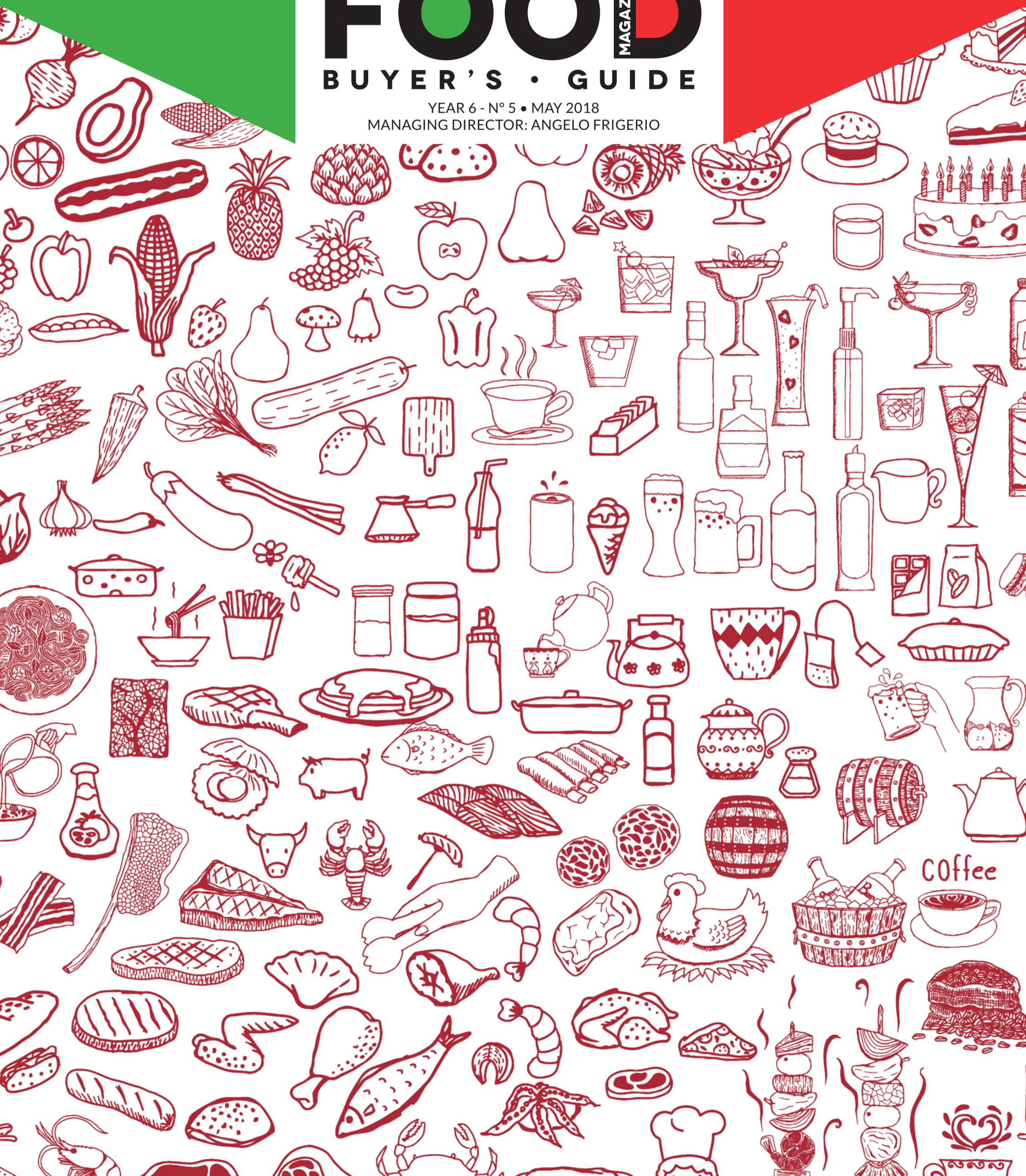
# THE ITALIAN FOOD MAGAZINE

## BUYER'S • GUIDE

YEAR 6 - N° 5 • MAY 2018  
MANAGING DIRECTOR: ANGELO FRIGERIO



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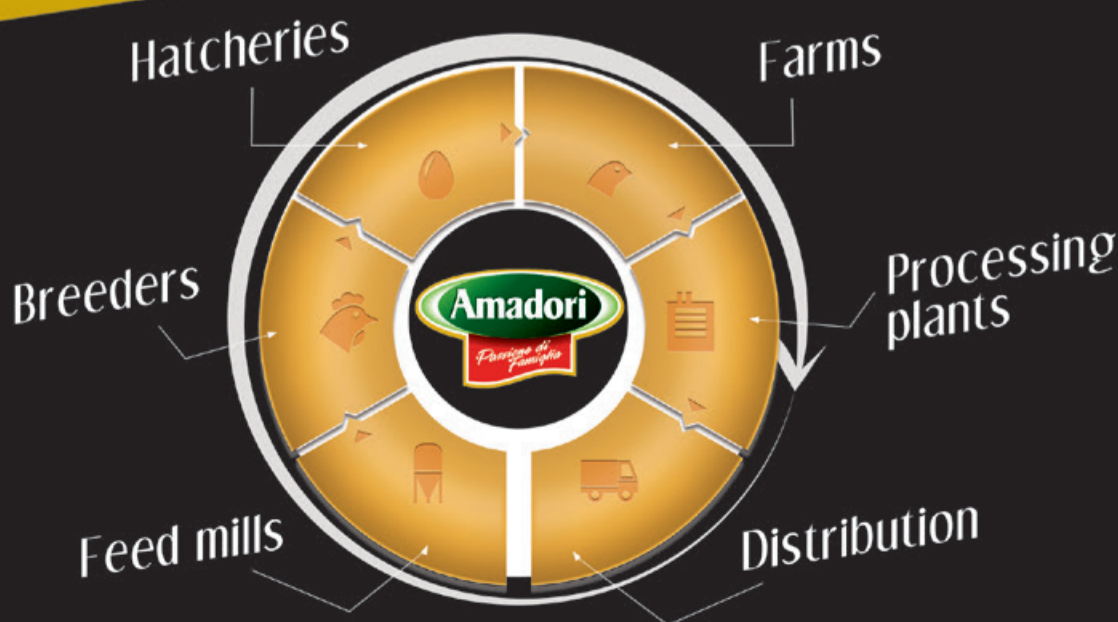
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## EDITORIAL

by Angelo Frigerio, managing director

# HUNGRY LIKE PIRANHAS

The current global socio-economic and political situation looks confusing. Among trade barriers, the wars in the Middle East and all sort of embargos, it's all a big mess. Let's not forget, in Italy, the political turmoil generated by the general elections held in March.

Hence, it is worth analyzing the overall situation of the global consumer goods industry, since some significant changes occurred after the economic crisis.

From 1960 until 2010 we faced a sort of companies' concentration. The big whale used to eat the helpless small fishes. Today, it's all the opposite. Small fishes have become as hungry as piranhas: they attack big fishes 'eating away' their market shares.

This is exactly what is going on in the US. Leading companies, with revenue exceeding 5.5 billion dollars, are losing ground. In retail sales, they have passed from a 57.2% to a 54.1% market share, in favor of medium (+0.4%), small (+1.3%) and very small (+1.4%) companies. Who are, then, those 'piranha brands'? Let me take some examples. Michel et Augustin (sweets and bakery products) passed from an 8 million dollar turnover in 2008 to more than 50 million in 2016. In so much that Danone acquired a 40% stake in the company. Innocent, producers of fruit juices and shakes - now belonging to Coca Cola - generated 116 million dollar revenue in 2008. Today, it generates 400. And what about Caudalie (natural cosmetics), that passed from 28 million dollars in 2003 to 158 in 2015: up by 16%. Such a fast increase, of course, aroused the interest of Mars, that acquired a minority stake in November 2017.

What has determined such astonishing growth rates? Of course, the dramatic change determined by the economic crisis. Until 1990, companies were focused on drivers like large-scale production and integrated supply chains, development and streng-

thening of trade, media as a fix cost, consumers' brand loyalty. Today, almost everything has changed. The new code words are: the disintegration of the value chain; Industry 4.0; premium, convenience, online channels; digital marketing at a variable cost; consumers trusting other consumers, besides the brands.

What emerges is a scenario made of small players, with big competitive advantages. First of all, a different brand positioning that allows them to meet unsatisfied customers' needs. A strong communication that exploits digital opportunities and word of mouth. More continuity, due to the fact that entrepreneurs are running companies in the first person. Outsourced production and the exploitation of new channels, like the digital one. But it doesn't end up here.

New business opportunities open up for Italian companies, especially in the food sector, that is going to face an epochal shift. In the 80s and 90s, we were the leading low-cost European producers. Starting from 2000, we gained a new market positioning, more focused on quality and excellence. The 50 billion euro export revenue target set by the Italian Government seemed impossible just a few years ago. Today, the challenge must start from a global strengthening of the 'Made in Italy' brand, focusing of top quality products the meet the needs for a responsible consumption, a better market access through the e-commerce and new distribution platforms.

There is plenty room for growth in the international marketplace. The value of 'Italian Sounding' is estimated at 60 billion euro. And to those that always complain I say: look at the half-full glass. People copy only what consumers want. The goal, therefore, is to eliminate the "fakes" from the shelves and replace them with the original ones. Let's become real piranhas.

## VORACI COME PIRANHA

*L'attuale situazione socio-economico-politica del mondo appare molto confusa. Fra dazi, guerre in Medio Oriente, embarghi di vario genere e tipo non si capisce più niente. A tutto questo, per l'Italia, si aggiunge il marasma politico in cui siamo immersi dopo le elezioni politiche dello scorso marzo.*

*Vale la pena dunque andare ad analizzare l'industria dei beni di consumo a livello mondiale. Troviamo sostanziali differenze fra prima e dopo la crisi.*

*Dal 1960 al 2010 abbiamo assistito a una concentrazione delle aziende. La grande balena si mangiava pian piano i pesciolini che cercavano disperatamente di scappare. Oggi la situazione si è capovolta. I piccoli pesci, diventati voraci come piranha, attaccano i grossi e rubano le loro quote di mercato.*

*È quello che sta succedendo negli Usa. Le società leader, con fatturati superiori ai 5,5 miliardi di dollari, perdono terreno. Nelle vendite al consumo passano da una quota di mercato del 57,2% al 54,1%. A favore dei medi +0,4%, dei*

*piccoli +1,3% e dei piccolissimi +1,4%. E chi sono questi piranha brand? Qualche esempio fra gli altri. Michel et Augustin (prodotti da forno, dolci e salati, dessert) è passata da un fatturato di 8 milioni di dollari nel 2008 a oltre 50 nel 2016, tanto che Danone ne ha acquisito il 40% del capitale. Innocent, che produce frullati e succhi di frutta (ora di proprietà della Coca Cola), fatturava 116 milioni di dollari nel 2008. Oggi è arrivata a 400. Per non parlare poi di Caudalie, cosmetici naturali, passata da 28 milioni di dollari nel 2003 a 158 nel 2015. Una crescita del 16%, tanto repentina che ha attirato le attenzioni di Mars che ne ha acquisito una quota di minoranza nel novembre 2017.*

*Quali i motivi di queste crescite tumultuose? Sicuramente il drammatico cambiamento imposto dalla crisi. Sino al 1990 i vettori aziendali erano: produzioni di massa e supply chain integrate, sviluppo e consolidamento del trade, media come costo fisso, consumatori fidelizzati sul brand. Oggi è cambiato*

*quasi tutto. Le nuove parole d'ordine sono: scomposizione della catena del valore; Industry 4.0; canali come Premium, Convenience, Online; marketing digitale con costo variabile; consumatori che si fidano degli altri consumatori, oltre che dei brand.*

*Ne viene fuori un quadro in cui i piccoli attori hanno notevoli vantaggi competitivi. Innanzitutto un posizionamento differenziato che consente loro di andare incontro alle esigenze di consumatori non soddisfatte. Una comunicazione di forte impatto, sfruttando digitale e passaparola. Una maggior coerenza nell'esecuzione dovuta al fatto che è l'imprenditore in prima persona che guida l'azienda. Una produzione esternalizzata sfruttando l'effetto scala dei terzi. Lo sfruttamento di nuovi canali fra cui l'online, ma non solo.*

*Si aprono dunque grandi praterie per le aziende italiane. Soprattutto nell'alimentare. Settore che è chiamato a una svolta epocale. Negli anni 80/90 eravamo il principale produttore low*

*cost d'Europa. Dal 2000 a oggi ci siamo riposizionati con un focus sempre più determinato su qualità ed eccellenza. Puntando sempre di più sull'internazionalizzazione. Con un obiettivo - 50 miliardi di fatturato export nel 2020 - che sino a qualche tempo fa sembrava impossibile da raggiungere. Oggi la sfida deve partire dal consolidamento del food Made in Italy come marchio di eccellenza nel mondo, facendo leva su prodotti di qualità che rispondono al bisogno di un consumo responsabile, un migliore accesso ai mercati tramite l'e-commerce e nuove piattaforme distributive.*

*Gli spazi di espansione all'estero sono enormi. Si calcola che il valore dell'Italian Sounding sia oggi di circa 60 miliardi di euro. E a chi si lamenta, faccio osservare il bicchiere mezzo pieno. Si copia solo quello che i consumatori vogliono. L'obiettivo è dunque quello di eliminare dallo scaffale i "tarocchi" per sostituirli con gli originali. Diventando sempre più piranha.*

















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	AVERAGE DISTANCE FROM CHEESE FACTORY	ø70 km.		FORAGE SELF-SUPPLY	100%
	LACTATING COWS	17.000		FODDER SELF-SUPPLY	>90%
	HECTARES FOR EACH LACTATING COW	>4,5 Hectares		AFLATOXINS IN THE FINISHED PRODUCT	0
	LOAD OF NITRATES	ø35 Kg / Hectares		BLUE WATER	72 Lt./Kg of Gran Moravia
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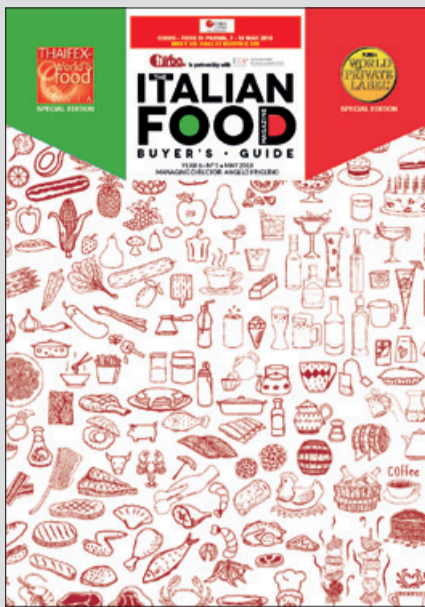
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## NEWS

### EU CHEESE EXPORT UP BY 2.9% IN THE FIRST TWO MONTHS OF 2018

A 5.2% increase in volume and 2.4% in value, compared to the first two months of 2017. These are the data relating to EU exports of dairy products in the first two months of 2018, according to the analysis of Clal.it. In detail, cheeses show a good performance (+2.9% in volume, +0.8% in value) - despite the United States and Japan have reduced imports - compared to the first two months of 2017 - thanks a rising demand from Switzerland and Saudi Arabia. The export of infant formula continues to grow (+42%) and China, the world's largest importer, retains a 45% market share. On the other hand, with regard to butter, the increase in supply from the EU, mainly due to greater production of milk, has enhanced the growth of exported volumes.



#### Export di formaggi europei a +2,9%, nei primi due mesi del 2018

Un incremento del 5,2% a volume e del 2,4% a valore, rispetto ai primi due mesi del 2017. Sono questi i dati relativi all'export Ue di prodotti lattiero caseari nel primo bimestre del 2018, secondo l'analisi di Clal.it. Nel dettaglio dei prodotti, bene i formaggi (+2,9% a volume, +0,8% a valore), nonostante Stati Uniti e Giappone abbiano ridotto le importazioni, rispetto ai primi due mesi del 2017, grazie alla crescita della domanda in Svizzera e Arabia Saudita. Continua a crescere (+42%) l'export di latte per l'infanzia con la Cina, principale importatore mondiale, con una quota di mercato del 45%. Quanto al burro, invece, l'aumento dell'offerta in Ue, dovuto principalmente ad una maggiore produzione di latte alla stalla, ha favorito la crescita dei volumi esportati.

### EU APPROVES REGULATION ON ORIGIN LABEL FOR MAIN INGREDIENT

On the past April 16, EU member states approved a regulation requiring the origin of the main ingredient of foodstuffs - such as wheat for pasta or milk for cheese - to be indicated on the label. The regulation applies particularly when the foodstuff comes from somewhere different from its main ingredient. The norm was approved by a large majority with only Germany and Luxembourg abstaining. The regulation grants for a transitory period until April 2020 and will not apply for PDO, PGI and TSG food products or products with registered trade mark.



#### Approvato il regolamento europeo sull'origine in etichetta dell'ingrediente primario

Approvato lo scorso 16 aprile il regolamento europeo sull'indicazione d'origine degli alimenti, relativa all'ingrediente principale. Il testo, approvato a larga maggioranza dai paesi membri, con le sole astensioni di Germania e Lussemburgo, specifica le modalità con cui i produttori dovranno fornire informazioni sull'origine, obbligatorie solo quando il luogo di provenienza dell'alimento non sia lo stesso di quello del suo ingrediente primario. La norma, che prevede un periodo di applicazione transitoria fino all'aprile 2020, non si applica ai prodotti Dop, Igp e Stg, né quelli a marchio registrato.

### EU AND MEXICO SIGN NEW FREE TRADE AGREEMENT

México and the European Union signed a new free trade deal aimed at eliminating the current obstacles to trade. With the new agreement, an update of the bilateral deal in force since 2000, about 99% of trade in goods - including farm products - won't be subjected to any custom fee. This is the case of pasta, cheeses, pork meat based products and chocolate. In addition, 340 European PGI (Protected Geographical Indications) will be protected against the fakes. The new deal will be officialized by the end of the year. Afterward, it will be submitted for approval to the EU Parliament.

#### Ue-Messico: nuovo accordo di libero scambio

L'Unione europea e il Messico hanno firmato un accordo di libero scambio per eliminare gli ostacoli commerciali esistenti. Attraverso la nuova intesa, che aggiorna l'accordo sul commercio bilaterale in vigore dal 2000, il 99% dell'interscambio di merci, compresi i prodotti agricoli, non sarà più soggetto a dazi. Cadranno, quindi, le tariffe che erano ancora in vigore per pasta, formaggi, prodotti a base di carne di maiale e cioccolata. 340 Igp europee, inoltre, saranno garantite contro le imitazioni. L'accordo sarà formalizzato entro la fine dell'anno, per poi essere sottoposto all'approvazione del Parlamento Ue.

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BUYER'S • GUIDE

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## ACRYLAMIDE: NEW EU REGULATIONS COMES INTO FORCE

Producers, beware of acrylamide. A new EU legislation has come into force on April 11, according to Commission Regulation n. 2158 of November 20, 2017, establishes mitigation measures and benchmark levels for the reduction of the presence of acrylamide in food. Acrylamide, which forms naturally during high-temperature cooking and processing, such as frying, roasting and baking, was recognized as toxic in an opinion adopted in 2015 by EFSA, the European Food Safety Authority. Hence, according an inquiry conducted on behalf of the EU Commission, too many manufacturers still don't meet the standards aimed at limiting levels of acrylamide in food.



### **Acrilammide: in vigore i nuovi livelli di riferimento Ue**

*Produttori attenti all'acrilammide. Dall'11 aprile viene applicato 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 provvedimento è stato preso poiché le indagini svolte dagli Stati membri, su raccomandazione della Commissione, hanno dimostrato che gli operatori del settore, negli ultimi anni, non avevano attuato in modo omogeneo misure per la riduzione dell'acrilammide.*

## JOE&CO: DIRECTLY FROM THE AMAZON RAINFOREST COMES THE ORGANIC SACHA INCHI OIL

Joe&Co, specialized in the production of vegetable oils, organic and vegan certified, has launched the new 'Sacha Inchi Oil', extracted from the Inca peanut (*Plukenetia volubilis*), a perennial climbing plant in the Euphorbiaceae family. The fruits are gathered in the Peruvian Amazon and then gently pressed. The oil derived from sacha inchi seeds offers a variety of health benefits, including the ability to fight heart disease, improve depression, and relieve arthritis pain. Sacha Inchi Oil is characterised by a uniquely balanced composition of omega-3, omega-6 and omega-9 fatty acids. High in alpha-linolenic acid, linoleic acid and oleic acid, as well as antioxidants such as vitamin E, this oil has a very broad range of uses.



### **Joe&Co: arriva dalla foresta Amazzonica l'olio di Sacha Inchi bio**

*Joe&Co, azienda leader nella produzione di oli biologici e vegani, lancia sul mercato il rinomato Olio di Sacha Inchi. I frutti dalla Plukenetia volubilis, una pianta rampicante perenne della famiglia delle Euphorbiaceae, nativa della foresta Amazzonica peruviana, vengono spremuti lievemente a freddo. L'olio che se ne ricava offre numerosissimi benefici, tra cui proprietà curative nel caso di malattie cardiache, depressione e artriti. L'Olio di Sacha Inchi si caratterizza per l'inedita combinazione di acidi grassi, che fornisce un ottimo bilanciamento di Omega 3,6 e 9. Inoltre contiene alti livelli di vitamina A ed E, risultando in un potente antiossidante naturale, ideale per svariati utilizzi in cucina.*



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# BORTOLOTTI: THE TASTE OF QUALITY

TO CONTINUE PRODUCING THE BEST OF ITALIAN MEAT DELICACIES, WITH THE SAME EXPERTISE AND PASSION AS IN 1976, AND TAKE THEM ALL OVER THE WORLD. THIS IS THE MISSION OF THE COMPANY FROM BERGAMO (LOMBARDY), RUN BY STEFANO BORTOLOTTI.

Honesty, passion for their job, and respect towards employees are the values that Mario and Rossella Bortolotti have been sharing with their family since 1976. Established in a small workshop more than 40 years ago, Bortolotti Salumi has become the company that we know today thanks to the determination of its founders and to a constant development. With 80 passionate and motivated employees, 12,000 square meters of production area and a total turnover up by 50% in a decade, Bortolotti Salumi stands out as a benchmark in the food industry thanks to the constant attention to quality, service and product innovation. With a growing presence throughout the national territory, the strategic mission of

Bortolotti Salumi, now managed by Stefano Bortolotti, Mario's son, is to further increase the presence of their products on international markets, now accounting for about 10% of total turnover, at 1.5 million euro.

A unique product range Bortolotti Salumi's range includes dozens of products: from salamis to fresh sausages, from roasts to mortadella. High quality products, sold at a competitive price. "But salami is our real core business," underlined Stefano Bortolotti. "Now, our challenge is to turn Bortolotti into a Premium brand, synonym with good salami. It will take time, of course. But we can count on a 40-year long experience and expertise."

The quality of production is guaranteed by the use of state-of-the-art technology and machinery. For sliced products, Bortolotti Salumi has created a new clean room which is spread over an area of 1,500 square meters. "Automated interlocking of the doors, specific disinfection and sanitation, targeted training of staff working in the area: these are just some of the tricks which give customers the supply of top quality, 100% safe product," said Stefano Bortolotti.

The perfect partner worldwide The company's product range is widely distributed in many European countries - including Germany, France, Austria, Switzerland, Belgium and Holland. The most demanded products on international markets are definitely salami, especially in the classic version, packed in modified atmosphere and the 'Antica Salumeria Mario Bortolotti' range. Abroad, just like in Italy, grocery retailers are the major distribution channel - also with store brands - followed by the Ho.re.ca channel and independent shops. In order to spread the knowledge of its products among foreign consumers, the company is very active in the organization of in-store promotions and tastings, and it takes part to some of the most important trade shows globally: in 2018, Bortolotti Salumi exhibited at Food Asia Singapore, on the past April, while next year it will attend the 2019 edition of Tuttofood, in Milan (May, 6-9).

## DISCOVER

**'ANTICA SALUMERIA MARIO BORTOLOTTI'**



Tradition and craftsmanship, these are the values behind the 'Antica Salumeria Mario Bortolotti' range. Principles that are at the basis of the company's philosophy, suggested also by a vintage pack. The range is made of classic Italian salami with the addition of eight 'special' salami, enriched with exquisite flavors, in order to meet all tastes: truffle, Chianti Docg wine, fennel, nuts, beer, green pepper, chili pepper. The range is completed with precooked products, made with 100% Italian meats and a lean mixture, that result in a compact slice and an intense aroma. An original recipe from Mario Bortolotti.



Stefano and Mario Bortolotti

### CERTIFICATIONS

- BRC Global Food Standard
- IFS International Food Standard

### Bortolotti: il sapore della qualità

Specializzata da oltre 40 anni nella produzione di un'ampia gamma di specialità norcine, Bortolotti Salumi è oggi guidata da Stefano Bortolotti, figlio del fondatore, Mario Bortolotti. Con una forza lavoro giovane e motivata, uno stabilimento produttivo di 12mila metri quadri e un fatturato in crescita del 50% negli ultimi 10 anni, l'azienda guarda al futuro con un obiettivo ben preciso: fare di Bortolotti un brand premium, puntando tutto sulla bontà dei propri prodotti.

Un traguardo da raggiungere sia in Italia sia nei mercati internazionali, che incidono oggi per il 10% circa sul fatturato aziendale.

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# CASEIFICIO LONGO, A PIEDMONT STORY

PASSION, TERRITORY, AND AUTHENTICITY ARE THE COMPANY'S CODE WORDS. SPECIALIZED PRODUCERS, SINCE 1950, OF TOMINI, RICOTTA, AND OTHER TRADITIONAL CHEESES. NOW PURSUING GLOBAL MARKETS.

Love for tradition and authentic flavors: since 1950, Caseificio Longo has been producing local cheeses in a delicious interplay between ancient recipes and modern tastes. Natural ingredients, utmost care for every production stage and the secrets handed down from father to son for generations are the basis of the company's strength.

In 2020, Caseificio Longo will celebrate its 70th Anniversary. Just like Tomino, the company's flagship product, and the first to be produced by Antonio Longo when he decided to start his business. Today, Caseificio Longo's cheeses are distributed all over the world, thanks to state-of-the-art production facilities, timely and accurate quality management and an efficient logistics. Fundamental elements to stay competitive on a global scale.

It all started with Tomino

It was the early '50s when Antonio Longo founded his own company together with his wife Franca. In the small laboratory, only one cheese was produced: Tomino del Canavese, hand-made with the milk collected in the nearby farms.

The passion for his land and for the local cheese making tradition was soon handed down from Antonio to his sons: Maurizio, Dario, and Silvana. Just like the family, the product range also increased: alongside 'Tomino a Rotolo', the new 'Paglierina' and 'Tomino del Boscaiolo' were born, paving the way for the cheeses 'to cook'.

"One of the most important goals set by the Longo family since the very be-

ginning is to bring new life to ancient tastes of the Piedmont tradition, through the old recipes of rare cheeses. This is, in our opinion, the right way to stay connected to our land: generate prosperity and wellbeing by enhancing our most precious heritage in cheese making," said the company.

Caseificio Longo kept on growing, and in 2010, the Alba production facility was created, where 'Robiola d'Alba' is produced. Today, the company's product range is made of four lines: the 'seasoned', including fresh Tomino and Tomino del Boscaiolo; the 'fresh', like Tomino a Rotolo; the 'specialties', like fresh Tomino in oil; and the 'lactose-free'. In 1950, the company used to daily collect and process 200 liters of milk. Today, more than 150,000 liters of milk, collected in 70 Piedmont farms, are processed every day.

Export is booming

As of today, the cheeses produced by Caseificio Longo are distributed in Germany, France, and the United Kingdom. But the goal for 2018 is to further enhance the company's global business. First of all, by entering new strategic markets, namely Switzerland and Austria. Through important partnerships with many importers, the company is able to guarantee a continuous and reliable supply. Features that make Caseificio Longo the ideal partner both for Ho.re.ca operators and grocery retailers. Due to their versatility and freshness, Caseificio Longo's cheeses are perfect ingredient for countless recipes.

## TOMINO DEL BOSCAIOLO

BEST SELLER



A soft cheese with a smooth, uniform and compact pale straw-coloured paste and a slightly edible mouldy rind. Characteristic appearance and unmistakable signs of maturity on the rind. Sweet flavor with a slightly spicy vein. Available also in the speck, bacon and cooked speck versions or 'mignon', in a 15-pieces pack.

## THE LACTOSE-FREE TOMINI RANGE

NEW



A lactose-free range, highly digestible, with less than 0.1% of lactose content. The range includes the famous 'Tomino del Boscaiolo', 'Tomino a Rotolo' and 'Luna Primosale', a fresh cheese with soft consistency, smooth and supple paste and a light flavor.

### SPOTLIGHT

**DATE OF FOUNDATION:** 1950

**LOCATION:** Bosconero, Turin, Northern Piedmont

**PRODUCTION PLANTS:** Alba and Rivarolo Canavese (Turin)

**LITERS OF MILK DAILY PROCESSED:** 150,000

**INTERNATIONAL CERTIFICATIONS:** BRC, IFS

#### Caseificio Longo: una storia piemontese

Amore per la tradizione e per i sapori genuini: quella di Caseificio Longo è una passione per l'arte casearia che ripren-

de le ricette più antiche del proprio territorio, rivisitandole in chiave moderna. L'azienda celebrerà i 70 anni nel 2020. Con lei, a festeggiare sarà anche il suo cavallo di batta-

glia: il Tomino. È proprio con questo prodotto, infatti, che Antonio Longo ha dato il via alla storia di questa azienda, oggi presente in tutto il mondo con i suoi formaggi.

# PRODOTTI SICURI, ITALIANI E NATURALMENTE BIOLOGICI

## OUR PRODUCTS ARE SAFE, ITALIAN AND NATURALLY ORGANIC



### LIBERTÀ DI MOVIMENTO

sia al coperto sia all'aperto  
in spazi 4 volte superiori alle metrature standard

### FREEDOM OF MOVEMENT

both indoors and outdoors in spaces  
that are 4 times larger than standard sizes



### ALIMENTI BIOLOGICI

provenienti da terreni di proprietà

### ORGANIC FEED

is grown on our own land



### ELEVATI PARAMETRI DI BIOSICUREZZA

per ridurre al minimo l'utilizzo di antibiotici

### HIGH BIOSECURITY PARAMETERS

to minimize the use of antibiotics

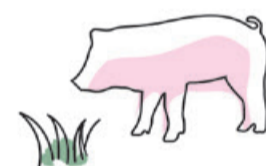


### BOX PARTO

scrofe libere durante  
l'allattamento e dopo la fecondazione

### FARROWING PENS

sows free when lactating and after insemination



SENZA GLUTINE  
E SENZA LATTOSIO  
Gluten and lactose free

100% FILIERA  
BIOLOGICA ITALIANA  
100% Italian organic supply chain

PACK ECO-FRIENDLY

COME AND DISCOVER US, TOGETHER WITH OUR NEWS TO:



AMSTERDAM  
MAY 29 - 30



# CHOOSE ITALIAN FOOD. CHOOSE 'CIBUS'

THE 19TH EDITION WILL RUN FROM MAY 7 TO 10, AT FIERE PARMA.  
MORE THAN 3,000 LEADING FOOD PRODUCERS WILL BE EXHIBITING.  
FOR A TOTAL OF OVER 1,000 NEW PRODUCTS.  
HERE YOU CAN FIND A DETAILED OVERVIEW OF SOME  
OF THE MOST INTERESTING INNOVATIONS ON DISPLAY.

## WHAT'S NEW?

Cibus 2018 inaugurates a new pavilion - n. 4.1 - that will host 'Cibus Innovation Corner'. A selection of the more innovative products, and talks and debates about innovation trends and dynamics in the food and distribution sector.

The gastronomic profile of the exhibition will be enriched by the new format of the public 'Food Courts', with tasting and show cooking of typical local products taking place continuously in Pavilion 8. To these is added, for the first time, the 'Gourmet Taste' area, consisting of a selection of companies, over 20 exhibitors from Europe and Asia, that will offer tastings of international gourmet products.

## CIBUS 2018

### DISALP

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

#### ZIO CAMILLO PROFESSIONAL CHEESE SAUCES

##### Product description

The Zio Camillo Professional's cheese sauces are a practical and economical solution thanks to their packaging technology: the doypack. This material preserves the authentic taste of cheeses selected with care, as if they had just been cut on a plateau. Thanks to its cap, the doypack can be sealed again to minimize waste: once opened, it can be stored in the refrigerator for later use. The sauce can be used cold or hot and fits all recipes (meat, fish, salads, burgers, sandwiches, etc.) with Cheddar, Emmental, Brie and Roquefort.

##### Shelf life

45 days.

##### Packaging details

500 g, doypack.



Hall: 2 • Booth: J 068

### ZAPPALÀ

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



#### SFIZIOTTE

##### Product description

Appetizing baked sweet ricotta cake, with a lemon, pistachio or the new stracciatella and pear and chocolate flavors, in comfortable single portions of 180 g, arranged on colorful Sicilian-themed collection saucers. Freshness and comfort to take with you thanks to the innovative skin packaging that preserves all the fragrance of the product, in a perfect meeting between dairy tradition and technological innovation.

##### Shelf life

90 days.

##### Packaging details

180 g, skin packaging.

Hall: 2 • Booth: D 062

### CASEIFICIO ARTIGIANA

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



#### CAPASONE

##### Product description

The Capasone is a spun-pasted cheese obtained from the coagulation of bovine milk, coming from farms located in the south-east area of Bari, Italy, daily collected and processed with accurate controls. This cheese is matured for 9 months in our natural rock caves giving the Capasone a toasted dried fruit taste with a hint of floral and a slightly spicy aftertaste.

##### Shelf life

700 days.

##### Packaging details

5 kg carton box.

Hall: 2 • Booth: E 068

### BOTALLA

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



#### 'CURCUMELLA' AND 'ZENZERINO' CHEESES

##### Product description

Botalla presents the gourmet cheeses 'Curcumella', with turmeric, and 'Zenzerino', with ginger. Both produced exclusively with Piedmont milk coming from selected farms of the territory and enhanced with the addition of the precious spice turmeric and ginger. The slow aging on pinewood boards of the Botalla cellars gives these cheeses a unique scent and aroma.

##### Shelf life

65 days.

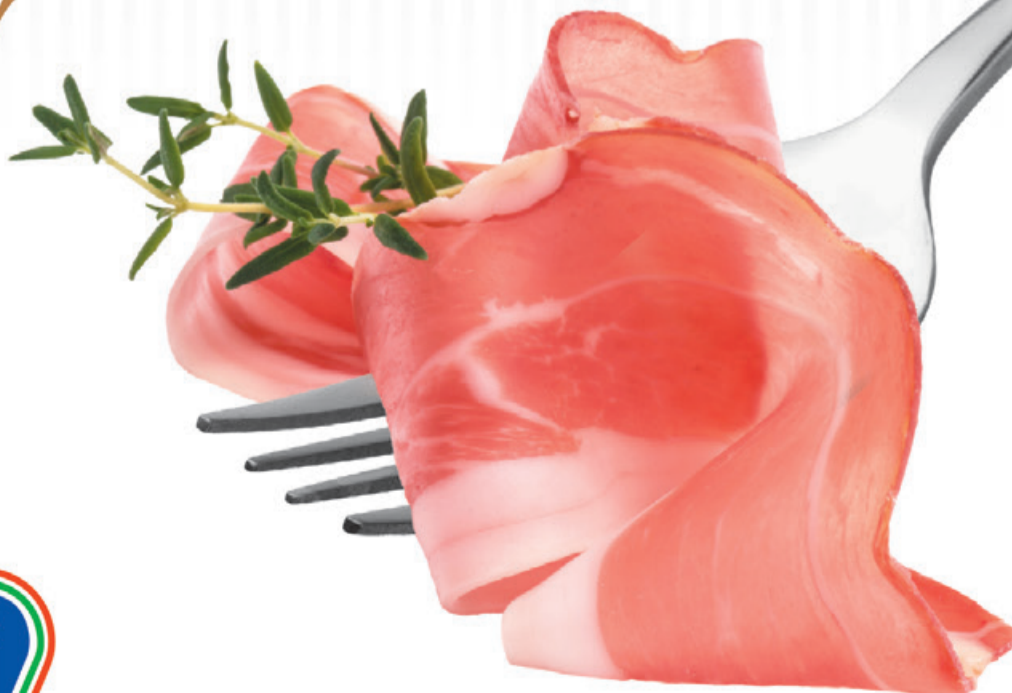
##### Packaging details

600 g each, CT X 4.

Hall: 2 • Booth: K 048

follow

# Giustosi Affettati



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



Vi aspettiamo



CIBUS

PARMA

7-10 maggio 2018

Hall 2 - Stand M 68



AMSTERDAM

29-30 maggio 2018

Hall Europa Complex

ICE Stand 5392

**CIBUS 2018**

**LATTERIA MONTELLO**  
www.nonnonanni.it



**NONNO NANNI ORGANIC LINE**

**Brief product description**

The new Nonno Nanni Organic line consists of three products: Organic Stracchino, Organic Robiola and Organic Fresco Spalmabile. The cheeses are all free from preservatives and use only 100% Italian organic milk, sourced from cows reared on feed from organic sources, kept on safe, selected dairy farms, where they are left to graze freely. Processing of ingredients takes place in the traditional Nonno Nanni factory, up in the hills of Montello.

**Shelf life**

Organic Stracchino: 20 days\*; Organic Robiola: 18 days\*; Fresco Spalmabile: 80 days\* (\*from the shipment date).

**Packaging details**

Organic Stracchino (125 g) and Organic Robiola (100 g) for the self-service chilled food section; Fresco Spalmabile (150 g) sealable tub for the self-service chilled food section.

**Hall: 2 • Booth: F 060**

**LUIGI GUFFANTI FORMAGGI 1876**  
www.guffantiformaggi.com



**MORMAGGIO**

**Product description**

'Fusion' of two great fermentation cultures: Italian and Japanese. The Japanese city of Yuasa is the birthplace of Japanese soy sauce. Here the Marushin company was founded, and it continues producing the soy sauce called in Japanese 'Shoyu'. During its production process the 'Moroni' was born. The young Japanese entrepreneur Yoshitomi Miyamoto - owner of a cheese shop - brought Moromi to Italy where he asked Guffanti, a well-known Italian refiner, to experiment the result obtainable with the marriage between Italian cheeses and Moromi. After long and varied trials lasting about a year, now a fabulous cheese is born: Mormaggio. Originally, the basic cheese has soft paste but with the treatment under Moromi it loses moisture and at the end a more compact and concentrated cheese is obtained.

**Shelf life**

60 days.

**Packaging details**

300 g, under vacuum.

**International certifications**  
FSSC 22000.

**Hall: 2 • Booth: A 031**

**AZIENDA AGRICOLA BERTINELLI**  
www.bertinelli.it



**CREAM OF PARMIGIANO REGGIANO MILLESIMATO 24 MONTHS**

**Product description**

Absolutely natural, preservative-free and lactose-free, this cream is prepared using the Parmigiano Reggiano Millesimato PDO cheese (70%), the Malvasia dei Colli di Parma wine and sunflower oil. The Cream of Parmigiano Reggiano Millesimato PDO 24 months is a very tasty and extremely versatile sauce, which works well with first courses (try it as a condiment for tortellini) and risottos. It is also excellent as an appetizer, spread on croutons or for filling the shortcrust pastry boats, accompanied by salmon mousse or fresh fruit, from grapes to red fruits.

**Shelf life**

30 days.

**Packaging details**

1.400 g, ATM plastic tray.

**Hall: 2 • Booth: A 019**

**AGRIFORM**  
www.agriform.it



**AGRIFORM ORGANIC GRANA PADANO RANGE**

**Product description**

Agriform launches its own organic product range: grated, thermoformed, and vacuum packed Grana Padano. The Organic logo guarantees that the cheese is produced according to strict rules outlined by a certification committee aimed at protecting the environment and animal welfare. Lysozyme is not used in the production of Organic Grana Padano. The Organic Certification has also been accredited to Agriform's packaging centers.

**Shelf life**

120 days for protected atmosphere packs of 50 g; 8 months for thermoformed vacuum packs of 150 g; 12 months for vacuum packs of 2 kg.

**Packaging details**

Grated Grana Padano 50 g: protected atmosphere pack, Grana Padano 150 g: thermoformed vacuum pack. Grana Padano 2 kg: vacuum pack.

**International certifications**

BRC Grade A, IFS Food – Higher level, UNI EN ISO 9001:2015, Organic Certification.

**Hall: 2 • Booth: I 056**

**CASEARIA CROTONESE**  
www.caseariacrotonese.com



**PECORINO CROTONESE NOBILE DOP DURO**

**Product description**

Pecorino Crotonese Nobile DOP Duro is fine pecorino cheese made of organic sheep's milk in the Marchesato of Crotonese.

**Shelf life**

150 days.

**Packaging details**

Vacuum-packed.

**International certifications**

BRC, IFS Food.

**Hall: 2 • Booth: A 80**

**GILDO DEI F.LLI CIRESA W. & C.**  
www.gildoformaggi.it;  
www.capr alpina.it,



**DELIBLU IL PICCANTE DI CAPRA**

**Product description**

Deliblu is a spicy goat blue cheese with an original taste. Handmade in the traditional Lombard way, in limited quantities, with only Italian mountain goat milk.

**Shelf life**

60 days.

**Packaging details**

Whole form, weight 4 kg.

**Hall: 2 • Booth: M 073**

**IGOR GORGONZOLA**  
www.igorgorgonzola.com



**QUATTROSE SANTI**

**Product description**

Igor Gorgonzola, following the acquisition of the historical Santi brands, decided to bring back to the tables of all the families the famous Gorgonzola Quattrose. It is a premium Gorgonzola produced with Piedmont milk supply chain with certified animal welfare and with the same artisan production method used by Santi.

**Packaging details**

Wheel (12 kg), 1/2 wheel (6 kg), 1/8 wheel (1,5 kg) 1/16 wheel (750 g).

**Hall: 2 • Booth: C 014**

**CILENTO**  
www.cilentospa.it



**CILENTO ORGANIC BUFFALO'S MILK MOZZARELLA**

**Product description**

Cilento Organic Buffalo's Milk Mozzarella is crafted with 100% Italian Buffalo milk, collected in organic farms of our supply chain. Feeding for buffaloes is organic, made according to the rules of the organic agriculture.

**Shelf life**

30 days.

**Packaging details**

125 g in bag.

**International certifications**

IFS, BRC, ISO 9001, Organic.

**Hall: 2 • Booth: F 002**

**CASEIFICIO BUSTI**  
www.caseificiobusti.it



**PERE & GINGER**

**Product description**

This young pecorino was born from the combining of pear and ginger. A pair that gives to the product a slightly spicy taste with a special fragrance, in a mix of bitter-sweet flavour.

**Shelf life**

120 days.

**Packaging details**

1 kg.

**International certifications**

ISO2205, Bio Ccqb, BRC.

**Hall: 2 • Booth: K 029**

**LA GOLOSA DI PUGLIA**  
www.lagolosadipuglia.it



**LA BURRATINA BIOGIOIA**

**Product description**

La Burratina BioGioia is the organic burratina created by the company's master cheese maker, with the organic milk of its farms, according to the Apulian traditions.

**Shelf life**

18 days.

**Packaging details**

125 g in cluster.

**International certifications**

Organic.

**Hall: 2 • Booth: B 68**



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

5 million 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



*Laica*

IL CIOCCOLATO DAL 1946



**CIBUS 2018**

**CASEIFICIO IL FIORINO**  
www.caseificioilfiorino.it



**PECORINO CHEESE WITH PESTO GENOVESE**

**Product description**

Fiorino's pecorino meets the Pesto Genovese of the Rossi company, produced by Roberto Panizza with basil PDO and garlic of Vessalico, following an ancient recipe of the Ligurian tradition, and added to the curd of sheep's milk, coming exclusively from the Tuscan Maremma. The pecorino, ripened in cellar for at least 30 days, can be recognized from the rind, from yellow to green colour, thanks to the ground leaves of basil. The taste is slightly acid, that increases salivation and then explodes into the mouth, in complete harmony with the delicacy of the cheese.

**Shelf life**

3 months.

**Packaging details**

1 kg, carton with 8 pieces.

**International certifications**  
BRC, IFS.

**Hall: 2 • Booth: C 080**

**PEZZETTA**  
www.pezzetta.it



**FORMADI FRANT**

**Product description**

A mix of different cheeses in one product. Frant, originally from the Carnia region, is a particular product with the soft taste of fresh cheeses but is at the same time savoury and intense like aged cheeses. It respects the rules of the ancient recipe and the many cheeses used are cut into pieces and mixed. During the next step, salt, pepper and cream are added. The mixture is left to rest and then undergoes a short maturing process until it has reached a compact consistency. It is ideal for adding taste to dishes and for its creaminess.

**Shelf life**

4 months.

**Packaging details**

2 kg or 300 g, vacuum.

**Hall: 2 • Booth: L 044**

**LATTE MONTAGNA ALTO ADIGE**  
www.mila.it



**MILA SKYR**

**Product description**

Mila Skyr is a milk-based specialty produced according to an Icelandic recipe, which can be tasted like a yogurt. Made of 100% milk from the South Tyrolean mountains and selected ingredients, it is rich in protein and contains 0% fat (only 0.2 g/100 g). The Skyr is perfect whether enjoyed alone, at breakfast or as a snack during the day. Skyr is also ideal as a substitute for yogurt, ricotta or mascarpone to make fantastic sweet or salty recipes. It is available in white or fruit version.

**Shelf life**

40 days.

**Packaging details**

150 g, cup of plastic and paper + lid of aluminium.

**Hall 2 • Booth: G 056**

**MARIO COSTA**  
www.mariocosta.it



**'CAPRETTA BLU' BLUE GOAT FLAVORED BY SPOON**

**Product description**

It is a blue cheese, raw paste, produced with 100% pasteurized whole goat's milk. The particularity of this product is the extreme creaminess, such as to make it a cheese to be served 'in the spoon'. The extremely balanced taste makes it unique in the landscape of goat's blue cheeses.

**Packaging details**

6 whole shapes in wooden box. The shape is cut a plan from which it is possible to serve the product by spoon.

**Shelf life**

30 days.

**Hall: 2 • Booth: F 050**

**TONIOLO**  
www.toniolo.it



**PURE GOAT CASALINA**

**Product description**

A traditional processing method of the Treviso and Venezia province, for a unique product with a very ancient story. Only goat milk is used, skillfully processed by cheese masters in order to enhance the flavors and taste of this exquisite raw material. Pure goat Casalina has a white, fresh and grainy texture. Try it with a drizzle of oil, salt and pepper. On sale from May 2018.

**Packaging details**

Whole wheel (1.5 kg) or in pieces.

**Hall: 2 • Booth: B 043**

**SICILFORMAGGI**  
www.sicilformaggi.it



**FASTUCA CHEESE**

**Product description**

The word pistachio comes from the Arabic 'Fustuq', a name made by the Sicilians and especially by Brontesi. Fastuca sums up all the past history of this precious fruit. In the dialectal speech we strongly wanted to preserve the term Fastuca which encloses all the essence, the goodness and the taste of the Bronte Pistachio PDO.

**Shelf life**

8 months.

**Packaging details**

2 Kg, film for food in single-use vacuum packaging.

**Hall: 2 • Booth: F 080**

**BAYERNLAND**  
www.bayernland.it



**MOZZARELLA IN SFOGLIA**

**Product description**

Bayernland Mozzarella in Sfoglia is made with milk from the green pastures of Bavaria. Naturally without GMOs and without preservatives, it amazes for its versatility, as indicated also by the pack that provides the consumer with a suggestion of uses.

**Shelf life**

18 days.

**Packaging details**

130 g pack.

**International certifications**

IFS - Higher level, BRC, DIN EN ISO 9001:2008.

**Hall: 2 • Booth: C 068**

**SI.FOR.**  
www.formaggisifor.it



**SIFOR BIO PECORINI**

**Product description**

The company's new organic line made of 5 fresh Pecorino cheeses (white, black pepper, chili, olives, pistachio). All products of Sicily and sold in a very practical pack for free service.

**Shelf life**

180 days.

**Packaging details**

250 g fix weight. 4 pc/box or 9 pc/box.

**Hall: 2 • Booth: A025**

**VALCOLATTE**  
www.valcolatte.it



**RICCOTTA**

**Product description**

Cow-milk ricotta packed following the ancient tradition of Piacenza. Ready to eat or to use as an ingredient. This product is much more creamy than other ricotta and it has a rich milk aroma.

**Shelf life**

30 days.

**Packaging details**

Fixed weight of 250 g, plastic pot.

**International certifications**

BRC, ISO, IFS.

**Hall: 2 • Booth: H 58**

**Our Carne Salada  
tastes like Trentino!**

PHOTO BY ALESSANDRO GRUZZA

ELEMENTI DESIGN



*il Trentino più genuino!*



*Carne Salada is the typical meat product of Trentino's tradition and Salumificio Val Rendena produces it with great skill. The leanest beef rumps rest into the pickle with salt, aromatic mountain herbs and spices for more than twenty days. After this processing Carne Salada reaches your table sliced like the finest "Carpaccio" and gives off all the flavour and genuineness of extraordinary meat product.*



Discover our products on  
[www.salumificiovalrendena.it](http://www.salumificiovalrendena.it)

Salumificio Val Rendena - Via 4 novembre, 71 - Loc. Vigo  
38094 Porte di Rendena - Trentino - Italy



**CIBUS 2018**

**DECO INDUSTRIE**  
www.decoindustrie.it



**LORIANA - PIADINA WITH LEGUMES FLOUR**

**Product description**

Loriana Legumi is the new piadina of the Loriana range made with chickpea and lentils flour to offer you the pleasure of a soft and tasty piadina, source of fiber and protein.

**Shelf life**

12 months.

**Packaging details**

Flowpack, 300 g (4 pieces).

Hall: 6 • Booth: F 004

**F.LLI MILAN - LA MOLE**  
www.la-mole.com



**CRISPY CLAN**

**Product description**

The finest ingredients and the twice oven baking make CrispyClan a memorable pleasure to crunch in every daily moment. Bread chips available in 4 unique flavors.

**Shelf life**

12 months.

**Packaging details**

90 g and 40 g (pillow bag).

**International certifications**

BRC, FDA, IFS.

Hall: 6 • Booth: D 028

**EUROSNACK**  
www.fornodamiani.it



**SFOGLIETTE**

**Product description**

The new premium line from Forno Damiani. Thin bread bites, oven baked, naturally leavened, with olive oil, palm oil free. No colorings, no preservatives, suitable for vegans. Available in four different flavors: Pizza, Rosemary, Olives, Garlic and cheese.

**Shelf life**

15 months.

**Packaging details**

180 g, squared bottom pack.

**International certifications**

BRC, IFS. Halal certified.

Hall: 6 • Booth: B 051

**CALLIPO GELATERIA**  
www.gelateriacallipo.com



**TARTUFO PISTACHIO**

**Product description**

Tartufo made by two layers of Gelato (pistachio and white chocolate) coated with white chocolate flakes and a fluid pistachio heart (17% pistachio paste) which is soft even at very low temperatures.

**Shelf life**

36 months.

**Packaging details**

2 x 110 g (220 g). Pack in cardboard.

**International certifications**

ISO 14001:2015, ISO 9001:2008, BRC, IFS.

Hall: 5 • Booth: L 046

**CIOCCOLATO LA MOLINA**  
www.lamolina.it



**OTTAVIA**

**Product description**

8 alternate layers of dark, milk and white gianduja spread.

**Shelf life**

7 months.

**Packaging details**

17.64 oz. glass vase.

**International certifications**

FDA.

Hall: 6 • Booth: J 004

**FIORE DI PUGLIA**  
www.fioredipuglia.com



**TARALLI GLUTEN FREE**

**Product description**

Without milk and eggs, sulfites, without palm oil, with extra virgin olive oil. Available in the following flavors: pizza classic, multi-grain, chocolate and lemon.

**Shelf life**

1 year.

**Packaging details**

175 g and 35 g (net weight).

**International certifications**

BRC, IFS.

Hall: 4.1 • Booth: C 048

**MESSORI CIOCCOLATERIA**  
www.messoriciocolato.it



**MINI DONUT**

**Product description**

Delicious milk chocolate mini donut with cream filling and colored sugar sprinkle topping. Available in two versions: with Lemon and Strawberry covering.

**Shelf life**

12 months.

**Packaging details**

17g x unit flowpack in 24 pcs display.

**International certifications**

IFS higher level.

Hall: 6 • Booth: I 001

**PASTICCERIA QUADRIFOGLIO**  
www.pasticceriaquadrifoglio.com



**ZUPPA INGLESE**

**Product description**

Sponge cake moistened with alkermes liquor, custard cream, chocolate ganache and a chocolate's plaque with our name.

**Shelf life**

30 days.

**Packaging details**

120 g.

**International certifications**

BRC, IFS.

Hall: 2 • Booth: G 73

**PAOLO LAZZARONI E FIGLI**  
www.chiostrodisaronno.it



**PANETTONE CLASSIC AUGUSTA**

**Product description**

Classic Premium Panettone with raisins and candied fruits.

**Shelf life**

8 months.

**Packaging details**

750 g hat box.

**International certifications**

BRC.

Hall: 6 • Booth: H 028

**SERRA INDUSTRIA DOLCIARIA**  
www.serradolciaria.it



**SNACK FRUTTA 'LE SPECIALITÀ ITALIANE'**

**Product description**

100% fruit snack from fresh fruit. Healthy and light (less than 90 calories per serving), without added sugars. Gluten free, without flavors, jellies or syrups.

**Shelf life**

24 months.

**Packaging details**

Fruit bar, 30 g.

**International certifications**

IFS, ISO 14011.

Hall: 6 • Booth: I 034

**PASTIGLIE LEONE**  
www.pastiglieleone.com



**MARTINI CANDY ORIGINALS**

**Product description**

From the magical encounter between the iconic Leone's candy originals and the Martini&Rossi secret blend of bitter herbs comes the new recipe of Martini Rosso candy originals. The legendary Vermouth aperitif symbol of the Italian 'dolce vita' in the world.

**Shelf life**

36 months.

**Packaging details**

30 g small cardbox.

**International certifications**

ISO 14001.

Hall: 6 • Booth: E 052

**LAGO GROUP**  
www.lagogroup.it



**MINI POKER WAFER**

**Product description**

Wafer biscuit in a mini whole portion (15 g). Very suitable to impulse, Hore.ca and catering channels.

**Shelf life**

18 months.

**Packaging details**

32 pcs x 15 g in a counter display.

**International certifications**

IFS, Halal.

Hall: 6 • Booth: J 028

**BARILLA G&R F.LLI**  
www.barilla.com



**NASTRINE INTEGRALI**

**Product description**

MB presents a new variant of Nastrina with a unique taste, as it is prepared with 100% whole-wheat flour and with mother yeast. Without palm oil. Without preservatives and coloring additives. Without hydrogenated fats.

**Shelf life**

81 days.

**Packaging details**

240 g (6 pieces).

**International certifications**

FSC22000, OHSAS, ISO 14001.

**Hall: 6 • Booth: E 004**

**GRISSIN BON**  
www.grissinbon.it



**FAGOLOSI BLACK OLIVES**

**Product description**

The inimitable and exclusives products of the Grissin Bon family, with salted surface and genuine ingredients such as extra virgin olive-oil, in the new taste: Black Olives. The accurate manufacture and the careful choice of cooking times make Fagolosi friable and crisp.

**Shelf life**

210 days.

**Packaging details**

250 g packet.

**International certifications**

BRC, IFS.

**Hall: 6 • Booth: C 016**

**CONAPI SOC. COOP. AGRICOLA - MIELIZIA**  
www.mielizia.com



**MIELIZIA STRAWBERRY COMPOTE**

**Product description**

Mielizia strawberry compote is produced with 100% Italian 'Zero residue' strawberries, without added pectine and sweetened with Italian Sulla Honey. The product is extremely tasty and is prepared completely respecting the raw materials.

**Shelf life**

24 months from packaging date.

**Packaging details**

Glass jar, 270 g.

**International certifications**

EMAS registration, EN ISO 9001, EN ISO 14001, EN ISO 22005, BioSuisse certification, Passed the audit for product compliance with quality standards established by Halal Italy, Kasher - Parve.

**Hall: 6 • Booth: H 034**

**PIETRO CORICELLI**  
www.coricelli.com



**COCONUT OIL**

**Product description**

This peculiar oil, which at room temperature is solid and becomes liquid once warmed, is extracted from the dried coconut pulp. Typical of tropical cuisine, it has a sweet and delicate taste. Thanks to its high heat resistance, it's an efficient butter substitute and can be used for frying, too. Try it both on sweet and salty courses.

**Shelf life**

12 months.

**Packaging details**

200 ml, 500 ml - glass jar.

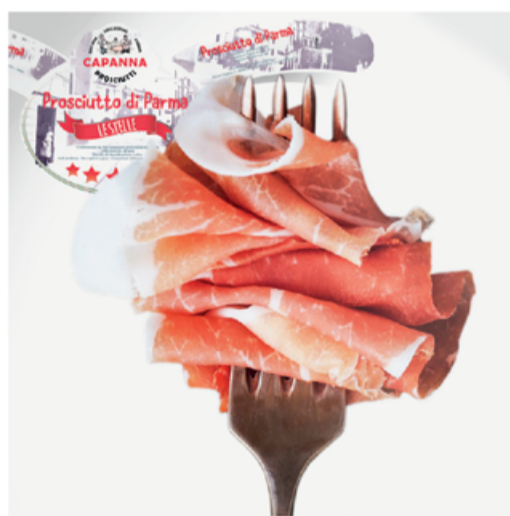
**International certifications**

Organic (Reg. CE 834, USDA, JAS), Vegan ok.

**Hall: 5 • Booth: I 040**

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**THE HAM**  
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taste



capannaprosciutti.com



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birramenabrea.com



**THE CHEESE**  
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extraordinary  
taste



botallaformaggi.com

crecasalle.com

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AL CUBO**

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7 - 10 MAY 2018  
**HALL: 02 - BOOTH: K048**

**CIBUS 2018**

**BALOCCO**  
www.balocco.it



**FIBER&TASTE**

**Product description**

New selection of light, crunchy, rich in fiber biscuits: three different tasty flavourings - Cereal; Cereal & Fruits; Cereal & Chocolate - to enjoy your perfect and energetic snack everywhere, thanks to handy single servings.

**Shelf life**

12 months.

**Packaging details**

Flowpack containing 6 single servings, with 8 biscuits each. 'Cereal' and 'Cereal&Fruits' are 350 g (6 single servings, 53 g each). 'Cereal&Chocolate' is 300 g (6 single servings, 50 g each).

**International certifications**  
SGS: IFS, BRC, no GMOs.

**Hall: 6 • Booth: F 016**

**FARMO**  
www.farmo.com



**BIOVITA - ORGANIC PASTA**

**Product description**

Gluten-free pasta and vegetables join forces with 'Biovita'. Two varieties available: Fusilli with cauliflower and brown rice; and Sedani with kale and brown rice.

**Shelf life**

36 months.

**Packaging details**

250 g, 8.5 oz, plastic bag (matt).

**International certifications**  
Gfco, Gfcp, BIO, Usda Organic, BRC, Kosher.

**Hall: 6 • Booth: D 034**

**IDB GROUP - GIOVANNI COVA & C.**  
www.idbgroup.it



**MUZZI DOVE WITH ELDERFLOWER AND LIME SEEDS**

**Product description**

An interesting novelty for lovers of refined flavors, produced only with ingredients of the highest quality and choice. To call it a simple Easter cake is simplistic: Muzzi Antica Pasticceria is constantly looking for novelties, just like the Dove with elderflower and lime seeds, to bring on the tables of Italians a playful and refined delight and make it even more special the family holiday.

**Hall: 6 • Booth: H 016**

**ANTICA TORRONERIA PIEMONTESE**  
www.torrone.it



**ORGANIC SWEET TRUFFLES**

**Product description**

It takes more than 24 hours to perfectly prepare a sweet truffle. It is a slow transformation of chocolate, hazelnut paste and grains of Piedmont hazelnuts. This is the original, unique and exclusive recipe which today meets the best organic raw materials.

**Shelf life**

12 months.

**Packaging details**

Box 140 g, pack 200 g, bulk 3 kg.

**International certifications**  
BRC (AA), IFS (99%), organic product.

**Hall: 6 • Booth: J 004**

**GHIOTT DOLCIARIA**  
www.ghiott.it



**DRAGÉES CORTÈS**

**Product description**

Delicious chocolate pralines in four different versions: Whole hazelnut covered in dark chocolate, Whole hazelnut covered in milk chocolate, Candied orange peel covered in dark chocolate and cocoa powder, Milk cereals covered in milk chocolate and cocoa powder.

**Shelf life**

9 months.

**Packaging details**

130 g each, packaged in a coloured, silky bag.

**International certifications**  
BRC, IFS.

**Hall: 5 • Booth: B 51**

**A. LOACKER**  
www.loacker.com



**CHOCO MINIS**

**Product description**

Small and delicious chocolate specialties with a heart of inimitable Loacker wafer. A great selection of pure goodness, in a variety of shapes and flavours, for every occasion.

**Shelf life**

12 months.

**Packaging details**

Single flavour pack: Classic line 102 g - Specialty line 111,6 g (12 pieces). Mix pack: Classic line 204 g - Specialty line 223,2 g (24 pieces). Stand up bag.

**International certifications**  
ISO, IFS, Ohsas, Halal, Kosher.

**Hall: 6 • Booth: G 025**

**DOLCIARIA FALCONE**  
www.dolciariafalcone.com

**CANTUCCI GINGER AND CHOCOLATE**

**Product description**

Following the ancient recipe of the cantuccio 'Made in Abruzzo', the latest product in the Falcone Dolciaria's product range is born: Cantuccio with ginger, dark chocolate and the saragolla wheat.

**Shelf life**

365 days.

**Packaging details**

180 g.

**International certifications**

Iso 9001, BRC, IFS.

**Hall: 6 • Booth: I 045**



**THE BRIDGE**

www.thebridgebio.com

**VEGGY CAFE**

**Product description**

This organic coffee provides you with the same energy as a caffè latte: just without milk, any added sugars, preservatives or fake beards.

**Shelf life**

12 months.

**Packaging details**

200 ml. Tetrapak Edge.

**International certifications**  
Organic, Kosher.

**Hall: 2 • Booth: C 061**



**MOLINO ROSSETTO**

www.molinosrossetto.com/en

**QUADROTTI WITH TURMERIC**

**Product description**

The Molino Rossetto Quadrotti with Turmeric are made with flour type 0 and turmeric. All ingredients come from organic farming fields, making this product a perfect healthy break time snack. Turmeric, the 'Indian Saffron', gives this snack its typical golden color and a spicy flavor.

**Shelf life**

12 months.

**Packaging details**

90 g.

**International certification**  
Organic.

**Hall: 5 • Booth: G 028**



**FIorentINI ALIMENTARI**  
www.fiorentinalimentari.it



**SI&NO BLACK RICE SMALL CAKES**

**Product description**

Triangular, thin and crunchy, Si&No black rice triangles are produced with Nerone rice, a brown rice variety with a high content of fibers. Gluten free, no yeast, they are not fried and are vegan certified. Perfect as substitute of bread, but also as a ready-to-go snack.

**Shelf life**

12 months.

**Packaging details**

Squared bottom bag of 80 g.

**International certifications**

VeganOk, Organic, Gluten free.

**Hall: 5 • Booth: G 002**

**FRACCARO SPUMADORO**  
www.fraccarospumadoro.it



**'EXCELLENT AND FAIR TRADE' PANETTONE**

**Product description**

By purchasing Fraccaro's Panettone produced in collaboration with Slow Food, you will support the projects of the Slow Food Foundation for Biodiversity. The 'Eccellente e Solidale' (Excellent and Fair Trade) is made exclusively with top-quality raw materials, including the products of the Slow Food Presidia.

**Shelf life**

6 months.

**Packaging details**

1 kg.

**Hall: 6 • Booth: A 10**

**BENE BIO**  
www.benebio.it



**ORGANIC GRISSETTI SPELT & TURMERIC**

**Product description**

These delicious breadsticks are made by spelt with 2% of turmeric and organic extra virgin olive oil. Vegan and without palm oil, it is packed in practical 5 bags of 50 grams, so as to maintain its fragrance.

**Packaging details**

250 g (5 x 50 g).

**International certifications**

Organic.

**Hall: 6 • Booth: B 058**

**DOLCERIA ALBA**  
www.dolceriaalba.it



**MINI QUADROTTI**

**Product description**

Mini individual portions. High quality frozen desserts, ready to eat in a few minutes and available in different flavors, such as the brand new 'Ricotta, Pear, Cinnamon', 'Chocolate, Raspberry' and 'Bonét' (typical of Piedmont).

**Shelf life**

18 months.

**Packaging details**

From 40 g till 48 g, depending on the flavor, and packaged in 2-3-4-9 portions boxes.

**International certifications**

BRC, IFS, Halal.

**Hall: 3 • Booth: E 032**

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Bresaola HALAL



Bresaola BIO



Bresaola della Valtellina IGP

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PARMA. 7 | 10 MAGGIO. 2018

Pad. 3 - Stand A 62

*Meet us!*



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

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



Quality is the key

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

CIBUS 2018

**GRUPPO MANGIARSA NOGERMINAL**  
[www.germinalbio.it](http://www.germinalbio.it);  
[www.germinalorganic.com](http://www.germinalorganic.com)



**ORGANIC CRACKERS QUINOA & CHIA SEEDS GERMINAL ORGANIC**

**Product description**

These vegan crackers are made with prime Non-GMO, gluten-free ingredients: rice flour, chickpea flour, quinoa flour, and chia seeds to add an additional, flavorful spark. This combination of organic ingredients makes these crackers a tasty, crunchy snack to enjoy at any time of day.

**Shelf life**

10 months.

**Packaging details**

150 g.

**International certifications**

Usda Organic, Gluten Free, Kosher, Halal, Vegan, Non-GMOs Verified.

**Hall: 6 • Booth: I 016**

**I.N.C.A.P.**  
[www.incap.it](http://www.incap.it)



**LE BIOGOLOSE**

**Product description**

A new range of candies called 'Biogolose', produced only using raw materials organically derived, without GMOs, additives or chemicals: naturally delicious. 'BioGolose' are presented in transparent bags with recycled paper inserts and are available in five flavours: Honey and Propolis, Honey and Blackberry, Balmy Mint, Barley and Red Fruits.

**Shelf life**

36 months.

**Packaging details**

100 g (15 bags per carton), 1 kg bags (3 bags per carton), 19-20 candies per hg.

**International certifications**

Organic.

**Hall: 6 • Booth: J 058**

**G7**  
[www.g7gelati.it](http://www.g7gelati.it); [www.gelatomadre.it](http://www.gelatomadre.it)



**GELATOMADRE 'RITRATTI D'AUTORE' AMARELLI LICORICE**

**Product description**

GelatoMadre Amarelli Licorice is a genuine product, made only with 4 ingredients: cream, fresh whole milk, brown sugar and licorice extract. Free from aromas, stabilizers, emulsifiers, colorings and thickeners. Gluten free.

**Shelf life**

24 months.

**Packaging details**

Recyclable polypropylene square tub 270 g, 480 ml wrapped with recyclable carton sleeve personalized with flavor's information.

**International certifications**

ISO 9001:2008, FSSC- ISO 22000, IFS HL, ISO 22005:2008, Halal\*, Kosher\* (\*only selected flavours and formats).

**Hall: 3 • Booth: G 007**

**ITALPIZZA**  
[www.italpizza.it](http://www.italpizza.it)



**12X30**

**Product description**

The new 12x30 range offers the same quality and taste of the famous 26x38, but in a smaller size. Perfect for quickly satisfying every consumption needs, either those of singles or families loving different fillings. 12x30 is characterised by the dough with high edge, rigorously rolled out by hand, which keeps all the fragrant and bounty typical of Italpizza products.

**Shelf life**

12-15 months.

**Packaging details**

250 g, 1 pizza.

**International certifications**

EU Biological, BRC, IFS, ISO 22000.

**Hall: 3 • Booth: E 014**

**ANDRIANI**  
[www.andriani.com](http://www.andriani.com);  
[www.glutenfreefelicia.com](http://www.glutenfreefelicia.com)



**ORGANIC GREEN MUNG BEAN FLOUR PASTA**

**Product description**

It is gluten-free, organic and vegan, rich in protein (23 g per 100 g of product), fibre (10 g per 100 g product), and with high content of iron, phosphorous, zinc and manganese. Thanks to the features of this particular legume, the new formula is characterized by a high digestibility and a significant nutritional contribution.

**Shelf life**

24 months.

**Packaging details**

250 g pack.

**International certifications**

Bio, gluten free, vegan.

**Hall: 6 • Booth: B 028**

**CAFFAREL**  
[www.caffarel.com/en](http://www.caffarel.com/en)



**NEW LINE GIANDUIA 'CONFEZIONE ASSORTITA GOLD'**

**Product description**

The elegant and refined 'Confezione Assortita Gold' (Gold assorted box) encloses an assortment of Classical, Dark, Coffee and Orange Gianduiotti Caffarel, all of which are produced with the extrusion method, reproducing the manual gestures of the master chocolatiers. It all begins with the encounter of fine chocolate and the world renowned Piemonte IGP hazelnuts, generating an enwrapping and inimitable flavor.

**Shelf life**

15 months.

**Packaging details**

340 g.

**International certifications**

IQNet.

**Hall: 6 • Booth: H 022**

**PALUANI - BRAND 'L'EDENISTA'**  
[www.edenista.it](http://www.edenista.it)



**VEGAN BRIOCHES**

**Product description**

L'Edenista presents its 'Vegan Brioches', with a dairy-free, eggs-free and animal fats-free recipe. A great novelty for whomever wants to live in harmony with our planet, but can't renounce to the delight of a tasty snack. Available in three different flavors: Chocolate drops, Apricot, Berries.

**Shelf life**

180 days.

**Packaging details**

330 g (55 g x 6 brioches).

**International certifications**

VeganOK, GMOs Free.

**Hall: 6 • Booth: J 034**

**PROBIOS**  
[www.probios.it/en](http://www.probios.it/en)



**ORGANIC SOY MAYO WITH GINGER AND TURMERIC**

**Product description**

From the production laboratory Il Nutrimento comes the range of organic spreads in tube, perfect to be directly squeezed on a slice of bread to prepare sandwiches, tarts and to serve with many other meals. All recipes are guaranteed gluten-free with the exception of hemp and basil spread. The range also includes: soy mayo natural, Italian black olives spread, artichokes spread, hemp and basil spread, Italian tomatoes double concentrated paste.

**Shelf life**

12 months.

**Packaging details**

Aluminum tube, 150 g.

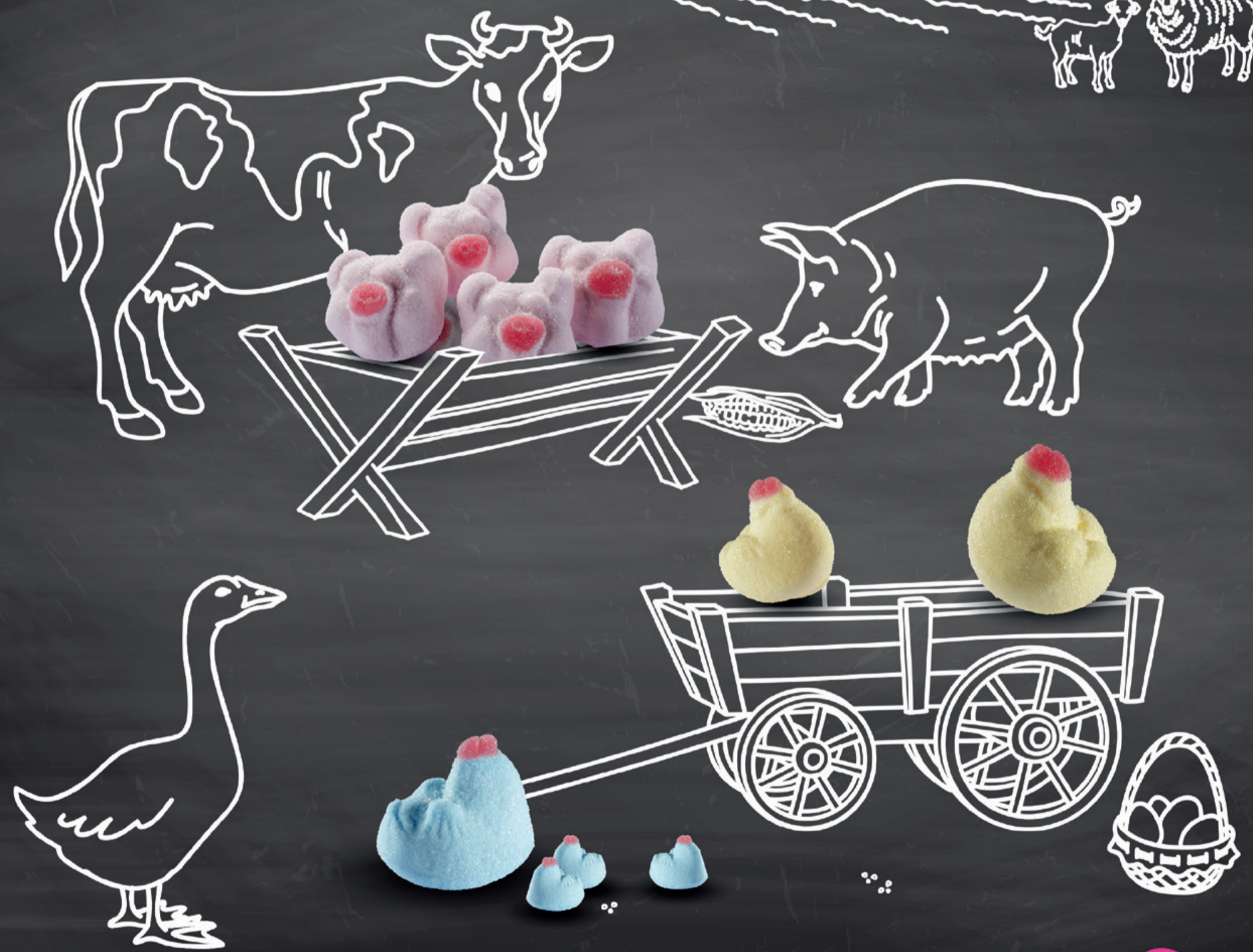
**International certifications:**

Organic, milk and eggs free, gluten free, vegan, Italian vegetarian association.

**Hall: 6 • Booth: E 040**



MARSHMALLOW  
*Farm*



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**CIBUS 2018**

**PUGLIA SAPORI**  
www.pugliasapori.com



**ORGANIC MINIGRÌ**

**Product description**

The Organic Minigrì are a reinterpretation of the classic salty snack in a shape that is perfect for a light and tasty break. Created after researching the best organic raw materials available on the market, the Minigrì are perfect bread substitutes.

**Shelf life**

12 months.

**Packaging details**

250 g, 9 pieces per case, cardboard box with sealed bag inside. Recyclable packaging.

**International certifications**

BRC, IFS, ISO 22005:2008.

**Hall: 6 • Booth: E 030**

**ALCE NERO**  
www.alcenero.com



**SPELT DRINK**

**Product description**

Alce Nero spelt vegetable drink is made exclusively using organic Italian spelt and enriched with Lithothamnium Calcareum seaweed, making it a precious source of plant-based calcium. Free from cholesterol, it's a good alternative to traditional milk. Drink it cold or add barley, coffee or cocoa. Alce Nero spelt vegetable drink is also perfect for making desserts, cream, and smoothies.

**Shelf life**

12 months.

**Packaging details**

500 ml.

**International certifications**

Organic.

**Hall: 7 • Booth: C 010**

**SARCHIO**  
www.sarchio.com



**WHITE VEGAN BAR WITH POPPY SEEDS AND GRAPEFRUIT**

**Product description**

Organic, gluten-free and certified by Vegan Society, Sarchio new white chocolate bar has a delicate and fresh taste. Is produced with rice drink and enriched with poppy seeds and pink grapefruit. It is part of the new line of Sarchio chocolate bars, which counts 10 references: 5 with milk chocolate and 5 vegans including 3 extra dark and two white.

**Shelf life**

24 months.

**Packaging details**

80 g pack.

**International certifications**

Organic, gluten free, vegan.

**Hall: 6 • Booth: G 023**

**TEDESCO**  
www.tedesco.com



**ORE LIETE**

**Product description**

The elegant keepsake tin box, depicting the main square of Perugia, is filled with the finest Italian pastry assortment. In the foreground the Fontana Maggiore, the most iconic symbol of the city and one of the most celebrated fountains in Italy.

**Shelf life**

10 months.

**Packaging details**

250 g tin box.

**International certifications**

BRC, IFC.

**Hall: 6 • Booth: K 038**

**VALENTINO**  
www.valentinodolciaria.com



**PANETTONE WITH ORANGE AND DARK CHOCOLATE PIECES**

**Product description**

This Panettone is made according to a traditional recipe. The care taken in the selection of the ingredients makes the dough soft and delicate, rich in butter, eggs, dark chocolate pieces and candied orange peels.

**Shelf life**

9 months.

**Packaging details**

Hand wrapped with an elegant paper foil 35.2 oz.

**International certifications**

BRC, IFS, GMOs free.

**Hall: 6 • Booth: J 029**

**TERRE DI PUGLIA**  
www.terredipuglia.it



**STARCROCK TOMATO & OREGANO TASTE**

**Product description**

Tomato and Oregano taste minicrackers. Snack project for the global market that has the ambition to offer a real alternative. Genuine, tasty, convenient, captivating.

**Shelf life**

12 months.

**Packaging details**

80 g bags.

**International certifications**

BRC, IFS, Organic.

**Hall: 3 • Booth: A 051**

**PASTIFICIO DI BARI TARALL'ORO**  
www.taralloro.it



**LINEA ASTUCCIO DI BARI**

**Product description**

Pasta made from durum wheat semolina of the highest quality cultivated exclusively in Apulia, bronze die cut and obtained by a process of slow drying at low temperature according to tradition. Available in the following shapes: orecchiette, fusilli, capunti, girelle, bomboloni, riccioli, gigli, rigatoni, fusilloni, paccheri, conchiglioni, calamarati.

**Shelf life**

24 months. Heat-sealed bag in paper box with window on the front side.

**International certifications**

IFS, BRC, Kosher, Halal.

**Hall: 6 • Booth: F 010**

**TARTUFLANGHE**  
www.tartuflanghe.com



**TRIFULOT - PRALINE WITH CANDIED LEMON**

**Product description**

The family of pralines is growing with a new one, strictly linked with the Mediterranean tradition. The Trifulot with candied lemon contains real PGI Sorrento lemon zest: a fresh and sweet taste, ideal for a relaxing moment. The brown sugar gives a lightly spiced taste and a light brown color.

**Shelf life**

12 months.

**Packaging details**

200 g and loose.

**International certifications**

IFS, BRC.

**Hall: 6 • Booth: H 046**

**CAV. UMBERTO BOSCHI**  
www.umbertoboschi.it



#### CONTADINO SALAMI

##### Product description

Traditional coarse-grained salami stuffed into natural casing. Its most important characteristic is the irregular form, typical of artisanal salami. The seasoning lasts about 60 days. It's the ideal filling of a sandwich or the perfect ingredient of the traditional Italian antipasto. Gluten free and lactose free.

##### Packaging details

Average weight 2,5/3 kg. This salami is packaged one piece per box.

**International certifications**  
BRS, IFS, OHSAS, SA, ISO.

**Hall: 2 • Booth: J 026**

**SALUMIFICIO CAMPIDANESE SU SARTIZZU**  
www.susartizzu.com



#### SALSICCIA SARDA CAMPIDANESE

##### Product description

Traditional shape sausage, of about 400 grams, with a 40 to 43 mm diameter and low fat content. It faithfully reproduces the ancient Campidanese recipe, preserving the typical taste of local gastronomy with aniseed aroma.

##### Shelf life

180 days.

##### Packaging details

Vacuum + Atm.

**International certifications**  
Export Ce.

**Hall: 4.1 • Booth: A 60**

**SALUMIFICIO MOTTOLINI**  
www.mottolini.it



#### BRESAOLA LA BRASA

##### Product description

With the study of the perfect ingredients, we have created Bresaola La Brasa, the smoked flavor bresaola in which the taste is obtained thanks to a selected mix of exclusive natural flavors. A bresaola with an intense and strong flavour; for palates looking for something beyond the traditional taste.

##### Shelf life

120 days.

##### Packaging details

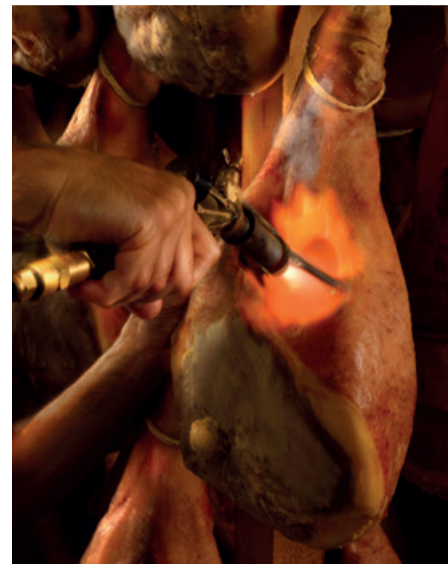
Whole or half piece.

##### International certifications

BRC, IFS, Bresaola della Valtellina Igp, Bio, Halal, Kosher.

**Hall: 2 • Booth: M 006**

**CONSORZIO DEL PROSCIUTTO DI MODENA**  
www.cosorzioprosciuttomodena.it



#### PROSCIUTTO DI MODENA PDO

##### Product description

Raw ham cured at least 14 months.

**International certifications**  
PDO.

**Hall: 3 • Booth: B 050**

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## Passion for Excellence

Agriform produces and distributes a complete range of typical regional cheeses to more than 50 foreign markets.

The company's steady passion for excellence and focus on quality have led it to become one of the leading companies in the market of Grana Padano, Parmigiano Reggiano, Asiago, Piave and other PDO cheeses.



# AGRIFORM

discovering Italian cheese

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HALL 2 - BOOTH 1056**



**CIBUS 2018**

**ORMA GROUP**  
www.bacalini.it



**TACCHINO IN PORCHETTA 'REPAVO'**

**Product description**

Combining the flavor of wild fennel and rosemary, with the addition of iodized salt and pepper, after a long and slow cooking, the Turkey roast 'RePavo' is born. With his white meat and low-calorie content, it's increasingly the reference point for a light diet that is in keeping with modern rhythms of life.

**Shelf life**

60 days.

**Packaging details**

Vacuum packed. Whole approx. 14 kg, half approx. 7 gg.

**International certifications**

Halal.

**Hall: 2 • Booth: N 043**

**SALUMIFICIO SOSIO**  
www.labresaoladebaita.it



**LA MIA BRESAOLA**

**Product description**

La mia Bresaola is exclusively produced with the most selected fresh meats and entirely handmade, according to the tradition of the family's butcher shop. It is packed in elegant cases, numbered and sealed. Perfect for those looking for a gourmet product, which holds inside the values of tradition and craftsmanship.

**Packaging details**

6,7 kg.

**Packaging details**

Vacuum-packed, each carton contains two cases. Each case is individually numbered and sealed.

**Hall: 3 • Booth: A 062**

**RIGAMONTI SALUMIFICIO**  
www.rigamontisalumificio.it



**BRESAOLA WITH 100% ITALIAN BEEF**

**Product description**

Bresaola with 100% Italian beef produced accordingly to the traditional recipe and starting from the best beef of cattle born and raised in Italy. The traceability of this product is certified throughout each phase of breeding and production, to guarantee the taste and the quality of the finest Italian charcuterie.

**Shelf life**

75 days.

**Packaging details**

Whole piece 2.4 kg, half piece 1.2kg (av. weight). Under vacuum aluminium envelope.

**International certifications**

BRC, IFS.

**Hall: 3 • Booth: A 026**

**PARMACOTTO**  
www.parmacotto.com



**CHICKEN BREAST WITH TURMERIC**

**Product description**

Italian chicken breast, slightly spicy and delicately oven cooked. Meets the increasing demand for healthy eating.

**Shelf life**

30 days.

**Packaging details**

100 g, pre-sliced.

**International certifications**

BRC, IFS.

**Hall: 3 • Booth: A 004**

**MAGRÌ**  
www.magrifood.it



**TURKEY WITH HERBS**

**Product description**

Cooked and smoked gastronomic preparation of poultry meat. Made exclusively with fresh turkey meat, flavored with aromatic herbs. After a few days of pulp it is tied by hand, stuffed with aromatic herbs, cooked and smoked slowly with wood.

**Shelf life**

150 days from the date of registration in unopened package.

**Packaging details**

About 2,5 kg, vacuum-packed.

**International certifications**

IFS.

**Hall: 2 • Booth: M 080**

**SAN VINCENZO SALUMI**  
www.sanvincenzosalumi.it

**SPICCHIO DI SALSICCIA**

**Product description**

Product characterized by a mild taste and made from pork cuts (shoulder and stomach) medium ground, mixed with salt and other ingredients.

**Shelf life**

150 days.

**Packaging details**

160 g fixed weight, plastic and bread paper.

**International certifications**

BRC, IFS.

**Hall: 2 • Booth: C 009**



**LENTI RUGGER**  
www.lenti.it



**HAM ROLL WITH VEGETABLES**

**Product description**

Ham meatloaf obtained from lean pork leg meat and cooked ham with carrots, peas and zucchini. Cooked inside its primary packaging to maintain its aromatic component unaltered. Easy to prepare with a quick microwave or oven heating, directly with its transparent multilayer bag. High protein content, suggested in balanced diets. A perfect meal for children, to decorate at will. Tasty and balanced thanks to the deliciousness of Lenti's cooked ham stuffed with carrots, zucchini and peas. Gluten free, lactose and caseinate free, no added polyphosphates or glutamate.

**Shelf life**

60 days.

**Packaging details**

Weight: 450 g. Primary Packaging: vacuum packed in transparent multilayered bags. Secondary consumer packaging: recyclable sales bag.

**International certifications**

BRC, IFS.

**Hall: 2 • Booth: J 056**

**CENTRO CARNI SILA**  
www.silaesila.com



**SPICY ORGANIC SALAMI**

**Product description**

Typical Calabrian medium-grained salami. It is obtained from the most high-quality pork's parts: leg, and belly that are carefully cleaned and selected, using organic meats of Italian origin and spices from organic farming. This product is put into a natural pork entrails, tied manually and slightly pressed. The seasoning takes place in a mountain climate that gives it taste and aroma. Compact consistency typical of Calabrian seasoned salami, rosy color; spicy but not salty taste.

**Shelf life**

Vacuum: 180 days. Protective atmosphere: 120 days.

**Packaging details**

About 1,8-2-0,500 kg. Single/multiple vacuum.

**International certifications**

BRC.

**Hall: 3 • Booth: A 007**

**SALUMIFICIO MAISON BERTOLIN**  
www.bertolin.com



**MOTZETTA ORGANIC - BOVINE SEASONED MEAT**

**Product description**

The organic Bovine Motzetta is a seasoned bovine meat, produced with only meat of Valdostan breeds (red, black and brown), in dedicated breeding farms and without the use of synthetic products. Like the other Motzetta produced by Maison Bertolin, it is obtained by cutting of thighs that are marinated together with mountain herbs, salt, spices for at least twenty days before being dried for a period of one to three months, depending on the size. All ingredients of agricultural origin are organic certified. This product is listed among Aosta valley's P.A.T. (Typical Agro-Food Products).

**Shelf life**

150 days.

**Packaging details**

From 1 kg for whole pieces to 300 g for small pieces.

**International certifications**

IFS, UNI EN ISO 22.000:2005, UNI EN ISO 9001:2015.

**Hall: 2 • Booth: K 073**

**IBIS SALUMI – ITALIA ALIMENTARI**  
www.ibis-salumi.com



Hall: 3 • Booth: A 013-A 014

**COTOLLOTTE**

**Product description**

Kind of sandwiches with a soft filling, ready in a few minutes in the oven or in a pan. 3 tasty variations available: Cotolette Bacon and Cheese; Cotolette Cooked ham and cheese; Cotolette Spicy salami and cheese.

**Shelf life**

45 days.

**Packaging details**

160 g, 8 pcs/tray.

**International certifications**

IFS, BRC, BIO, AIC, Halal Italia.

**JOMI**

www.jomispa.it



Hall: 2 • Booth: M 068

**PARMA HAM DOP**

**Product description**

Tradition appoints master ham makers to oversee this craft process which is handed down through the generations. Today, the spirit that distinguishes the production of the cured ham par excellence takes up the challenge of quality.

**Shelf life**

60 days.

**Packaging details**

70, 80, 90, 100, 250, 500 g.

**International certifications**

IFS, ISO, BRC.

follow

**FUMAGALLI**

www.fumagallisalumi.it



**DICED PANCETTA BIO**

**Product description**

Made with pork belly of selected pigs reared organically. The pork belly is covered with certified organic spices and salt which are rubbed in following an ancient, traditional practice. The bacon is then hung up and left to dry and cure. By the end of curing, the product has a characteristic sweet taste and lean dark red stripes alternating with white veins of fat. After the rind has been removed, the bacon is diced and packed in a protective atmosphere in a hygienically controlled environment.

**Shelf life**

45 days.

**Packaging details**

80 g.

Hall: 3 • Booth: A 038

**GOLFERA**

www.benfattogourmet.it



**BENFATTO - GOURMET ITALIAN CUISINE**

**Product description**

Authentic recipes from Italian culinary tradition, prepared in the same way as in a kitchen restaurant, with a high degree of manual skills and professionalism. Artisanal, fresh and preservative free, innovative, ready in a few minutes in microwave. The range includes: Risotto with Seafood, Risotto with Italian Sausage and Artichokes, Lasagna Ragù Bolognese, Lasagna with Seafood, Lasagna with Vegetables, Eggplant Parmesan, Polpette with Peas and Tomato Sauce, Polpette with Sweet and Sour sauce, Seafood Salad, Veal with Tuna-Caper sauce, and many others coming soon.

**Shelf life**

Minimum guaranteed shelf life: 30 days.

**Packaging details**

High pressure processing (HPP). C-PET tray. Skin packaging.

Hall: 2 • Booth: K 018



**TRADITION FROM SOUTH TYROL SINCE 1980**

**Tradition and typicality meet** the practicality and the modern trend of consumption: this is how our wide range of ready to eat -cold cuts is created.

We have selected the best products of the **South Tyrolean tradition** and offer them in comfortable and different formats, suitable for domestic conservation, for a convenience of consumption without comparisons.

Pfitscher presents three different formats: **maxi, medium and snack-trays.**

The sliced products of Pfitscher are prepared with the same care as they are selected and sliced with the most advanced technologies to leave the organoleptic qualities unaltered.

The soft slices are arranged by hand inside personalized trays, which reflects the quality of its content, for a presentation worthy of the Excellence of Tradition.



**METZGEREI × SALUMIFICIO**

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T +39 0473 292 358 F +39 0473 291 260  
info@pfitscher.info www.pfitscher.info



**CIBUS 2018**

**PROSCIUTTIFICIO WOLF SAURIS**

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



**SPECK DI SAURIS NONNO BEPI**

**Product description**

Carefully selected pork legs originating from community farms and slaughterhouses.

**Shelf life**

90 days.

**Packaging details**

6-6,8 kg vacuum-packed.

**International certifications**

IFS.

**Hall: 2 • Booth: M 044**

**SALUMIFICIO SORRENTINO**

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



**TRUFFLE SPIANATA**

**Product description**

Typical Italian Spianata sausage, in natural casing, made with a selection of best lean meats parts. Ingredients: pork meat, black summer truffle (3%), salt, milk proteins, skimmed milk powder, lactose, dextrose, sugar, natural flavors. Antioxidants: E300, E301. Preservatives: E252, E250. Gluten free. Sweet taste, with real slices of summer truffle (Tuber aestivum).

**Packaging details**

1,8 kg.

**Shelf life**

180 days.

**Hall: 3 • Booth: A 032**

**SALUMIFICIO TRE VALLI**

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



**LO SMILZO**

**Product description**

Raw pork salami, with low fat meat. Lo Smilzo is available in several flavours: classic, with white wine Langhe Doc Arneis, with chili pepper, and with truffle.

**Shelf life**

4 months.

**Packaging details**

190, 200 g. Vacuum packed.

**International certifications**

IFS, BRC.

**Hall: 2 • Booth: N 074**

**BP PROSCIUTTI**

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



**GRAN NATURALE CURED HAM**

**Product description**

Ham cured through totally natural process without preservatives, without gluten, without sea salt.

**Shelf life**

180 days.

**Packaging details**

Thermoformed packaging, 2 pieces per carton, piece size 6,5 + kg.

**International certifications**

IFS, BRC.

**Hall: 3 • Booth: B 044**

*Quality first.*

**Burro ZANASI**

Via Emilia Est 90/A -  
41013 Castelfranco Emilia (MO) Italia  
[www.gra-com.it](http://www.gra-com.it)

**SALUMIFICIO TERRE DUCALI**

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



**STROLGHINO, PARMA'S ORIGINAL**

**Product description**

This small salami typical of the Parma 'Food Valley' is handcrafted using the leanest part of the heavy Italian pork's legs, the same used for Prosciutto di Parma Pdo.

**Packaging details**

250 g. On the occasion of Cibus 2018, the company is presenting a brand-new straw paper pack with some key words printed on it: like Parma, Tradition and Friendship.

**Shelf life**

40 days.

**Hall: 2 • Booth: J 038**

**VERONI**

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



**VERONI MORTADELLA HOLDER**

**Product description**

Thanks to its long experience in the production of giant mortadellas, Veroni is now launching a new project: the exclusive mortadella holder. An innovative, elegant and simple idea, in order to sell our mortadellas in all supermarkets by creating a real 'event' able to attract every consumer. Easy to manage with and space saving (41 x 72 x 18 cm): it can be used into refrigerated counters or nearby the charcuterie area.

**Packaging details**

It can hold mortadellas up to 50 kg.

**Hall: 2 • Booth: K 002**

# DISCOVER 'LE FAMIGLIE DEL GUSTO' ITALIAN DELI MEAT PRODUCERS FOR OVER 50 YEARS

**IN 2018 LE FAMIGLIE DEL GUSTO WILL BE EXHIBITING AT THE FOLLOWING TRADE SHOWS**

**CIBUS**  
Parma 7-10 May.  
**Hall 2 - Booth L048**

**FREE FROM**  
Stockholm 16-17 May.  
**Booth D34**

**PLMA**  
Amsterdam 29-30 May.  
**Hall 1 Europa - Booth F5372**

**SIAL**  
Paris 21-25 October.  
**Hall 1 - Booth F081-F083**

**SALUMIFICIO F.LLI COATI**  
[www.salumificiocoati.it](http://www.salumificiocoati.it)



## SLOW COOKED HAM

**Product description**  
Slow cooking at a low temperature guarantees excellent results. This high-quality cooked ham is characterised by a classic delicate taste, granted by an exclusive recipe passed down through generations.  
**Packaging details**  
120 g take-away tray.  
Approx. 9 kg whole.  
**International certifications**  
IFS and BRC (GSFS).

**FELSINEO**  
[www.felsineo.com](http://www.felsineo.com)



## LA SINCERA

**Product description**  
An authentic 'all natural' mortadella. This truly exceptional mortadella is made using only natural ingredients and Italian pork. Ideal for those who demand the highest quality, without giving up flavour and fragrance. La Sincera has an extremely short ingredient list and an all-natural recipe, absolutely without artificial colourings, flavourings and additives. Totally gluten free and dairy free, that make it perfect for celiac and those who are allergic or intolerant to lactose or milk proteins.  
**Packaging details**  
90 g take-away tray. Approx. 12 kg whole.  
**International certifications**  
IFS and BRC (GSFS).

**SALUMIFICIO SAN MICHELE**  
[www.san-michele.it](http://www.san-michele.it)

## PARMA HAM BONELESS

**Product description**  
Prosciutto di Parma is one of the most refined cold cuts of the Italian gastronomy. The pigs destined to production of Parma Ham come from 10 regions of central and northern Italy, and they are fed with only quality food. The products are free from chemical preservatives and additives. The particular sweet taste makes the Parma Ham one of the most appreciated in the world. The Prosciutto di Parma DOP is recognised by the typical crown, marked after the seasoning.  
**Shelf life**  
180 days.  
**Packaging details**  
Vacuum packed, medium weight 7 kg.  
**International certifications**  
IFS and BRC (GSFS).



end





Since 1929

# Latteria Sociale Mantova

The best Italian quality in the world





**CIBUS**  
19° SALONE INTERNAZIONALE  
DELL'ALIMENTAZIONE  
PARMA. 7|10 MAGGIO. 2018

Meet us  
**Hall 2**  
**Stand B032**





# TOP 100 GLOBAL BRANDZ

THE MOST VALUABLE GLOBAL BRANDS, ON A GLOBAL SCALE AND IN ITALY, ACCORDING TO THE 2017 EDITION OF THE REPORT. RETAIL IS THE BEST PERFORMING CATEGORY. TECH GIANTS LEAD THE RANKING.

In a turbulent year, brands have continued to deliver growth. The total value of the 'BrandZ Top 100 Most Valuable Global Brands' has risen 8% to 3.64 trillion dollars, compared with +3% in 2016. The total brand value of the ranking is up +152% from 2006, when the first edition of the report was published by WPP and Kantar Millward Brown. The report is the most comprehensive study into brand value, grounded in unique attitudinal data from over 3 million consumer interviews, and includes an indepth analysis of consumer and business-facing brands across 14 categories as well as the Global Top 100 ranking.

**Tech's 'fearsome five' dominate the ranking**

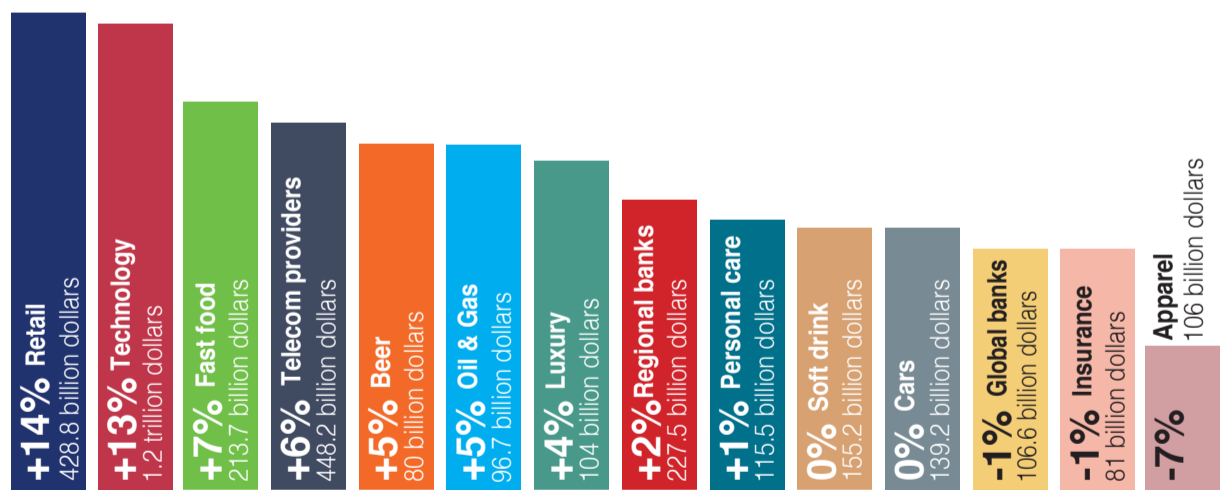
The technology giants Google, Apple, Microsoft, Amazon and Facebook take the top 5 places in the ranking. Apple and Google remained the no. 1 and 2 brands,

each valued at almost 250 billion dollars (combined, about the GDP of Sweden). Amazon entered the global top 10 at no. 4, with a 41% increase in brand value, to 139 billion dollars. 37 technology brands comprised 54% of the 2017 BrandZ Global Top 100 value. The seven Newcomer brands in 2017 Global Top 100 are technology-related: YouTube, HPE, Salesforce, Netflix, Snapchat, and telecom providers Xfinity and Sprint.

**Retail is booming**

Retail was the fastest rising category, increasing +14% in value over the last 12 months, driven by e-commerce brands such as Amazon and Alibaba. Overall the value growth of pure online retailers has increased +388% since 2006, while traditional retailers dropped -23%. The technology category grew +13%, while fast food was this year's third highest growing category (+7%).

**CATEGORY VALUE CHANGE**



Source: Kantar Millward Brown / BrandZ (including data from Bloomberg and Kantar Retail)

**TOP 10 FAST FOOD**

	VALUE 2017 (MLN. DOLLARS)	VALUE CHANGE 2017 VS 2016 (%)
1 McDonald's	97,723	10%
2 Starbucks	44,230	2%
3 Subway	21,713	1%
4 Kfc	13,521	9%
5 Pizza Hut	8,133	-2%
6 Domino's Pizza	6,289	29%
7 Tim Hortons	5,893	26%
8 Chipotle	5,722	-29%
9 Taco Bell	5,388	N.A.
10 Burger King	5,116	39%

Source: BrandZ / Kantar Millward Brown (including data from Bloomberg)

**TOP 20 RETAIL**

	VALUE 2017 (MLN. DOLLARS)	VALUE CHANGE 2017 VS 2016 (%)
1 Amazon	139,286	41%
2 Alibaba	59,127	20%
3 The Home Depot	40,327	11%
4 Walmart	27,934	2%
5 Ikea	18,944	5%
6 Costco	16,257	12%
7 Lowe's	13,375	3%
8 eBay	12,365	7%
9 Aldi	12,273	2%
10 Jd.com	10,768	3%
11 Walgreens	10,121	-2%
12 Cvs	9,733	-19%
13 7-eleven	9,144	-2%
14 Target	8,660	-7%
15 Tesco	8,041	-10%
16 Lidl	7,193	5%
17 Carrefour	6,809	-12%
18 Woolworths	6,549	-12%
19 Kroger	6,493	-18%
20 Coles	5,449	N.D.

Source: BrandZ / Kantar Millward Brown (including data from Bloomberg and Kantar Retail)

**TOP 10 MOST VALUABLE GLOBAL BRANDS**

Rank	Brand	Category	Value (billion dollars)	% Change
1	Google	Technology	245.6	+7%
2	Apple	Technology	234.7	+3%
3	Microsoft	Technology	143.2	+18%
4	Amazon	Retail	139.3	+41%
5	Facebook	Technology	129.8	+27%
6	AT&T	Telecom Provider	115.1	+7%
7	Visa	Payments	111.0	+10%
8	Tencent	Technology	108.3	+27%
9	Ibm	Technology	102.1	+18%
10	McDonald's	Fast Food	97.7	+10%

Brand value in dollars. %=brand value change 2017 vs 2016

Source: Kantar Millward Brown / BrandZ (including data from Bloomberg and Kantar Retail)

**BrandZ: i 100 brand di maggior valore al mondo**

Nonostante il clima di incertezza generale, cresce dell'8% - per raggiungere i 3,6 miliardi di dollari - il valore della top 100 dei brand di maggior valore al mondo nel 2017. Il report, pubblicato Wpp e Kantar Millward Brown, si basa su 3 milioni di interviste a consumatori in relazione a 120mila brand, distribuiti in 51 paesi e appartenenti a 14 categorie merceologiche. Con un valore totale di circa 85,3 miliardi di dollari, l'Italia si classifica al 15esimo posto tra i paesi analizzati.



## FOOD AND RETAIL IN THE TOP 100

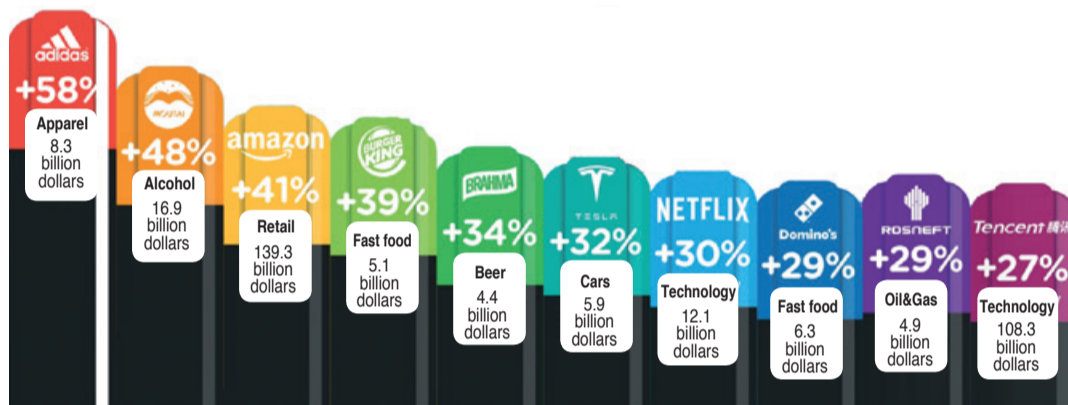
			VALUE 2017 (MLN DOLLARS)	VALUE CHANGE 2017 VS 2016 (%)	RANK CHANGE
4	Amazon	Retail	139,286	41%	3
10	McDonald's	Fast food	97,723	10%	-1
13	Coca Cola*	Soft drink	78,142	-3%	0
14	Alibaba Group	Retail	59,127	20%	4
22	Starbucks	Fast food	44,230	2%	-1
31	Walmart	Retail	27,934	2%	1
33	Budweiser**	Beer	27,037	-3%	-2
45	Subway	Fast food	21,713	1%	-4
64	Moutai	Alcohol	16,983	48%	29
68	Costco Wholesale	Retail	16,257	12%	0
81	Kfc	Fast food	13,521	9%	1
84	Pepsi	Soft drinks	12,730	4%	2
86	eBay	Retail	12,365	7%	5
89	Aldi	Retail	12,273	2%	-2
99	Red Bull	Soft drink	11,567	-1%	-9

Source: Kantar Millward Brown / BrandZ (including data from Bloomberg)

\* = The brand value of Coca Cola includes Light, Diet, Zero

\*\* = The brand value of Budweiser includes Bud Light

## TOP 10 RISERS



Brand value in dollars. %=brand value change 2017 vs 2016

Source: Kantar Millward Brown / BrandZ (including data from Bloomberg and Kantar Retail)

## WHAT ABOUT ITALY?

The combined value of the BrandZ top 30 most valuable Italian brands 2018 is 85,302 million US dollars, (72,483 million euro). Value is concentrated at the top of the ranking, with Gucci and telecom provider TIM accounting for 30% of the value of the leading 30 brands combined. A supermarket brand (Esselunga), soft drinks (Lavazza), pasta (Barilla) and breakfast spread (Ferrero) are all in the Top 10 Italian brands in the 2018 ranking for 'Brand Contribution', proving that category boundaries are no barrier to building a strong brand.

## 30 MOST VALUABLE ITALIAN BRANDS IN 2018

			VALUE 2018 (MLN DOLLARS)
1	Gucci	Luxury	16,273
2	Tim	Telecom provider	9,259
3	Enel	Energy	7,355
4	Kinder	Food & Dairy	6,904
5	Prada	Luxury	4,082
6	Ferrari	Cars	3,488
7	Eni	Oil & gas	3,131
8	Nutella	Food & Dairy	2,840
9	Generali	Insurance	2,526
10	Armani	Luxury	2,460
11	Ferrero Rocher	Food & Dairy	2,372
12	Intesa SanPaolo	Banks	2,210
13	Bottega Veneta	Luxury	1,948
14	Costa Crociere	Cruises	1,877
15	Unicredit	Banks	1,869
16	Salvatore Ferragamo	Luxury	1,689
17	Rai	Entertainment	1,641
18	Msc	Cruises	1,599
19	Fendi	Luxury	1,545
20	Mediaset	Entertainment	1,485
21	Fiat	Cars	1,130
22	Wind	Telecom provider	1,127
23	a2a	Energy	1,050
24	Banca Mediolanum	Banks	999
25	Barilla	Food & Dairy	971
26	Bulgari	Luxury	909
27	Pirelli	Tyres	891
28	Lavazza	Soft drinks	715
29	Campari	Alcohol	480
30	Esselunga	Retail	477

Source: Kantar Millward Brown / BrandZ (including data from Bloomberg)

# THE NATURAL SWEETNESS

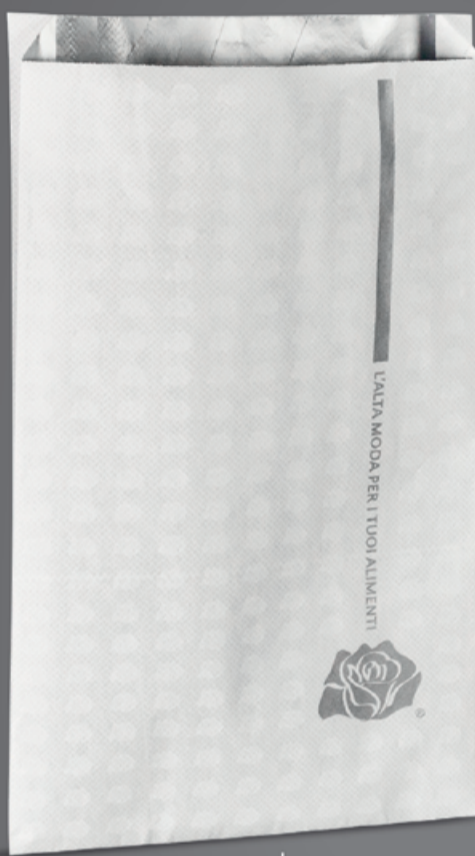
**Gorgonzola DOP**

The Gorgonzola OIOLI qualities comes from a story of love and passion for our product; it's the result of the attention and care during all the production phases, founded on the experience of those who have been producing Gorgonzola for over 40 years and does so every day with great enthusiasm.

**The Quality with Love**

Why DOES PACKAGING MAKE THE DIFFERENCE?

Ideabril®



It guarantees hygiene thanks to the heat sealing

It extends the shelf life

It provides additional services to the consumer

You can recycle it with paper and cardboard or separate the components for sorted waste collection

It displays cold cuts softly and nicely



Good packaging enhances the quality of the food perceived by the consumer, thus boosting sales and it is the most effective advertising medium for your brand.



www.essequattro.it



SIAL 2018

# INSPIRE FOOD BUSINESS

ONE OF THE WORLD'S LARGEST FOOD EXHIBITIONS IS BACK ON THE AGENDA, RUNNING FROM 21 TO 25 OCTOBER 2018 IN PARIS. WHERE 7,020 COMPANIES WILL BE PRESENTING THEIR PRODUCTS TO INTERNATIONAL RETAIL AND FOODSERVICE PROFESSIONALS.

"Coming to SIAL Paris is about discovering opportunities for growth, and new trends. It is about benefiting from an excellent springboard to attain the ambitious objectives aspired to by the actors in the food industry. Sial Paris is a unique, inspirational platform for testing new markets, launching new products and meeting the main professionals in the sector to discuss the challenges that lie ahead," highlighted Nicolas Trentesaux, Director of the Sial network. "Let us not forget, that the food industry is one of the most dynamic industries in the majority of the G20 countries."

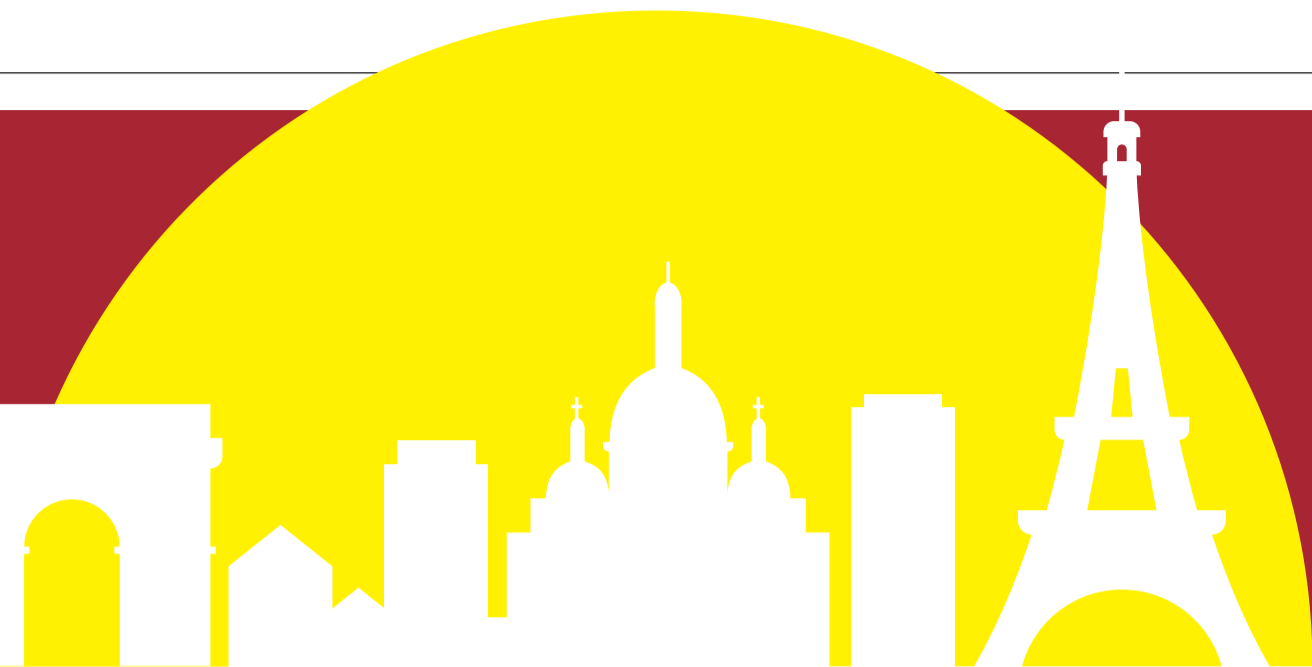
The 2018 edition of Sial Paris is to take place from 21 to 25 October 2018 at Paris Nord Villepinte. The key biennial event has become the go-to, inspirational meeting place for the entire food processing industry.

"All eyes in the food industry will be turned toward Paris in October 2018," he added. "More than 2,500 innovations will be unveiled to the world for the very first time as part of Sial Innovation, serving up yet more inspiration to the food processing industry."

During the five days, exhibitors will have the opportunity to present their products to more than 160,000 professional visitors from all around the world. Depending on their expectations and needs, visitors will be able to explore the exhibition by reference to sector or to the world's regions.

In 2018, Sial Paris is proposing a new sector: 'Alternative Food', combining organic products, free-from products, eco-friendly products, sustainable products and semi processed foods with, at its core, a space for roundtables and talks, as well as guided tours. In addition, the 2018 edition welcomes a new feature event dedicated to forecasting trends: 'Future Lab'.





**SIAL 2016 - FACTS & FIGURES**

- **7,020 EXHIBITORS**  
FROM 109 COUNTRIES
- **155,700 VISITORS**  
FROM 194 COUNTRIES
- **125 OFFICIAL DELEGATIONS**
- **21 EXHIBITION SECTORS**  
AND FOOD CHANNELS
- **TOP 6 SECTORS:**  
MEAT, DAIRY PRODUCTS,  
SAVOURY GROCERY, FROZEN FOODS,  
SWEET GROCERY, BEVERAGES



**Sial 2018:**

**Inspire food business**

Si avvicina l'appuntamento con Sial, kermesse internazionale del food & beverage, in scena dal 21 al 25 ottobre 2018 a Paris Nord Villepinte. Durante i cinque giorni, gli espositori avranno l'opportunità di presentare i loro prodotti a più di 160mila visitatori professionali, provenienti da tutto il mondo. E da quest'anno sarà proposto anche il nuovo settore 'Alternative Food', con referenze biologiche, free from, eco-compatibili, sostenibili e alimenti semilavorati, insieme a uno spazio per tavole rotonde e conferenze.



[WWW.SIALPARIS.COM](http://WWW.SIALPARIS.COM)

# IS EVERYTHING ORGANIC GOOD?



**CIBUS**  
19° SALONE INTERNAZIONALE DELL'ALIMENTAZIONE  
19th INTERNATIONAL FOOD EXHIBITION  
**PARMA 7/10 MAY**  
**COME AND VISIT US**

**PROBIOS** stand E040 - HALL. 6  
**IL NUTRIMENTO BIO - ORGANIC** stand G046 - HALL. 6

*Don't judge the book just by its cover, carefully read what the label indicates.*

Us from Probios are extremely sure to offer you products that are organic "from within", that have undergone many tests, and that are the result of balanced recipes and made with ingredients that respect both people and the environment.

Nowadays, our choices are dictated by a philosophy that is completely devoted to organic, that comes from our experience and culture since 1978.

Thanks to our talent, Probios' products are really different.



ORGANIC SINCE 1978





# "VERY BEAUTIFUL"

POSITIVE RESPONSES FOR THE SPANISH TRADE SHOW. LARGE AND QUALIFIED AUDIENCE AND EXCELLENT ORGANIZATION. MANY FOREIGN BUYERS, ESPECIALLY FROM SOUTH AMERICA.

  
**LE FAMIGLIE DEL GUSTO**  
TRADIZIONE ITALIANA



*Le Famiglie del Gusto is a network based on the collaboration of three Italian companies, leaders in the production of a comprehensive high-quality range of Salumeria. Organic vegan products are also available to enhance the overall competitive advantage.*

*All companies share strong Italian traditions passed down through generations and a deep desire to promote the Italian gastronomic delicacies all over the world.*

 Come and visit us at PLMA. EUROPA HALL 1, STAND F-5372

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

There were all the conditions for success. A growing economy, the GDP exceeds the 3% year-on-year, a constant increase in wealth distribution among the population.

The 22nd edition of Alimentaria took place in Barcelona from April 16th to 19th and showed a country in very good shape. Spain has overcome Italy so much that, according to a statistic issued by the international Monetary Fund and published on the Financial Times, within the next five years Spanish will have a spending power higher by 7% compared to Italians.

Many exhibitors - or more important - many visitors attended the event. A striking element was the quality level of attendees, to the extent that Adriano Bianco, Ceo of Master, called Alimentaria 2018 "Beautiful, beautiful, beautiful".

Some figures: a surface of 100 thousand square meters, 4,500 exhibitors of which 27% from 70 countries, over 150 thousand professional visitors with 1,400 foreign buyers. Significant numbers, that "prove that this was the year of the turning point", said Maria Luisa Cabalero of the Italian Trade Agency Madrid. "Alimentaria established itself as an interesting platform both for the domestic and the south American markets".

A special feature of the Iberian distribution was the presence of many 'tiendas', traditional shops that crowded the exhibitors' booths. Small, often family-run businesses, that form the backbone of the Spanish economy. Mass retailers follow closely behind, but especially in the peripheral regions and in small cities it is still the normal trade that makes the difference.

### Alimentaria: "Davvero bella"

*Le premesse per un successo c'erano tutte. E così è stato. Alimentaria, 22a edizione dell'evento che si è tenuto a Barcellona dal 16 al 19 aprile, ha confermato che la Spagna ha messo il turbo. Molti gli espositori ma soprattutto molti i visitatori. Un dato che ha stupito, soprattutto per la qualità dei buyer. Tanto che qualcuno, Adriano Bianco di Master, ha definito Alimentaria 2018: "Bella, bella, bella".*



**MASTER**

gnocchi  
mamma emma  
un menù  
da ristorante

Adriano Bianco

**SARCHIO**

Cesare Roberto

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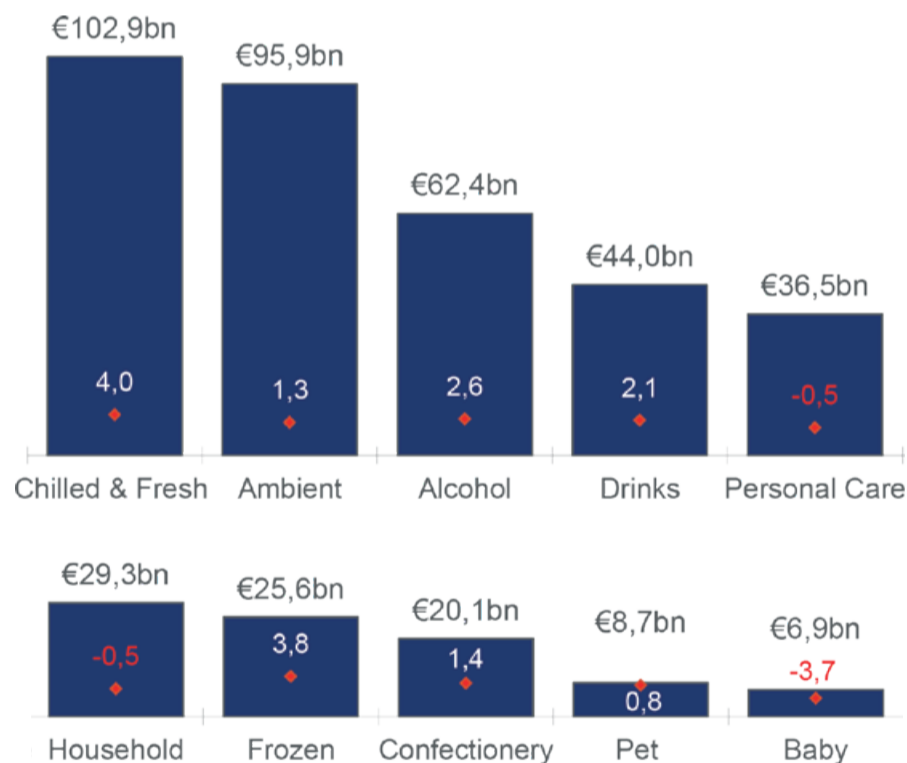
# UPS AND DOWNS

A recent IRI market insights analysed the top FMCG categories across six major European countries - namely UK, France, Germany, Italy, Spain and the Netherlands - for its 'Top FMCG Categories 2017' report. Overall, the ambient food category was worth 96 billion euro across these countries last year and grew by +1.4% on average. Germany and the Netherlands showed the biggest growth, with ambient sales up +2.3% year on year in both markets. Within this, crisps and salty snacks, with total sales of 6.3 billion euro (+3.7% YoY), was a common growth driver across all countries, ranking inside the top 10 for absolute growth year-on-year in all but two countries. Category sales grew fastest in Italy, with underlying volumes up +7.5% YoY led by increasing rate of sale.

Health and wellbeing are getting increasingly important, influencing consumer choice when it comes to categories such as snacking. Demand for healthier options is also extending to the beverage category, with bottled mineral water volumes now growing ahead of colas across all countries (+3.3% vs -3.4% YoY). Sales of alcoholic drinks also grew strongly across all countries, worth 62 billion euro, up 2.6% YoY. Beer was the leading growth category in terms of absolute value growth year on year in four of the six countries measured.

A NEW REPORT ISSUED BY IRI HIGHLIGHTS THE BEST AND WORST PERFORMING CATEGORIES ACROSS EUROPE IN 2017.

## MARKET OVERVIEW



Source: IRI Infoscan, MAT p/e Oct 2017



Caring for quality

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# WNS

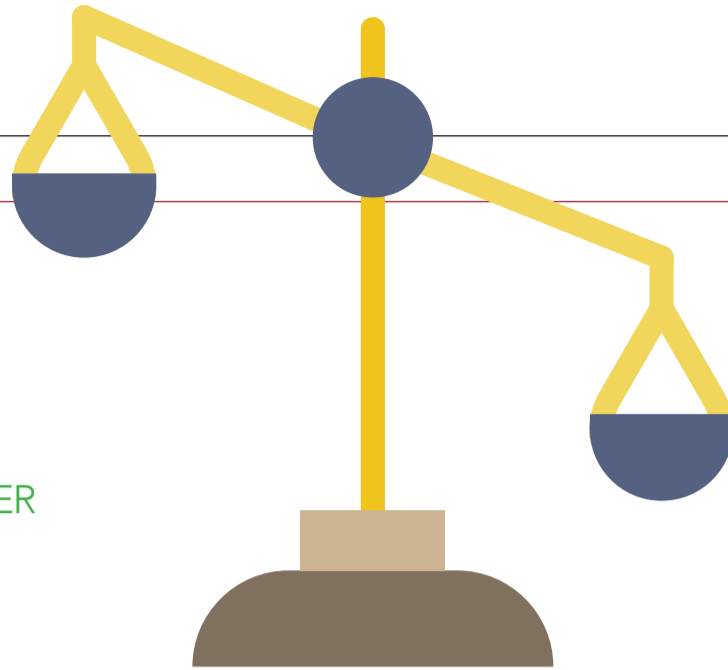


**Mercato europeo dei beni di largo consumo: chi sale e chi scende**

Uno studio firmato IRI e intitolato 'Top FMCG Categories 2017' analizza i principali trend di consumo in sei paesi europei per quanto riguarda le vendite di beni di largo consumo confezionato. A registrare una crescita trasversale a tutti i mercati considerati sono il fresco, l'ambient e il refrigerato. Bene soprattutto il comparto degli snack, che ha raggiunto il valore di 6,3 miliardi di euro. In crescita anche la richiesta di prodotti ad alto contenuto salustico e alcolici, birra in primis.



- ↑ BEER
- SPIRITS
- SALTY SNACKS
- MINERAL WATER
- ICE CREAM
- FROZEN FISH



- SQUASH/  
DRINK DILUTES
- FROZEN  
RED MEAT
- LONG-LIFE  
MILK
- ↓ COLAS

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## SPECIFIC GROWTH CATEGORIES PER COUNTRY







### Absolute value drivers

Highest absolute €MAT (Moving Annual Total) value growth categories

						
Alcohol	Beer +€270m	Spirits: +€46m	Beer: +€203m	Beer: +€121m	Beer: +€89m	Beer +€43m
Ambient	Salty Snacks: +€20m	Long life Milk: +€251m	Industrial Pastries: +€38m	Dried Fruit:+Veg: +€66m	Canned Tuna: +€42m	Salty Snacks +€40m
Baby	Finger Food: +€9m	Baby Food: +13m	N/A	Baby Wipes: +€61k	N/A	Baby Food (Fruit): +€2.7m
Chilled & Fresh	RTH Meals: +€101m	Butter: +€653m	Fresh Salads: +€56m	Sliced meats: +€116m	Ready Meals: +€47m	Milk: +€46m
Confectionery	Assortments: +€43m	Seasonal: +€35m	Choc Bars: +€11m	Choc Assortment: +€19m	Choc tablets: +€18m	Choc: +€33m
Drinks	Cola: +€56m	Coffee: +€101m	Still Water: +€57m	Still Water: +€110m	Still Water: +€58m	Cola: +€19m
Frozen	Ice Cream: +€38m	Meat/ Poultry: +€200m	Ice Cream (Indiv): +€23m	Fish: +€47m	Fish: +€67m	Ready Meals: +€11m
Household	Adult Wet Wipes: +€11m	Toilet Paper: +€47m	Hand Tissues: +€12m	Fabric Softener: +€11m	Domestic Paper: +€10m	Dishwasher Tablets: €4m
Personal Care	Facial Beauty: +€22m	Dental Care: +€31m	Incontinence: +€12m	Incontinence: +€14m	Lipstick: +€4.8m	Incontinence: +€2.5m
Pet	Dog Snacks/treats +€12m	Dog Food +€9m	Dry Cat Food: +€14m	Dog Food: +€10m	Cat Food: +€15m	Cat Food +€2.5m

### Fastest growing

Fastest €MAT % value growth categories

						
Alcohol	Sparkling Wine +11%	Cider +20%	Rum: +18%	Prosecco: +12%	Wine: U Requena +38%	Champagne +8%
Ambient	Sweet & Savoury Mixes +11.2%	Long life Milk: +18%	RTE Desserts: +14%	Tinned Veg: +7%	Pasta : +18%	Dried Veg +29%
Baby	Finger Food +14%	Baby food +3%	N/A	Toiletries: +0.2%	N/A	Baby Rusks: +13%
Chilled&Fresh	Smoothies +30%	Butter +37%	Fruit Salad: +30%	Exotic Fruit: +55%	Salsa / dips +19%	Desserts : +22%
Confectionery	Easter +8%	Kids sweets +16%	Choc Bars: +1%	RTF Icepops +17%	Easter Choc +12%	Fruit Gummies: +10%
Drinks	Mixers / Tonic +23%	Mixers / Tonic +11%	Tea based drinks: +18%	Flat Drinks: +25%	Sports Nutrition +53%	Still Water: +9%
Frozen	Vegetarian foods +18%	Meat / Poultry +9%	Ice Cream (tubs) +4%	Pizza: +9%	Meat: +20%	Veg Meals: +24%
Household	Adult Wet Wipes: +56%	Drain cleaner: +13%	Soaps +5%	Insecticides: +9%	Cleaning supplies: +4%	Pre-wash: +14%
Personal Care	Male Hand & Body +41%	Face Masks +40%	Face wipes : +7%	Teeth Whitening: +154%	Bath oils/salts: +29%	Insect Repellent +35%
Pet	Dog Snacks/ treats +4%	Accessories +2.3%	Cat Litter: +6%	Dog Hygiene +4%	Cat Food: +6%	Cat Food +1%

### Absolute decline drivers

Highest absolute €MAT decline by country

						
Alcohol	Champagne -€17m	Beer: -€36m	Aperitifs: -€26m	Table Wine: -€14m	Brandy: -€170k	Red Wine: -€8m
Ambient	Bakery: -€35m	Home Baking: -€62m	Long life Milk: -€18m	Long life Milk -€45m	Long Life Milk: -€61m	Tinned Veg -€5m
Baby	Nappies: -€33m	Toiletries : -€6m	N/A	Nappies: -€21m	Cereal - €3.3m	Baby Milk: -€32m
Chilled & Fresh	Juices: -€47m	Seafood: -€4m	Fromage Frais: -€38m	Milk: -€22m	Yogurt Drinks: -€28m	Pudding -€6m
Confectionery	Choc: -€29m	Sweets -€13m	Chewing Gum -€21m	Sweets: -€20m	N/A	Chewing Gum: -€1m
Drinks	Squash: -€14m	Dilute : -€55m	Cola: -€87m	Coffee: -€20m	Cola: -€25m	Fruit Drinks: -€3m
Frozen	Red Meat -€5m	N/A	Fish: -€18m	Red Meat: -€11m	Ice Cream tubs -€2m	Fish : -€2m
Household	Main Wash Laundry: -€37m	Cleaning supplies: -€12m	Main wash laundry: -€60m	Main wash laundry: -€8m	Main Wash laundry: -€10m	Air Fresheners: -€3m
Personal Care	Razors / Blades: -€12m	Razors/ Blades : -€33m	Make-Up: -€31m	Nail care accessories: -€10m	Hair Styling: -€5m	Face Cream -€8m
Pet	Cat Food (Wet) -€9m	Other Pet food -€7m	Accessories : -€6m	Other Pet Food: -€1m	Other Pet Food: -€0.5m	Other Pet Food -€1m

Source: IRI Infoscan, MAT p/e Oct 2017

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IF THEY  
LIVE WELL

YOU EAT WELL

PIGS HAVE BEEN RAISED AND REVERED SINCE ANCIENT TIMES. IN CLASSICAL TIMES THEY WERE A SYMBOL OF FERTILITY, AND IN ETRUSCAN MYTHOLOGY THEY WERE SEEN AS AN IMPORTANT EMISSARY OF THE GODS. THE PIG, THEREFORE, IS AN ANIMAL WHOSE VALUE IS STRONGLY ROOTED IN THE ITALIAN CULTURE, AND AS SUCH IS DESERVING OF OUR BOUNDLESS RESPECT.

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OUR PASSION FOR PIGS IS A CAST-IRON GUARANTEE FOR OUR CLIENTS THAT OUR PRODUCTS WILL ALWAYS BE THE BEST; THE ANIMALS HAVE BEEN REARED AND RAISED IN CONFORMITY TO THE STRICTEST CERTIFICATION STANDARDS, WITH THE AID OF CUTTING-EDGE TECHNOLOGY, TO ENSURE THAT THEY ARE HEALTHY AND HAPPY. THIS MAKES THEIR MEAT TRULY SPECIAL—A TASTY DELICACY THAT HEARKENS BACK TO THE ANCIENT ROOTS OF CIVILISATION.



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**GROWTH FOR FOOD AND DRINK ACROSS COUNTRIES**

Ambient, chilled & fresh, alcohol and drinks rank amongst the largest five macro categories across all six countries. Fastest growing is chilled & fresh in Germany, but this is largely helped by high price inflation in dairy. Strong snacks growth within UK ambient is offset by decline in bakery and cereals. A strong year for wine and beer drive alcohol ahead in Spain. Price inflation across dairy and ready meal growth boost chilled & fresh in the Netherlands.

**Top five macro categories by country  
€MAT value sales and yoy% change**



Source: IRI Infoscan, MAT p/e Oct 2017

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**FOOD AND DRINK  
TOPLINE GROWTH**

Total IRI category value

**432**  
BILLION EURO  
(+2% YOY)

Chilled & fresh and ambient  
account for just  
under half of total value

**(46%)**

Alcohol and soft drinks  
appear in the  
**TOP FIVE**  
macro categories  
across each of the  
**SIX IRI  
COUNTRIES**

Fastest growing  
food&drink category  
country: chilled & fresh  
**(+7.1%)**  
slowest ambient  
**(+0.5%)**  
in the United Kingdom (UK)

# A LOOK INTO THE FUTURE OF FOOD

ON STAGE FROM AUGUST 31ST UNTIL SEPTEMBER 2ND THE 2018 EDITION OF THE COUNTRY'S NUMBER ONE TRADE SHOW FOR FOOD & BEVERAGE PROFESSIONALS.

The 10th edition of India Foodex - the country's largest food and agribusiness exhibition - will be held from the 31st August until the 2nd of September 2018 at Bangalore International Exhibition Center, India.

Over time, the trade show has gained immense popularity among leading international players of the sector, offering an impressive show of food and beverage processing, packaging, storage and warehousing technologies, as well as retailing and hospitality.

In order to further enhance



its value, in 2018 there will be concurrent shows addressing the needs of the different related sectors, 9th GrainTech India, 8th DairyTech India, 5th MeatTech Asia, 3rd SnackBev India and Hotel Restaurant &

Catering Expo (HRC Expo). The 2017 edition of India Foodex welcomed more than 450 exhibitors from 30 countries, who displayed their products to more than 35,000 trade visitors.

## India Foodex: appuntamento a Bangalore

Si terrà dal 31 agosto al 2 settembre 2018, a Bangalore, la decima edizione di India Foodex, maggiore evento fieristico del paese per l'industria food & beverage. Oggi l'India rappresenta un mercato più che mai strategico per gli operatori della filiera: secondo maggior produttore al mondo di generi alimentari dopo la Cina, il paese si prepara a vivere una vera rivoluzione - sia dal punto di vista produttivo, sia per quanto riguarda lo sviluppo del canale retail - grazie anche a una nuova politica di apertura agli investimenti esteri diretti promossa dal governo nazionale.

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## THE COMPANY

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# DELI MEATS MASTERS SINCE 1922

### Maestri dei salumi dal 1922

La storia della Cavalier Umberto Boschi è legata a doppio filo a quella della sua terra: Felino, un piccolo comune della provincia di Parma. Era il 1922 quando Umberto Boschi decise di fondare la propria azienda per la produzione e la stagionatura delle specialità norcine più amate della tradizione locale, a cominciare proprio dal Salame Felino. Un prodotto dalle caratteristiche nutrizionali uniche e dal gusto inconfondibile, realizzato con i tagli più pregiati del maiale. A distanza di 96 anni, l'azienda è oggi guidata dalla quarta generazione della famiglia Boschi ed è pronta a fare il 'grande salto' sui mercati globali. Forte della consapevolezza di offrire il più alto livello qualitativo sul mercato. E di una capacità produttiva capace di rispondere a ogni esigenza.

CAVALIER UMBERTO BOSCHI IS READY TO TAKE ON INTERNATIONAL MARKETS. THANKS TO THE EXCELLENT QUALITY OF ITS FLAGSHIP PRODUCTS: SALAME FELINO PGI AND PROSCIUTTO DI PARMA PDO. THE WORD TO LORENZO BOSCHI, FOURTH GENERATION OF THE FAMILY-RUN COMPANY.

Cavalier Umberto Boschi's history is intimately linked to that of its territory: Felino, a small town in the Parma province. It was 1922 when Umberto Boschi founded its own company aimed at producing and seasoning the most beloved specialties from the local deli meat tradition, starting from Salame Felino. A product with unique nutritional properties and flavor, made using the most prized meat cuts. After 96 years, the company is run by the fourth generation of the Boschi family and is ready to pursue global markets. Aware of offering the highest quality level, as well as a production capacity able to meet any customer's needs.

The evolution of a Century-old tradition

"After the first stage of expansion on the local territory, in the '80s we entered large-scale retail. In 1996, Cavalier Umberto Boschi moved in a new state-of-the-art production facility, in order to meet the fast-growing market demand," said Lorenzo Boschi, Umberto's grandnephew and fourth generation at the head of the family-run company. In those years, alongside with the production of Salame Felino, the company started producing another masterpiece of local charcuterie:

Prosciutto crudo. "A product that has always been a significant part of our business, especially after the acquisition of a small production plant in Lesignano, right in the heart of the Parma 'Food Valley'," added Lorenzo Boschi. "In 2003, the facility was further widened in so much that today we yearly produce more than 300,000 pork legs, and most of them become Prosciutto di Parma PDO."

Salame, authentic passion

The company's core business - as well as most iconic product

- is Salame Felino PGI. In 2016, total production exceeded one million kilos. "Our Salame Felino has unique characteristics," highlighted Lorenzo Boschi. "First of all, it is made with the most prized pork meat cut, namely 'trito di bianco'. Think that, from one pig, you can obtain only one kilo and a half of 'trito di bianco'. Afterward, the meat is cased in natural pork casing, as requested by the production disciplinary. We stick closely to our traditional recipe, that is free from chemicals, often used to facilitate the seasoning. Other important fea-

tures of Salame Felino are definitely its high digestibility and the total absence of acidity. In addition, it is free from gluten, lactose, and sugar and is 100% natural. Of course, taste is exquisite."

Target: export

All deli meats produced by Cavalier Umberto Boschi are available whole, sliced or in cuts. "We are co-owners of F.Ili Tanzi, one of Italy's largest slicing companies, boasting 16 production lines," said Lorenzo Boschi. "In the months ahead we will complete the widening of our production facility in Felino and we are ready to get the license to produce low-seasoned salamis that will be therefore allowed to be exported to the United States. Hence, one of our greatest goals for the near future is to increase our export share, and the US is our main target market. In order to achieve this goal, we can rely on a strong and modern company, with a Century-old tradition. The quality of our products is perfect to meet the most demanding needs in the Ho.re.ca channel, as well as high-end gourmet shops, and we are firmly convinced that it will suit the palate of consumers worldwide."



Lorenzo Boschi

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

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# MAD ABOUT ORGANIC

THE SECTOR'S TOTAL TURNOVER IN THE SECOND LARGEST EU MARKET REACHED 8 BILLION EURO. MORE PRODUCTS ON THE SHELVES, IN ORDER TO MEET THE FAST-GROWING DEMAND.

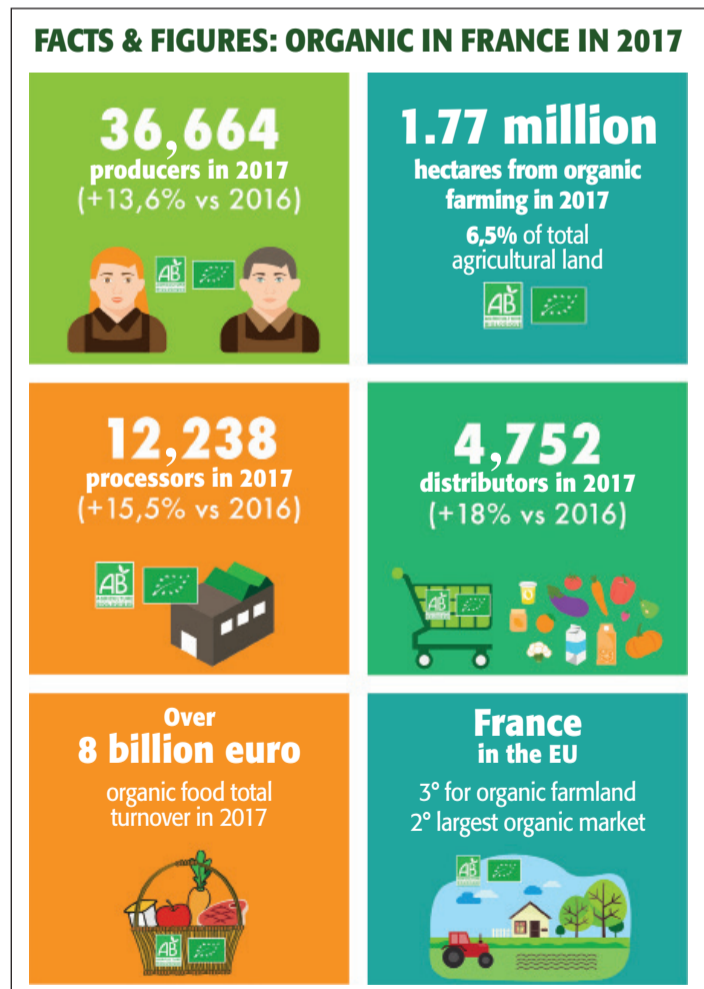
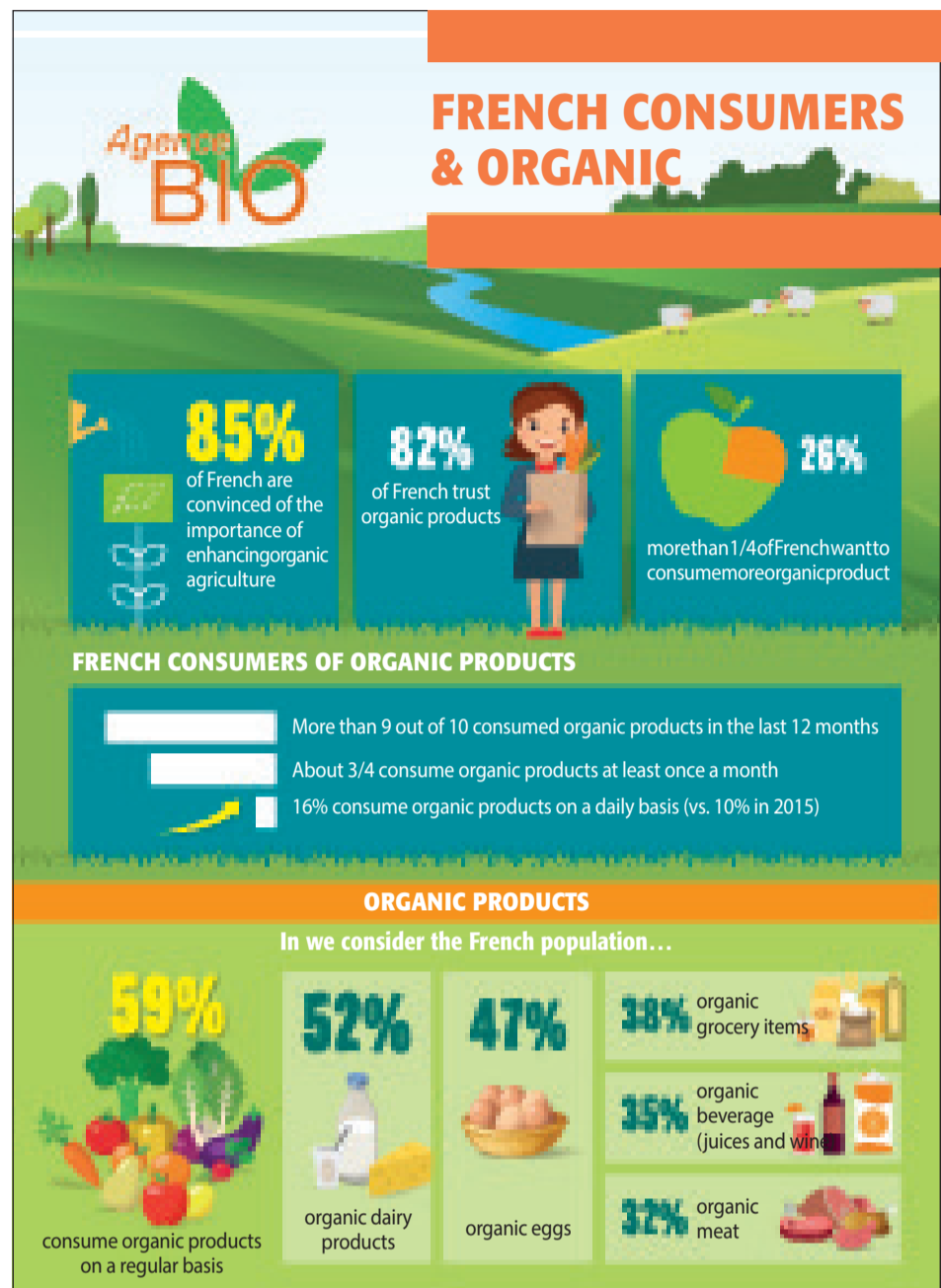
Sales of organic food products are booming in France, the second largest European market for the sector. In 2015, total organic food sales were worth 5 billion euro. At the end of 2017, this value reached 8 billion euro. According to the latest yearly report issued by the Agence française pour le développement et la promotion de l'agriculture biologique (Agence bio), last year's sales of organic products - up by 16.7% over 2016 - were pushed by an increasingly widespread distribution of these items in the different sales channels. The role played by the organic sector in France has strengthened in convenience stores as well as in hyper and supermarkets, with dedicated product ranges. But be aware that the number of specialized shops is also on a rising trend.

Where sales are growing According to the IRI research institute, sales of fixed weight organic products increased on average by 30.5% in French medium-large grocery stores. Convenience store registered the greatest increase (+23%) as well as the e-commerce service of big retailers (+33%). Encouraging, despite lower results were achieved by

specialized organic shops, up by 15% over 2016.

The sector in figures The organic market is booming and so do also French organic producers: today they are 36,664 (+13.6% over 2016), for a total of 1.77 million hectares farmed according to organic principles (6.5% of total agricultural land). The number of organic food processors is also growing: 12,238 in 2017, up by 15.5% over the previous 12 months. Finally, 4,752 distributors are committed to organic, rising by 18 percentage points over 2016.

Consumption patterns If we consider consumption trends between 2011 and 2016 - the 'breakthrough' year - sales of organic food increased by more than 82% in the last five years. A trend confirmed also in 2017 and that, according to estimates, should continue in 2018. 26% of respondents in the survey carried out by Agence bio and Csa Research, said that the number of organic food in their shopping basket is definitely going to increase. In 2017, 92% of French people said to have bought organic items, 73% on a regular basis and 16% on a daily basis (it was 10% in 2015).



**Francia: pazzi per il bio**  
 Prosegue la corsa dei consumi alimentari bio in Francia. Per un'accelerazione che continua a rimanere vertiginosa, a fronte di un dato complessivo di mercato (il secondo in Europa) che prima del 2015 si attestava attorno a quota 5 miliardi di euro e a fine 2017 raggiunge la soglia degli 8 miliardi di euro. A certificare il trend è l'Agence française pour le développement et la promotion de l'agriculture biologique (Agence bio), nel suo ultimo report annuale sul settore.

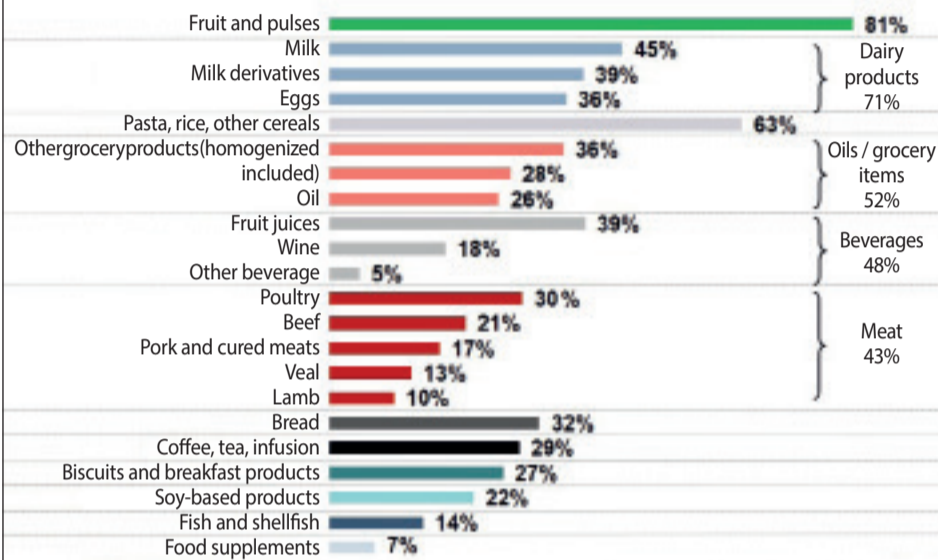
# CONSUMERS' SURVEY

## ARE ORGANIC PRODUCTS USUALLY MORE EXPENSIVE THAN CONVENTIONAL PRODUCTS?



Baromètre Agence Bio/CSA 2018

## WHAT KIND OF ORGANIC PRODUCTS DO YOU BUY?



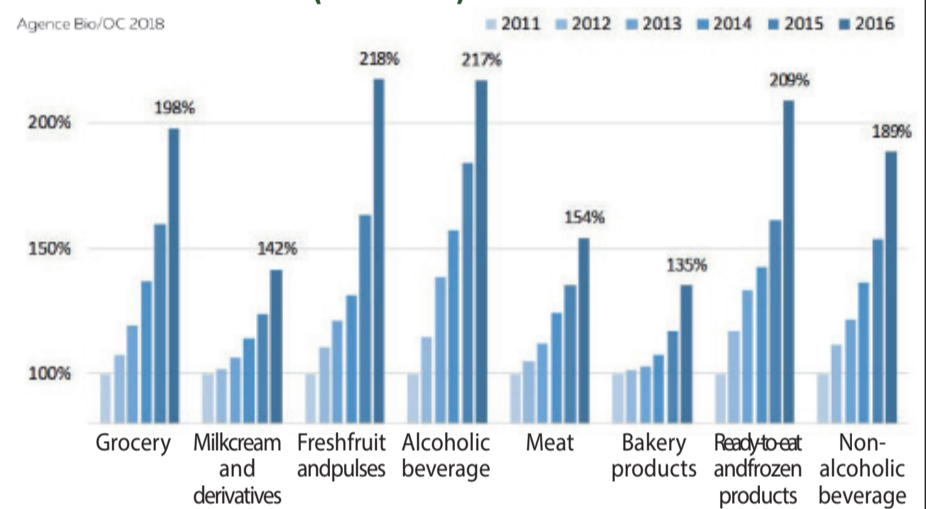
Baromètre Agence Bio/CSA 2018

## IN REGARD TO DISTRIBUTION, WHERE WOULD YOU LIKE TO FIND MORE ORGANIC PRODUCTS?



Baromètre Agence Bio/CSA 2018

## SALES OF ORGANIC FOOD PRODUCTS - PRODUCT CATEGORIES (2011-2016)



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## LIFE GOOD ORIENTED

*maximum care of the health aspects of the products.*

goldenfood.it



## TIME<sup>3</sup>

*to devote to the product for a slower seasoning and a more natural product.*

quintastagionespa.it



## THE MAIN SQUARES

*the concept Perimetro focuses on the localization of the stores in central high-pedestrian areas, with the specific intention of "illuminating" the historical centres of the cities.*



## DELICATESSEN

The group is mainly engaged in the production of cold cuts by certifying the supply chain that from the slaughter goes through the production and the seasoning up to the slicing.

## AND GASTRONOMY

The research and the development of new products from red meats such as roast beef and "Salada meat" or from the white meats such as chicken and turkey.

## CONTEMPORARY

New products for new consumption.

