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THE ITALIAN FOOD

MAGAZINE

BUYER'S • GUIDE

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



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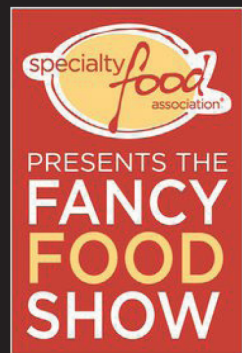


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EDITORIAL

by Angelo Frigerio, managing director

AIM AT SUSTAINABILITY

Over the last years sustainability has become popular through articles, discussions and editorials. Every sector - starting from agriculture, industry and distribution - agrees that it is a value to take into account in the business processes.

As regards the environment, sustainability is an essential trait to guarantee the world's stability, that is the ability to keep the eco-friendly processes within an ecosystem and its biodiversity in the future. Sustainability was the first concept to be defined and analyzed. Later it was expanded to other fields, especially the social-economic one. In this way sustainability acquired a wider definition, in which the three conditions of environmental, economic and social sustainability take part to the definition of wellness and progress.

Such generalization of the sustainability concept was developed using the 'system' concept, instead of the more specialized 'ecosystem' one. In this way the system stability, regarding human life, can be seen as a longevity guarantee for a system that supports human life, as the planet climate system can be, as well as the agricultural, industrial, forestry, fisheries systems and for the communities that depend on them. Spe-

cifically, longevity is related to the human influence exerted on the systems.

The social sustainability term, with reference to society, is a "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland Report, 1987). Although this definition is widely shared, it is subject to different interpretations.

This definition of sustainability can be divided into two types: the strong sustainability, in which the capital to hand down is 'natural', that is exclusively derived from natural resources; and the weak sustainability, in which the capital to hand down can be substitute with an 'artificial capital', that is a human made capital.

The concept of economic sustainability is the basis for considerations about developmental economy that investigate future possibilities for a long-term economical process. From this point of view, to ensure that a process is economically sustainable, it has to use the natural resources at such a rate that they can be naturally regenerate.

After defining the issue, it is up to business processes managers now. They will be the ones to turn the theory into consolidated practice, for their company's future and for our planet.

OBIETTIVO SOSTENIBILITÀ

Articoli, tavole rotonde, editoriali: da molto tempo ormai la sostenibilità tiene banco. E tutti - dall'agricoltura passando per l'industria sino ad arrivare alla distribuzione - sottolineano che si tratta di un valore da tenere in grande considerazione nell'ambito di tutti i processi aziendali.

Per quanto riguarda l'ambiente, la sostenibilità è una prerogativa essenziale per garantire la stabilità del nostro pianeta, cioè la capacità di mantenere nel futuro i processi ecologici che avvengono all'interno di un ecosistema e la sua biodiversità. Tale concetto di sostenibilità è stato il primo ad essere definito e analizzato. Successivamente il concetto di sostenibilità venne allargato ad altri ambiti, in particolare alla sfera economica e

sociale, fornendo una definizione più ampia, secondo la quale le tre condizioni di sostenibilità ambientale, economica e sociale partecipano insieme alla definizione di benessere e progresso.

Tale generalizzazione del concetto di sostenibilità è stata svolta usando il concetto di 'sistema', che è più generale del concetto di 'ecosistema'. In questo modo, per quanto riguarda la vita umana, la stabilità di un sistema può essere vista come un modo per garantire la longevità di un sistema di supporto per la vita umana, che può essere il sistema climatico del pianeta, il sistema agricolo, industriale, forestale, della pesca e delle comunità umane che in genere dipendono da questi diversi sistemi. In particolare tale longevità è messa in

relazione con l'influenza che l'attività antropica esercita sui sistemi stessi.

Con riferimento alla società, il termine di sostenibilità sociale indica un "equilibrio fra il soddisfacimento delle esigenze presenti senza compromettere la possibilità delle future generazioni di sopperire alle proprie" (Rapporto Brundtland del 1987). Sebbene tale definizione sia ampiamente condivisa, essa è soggetta a differenti interpretazioni.

Il concetto di sostenibilità sociale così definito può essere inoltre distinto in due tipologie: la sostenibilità forte, se si ammette che il capitale da tramandare alle generazioni future possa essere solo 'naturale', cioè che deriva esclusivamente da risorse naturali. E la sostenibilità debole, se si ammette

che il capitale naturale da tramandare possa essere sostituito da 'capitale manufatto', cioè creato dall'uomo.

Il concetto di sostenibilità economica è alla base delle riflessioni nell'ambito dell'economia dello sviluppo che studiano la possibilità futura che un processo economico 'duri' nel tempo. Da questo punto di vista, perché un processo sia economicamente sostenibile esso deve utilizzare le risorse naturali a un ritmo tale che esse possano essere rigenerate naturalmente.

Definiti i termini della questione, la palla passa adesso ai responsabili dei processi aziendali. Saranno loro a trasformare la teoria in prassi consolidata. Per il futuro delle loro aziende ma anche e soprattutto per il nostro pianeta.

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NEWS

EU FREE TRADE AGREEMENTS: GREEN LIGHT FOR NEGOTIATIONS WITH AUSTRALIA AND NEW ZEALAND

EU trade ministers have given green light to the Commission to start the free trade negotiations with Australia and New Zealand. The final goal of negotiations, which could start in the next weeks, is to eliminate the duties on goods and provide access to public procurement. Agricultural unions as well as the European dairy association have revealed important uncertainties, mainly connected with milk production in New Zealand, home of the giant company Fonterra, and sheep meat, in both the countries.

Ue, accordi di libero scambio: via libera ai negoziati con Australia e Nuova Zelanda

I ministri del commercio Ue hanno dato il via libera alla Commissione perché proceda con i negoziati, per accordi di libero scambio, con Australia e Nuova Zelanda. L'obiettivo della trattativa, che potrebbe partire già nelle prossime settimane, è eliminare i dazi sulle merci e fornire un accesso agli appalti pubblici. Perplexità del settore agroalimentare, sia da parte dei sindacati agricoli sia dell'European dairy association, per timori legati soprattutto alla produzione di latte in Nuova Zelanda, con il colosso Fonterra, e di carne ovina, in entrambi i Paesi.

MARTINO ROSSI OPENS A NEW BRANCH COMPANY IN THE US



The foreign business of Martino Rossi, specialized in the production of gluten-free and allergen-free cereals, is on a rising trend. To the point that the Italian company recently inaugurated a subsidiary in the United States, MartinoRossi America Inc, with a distribution platform in Iowa. "In addition, we have recently presented the new functional products dedica-

ted to the food industry and the new 'Artisan' range of flours for professional use, made with pulses from controlled supply chain, pre-cooked with an innovative pressure cooking system in order to preserve its nutritional characteristics and guarantee the best performance in the processing," said Stefano Rossi, sales director for Italy of Martino Rossi.

Nuova filiale Martino Rossi negli Usa

Cresce il business estero di Martino Rossi, specialista nella produzione di farine senza glutine e senza allergeni. Grazie anche all'inaugurazione di una filiale negli Stati Uniti, con una piattaforma logistica in Iowa. "Inoltre, abbiamo da poco presentato i nuovi prodotti funzionali per l'industria alimentare e le nuove farine 'Artisan' a base di legumi da filiera controllata per uso professionale, precotte con un innovativo sistema di cottura in pressione per preservare le caratteristiche nutrizionali e garantire le migliori performance nella lavorazione," spiega Stefano Rossi, direttore commerciale Italia di Martino Rossi.

ORGANIC MARKET TURNOVER REACHED 50 BILLION DOLLARS IN THE US

According to the Organic Trade Association, US sales of organic produce totaled a new record of 50 billion dollars in 2017. The 'Usda Organic' brand is trusted by over 75% of American households and sales of organic products account for about 5% of total food sales in the country. In detail, 14% of all the fruit and vegetables and 8% of all dairy products sold are organically certified. Today, in 75% of US supermarkets organic produce have their own dedicated shelf.

Giro d'affari da 50 miliardi di dollari per il bio negli Usa

Secondo la Organic Trade Association, nel 2017 gli americani hanno speso 50 miliardi di dollari all'anno per acquistare prodotti biologici. A rilanciare il dato è l'agenzia Ige di New York, che sottolinea come il marchio 'Usda Organic' goda della fiducia di oltre il 75% delle famiglie statunitensi e le vendite di referenze bio costituiscano oggi il 5% del totale di quelle alimentari. Da segnalare, come il 14% di frutta e verdura e l'8% dei latticini acquistati negli Usa siano biologici. Con i prodotti bio che sono presenti in una sezione dedicata nel 75% dei supermercati degli States.

FERRERO BUYS NESTLÉ'S US CONFECTIONERY BUSINESS FOR 2.8 BILLION DOLLARS

The Italian confectionery maker Ferrero agreed to pay 2.8 billion dollars to buy Nestlé's US confectionery business and thus winning over Hershey, US largest chocolate producer. The deal includes more than 20 iconic brands like Butterfinger, BabyRuth, 100Grand, Raisinets, Wonka and Crunch, but also SweetTarts, LaffyTaffy and Nerds candies. Adding the Nestlé business, which had about 900 million dollars in sales in 2016, will make



family-owned Ferrero the third-biggest chocolate seller in the US. Through the deal, the company also acquired Nestlé's U.S. manufacturing facilities in Bloomington, Franklin Park and Itasca, Illinois.

Ferrero rileva il comparto dolci di Nestlé Usa per 2,8 miliardi di dollari

Ferrero, l'azienda di Alba (Cn), ha acquisito per 2,8 miliardi di dollari il comparto dolciario statunitense di Nestlé. Battendo la controfferta di Hershey, il più grande produttore statunitense di cioccolato. Ferrero diventa così la terza azienda dolciaria nel mercato americano. L'azienda di Alba acquisisce quindi più di 20 storici brand, tra cui i marchi di cioccolato Butterfinger, BabyRuth, 100Grand, Raisinets, Wonka e Crunch, ma anche le caramelle SweetTarts, LaffyTaffy e Nerds. Rafforza inoltre la base produttiva con gli stabilimenti Nestlé a Bloomington, Franklin Park, e Itasca in Illinois. Nel 2016 l'attività dolciaria negli Stati Uniti di Nestlé ha generato un fatturato di circa 900 milioni di dollari.

PENNY MARKET TO INVEST 167 MILLION EURO BY 2019 AS PART OF ITALY EXPANSION



German discounter Penny Market (Rewe Group) has announced a 167 million euro investment plan between 2018 and 2019 to grow on the Italian market (the company invested 58 million euro in 2016 and 56 million euro in 2017). "These investments are a demonstration of our desire to strengthen our presence in Italy, thus contributing to the developing of the territories where we operate," said Roberto Fagnani, Cfo of Penny Market. In 2018, about 20 new openings are expected, concentrated in Tuscany, Lombardy, Piedmont and Southern Italy, with the creation of more than 100 jobs.

Penny Market: 167 milioni di investimenti in Italia entro il 2019

La catena della Gdo tedesca Penny Market (Gruppo Rewe) annuncia per il biennio 2018-2019 investimenti in Italia per 167 milioni di euro (erano 58 milioni nel 2016 e 56 milioni nel 2017). "Gli investimenti manifestano la volontà di Penny Market di rafforzare la presenza in Italia, contribuendo anche allo sviluppo dei territori nei quali abbiamo deciso di operare", commenta Roberto Fagnani, cfo di Penny Market. Nel 2018 sono previste circa 20 aperture, concentrate in Toscana, Lombardia, Piemonte e Sud Italia, con la creazione di circa 100 nuovi posti di lavoro.

“ LOVE AT FIRST SIGHT ”

It comes from a noble fusion between the best milk of the Piedmontese Valleys and the fine Menabrea Beer. Sbirro: Surprisingly unique for 15 years.





"GET THE BEST OUT OF YOUR TRADE SHOW"

INTERVIEW WITH DONATO CINELLI, PRESIDENT AND MANAGING DIRECTOR OF UNIVERSAL MARKETING. ORGANIZERS OF THE ITALIAN PAVILION AT NEW YORK'S SUMMER FANCY FOOD SHOW.

For decades, Universal Marketing has been dealing with the organization of the so-called 'Italian Pavilions' - collectives of Italian companies attending international trade shows aimed at taking advantage of a joint participation to enhance the 'made in Italy' brand. "Many companies place their trust on us to find out the trade fairs that best suit their needs," said Donato Cinelli, president and managing director of Universal Marketing, that traditionally deals with the realization of the Italian Pavilion at the Summer Fancy Food Show in New York (June 30th - July 2nd 2018). "Our main goal is to allow our clients to dedicate solely to their businesses, by supporting them with our services and professional experience".

What kind of services does Universal Marketing offer?

Every year we organize the participation in international trade shows of more than 1,500 companies operating in some leading sectors of made in Italy. We aim at creating the best synergy between Italian exhibitors and the international fairs we represent. Specifically, we deal with all aspects of their participation: selection and booking of the exhibiting booths, transportation, logistics, customized all-inclusive stands, hostesses, translators, trip booking, meetings and conferences, press, communication and networking.

In which sectors do you operate?

Several sectors: from agriculture to hospitality and food service equipment. But also, home textiles, gifts, jewels, furniture, fashion, tourism, gardening, outdoor life and the construction industry.



Donato Cinelli

"Sfrutta al meglio la tua fiera"

Intervista a Donato Cinelli, presidente e managing director di Universal Marketing, la società che si occupa dell'organizzazione dell'Italian Pavilion al Summer Fancy Food Show di New York. "Ogni anno organizziamo la partecipazione alle fiere di oltre 1.500 aziende in alcuni settori di punta del made in Italy. Il nostro obiettivo è creare la massima sinergia possibile tra gli espositori italiani e le fiere internazionali che rappresentiamo, oltre a mettere in campo tutta la nostra professionalità affinché in fiera le aziende possano dedicarsi totalmente al loro business".

How long have you been organizing the participation in the Summer Fancy Food Show?

For 30 years. We are a leading company in our business almost all over the world, but America is definitely our reference market.

What do you think about the presence of Italian products in the US market?

Nowadays, the US represent the ideal place to give value to Italian companies. Our made in Italy is part of the 'culture of beauty' that Americans strive for. We have seen it every day and for many years in the organization of 'cult' events such as Fancy Food, ICFF, BDNY, HX - Hotel Experience, NY Now, Atlanta Market Week.

What can we expect from the 2018 edition of the NY exhibition?

The Italian Pavilion has been renovated since the last edition. Great appreciation was shown both by exhibitors and visitors for its essential and minimal layout. But innovation is high on the agenda at Fancy Food. Starting from the cooking shows, very appreciated by American operators and one the trade show's main attraction, just like business meetings. The NY Summer Fancy Food's formula is well-tested and successful. And every year, it renovates with its unique style.

According to your experience, which are the Italian companies' strengths and weaknesses on global markets?

Italian companies are real 'stars' on global markets and a true benchmark for the international food and beverage industry. Not by chance, Italy is the US main supplier of products like pasta, olive oil, wine, cheese and mineral water.

SUMMER FANCY FOOD SHOW 2018: HERE WE GO!

The 2018 edition of the Summer Fancy Food Show, North America's largest specialty food and beverage event, organized by The Specialty Food Association, will take place at the Jacob Javits Center, New York City, from Saturday, June 30 until Monday, July 2. About 2,400 exhibitors from 50 countries and regions and more than 180,000 products will be on display, including confections, cheese, coffee, snacks, spices, ethnic, natural, organic and more. Greece will be this year's partner country.



The Italian Pavillion at the last Summer Fancy Food Show edition

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BAKE, PAN-FRY OR MICROWAVE



WITH A SACHET
OF BALSAMIC
VINEGAR GLAZE



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EU RULES: WHAT HAS CHANGED?

ON THE PAST 22 MAY, A NEW REGULATION ON PRODUCTION AND LABELLING OF ORGANIC PRODUCTS WAS APPROVED. AIMED AT PROMOTING THE MODERNISATION OF THE SECTOR AND THE HARMONISATION OF RULES BOTH WITHIN MEMBER STATES AND THIRD COUNTRIES.

Organic is no longer a niche part of the EU agri-food sector as it was when the current rules were first drawn up more than 20 years ago. Hence, it is now one of the most dynamic sectors of EU agriculture, with the amount of land used for organic farming growing at around 500,000 hectares a year. The organic market in the EU is worth around 27 billion euro, some 125% more than ten years ago. As a consequence, practices and exceptions currently in place need to be updated to reflect the major changes that have taken place in the EU organic sector over the last two decades.

On the past 22 May, the EU Council approved a new regulation that will come into force on 1 January 2021. This will give enough time for pro-

ducers, operators and trade partners to adapt to the new framework.

The main improvement is the introduction of one set of EU-wide rules covering the whole EU organic sector. This single set of rules is going to apply also to non-EU farmers who export their organic products to the EU market, thus replacing today's 60+ different standards considered equivalent. In addition, the scope of the rules has been extended to cover a range of new products such as salt, cork and essential oils. New opportunities are also going to be created by the opening of a new market for organic seeds and other plant reproductive material with a high level of genetic biodiversity to improve crop sustainability and boost innovation.



ANSWERS AND QUESTION:

Are pesticides allowed?

Certified producers can in no way use any unauthorised pesticides on their crops. This has always been the case and does not change with the new rules.

What about imported organic products?

The new rules will be the same for both producers in the EU and those in third countries wanting to sell into the European Union single market.

Will these new rules mean more controls for organic producers?

Quite the opposite. The standard procedure is to carry out annual controls, but the new rules acknowledge that this is not necessarily always needed for established organic producers. For those having a clean record after three consecutive years of annual controls, national authorities could decide to control them only once every other year.

What happens to the agreements on organics that the EU has in place with third countries?

The EU has recognised several non-EU countries as having equivalent organic production rules and control systems (Canada, Japan, the US, Tunisia, New Zealand). The existing agreements in place will have to accommodate the new rules whenever relevant within a reasonable timeframe.

Regolamento europeo sul biologico: cosa cambia?

Lo scorso 22 maggio, il Consiglio dell'Unione europea ha adottato il nuovo regolamento comunitario sulla produzione e l'etichettatura dei prodotti biologici. Arriva, dunque, il via libera definitivo della Ue alla nuova legislazione per il settore bio, che sarà applicata a far data dal 1° gennaio 2021. Tra le novità a caratterizzare il testo, l'introduzione della certificazione per nuove referenze, come sale, sughero, cera d'api o foglie di vite, e di pratiche antifrode più severe, l'allineamento agli standard Ue per i prodotti importati da Paesi terzi, ma anche la possibilità di certificazioni di gruppo per le piccole realtà produttive.

NEWS

GERMINAL BIO WILL TAKE OVER THE US MARKET

Germinal Bio, active in the organic sector since 1977, has inaugurated a new production line dedicated to baked salty snacks, organic and gluten-free, free from ingredients of animal origin. In the 13,000 square meters production plant located in Castelfranco Veneto, three automated production lines produce more than 150 different recipes of biscuits, crackers, and snacks. The company, that can boast 14 product certifications, yearly produces 7,300 tons of baked goods and has established important trade partnerships in China, Australia, United Arab Emirates, Russia and South Africa. With the new branch company, called Germinal Organic, the target is set on the US market, that accounts for 50% of the global organic market.



Germinal Bio punta al mercato statunitense

Germinal Bio, dal 1977 sul mercato del biologico, inaugura una linea produttiva per i prodotti salati da forno, cracker croccanti e biologici, senza glutine e rigorosamente senza ingredienti di origine animale. Nei 13mila metri quadrati di stabilimento, a Castelfranco Veneto, tre linee automatizzate sfornano biscotti, cracker e merendine sulla base di più di 150 ricette. Forte di 14 certificazioni, Germinal Bio produce 7.300 tonnellate di prodotti da forno ogni anno e conta su numerosi partner commerciali in Cina, Australia, Emirati arabi, Russia e Sudafrica. Con Germinal Organic, nuova branca della società, ora punta al mercato statunitense che rappresenta il 50% del mercato biologico mondiale.

ORGANIC MADE IN ITALY: IN 2017, GREAT PERFORMANCE IN THE US



Sales of Italian organic products achieved impressive results in the United States last year, according to the figures disclosed by the US Department of Commerce. In 2017, Italian exports of organic apples reached the value of 205,000 dollars, while exports of organic coffee were worth 1.1 million dollars. More than 400,000 dollars for Italian organic rice, 109 million dollars for organic extra virgin olive oil, over 5 million dollars the exports of sparkling wine, 4.7 million dollars red wines and 5.5 million dollars white wines.

Bio made in Italy: nel 2017, ottime le performance negli Usa

Sono molto positive le performance del biologico made in Italy negli Usa. Come riferiscono i numeri del dipartimento del commercio statunitense rilanciati dall'agenzia Ice di New York. Nel 2017, dall'Italia si segnalano l'import per 205mila dollari di miele bio, oltre 1,1 milioni di dollari di caffè biologico torrefatto, più di 400mila dollari di riso bio, 109 milioni di dollari di olio extravergine d'oliva biologico, oltre 5 milioni di dollari di spumanti, 4,7 milioni di dollari di vini rossi e 5,5 milioni di dollari di vini bianchi bio.



ALCE NERO

www.alcenero.com

Khorasan Biscuits with chocolate chips

The khorasan biscuits are produced with only extra virgin olive oil, without eggs, flavorings or animal fats. The khorasan, an ancient cereal originally from Mesopotamia, stands out for its greater size compared to modern grains and the unmistakable golden color. This special formulation makes them natural and light, perfect for a healthy and nutritious breakfast or a delicious break. Weight: 300 g. Shelf life: 12 months.



DI LEO PIETRO

www.dileo.it

Fiorbi

Organic, palm oil free biscuits of double milled durum wheat semolina variety Cappelli with extra virgin olive oil. Shelf life: 365 days. Pack of 280 g. IFS and BRC certified.



PROBIOS

www.probios.it

Crispy Crackers with Chickpeas

Those innovative Crispy Crackers are made with chickpeas, lentils and peas flour only and are a great alternative to bread: crunchy, and great with something on top too. Source of protein, these crackers are a precious ally for our organism, since they are made with 99% pulses. Gluten-free, vegan, and organic. Shelf life: 12 months. 110 g pack (6x18 g).



TERRE DI PUGLIA

www.terredipuglia.it

Organic taralli with turmeric

Made only with extra virgin olive oil and turmeric. This aromatic spice with its pungent and bitter flavor releases a unique and captivating taste. In addition, turmeric has antioxidant, and anti-inflammatory properties. Suitable for vegans, all ingredients are organic certified. Palm oil free, animal fat free, milk free, egg free and soy free. Shelf life: 12 months. 200 gr recyclable pack.



THE BRIDGE

www.thebridgebio.com

Bio Veggy Coffee

This organic coffee provides you with the same energy as a caffè latte: just without milk, any added sugars, conservatives or fake beards. Vegan and gluten-free, is made with spring water. Shelf life: 12 months. 1 liter pack, Tetra Edge with screw cap. International certifications: Bio Siegel, AB biologique, EU Organic, JAS, FSC, IFS, Kosher.



IORE DI PUGLIA

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Organic Grissi - Tomato & Oregano

Baked, not fried, palm oil free, vegan, organic, with the use of high quality extra virgin olive oil only and characterized by a typical Italian flavour. This new shape is twisted by hand and packaged in a very elegant packaging. Grissi do not contain hydrogenated fats. 300 g pack. IFS, BRC, Organic certified. Shelf life: 365 days.



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PUGLIA SAPORI

www.pugliasapori.com

Organic multigrains Tarallini

The organic multigrains Tarallini, in addition to being a light and healthy alternative to bread, are particularly appreciated for their unique taste obtained thanks to a mixture of high quality organic raw materials. Vegan friendly, yeast free, palm oil free, traditional Apulian recipe, with 100% Italian extra virgin olive oil. Shelf life: 12 months. 250 g pack. BRC, IFS, certified.



LOU BERGIER PICCHIN

No fear of being unnoticed, thanks to its elegant and full taste, this is a raw milk cheese rich in floral notes, honey scents and memories of the Occitan alpine pastures. A soft dough cheese with a very delicate aroma and taste.

Kinara

CON VERO CAGLIO VEGETALE

From the intuition of grandfather Magno, **Le Fattorie Fiandino** have made nice new cheeses employing the exclusive method **Kinara**, the vegetable rennet from the flowers of the thistle.

export@fattoriefiandino.it
www.fattoriefiandino.it
#fattoriefiandinoimpiemonte

GRAN KINARA

The Cynara cardunculus is the true soul of a hard cheese symbol of a production and life authentic philosophy. Actually, its added values are those of being a lactose-free and vegetarian product that make it the perfect choice to meet anyone's requirements.

LA BLANCHA

TOMA AL TARTUFO

White and delicate robiola cheese. The addition of truffle into the curd, the maturation on spruce planks and the essential use of vegetable rennet give "La Blancha" its typical aroma. Excellent as a filling for "tortelli" (stuffed pasta).

LOU BLAU

Blue like its veining, blue like only the traditional blue-veined mountain cheese can be, and... as delicate as only Fattorie Fiandino unique style can make it. It is neither salty nor sweet, and its delicacy is a very unusual feature for a blue-veined cheese.

TOMA DEL FRA'

It is a milk cream, whose soft delicacy comes out powerfully at the very first taste. This cheese is like a soft hug, protected by its edible crust that has been formed after the salting and a maturing time that never lasts more than twenty days.

ROSTI

Its edible rind makes "Rosti" perfect both grilled or lightly baked in the oven and served very hot. This is one of the new products of Fattorie Fiandino, that can best express the softness and the intense delicacy of the cheeses from Bruna Alpina cow's milk.

L'OTTAVIO

FORMAGGIO ALLA BIRRA SCURA

Small and precious raw milk toma. Crunchy on the palate, its crust is covered of malt and amber Ale, and it has a very delicate heart in which the milk blends with those dried fruit and marzipan hints that come from beer and vegetable rennet.

OUR CATALOG "GUIDA ALLA DEGUSTAZIONE" IS WINNER OF "FORMAGGI E CONSUMI AWARDS" AS BEST MATERIAL POP (FLYER SECTION). CIBUS 2018, PARMA.

LE FATTORIE FIANDINO IN PIEMONTE





3,650,563 WHEELS PRODUCED (+5,2%),
2.2 BILLION TURNOVER,
EXPORT SHARE SOARS TO 38% IN 2017.

2017 was a record year for Parmigiano Reggiano PDO production, which saw a total increase of 5.2% on the previous year. The over 3.65 million wheels of cheese (about 147,000 tons) produced in 2017 represent the highest peak in the age-old history of Parmigiano Reggiano. In the last three years, production rose from 3.3 million to 3.65 million wheels, a 10% increase. A 2.2 billion euro turnover for the Protected Designation of Origin (PDO), which is increasingly expanding abroad.

Italy accounts for 62% of the market, while the export share is 38% (+3.9% on the previous year). France is the number one destination country (9800 tons), followed by Germany (9460 tons), United States (9075 tons), United Kingdom (6163 tons) and Canada (2380 tons). While exports to France, Germany, Canada and the United Kingdom have significantly increased (by respectively 11.3%, 3.2%, 8.1%, and 6.6%), exports to the United States have slowed down (-9.3%) due to the euro/dollar rate and competition with similar products. On the other hand, exports to Canada have increased, thus confirming, thanks to the CETA agreements, the expected opportunities for development.

"Parmigiano Reggiano had a record year in terms of production, prices and exports. The challenge now is to position the product by opening up new market spaces. In order to achieve our objectives,

we ask the Government for concrete help, both in Italy and abroad, in fighting Italian sounding and properly defining the details of bilateral Agreements," said Nicola Bertinelli, President of the Parmigiano Reggiano Consortium.

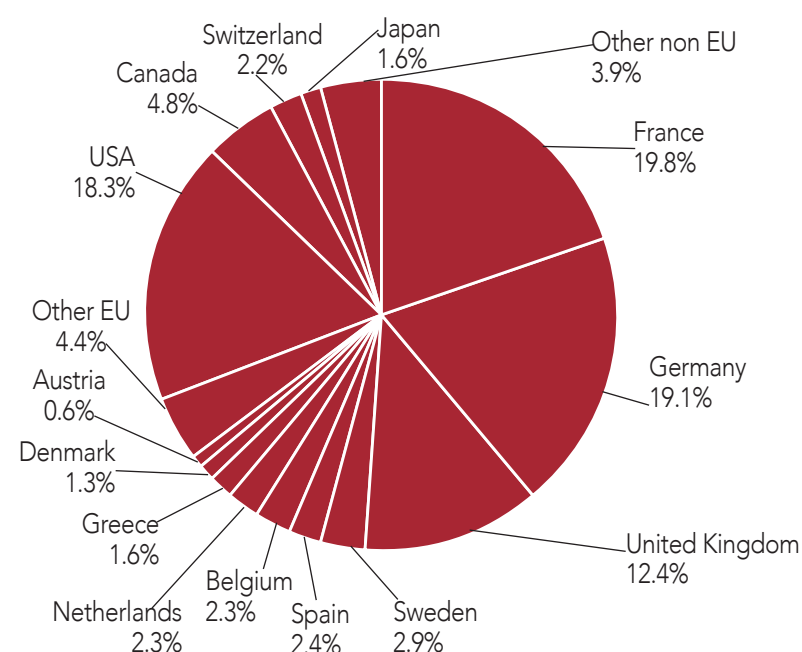
To achieve further growth, the strategy of the Consortium rests on four pillars: distinctiveness of the product, increase in exports, fight against counterfeits, and development of direct sales from dairy farms. Exports are one of the main ways of stimulating production: the Consortium has set itself the ambitious goal of growing by 2-3 percentage points a year and of reaching the target of 1.6 million exported wheels by 2021.

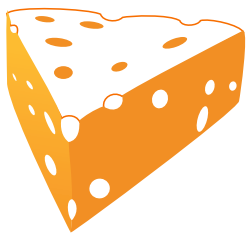
Parmigiano Reggiano: in crescita produzione ed export nel 2017
Il 2017 ha visto la produzione della Dop crescere complessivamente del 5,2% rispetto all'anno precedente. Sono state prodotte oltre 3,65 milioni di forme (circa 147mila tonnellate) per un giro d'affari al consumo pari a 2,2 miliardi di euro. L'Italia rappresenta il 62% del mercato ma cresce l'export (+3,9% rispetto all'anno precedente), pari al 38%. La Francia è il primo mercato, seguita da Germania, Stati Uniti, Regno Unito e Canada. Nel 2018 si prevede un ulteriore incremento della produzione, che porterà il numero delle forme a superare quota 3,7 milioni.

PARMIGIANO REGGIANO IN FIGURES (2017)

- **3,650,563** wheels produced (+5.2% over 2016)
- **12** months minimum maturation
- **5** areas of origin in the provinces of Parma, Reggio Emilia, Modena, Mantua, Bologna
- **0** silage, additives or preservatives
- **13.5** litres of milk to produce 1 kg of cheese
- **520** litres of milk to produce 1 wheel of cheese
- **40.5** kg average weight of 1 wheel
- **2,893** farms supplying milk to the dairies
- **265,000** cattle of more than 24 months of age for milk production
- **1.9 1.9** million tons of processed milk (about 16% of total milk production)
- **335** producing dairies (339 in 2016)
- **1.3** billion euro turnover at production
- **2.2** billion euro turnover at consumption
- **50,000** people involved in the production supply chain
- **51,500** tons exported (+3.9% in 2016)
- **38%** export share

DISTRIBUTION OF EXPORTS BY DESTINATION MARKET





A PERFECT TRIO

SPOTLIGHT ON 'UNCOMMON FLAVORS OF EUROPE', THE PROMOTIONAL CAMPAIGN LAUNCHED BY THE ASIAGO CHEESE, SPECK ALTO ADIGE AND PECORINO ROMANO CONSORTIA IN THE US AND CANADA.

Under the 'Enjoy, it's from Europe' program adopted by the European Union, the 'Uncommon Flavors of Europe' campaign brings the attention of consumers and industry professionals to three products from Italy in a three-year promotional project addressed to the US and Canada: Asiago PDO cheese, Speck Alto Adige PGI and Pecorino Romano PDO cheese.

Over 350 promotional days were held in 2017, out of a total of 1,750 planned for the three-year period 2017-2019, in the stores of some major US and Canadian supermarket chains. Activities that offered the chance to come into direct contact with 2.4 million consumers in the United States and over one million in Canada. "In a year in which EU aid to Italy for agri-food promotion has been significantly reduced and many projects will not be financed, this new European recognition makes us proud and renews

our commitment to work towards helping these markets, so important for our country, to understand the value and meaning of the European history and agricultural tradition that our products bear witness to," jointly said Fiorenzo Rigoni, Andreas Moser and Salvatore Palitta, respective presidents of the Consortia for the Protection of Asiago Cheese, Speck Alto Adige and Pecorino Romano.

The 'Uncommon Flavors of Europe' programme was set up to strengthen recognition of the distinguishing features of the original product, as opposed to products known as 'common' or generic. In 2018, the plan will be expanded and intensified to include activities directed at trade, such as the 'Learn & Earn' competition, dedicated to the retail sector, which offers prizes of trips to Italy and an information road show for operators in different US states.



Un trio perfetto

'Uncommon Flavors of Europe', il progetto di promozione negli Usa e in Canada dei Consorzi di tutela del formaggio Asiago Dop, speck Alto Adige Igp e pecorino romano Dop, co-finanziato dalla Ue nell'ambito della campagna 'Enjoy, it's from Europe', è un caso di successo europeo. Solo nel 2017, sono state realizzate 350 giornate promozionali, su un totale di 1750 programmate, nel triennio 2017-2019, nei punti vendita delle maggiori catene di supermercati del Nord America. A partire da quest'anno le attività del piano si intensificheranno grazie anche al concorso 'Learn & Earn', dedicato proprio alla Gdo americana.

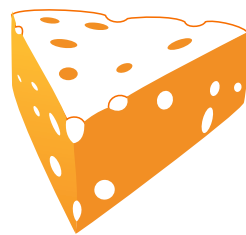


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THE INALPI JEWELS



We've been producing good and healthy dairy products for over fifty years. To do so we only use Piedmontese milk which is milked everyday and immediately processed to maintain its organoleptic qualities at their best. Thanks to this experience, we've created a new special range of d.o.p. traditional cheese: Toma Piemontese d.o.p., Raschera d.o.p., Bra Tenero and Bra Duro d.o.p., Bra Tenero d'Alpeggio and Bra Duro d'Alpeggio d.o.p. on top of other delicacies such as the Fontal Nazionale and the Toma Latterie Inalpi. Inalpi Alpine delicacies: genuine, tasty and healthy.



NEWS

EU-MEXICO TRADE AGREEMENT: THE US DAIRY INDUSTRY OPPOSES THE DEAL

By making concessions to the European Union for the exclusive use of names like 'Parmesan' and 'Feta', Mexico is running "counter the existing trade agreements with the US" through the Nafta deal, currently under negotiations. At least according to a joined statement released by three big US dairy organizations: Usdec, Nmpf and Ccfn. "Full details of the agreement have not yet been released, but early information indicates Mexico will force cheese marketers from Mexico and the United States to phase out the use of some generic names, yielding to the EU's desire to monopolize those cheese markets."

Accordo Ue-Messico: l'industria lattiero casearia Usa attacca l'intesa

Facendo concessioni all'Unione europea sull'uso esclusivo di denominazioni come 'Parmesan' e 'Feta' il Messico va "contro gli attuali accordi con gli Usa", contenuti nel Nafta, attualmente in fase di rinegoziazione. È quanto sostengono in una nota congiunta tre grandi organizzazioni americane del settore lattiero caseario: Usdec, Nmpf e Ccfn. Che aggiungono: "I dettagli dell'accordo non sono ancora noti ma le prime informazioni indicano che il Messico costringerà" produttori americani e messicani "a eliminare gradualmente" l'uso di alcune denominazioni "cedendo al desiderio dell'Ue di monopolizzare il mercato di quei formaggi".

EXPORTS OF ITALIAN CHEESE TO THE US ARE ON A DECREASING TREND

US dairy cheese imports registered a strong decline in February 2018, except for butteroil. According to a report issued by Assocaseari, the main reasons are a large milk production and the greater availability of products in the US. In February, in detail, the import of cheese and butter fell by 1.5% (12,166 tons) and 11.7% (2,646 tons) respectively, compared to the same month of 2017. About 70% of the imported cheese comes from the EU, especially from Italy, France, Germany, Denmark and the Netherlands, as well as about 90% of butter, mainly from Ireland. In February, according to the Usda, US exports reached record-breaking volumes: the equivalent of 17.2% of their total milk production. In detail, cheese exports grew by 6.6% (28,213 tons), butter by 60.6% (around 2,000 tons), Smp by 26.9% (66,523 tons), Wmp by 52.6% (1,412 tons), whey powder by 6.6% (about 43,000 tons) and lactose grows by 39.1% (about 26,000 tons).

Calano le importazioni di formaggi negli Usa

Forte calo delle importazioni lattiero casearie statunitensi, a febbraio 2018, ad eccezione di quelle di butteroil. A segnalarlo è Assocaseari che evidenzia, tra le cause, la grande produzione di latte e la maggiore disponibilità di prodotti negli Usa. A febbraio, nel dettaglio, l'import di formaggi e di burro è calato, rispettivamente, dell'1,5% (12.166 tons) e dell'11,7% (2.646 tons) rispetto allo stesso mese del 2017. Proviene dalla Ue circa il 70% del formaggio, soprattutto da Italia, Francia, Germania, Danimarca e Olanda, e circa il 90% del burro, principalmente dall'Irlanda. A febbraio, secondo l'Usda, gli Usa hanno esportato quantitativi mai raggiunti prima, l'equivalente del 17,2% della loro produzione di latte. Nel dettaglio, l'export di formaggio è cresciuto del 6,6% (28.213 tons), quello di burro del 60,6% (2.000 tons circa), la Smp è a +26,9% (66.523 tons), la Wmp a +52,6% (1.412 tons), il siero in polvere a +6,6% (43mila tons circa) e il lattosio cresce del 39,1% (26mila tons circa).



BOTALLA

www.botallaformaggi.com

'Curcumella' and 'Zenzerino' cheeses

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. Weight: 600 g each, 4 pieces per carton.



CASEIFICIO LONGO

www.caseificiolongo.it

Tomino del Boscaiolo

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.



SI.FOR.

www.formaggisifor.it

Pecorino Bell'Arancia

Pecorino cheese with Bio orange peel. Sweet and particular taste. Shelf life: 210 days. Shape: 2,2 kg variable weight, 2 pieces per box.



CASEIFICIO FIANDINO

www.fattoriefiandino.it

Gran Kinara

The world's first long-aged cheese produced with real vegetable rennet (from thistle flowers-Cynara Cardunculus). Fresh floral aromas are released, unique and enchanting, quickly giving way to hints of freshly cut grass. Whole wheel: 36 - 40 kg, cardboard packaging. Halal certified.



TONIOLO CASEARIA

www.toniolo.it

Pure goat Casalina

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. Sold as a whole wheel (1.5 kg) or in pieces.



STERILGARDA ALIMENTI

www.sterilgarda.it

Sterilgarda UHT Mascarpone

Cheese made with high quality milk cream, today in the new UHT version. Excellent to prepare delicious recipes and not only in confectionery. 500 gr Tetra Pack Brik. BRC, IFS, SEDEX, FDA, Halal certified.



LA GOLOSA DI PUGLIA

www.lagolosadipuglia.it

La Burratina BioGioia

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: 125 g in cluster. Organic certified.



CASEIFICIO PEZZANA 2

www.latomineria.it

4 mini-tomini cheeses

The new Tomini range has been designed by Pezzana dairy to satisfy a careful, demanding and creative consumer. Made with local milk according to a traditional recipe, this cheese is great on a BBQ, bake, pan-fry or microwave. Serve with a simple salad, drizzled with balsamic vinegar glaze. Try it also as a delicious meat-free alternative cheese burger. Shelf life: 30 days. BRC and IFS certified.



CASEIFICI ZANI F.LLI

www.caseificizani.it

Tuttocapra 100% Italian Goats

Made with goat's milk, salt and rennet. Soft rind, thin crust with eatable white flowering. Paste is creamy, homogeneous and white. Flavour is sweet and delicate. Shelf life: 35 days. 1800 g, 280 g, 170 g, packed in polyethynate paper or special film. IT 03 1829 CE certified.



A BEAUTIFUL love story

ITALIAN PASTA EXPORTS TO THE UNITED STATES WERE UP BY 39% IN THE LAST FIVE YEARS. DRY PASTA DOMINATES THE MARKET, BUT FILLED AND EGG PASTA ARE GROWING FAST. IN THE FOLLOWING PAGES, 50+1 ITALIAN PASTA BRANDS READY TO TAKE OVER THE MARKET.

Italian pasta is becoming more and more widespread on retail shelves in North America. To the point that, today, one box of pasta out of three sold in the US supermarkets is 'made in Italy'. On top of that, the country accounts for about 12% of global Italian pasta exports. This is highlighted in a report published by Confcooperative's study centre and internationalization office and entitled 'The pasta market in the US retail channel'. A strong presence that will be further boosted in the next five years, with an estimated growth of about 3.7%.

La pasta e gli Usa: una bellissima storia d'amore

Si consolida la presenza della pasta tricolore sugli scaffali della Grande distribuzione americana. Basti pensare che oggi un pacco di pasta su tre venduto negli States è made in Italy. E il paese Nordamericano rappresenta il 12% circa del totale esportato dall'Italia a livello mondiale. Lo rileva il Centro studi e ufficio internazionalizzazione di Confcooperative nel report 'Il mercato della pasta nel canale retail degli Stati Uniti', riferito alle performance del 2017. Un ruolo di primo piano destinato a rinforzarsi anche nei prossimi cinque anni, con una crescita prevista del 3,7%.

Top Italian brands in the US

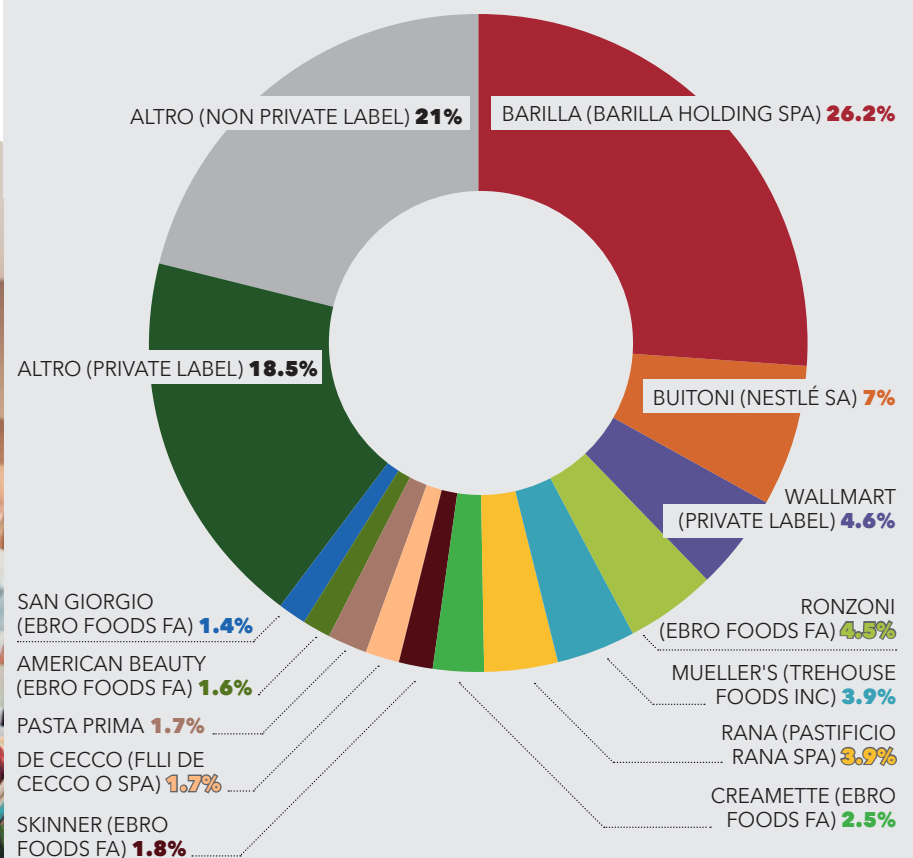
The Italian Barilla brand occupies first place in the rank of leading Italian pasta producers, with a market share exceeding 26% in 2015. Followed by Buitoni, belonging to the Swiss Nestlé Group) at 7%.

Last year, the best performances were achieved by the Rana brand, which is strictly connected with the upward trend experienced by sales of fresh pasta.

Overall, the role of Private Label in the US pasta market does not exceed a 25% market share, on a decreasing trend. Walmart, number one Private Label brand in the country, has a steady 4.6% market share.

FRESH & DRY PASTA MARKET SHARE BROKEN DOWN BY TOP BRANDS

Ufficio Studi e Ricerche Fondosviluppo Spa's elaboration
on Euromonitor data - Confcooperative



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PASTA & THE U.S.

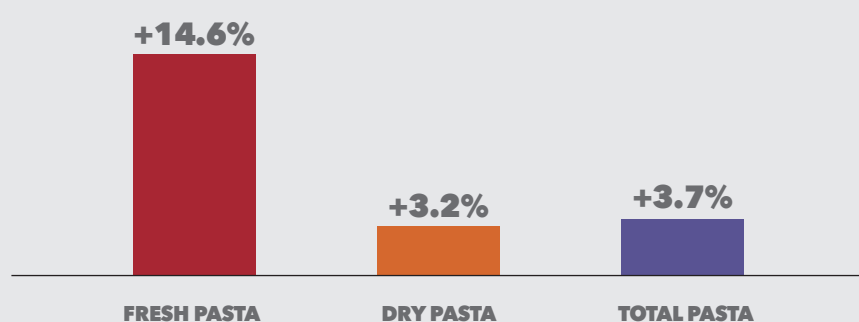
The outlook for the future

Estimates show that in the next five years (until 2022) the US retail pasta market will experience significant growth, both in terms of sales volumes and values, expected to increase respectively by 3.7% (from 823,07 thousand to 853,35 thousand tons) and 5.6% (from 2.879,86 million to 3.041,49 million dollars).

Sales of fresh pasta are also expected to increase by 14.6% in volume and by 17.9% in value. Dry pasta, instead, will grow by 3.2% in volume and 3.4% in value.

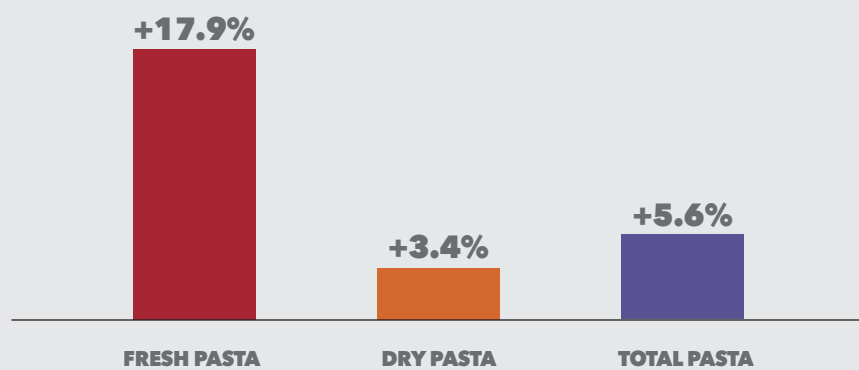
PASTA SALES - ESTIMATED VOLUME GROWTH (2017-2022)

Ufficio Studi e Ricerche Fondosviluppo Spa's elaboration on Euromonitor data - Confcooperative



PASTA SALES - ESTIMATED VALUE GROWTH (2017-2022)

Ufficio Studi e Ricerche Fondosviluppo Spa's elaboration on Euromonitor data - Confcooperative



A CASA DI ELSA 1935 www.acasadielsa1935.it



YELLOW PEA PASTA

Made with 100% yellow pea, egg, water. Gluten-free certified product. Shelf life: 12 months. Packaging details: FQ (square bottom), ATP (modified atmosphere).

ALCE NERO www.alcenero.com



LASAGNE GRANO DURO

Alce Nero organic durum wheat lasagne is made with 100% Italian wheat and is egg-free. They are bronze drawn to have a rougher and porous consistency, which better absorbs the condiments, and are dried slowly at low temperatures. It is possible to put them directly in the oven, without precooking, for faster preparations, or to blanch them a few minutes before baking them. Shelf life: 36 months. Organic certified, vegan product. Packaging: 250 g in carton box with window.

ANDRIANI www.andrianispa.com



100% ORGANIC GREEN PEA ROTINI

Gluten-free and organic, low fat, high fiber, high protein pasta, iron source. Produced in a dedicated gluten-free facility. All the energy used comes from renewable sources. Shelf life: 24 months. 250 g pack. Gluten-free, Usda Organic, Orthodox Union certified. Non-Gmo Project Verified, 100% Green Energy Multiutility (Certified Organic by Ecogruppo IT Bio 008).

Meet us at Summer Fancy Food:
Hall: Level 3
Booth: 2520

MASTER www.mammaemma.it www.gnocchimaster.com



POTATO MACCARONI

Maccheroni made with fresh potatoes steamed, wheat flour, salt and eggs. Without preservatives or additives, genuine and easy to cook. Shelf life: 60 days. 400 gr pack. ISO 22000, BRC, IFS, ICEA certified.

Meet us at Summer Fancy Food:
Hall: Italia – Level 3
Booth: 2823

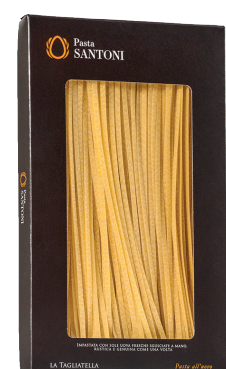
SOTTOLESTELLE www.sottolestelle.com



BIOVEGANDO SUPERPASTA

The Biovegando SuperPasta is made with whole durum wheat semolina, rich in fiber; from the golden fields of Italian durum wheat (Apulia), enriched with legume flours, source of valuable proteins. An original and balanced mix that meets the demand for fast and complete meals. Available: Lentils, red seaweed and thyme; Black beans, turmeric and pepper; Chickpeas and chili. Vegan, organic, 100% made in Italy with dessication at low temperature, bronze drawn. Shelf life: 36 months. 500 g / 1.1 lb pack in PP5. ISO 9001, ISO 22005, Vegan Society certified.

PASTA SANTONI www.pastasantoni.it



LA TAGLIATELLA, LA TOSTINA, LA PAPPARDELLA, LA TOSTARELLA, LA FETTUCCINA

Dry egg pasta kneaded with semolina and fresh eggs shelled by hand from the company's controlled supply chain. Pasta Santoni is rustic and porous like it used to be in ancient times. Shelf life: 24/36 months. Box of 250 g for gourmet retail and box of 1000 g for the food service. BRC and IFS certified.

**ARES - AZ. AGRI. FIORE
MARZIO ILARIO**
www.ares.farm



HEMP PASTA

Pasta with Hemp seed flour (15% min) and durum wheat semolina, high in proteins and fibers, reduced presence of gluten and carbohydrates, which make it highly digestible. Available in the following shapes: penne, spaghetti, half sleeves, fusilli, fettuccine. 250 gr plastic pack or cardboard box. Shelf life: 36 months. Organic, FDA certified.

**IL PASTAIO
DI MAFFEI S.&C.**
www.pastaio.maffei.it



GLUTEN-FREE DRY PASTA

Maffei's gluten-free products are really technologically innovative, because no emulsifier is used in order to maintain product's integrity. Given that rice and corn flours do not contain gluten, in order to give to their products a correct consistency and elasticity manufacturers generally use molecular approaches. Il Pastaio Maffei, instead, has developed a procedure of making gluten-free pasta without preservatives and emulsifiers such as mono and diglycerides of fatty acid. Shelf life: 730 days. 250 gr box. BRC, IFS, Kosher certified.

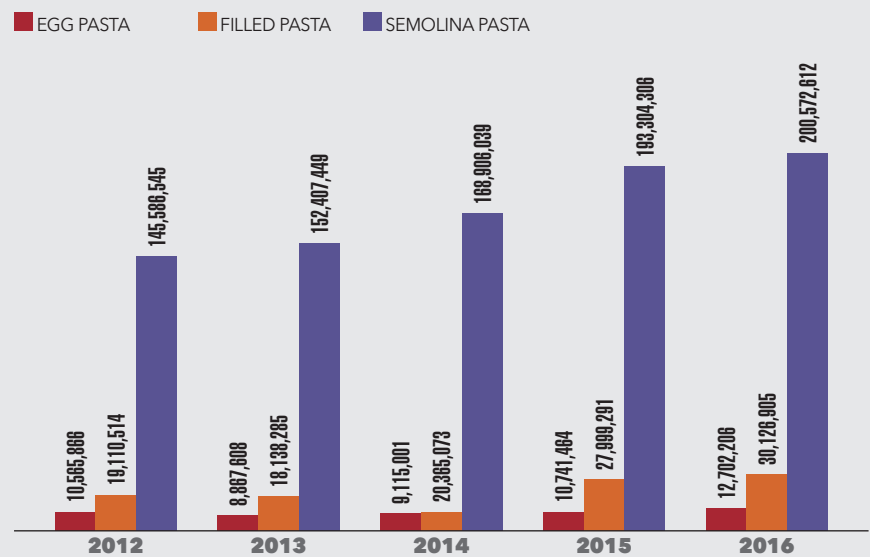
Meet us at Summer Fancy Food:
Hall: Level 3
Booth: 2515

Exports on a rising trend

Just like in 2015 and 2016, also in the first 10 months of 2017 exports of Italian pasta to the US were on a rising trend: +1.4%, exceeding 224 million euro, thus anticipating the record value of 270 million euro achieved at year-end.

MADE IN ITALY PASTA EXPORT TO THE US (EURO)

Ismea's elaboration
on Istat data - Confcooperative



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



Specialità Cuneesi dal 1924



PASTA & THE U.S.

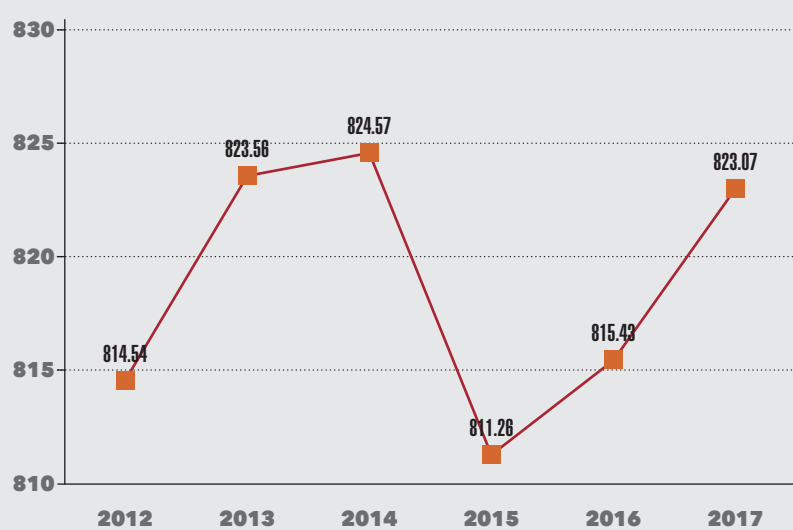
Italy wins in retail

In 2017, it was further strengthened the presence of Italian pasta on the shelves of major US retail chains, accounting for one third of total pasta sales. Italian brands retain the leadership in the dry pasta segment, but fresh pasta is also showing significant growth: +9% over 2016, mainly supported by Italian brands.

Overall, between 2012 and 2017 pasta sales volumes and values in the retail channel have passed, respectively, from 814,54 thousand to 823,07 thousand tons (+1.05%) and from 2.707,73 million to 2.879,86 million dollars (+6.36%).

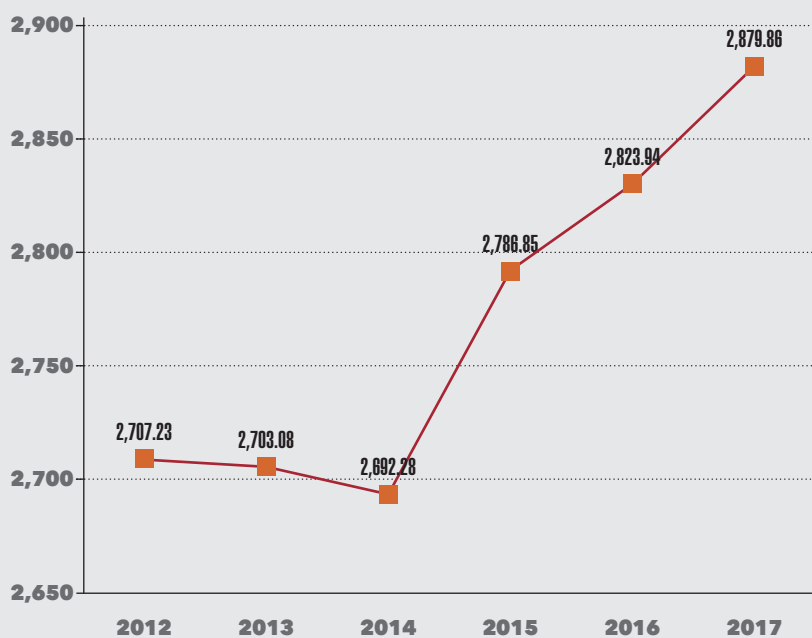
PASTA SALES - VOLUMES (THOUSANDS TONS)

Ufficio Studi e Ricerche Fondosviluppo Spa's elaboration on Euromonitor data



PASTA SALES - VALUE (MLN DOLLARS)

Ufficio Studi e Ricerche Fondosviluppo Spa's elaboration on Euromonitor data



DAIDONE

www.sicilianexquisiteness.com



FUSILLI AL PISTACCHIO

100% Sicilian durum wheat semolina pasta, bronze drawn, slow drying. Shelf life: 36 months. Packed in transparent envelope with 'cappellotto', 250 g.

DELVERDE INDUSTRIE ALIMENTARI

www.delverde.com



MILLENNIALS LINE

A new product especially conceived for small families of one or two people, in order to provide a good assortment in the pantry, while avoiding excessive clutter of space with half-used bags. Shelf life: 3 years. 8.8 oz pack. International certifications: BRC, IFS, FSSC 22000, Vegan, Kosher, Non-Gmo Free Usa and EU, ISO 9001, BIO 834, JAS, IBD, ISO 22005, Haccp, UNI 11381.

Meet us at Summer Fancy Food:

Hall: Level 3

Booth: 2600 - 2602

ENTROTERRA

www.lapastadicamerino.it



SPAGHETTONI

Durum wheat semolina pasta produced according to an artisanal procedure, using raw materials 100% of Italian origin, traceable supply chain, slow drying and bronze die extrusion. Shelf life: 3 years. 500 g bag. BRC, IFS, Kosher certified.

Meet us at Summer Fancy Food:

Hall: Level 3

Booth: 3026

DALLA COSTA ALIMENTARE

www.dallacostalimentare.it



100% RED LENTIL ORGANIC PASTA STROZZAPRETI

Gluten-free pasta made with 100% red lentil flour. IFS, BRS, Kosher, Organic certified. Shelf life: 24 months. 250 g plastic bag with cardboard.

PASTIFICIO ATTILIO MASTROMAURO GRANORO

www.granoro.it



STRASCINATI N. 92 'GRANORO DEDICATO - FILIERA 100% PUGLIA'

Strascinati Granoro Dedicato are made only with 100% Apulian durum wheat semolina pasta and water, with a minimum protein content of 13%. It is a bronze-drawn pasta, dried sweetly and with a golden-yellow color, which needs a cooking time of 12 minutes. Shelf life: 36 months. 500 g pack, enveloped in cellophane. ISO 22005:08 certified by DNV (Det Norske Veritas).

LA TUA PASTA

www.latuapasta.com



HANDMADE TORTELLONI FILLED WITH BURRATA & BLACK TRUFFLE

Handmade Tortelloni Burrata & Black Truffle made using a blend of selected Italian 00 and durum wheat flours, and feature a high egg content (30%) for better, more consistent cooking. They are each individually hand-folded. The filling is made using tasty summer black truffles from the Umbria region, in Italy. The filling becomes smooth and balanced using a base of delicate and creamy Burrata cheese. Shelf life: 18 months (frozen). 3 X 1 kg packs. BRC certified.

Meet us at Summer Fancy Food:

Hall: Level 3

Booth: 2333 (c/Molino Pasini)

EOCENE
www.eocene.it



**ORGANIC DURUM WHEAT
SEMOLINA BUSIATA**

Organic Sicilian durum wheat semolina Busiata, variety 'Tumminia', stone ground, bronze drawn and at slow desiccation. 100% Italian, spinneret. Shelf life: 18 months. Transparent bag with 'knight' and box with open window of 500 gr; automatic packaging. Organic certified.

**ITINERI - NUOVI
PERCORSI ALIMENTARI**
www.legu.it



LEGÙ, IS NOT PASTA

It looks like pasta but it's not. Lots of vegetable proteins and fibres, ready in 2/3 minutes in a shape of artisanal pasta. A natural, balanced, healthy and satisfying all-in-one dish. Vegan, gluten-free, organic, GMO free, 100% Italian, high protein and fiber content. Shelf life: 24 months. Packaging: 120 gr /4.2 oz, kraft paper and PP.ISO 22000, organic and gluten-free certified.

Meet us at Summer Fancy Food:
Hall: Level 3
Booth: 2940 (Buon'Italia)

**PASTIFICIO RISCOSSA
F.LLI MASTROMAURO**
www.riscossa.it



ORGANIC WHOLE WHEAT PASTA

Produced exclusively from 100% Italian organic whole wheat semolina. Shelf life: 24 months. 1lb - carton of 20x1lb pack. IFS, BRC, UNI EN ISO 9001 2008, UNI EN ISO 22005 2008, Kosher, Halal, Icea IT BIO 006 PBI 172 certified.

Meet us at Summer Fancy Food:
Hall: Level 3
Booth: 2521

SARCHIO
www.sarchio.com



**WHOLE WHEAT SPAGHETTI
SARCHIO**

Sarchio whole wheat Spaghetti are made from 100% organic Italian whole durum wheat semolina flour; produced using bronze drawing, according to the most renowned Italian tradition, giving to the product its characteristic roughness and porosity that better holds the sauces for a more intense, authentically Italian experience. Shelf life: 36 months. 500 g pack made in PLA, a transparent and vegetal bioplastic that is 100% biodegradable, non-polluting and easy to be disposed of.

TARTUFI JIMMY
www.jimmytartufi.it



EGG PASTA WITH TRUFFLE

Typical pasta of Umbria made with great care just like tradition requires. Thanks to its composition, this kind of pasta holds the sauces enhancing the flavor. Product of Italy. Shelf life: 30 months. 250 g, plastic bag + paper box. FDA certified.

Meet us at Summer Fancy Food:
Hall: Level 3
Booth: 3016

TAB GREENLINE
www.tabgreenline.it



GASTONOMICAL PASTA

The company's egg tagliatelle and tagliolini, as well as egg farfalle, come from an ancient tradition of the Langa territory, in Piedmont. Only high quality raw materials are used, such as yolks of barn eggs and flours from local farmers. 4/5 minutes of cooking are enough to obtain the typical Italian pasta 'al dente'. Shelf life: 36 months. 250 g and 500 g plastic bags.

**GINO GIROLOMONI
COOPERATIVA AGRICOLA**
www.girolomoni.it



**WHOLE DURUM WHEAT PENNE
RIGATE**

Made exclusively with 100% Italian durum wheat from certified supply chain. Pasta is dried at low temperatures over a long period (about 12 hours for long pasta and 8 hours for short pasta) to preserve all of the wheat's nutritional qualities. All Girolomoni pasta is fully organic. Adapt for vegans and vegetarians. Rich in fibres. Shelf life: 24 months. 500 g plastic pack. Organic, IFS, ISO 22005 and Kosher certified.

LA MONTANARA
www.pastalamontanara.com



FUSILLI, PENNE RIGATE, RIGATONI

Dry pasta 100% made in Italy with Italian durum wheat semolina. Shelf life: 2 years. Bags of 500 g / 1.1 lb.

LA MOLISANA
www.lamolisana.it



SPAGHETTO QUADRATO

Still included in our assortment with the name of Spaghetti alla Chitarra 15, in 2013 after a restyling it was re-launched on the market and became a top seller. Fleshy and thicker than ever, it presents an irregular texture, a warm and inviting color and represents a great satisfaction for the palate. 100% Italian. Shelf life: 36 months. Pack: 500 g + long pillow dough.

DIVELLA
www.divellausa.com



STRASCINATI ARTISANAL

Slow dried semolina artisanal pasta, produced in Italy. Bronze extruded, fresh extruded and long dried pasta. 24-months shelf life. Packaging: Cello pack 500 g x 12 units. Halal, Kosher, ISO 14001, FSSC 22000 and ISO 9001 certified.

Meet us at Summer Fancy Food:
Hall: Level 3
Booth: 2872

BC GOURMET USA
www.saucesnlove.com



**SAUCES 'N LOVE - FRESH POTATO
GNOCCHI**

Fresh potato gnocchi, made in Italy with only 100% natural ingredients: potatoes, flour, egg and salt. Made in Italy, all-natural, preservatives free, colorants free. Shelf life: 12 months (frozen), once slacked 60 days. 16 Oz / 434 g pack, vacuum-sealed plastic pouches in decorative see-through laminated carton packaging. BRC, IFS certified.

Meet us at Summer Fancy Food:
Hall: Massachusetts pavillion
Booth: 6244

FARMO
www.farmo.com



EASY PASTA

Brown Rice Pasta + dehydrated ingredients. Gluten-free, 100% Italian, ready in 8 minutes. Rich in fiber. Available in 4 different sauces: Tomato & Basil (Brown Rice Pennette + tomato and basil sauce); Pesto (Brown Rice Pennette + Pesto sauce); Vegetarian (Brown Rice Pennette + vegetables - tomato, red pepper, zucchini, aubergines, onion); 4 Cheese (Brown Rice Pennette + 4 cheese sauce - Emmenthal, Parmesan, Zola, Pecorino). Shelf life: 20 months. Packaged in protective atmosphere: 180 gr / 6.3 oz bag, 12 pieces carton box. GFCO, GFCP certified.

Taste of Italy!

www.sterilgarda.it

100% Italian Milk and Fine Italian Products - Mascarpone
UHT Whipping cream - UHT Cooking Cream - Dessert -



e Cheese - UHT Mascarpone Cheese - Ricotta - Dessert
Yogurt - Fruit Juice and Soft Drinks - Squeezed Juice



Sterilgarda Alimenti S.p.A
Via Medole 52 - 46043 Castiglione delle Stiviere (MN)
Tel. +39 0376 6741 - www.sterilgarda.it



PASTA & THE U.S.

Dry pasta rules, but...

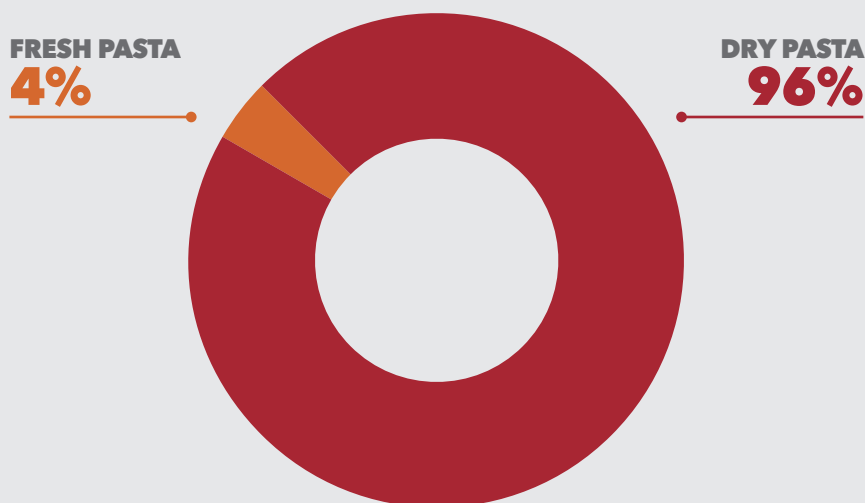
Between 2012 and 2017, fresh pasta sales volumes were up by 29% (from 27,20 thousand to 35,09 thousand tons) while total sales revenue in retail increased by 35.1% (from 331,69 million to 448,06 million dollars).

A similar trend was recorder for dry pasta, with sales volumes and values up by 0.1% (from 787,34 thousand to 787,98 thousand tons) and 2.4% (from 2.376,04 million to 2.431,80 million dollars) respectively.

Overall, in 2017, dry pasta accounted for about 96% of total volume pasta sales, as well as 84% of total value pasta sales in the US.

PASTA SALES IN 2017 - VOLUMES

Ufficio Studi e Ricerche Fondosviluppo Spa's elaboration on Euromonitor data - Confcooperative



PASTA SALES IN 2017 - VALUES

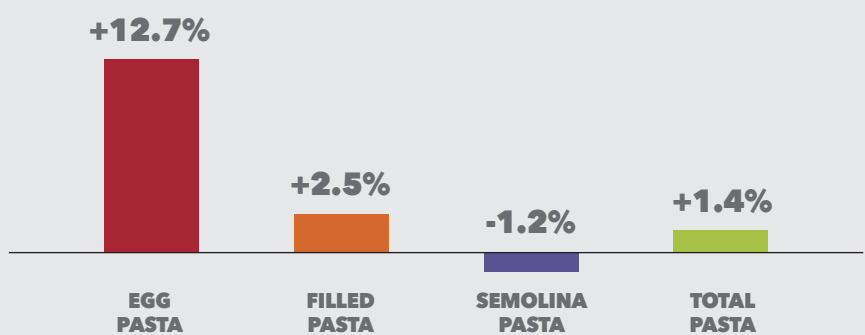
Ufficio Studi e Ricerche Fondosviluppo Spa's elaboration on Euromonitor data - Confcooperative



Filled pasta (+2.5%) and egg pasta (+12.7%) are driving growth, showing a strong consumer trust in the quality and goodness of authentic Italian products.

MADE IN ITALY PASTA SALES IN THE US (JAN-OCT 2016/2017)

Ismea's elaboration on Istat data - Confcooperative (% value)



MOLINI DEL PONTE

www.molinidelponte.com



BUSIATE DI TUMMINIA

Pasta made with whole grain Tumminia durum wheat semolina. Stone ground milling, 100% Italian, 100% Sicilian wheat, zero additives. Shelf life: 18 months. 500 gr PP pack. Organic, ISO 22000 certified.

Meet us at Summer Fancy Food:

Hall: Level 3

Booth: 2917 - 2919

MARABOTTO GIACOMO E FIGLI SNC

www.marabotto.com



PAPILLON 5 SAPORI

100% Italian, multi-flavor durum wheat flour pasta. Shelf life: 36 months. 500 g packed in a pouch in ppl. BRC certified.

ANTONIO AMATO - PASTIFICIO DI MARTINO GAETANO & F.LLI

www.antonioamato.it



ANTONIO AMATO PASTA

Antonio Amato only uses 100% Italian durum wheat. It offers a selection of 109 shapes, 98 teflon drawn and 11 special bronze drawn, called 'La pasta della domenica' (Sunday's pasta). The dough is perfectly balanced and the high protein content (13%) guarantees a perfect consistency after cooking. Shelf life: 3 years. 500 g, 1 kg, 3 kg pillow cellophane bags. ISO 9001:2015 and Halal certified.

Meet us at Summer Fancy Food:

Hall: Level 3, Italian Pavillion

Booth: 2705 - 2604 (Tradizione Italiana)

RUMMO

www.pastarummo.com



RUMMO LENTA LAVORAZIONE

Durum wheat semolina pasta produced with the exclusive 'Lenta Lavorazione' method (Slow processing), which guarantees pasta with an outstanding and certified cooking performance (Bureau Veritas N. 385/003). Every pasta batch is controlled and tasted by a chef in order to verify the full compliance with its certified characteristics: the result is a pasta that holds the same resistance to bite in a consistent manner over time. Shelf life: 36 months. Paper packaging.

PASTIFICIO PANIFICIO PASCUZZO

www.pascuzzo.it



PACCHERI

Bronze drawn with slow drying - 24/27 hours. Made with Italian certified organic durum wheat flour. Shelf life: 2 years. Packed in neutral envelope with jumper. BRC, IFC, Haccp, Organic certified.

PASTA BERRUTO

www.pastaberruto.it



TASTE AND WELLBEING

The perfect balance between taste and high fiber content makes this pasta a delight and a healthy solution. All ingredients are gluten-free. This product is vegan friendly, high protein content, rich in fiber. Shelf life: 36 months. 250 gr pack. BRC, IFS, BIO, Halal certified.

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ARTISAN FLOURS

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OF FLOURS

**Proteins
Fibers**



**RED
LENTIL**



**GREEN
PEA**



CHICKPEA

HIGH INNOVATION, COMPLETE TRACEABILITY AND PURE INNOVATION HAVE GIVEN BIRTH TO THE ARTISAN FLOURS.

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WORKSHOPS AND THE HO.RE.CA CHANNEL.

PULSES FLOURS FOR PROFESSIONAL USE, PRECOOKED WITH AN INNOVATIVE PRESSURE
COOKING SYSTEM TO PRESERVE THE NUTRITIONAL CHARACTERISTICS AND ENSURE THE BEST
PERFORMANCE IN PROCESSING.

PASTA & THE U.S.

Consolidated and 'emerging' sales channels

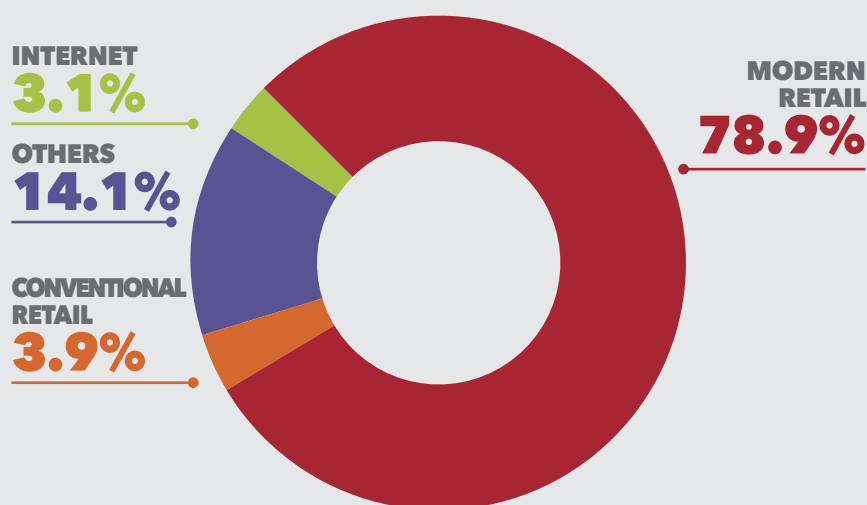
For what concerns sales channel, 78.9% of pasta sales take place in grocery retail. Independent retailers account for another 3.9%, other retail stores (including those selling non-food items) for 14.1%, and the remaining 3.1% is sold through the internet.

In 2017, supermarkets accounted for 80.1% of total sales, followed by hypermarkets (16.7%) and discounters (2.9%). Forecourt retailers account for 0.2% of total sales while minimarkets have a residual market share of 0.1%.

The United States food market is undergoing constant change. In the last years, discounters managed to build up a trust relationship with consumers that are paying increasing attention to sales prices. Thus, in the near future a growth of this channel - as well as internet sales - is widely expected. Between 2012 and 2017, value sales of both channels increased by 84.7%.

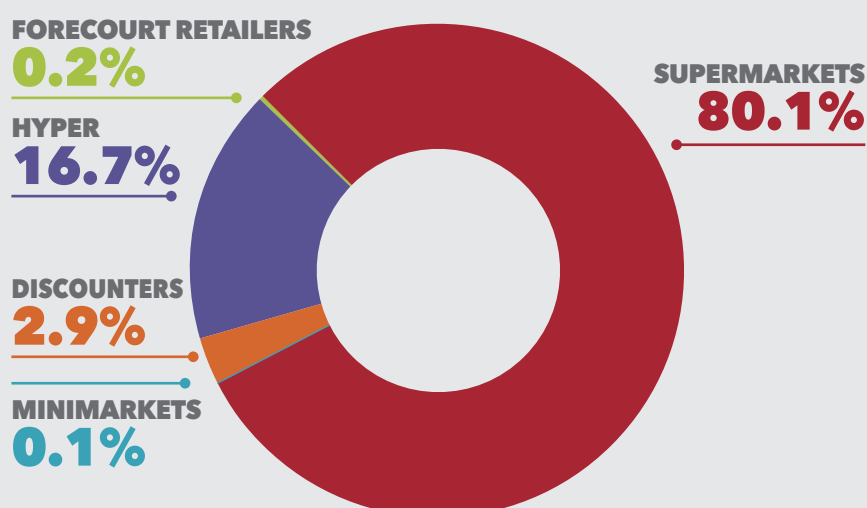
PASTA SALES BROKEN DOWN BY CHANNEL IN 2017 (% VALUE)

Ufficio Studi e Ricerche Fondosviluppo Spa's elaboration on Euromonitor data - Confcooperative



PASTA SALES IN MODERN RETAIL IN 2017 (% VALUE)

Ufficio Studi e Ricerche Fondosviluppo Spa's elaboration on Euromonitor data - Confcooperative



PASTIFICIO FABIANELLI

www.pastamaltagliati.com



ORGANIC PASTA

Maltagliati Organic Pasta is made from the best high quality organic hard wheat, grown without using conventional pesticides, artificial fertilizers, human waste or sewage sludge. The aroma, the elasticity, the natural color and the resistance to overcooking are preserved in this vegan, organic, kosher, 100% made in Italy pasta. Shelf life: 36 months. BRC, Kosher, Usda, Haccp, Halal, EAC certified. 1 lb flow cello pack.

Meet us at Summer Fancy Food:

Padiglione: Level 3

Stand: 2924

PASTIFICIO RIGO

www.pastificiorigo.it



PREMIUM LASAGNA (DRY PASTA)

Flat lasagna to be prepared with sauce and cooked in oven. Super premium product, low temperature drying process. Shelf life: 3 years. 450 to 500 gr cardboard pack. BRC, IFS, FDA, kosher, Icea certified.

LUCIANA MOSCONI

www.lucianamosconi.com



DRIED AND FRESH EGG PASTA

More than 30 different types of dried pasta as well as 16 specialties of stuffed and not stuffed fresh egg pasta make up Luciana Mosconi's product range. Each specialty is produced with selected raw materials: Grade A fresh eggs and first extraction durum-wheat semolina without common wheat refined flours, both of them 100% Italian. Packaging details: 250 g and 500 g pack for dried pasta; 250 g pack in a protective atmosphere for fresh pasta. Shelf life: two years (dried), 60 days (fresh). Dried egg pasta is BRC, IFS, ISO 9001:2015, Organic, Carbon Footprint certified.

PASTIFICIO DI MARTINO

www.pastadimartino.it



DOLCE&GABBANA SPECIAL EDITION GIFT BOX

An elegant vintage tin box encloses with style Pastificio Di Martino's special edition packs. Inside, a selection of 2.5 kg of PGI Gragnano pasta among Spaghetti, Penne Mezzani Rigate and Paccheri, and a colorful apron designed by Dolce&Gabbana stylists. 100% Italian durum wheat, slow drying process at low temperature. Shelf life: 2 years. 500 g pack: block bottom bag - pillow bag - block bottom bag with top fin. PGI, IFS, BRC, ISO 9001 certified.

Meet us at Summer Fancy Food:

Hall: Level 3 - Italian Pavilion

Booth: 2705-2604

PASTIFICIO FERRARI

www.pastificioferrari.it



MACCHERONE AL PETTINE

Egg pasta typical of the valleys of Mirandola (Modena), obtained from sheet and rolled on a wooden handle and passed on a tool called 'comb'. 100% Italian raw materials and craftsmanship. 250 g, 500 g, 3000 g packs. I will be soon ISO 9001/2008 certified.

PASTIFICIO MARTIMUCCI

www.martimucci.it



BRONZE EXTRUDED PASTA

Bronze extruded fresh pasta, with an artisan-look and a genuine taste, produced with 100% Italian, high quality semolina. The bronze extrusion process gives pasta those exquisite porosity and roughness which are perfect to enhance sauces and condiments. Shelf life: 110 days. 400 g square bottom pack. ISO 22005, Apulia Quality Products certified.

PASTIFICIO MARELLA
www.pastamarella.it



MACCHERONI PUGLIESI GRANO MISCHIO

Line of organic artisan pasta named 'Single Wheat' and made using a very ancient and exclusive type of wheat called 'Grano Mischio'. 100% Italian, high content of protein, anthocyanins and antioxidants, low content of gluten. Shelf life: 24 months. 400 g paper bag. BRC, IFS, Organic Icea certified.

Meet us at Summer Fancy Food:
Hall: Level 3
Booth: 2519

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



LINEA ASTUCCIO DI BARI

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. A rough, porous and firm pasta that provides excellent cooking resistance and retains better the sauces. Shelf life: 24 months. Heat-sealed bag in paper box with window on the front side, 350 g or 500 g depending on the shapes. IFS, BRC, Kosher, Halal certified.

Meet us at Summer Fancy Food:
Hall: Level 3 - Italian Pavilion
Booth: 2509

**PASTIFICIO TOMMASO
ZAFFIRI**
www.pastazaffiri.it



ANTICO PASTIFICIO ZAFFIRI 1889 - WHOLEMEAL ORGANIC PASTA

The new line of wholemeal organic pasta is made with 100% Italian wheat. The semolina used is obtained by the grinding of the whole grain seed which preserves all the main nutritional and organoleptic properties. Shelf life: 36 months. 100% recyclable paper, packs of 500 g. IT BIO 006 Agricoltura Italia certified.

Meet us at Summer Fancy Food:
Hall: Level 3
Booth: 2430

PEDON
www.pedon.it



MORE THAN PASTA

'More than pasta' is a new concept which replaces wheat, corn and rice with beans and pulses, in order to deliver better nutritional qualities and higher eco-sustainability. The range is 100% natural, gluten-free, vegan, and free from all allergens and artificial ingredients. 'More than pasta' has more protein, less carbs, more fibre than regular pasta. It is produced in Italy in a dedicated gluten-free facility. It's Kosher certified and GMO free. Several varieties are available: red lentils, green pea, chickpeas and yellow lentils. Shelf life: 24 months. 8.8 oz pack.

Meet us at Summer Fancy Food:
Hall: Level 3 - Italian Pavilion
Booth: 2921-2923

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**SOMETIMES A
WHEEL SAYS
EVERYTHING
ABOUT ITS LAND.**



PASTA & THE U.S.

ALLEMANDI MAURIZIO
www.allemandipasta.net



LE TRECCE BIO

Organic short pasta made with 100% Italian durum wheat semolina and Piedmont water. It is artisanally produced and dried slowly at low temperature. The label is made with recycled paper containing citrus waste. Shelf life: 24 months. 500 g bag with headster. IFS and Organic certified.

Meet us at Summer Fancy Food:
Hall: Level 3 - International section
Booth: 2308

ANTICO PASTIFICIO MORELLI 1860
www.pastamorelli.it



STRACCETTI WITH WHEAT GERM

It's the only pasta with wheat germ. During cooking, an intense aroma of wheat is released. Excellent taste and consistency. Straccetti with wheat germ, irregularly shaped and slightly rounded, are ideal with all sauces but also to taste served simply with a trickle of extra virgin olive oil. 100% from Tuscan origin. Shelf life: 36 months. 250 gr bags. IFS, ISO, FDA, Bioagricert certified.

Meet us at Summer Fancy Food:
Hall: Level 3
Booth: 777

TARTUFLANGHE
www.tartuflanghe.us



TARTUFISSIMA TRUFFLE PASTA

Hand-made egg tagliatelle made with Italian semolina durum wheat flour; 7% truffle, 20% eggs. The first truffle pasta ever produced in the world was created in Tartuflanghe's laboratories in 1990 and awarded in 1992 as best new product of the year at the Nasft Fancy Food Show in New York. Shelf life: 2 years. 250 gr pack in a carton box

Meet us at Summer Fancy Food:
Hall: Level 3
Booth: 2316 - 2318

MOLINO DI FERRO
www.molinodiferro.com



'LE VENEZIANE' GLUTEN-FREE FROZEN LASAGNA WITH VEGETABLES

The frozen line branded 'Le Veneziane' allows customers to taste, in just a few minutes, some of the best main course dishes of the Italian culinary tradition. Thin sheets of pasta alternated with béchamel and vegetables create a delicious gluten-free lasagna. Ideal also for vegetarians. Gluten and palm oil free. Shelf life: 18 months. 300 g / 10.5 oz pack.

Meet us at Summer Fancy Food:
Hall: Level 1
Booth: 5041

RUSTICHELLA D'ABRUZZO
www.rustichella.it



RIGATONCINI

Rigatoncini of Saragolla represent, among Triticum products, Rustichella d'Abruzzo 100% organic line that rediscovers the so-called ancient grains and guarantees a healthy and genuine diet every day. Saragolla is a variety of wheat cultivated in Abruzzo for centuries. Rigatoncini are characterized by the typical scratching on the surface and the smaller diameter compared to the classic rigatoni. Shelf life: 36 months. 500 g bags. IFS, BRC, UNI EN ISO 9001:2015 certified.

Meet us at Summer Fancy Food:
Hall: Manicaretti Italian Food Imports
Booth: 2471

BIOALIMENTA
www.farabella.it



FARABELLA ORECCHIETTE, STABILIZED PASTA

Farabella Orecchiette are part of the gluten-free stabilized pasta line - very similar to fresh pasta. Soft and tasty, they can be kept at room temperature thanks to a special technology. Gluten-free, allergen free, vegan, quick cooking. Shelf life: 365 days. 250 g, packed in transparent film + cardboard case. ISO9001, ISO14001, ISO22000, Kosher, Gluten-free certified.

Meet us at Summer Fancy Food:
Hall: Level 3
Booth: 2412

A. BARBAGALLO DI MAURO
www.barbagallo1911.it



ORGANIC WHOLE WHEAT ANCIENT GRAIN PERCIASACCHI RIGATONI

Organic whole durum wheat pasta from ancient grain Perciasacchi, farmed and milled in Sicily. Bronze extruded and slow dried at low temperature. Shelf life: 24 months. Packed in 500 g compostable bag plus label. Each box contains 12 pieces. Organic, EN ISO 9001:2008, EN ISO 22000:2005, EN ISO 14001:2004, OHSAS 18001:2007, Halal certified.

PROBIOS
www.probios.it/en



100% RED LENTILS FUSILLI SPECIALTY PROBIOS

Probios proposes a new product totally organic and guaranteed gluten-free, ideal for the celiac diet and for those who wish to vary their diet with a new taste: the first fusilli 100% red lentils and guaranteed gluten-free, vegan and produced in Italy. The range is also available with 100% chickpeas, black beans, green peas and lentils. Shelf life: 24 months. 250 gr pack.

ANTICO PASTIFICIO SANNITA
www.pastaisanniti.it



DURUM WHEAT SEMOLINA PASTA

Artisanal pasta extruded through bronze and slow drying. 100% Italian durum wheat semolina from certified chain. Shelf life: 24 months. 17,6 oz. pack in paper bag. FDA certified.

end

FANCY FOOD SHOW

 **LEVEL 1**
Stand 5046-5048

export@bysardinia.com
www.bysardinia.com

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IN
ITALY**



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BEYOND THE SEA

Come to discover the Italian delights of Sardinia, the best excellences of this land beyond its beautiful sea.


**TASTE
OF SARDINIA**





SARDEGNA

Intervento realizzato con il contributo della Regione Autonoma della Sardegna e del POR FESR Sardegna 2014-2020



UNIONE EUROPEA
Fondo europeo di sviluppo regionale



REPUBBLICA ITALIANA



REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA



EXPORT ON A RISING TREND

GLOBAL SALES WERE UP 10.7% IN THE FIRST SEMESTER OF 2017. THE UNITED STATES REMAIN ITALY'S N.1 DESTINATION COUNTRY OUTSIDE THE EU.



In the first semester of 2017, according to Assica (Italian Association of Meat Producers) elaborations on Istat data, Italian exports of deli meats achieved exceptional growth: +6.3% in volume, at 85,137 tons, equal to 718,9 million euro (+10.7%). Positive results determined by a strong export growth to EU member States, but above all by the dynamism of Third Countries, despite the current political uncertainties and the new wave of protectionism that is threatening global trade. Exports to extra-EU countries posted a 9.4% volume growth, at 15,527 tons (it was 14,189 tons in the same time period previous years) and a 12.2% value growth at about 154 million euro.

Very positive results were achieved

in the United States, our biggest trade partner outside the EU. Exports of deli meat were up by 8.1% in volume, at a little less than 4,000 tons, equal to 48,3 million euro (+8.8%), thus showing a significant improvement with respect to the weak performance achieved in the first semester of 2016. Our exports to the country were boosted, first of all, by sales of salamis and cooked deli meats. Steady, instead, the results achieved by cured hams. Exports to Canada are also on a strong rising trend (+42.1% in volume and +48.5% in value) due to the great performance achieved by salamis, pancetta, cooked and cured hams. Decreasing trend for cooked delicacies and bresaola.

Export di salumi in crescita nel 2017

Buona performance nel primo semestre 2017 per le esportazioni di salumi. Secondo le elaborazioni Assica su dati Istat, gli invii di prodotti della salumeria italiana hanno raggiunto quota 85.137 ton (+6,3%) per un fatturato di 718,9 milioni di euro (+10,7%). Importante risultato per l'export verso gli Stati Uniti, nostro principale partner commerciale fuori dalla Ue, che ha fatto segnare un +8,1% per poco meno di 4mila ton e +8,8% a valore pari a 48,3 milioni di euro.

NEWS

THE UNITED STATES IS PARMA HAM'S LEADING FOREIGN DESTINATION MARKET

"Fire branded Parma Hams in 2017 were 8,150,000. 69% of total production is distributed in Italy, our core destination market, while 2,540,000 Parma Hams were exported last year, for a total turnover of 280 million euro," said Vittorio Capanna, president of the Parma Ham Consortium. "In the last five years, we pursued a strong promotional activity in the United States, that is the one showing the strongest growth potential for Parma Ham. Today, with a 61 million euro turnover, the US is our number one destination market, followed by France, Germany, United Kingdom, Australia, and Japan."

Stati Uniti primo mercato estero di destinazione per il prosciutto di Parma

"I prosciutti marchiati nel 2017 sono stati circa 8.150.000. L'Italia, nostro primo mercato, ha assorbito il 69% della produzione, mentre sono stati esportati 2.540.000 Prosciutti di Parma, per un fatturato di 280 milioni di euro", spiega Vittorio Capanna, presidente del Consorzio del Prosciutto di Parma. "In quest'ultimo quinquennio abbiamo puntato in modo deciso sul mercato americano, che riteniamo quello con maggiori potenzialità di crescita per il Prosciutto di Parma. Oggi gli Stati Uniti, con un fatturato di 61 milioni di euro, sono diventati il nostro primo mercato per le esportazioni, seguiti da Francia, Germania, Inghilterra, Australia e Giappone".

VERONI IS GROWING OVERSEAS

In March 2015, Veroni opened its own company branch in the United States, in Logan Township, New Jersey: 4,500 square meters of surface, five high productivity slicing lines and an integrated logistics. Aimed at offering deli meats manufactured in Italy according to traditional recipes, Hpp-treated to ensure maximum food safety, shipped and sliced on site, to better adapt to the needs of US consumers and offer a fresh and tasty product. "2017 was an important year that saw the inclusion of our meats in some leading American retail chains: from Kroger to Ahold, from Market Basket to Costco and ShopRite, just to name a few," explained Emanuela Bigi, marketing manager. "In 2018 we will be focused on strengthening our presence in America even more with the launch of many 100% Italian innovations."



Veroni cresce negli Usa

Da marzo 2015 Veroni ha aperto una propria sede negli Stati Uniti, a Logan Township, nel New Jersey: 4.500 mq di superficie, cinque linee di affettamento ad alta produttività e una logistica integrata. L'obiettivo è offrire salumi prodotti in Italia secondo le ricette della tradizione, trattati Hpp, per garantire la massima sicurezza alimentare, spediti e affettati in loco, per meglio adattarsi alle esigenze dei consumatori statunitensi e offrire un prodotto fresco e gustoso. "Il 2017 è stato un anno importante che ha visto l'inserimento dei nostri affettati nelle principali catene distributive americane: da Kroger a Ahold, da Market Basket a Costco e ShopRite, solo per citarne alcuni", spiega Emanuela Bigi, responsabile marketing. "Il 2018 sarà focalizzato nel rafforzare ancora di più la nostra presenza in America con tante novità made in Italy".

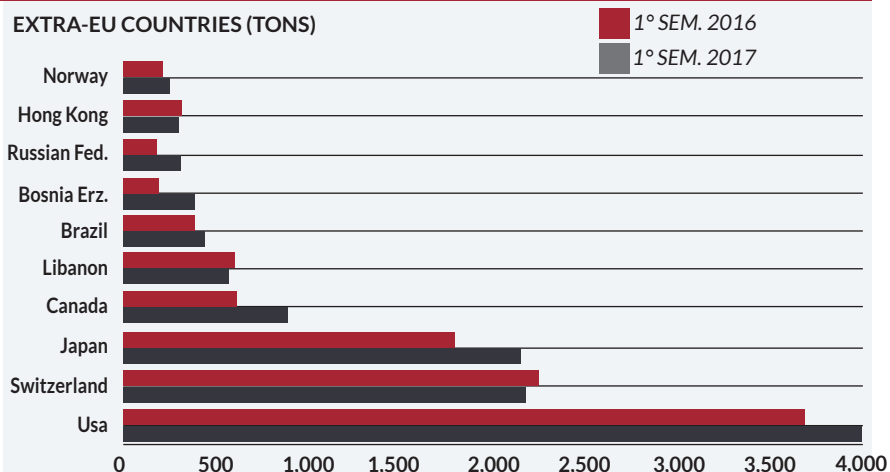
ITALIAN DELI MEAT EXPORT IN THE FIRST SEMESTER OF 2017

(VALUES EXPRESSED IN TONS AND THOUSAND EURO)

	Export 1° sem. 2017		Change % 1° sem. 2017-2016	
	volume	volume	volume	volume
RAW HAM	32,536	355,785	3.1%	9.3%
MORTADELLA, WURSTEL, COTECHINI AND ZAMPONI	17,514	63,034	6.4%	6.0%
SAUSAGES AND SEASONED SALAMIS	15,011	144,982	9.7%	10.4%
COOKED HAM	12,162	72,644	7.9%	14.8%
PANCETTE	2,692	20,646	9.3%	9.6%
BRESAOLA	1,829	30,199	5.0%	6.0%
OTHER DELI MEATS	3,394	31,757	18.3%	39.7%
TOTAL DELI MEATS	85,137	718,865	6.3%	10.7%

Source: Assica elaborations on Istat data

EXTRA-EU COUNTRIES (TONS)



Source: Assica elaborations on Istat data



CULATELLO DI ZIBELLO PDO LANDS IN THE US

Culatello di Zibello PDO has been finally admitted to the United States, after 15 years of talks. The opening was announced by Negroni, Italian deli meat producer, that has been given green light by the US Department of Agriculture (USDA-SFIF). "The American certification process," explained Negroni, "includes both the certification of the production plant and the certification of the product itself, in all its parts. In our accreditation request, we explained to US authorities that Culatello di Zibello belongs to the same class of top products as Parma ham and San Daniele ham."

PARMA IS

www.parmais.it

Pastrami Wrap with paprika 'Il Pagnotto' line

Tasty alternative to the typical sandwich for the lunch break. Il Pagnotto Wrap is a roulade formed by a rolled-up piadina. Here, the filling is made of pastrami, paprika, courgettes and borettane onions. Raw materials are processed with high pressures in order to obtain a fresh, safe, high quality product.

The result is zero bacterial count, and products profit of an extended and optimal shelf life.

Pack: 170 gr.

Meet us at Summer Fancy Food:

Hall: Level 3 • Booth: 3016



PROSCIUTTIFICIO WOLF SAURIS

www.wolfsauris.it

Speck di Sauris Nonno Bepi

Carefully selected pork legs originating from community farms and slaughterhouses. Shelf life: 90 days. Weight: 6-6,8 kg, vacuum-packed. IFS certification.



FUMAGALLI

www.fumagallisalumi.it

Diced pancetta bio

Made with pork belly of selected pigs reared organically, 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. 80 g pack.



SALUMIFICIO SOSIO

www.labresaoladebaita.it

La mia Bresaola

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. Weight: 6, 7 kg. Vacuum-packed, each carton contains two cases.



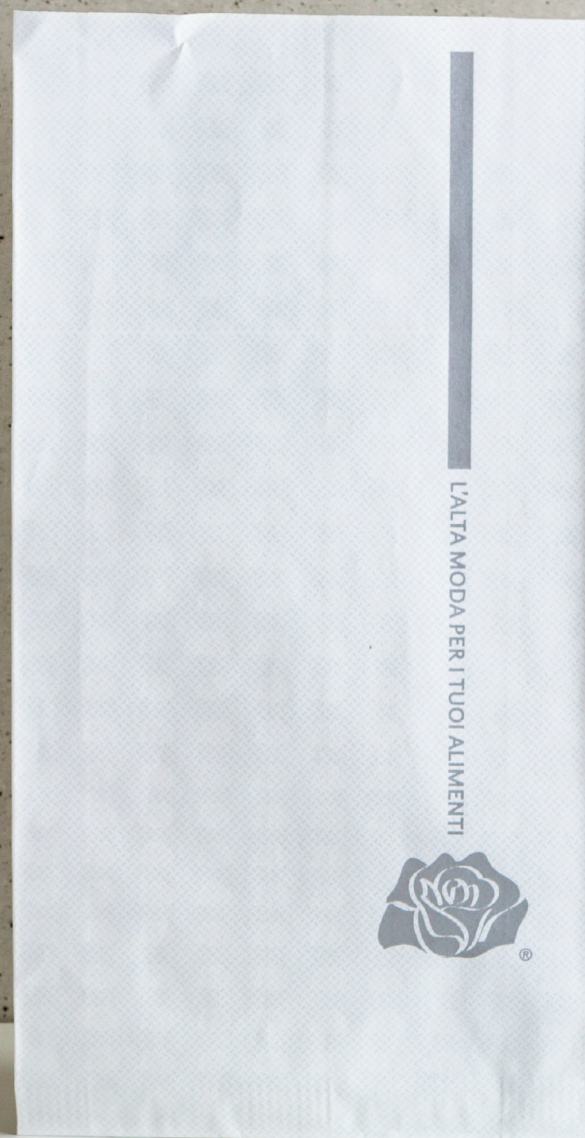
Why?

DOES PACKAGING MAKE THE DIFFERENCE

Ideabril®

- It guarantees hygiene thanks to the heat sealing
- It holds back liquids and smell
- It keeps the same temperature for one hour
- It is suitable for storage in the refrigerator and in the freezer
- It is suitable for contact with food but it can be used also as a maxi-bag

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.





THE FUTURE? IT'S GREEN, SPARKLING AND PREMIUM

MARKET TRENDS FORECAST IN A SURVEY CONDUCTED BY NOMISMA WINE MONITOR FOR VINITALY. RED WINES ARE BACK, GOOD PERSPECTIVES FOR ITALY.

Rosé wine in the US, red wine in Russia and Japan. While sparkling wines - probably the most popular now just like in the near future - will achieve further growth especially among consumers in the UK, Japan and Russia, followed by Germany and the US. But first, wine sales success in the next five years will be determined, most of all, by organic or sustainable wines, at least according to a survey conducted by Vinitally-Nomisma Wine Monitor. 12 among the leading Italian wineries were involved in a survey aimed at understanding future market trends in six major destination countries: the US, UK, China, Germany, Japan, and Russia.

According to interviewed winemakers, organic and premium wines will be the main responsible for future growth in the global wine market. The 'green' trend will prevail in most 'consolidated' markets - namely Germany, the US, UK, and Japan - just like the success of premium wines (bottles sold at more than 20 dollars) will be further consolidated in the US as well as emerging market: Russia and China. Autochthonous wines are also on a rising note, and their future will be looking bright in Japan, Russia and the US. The unexpected comeback of red wines in the rank of the most beloved treats is also expected, of course after the cherished sparkling wines.

Italy - in the opinion of the 12 interviewed top wineries - will do pretty well and will manage

to increase its market share first of all in Russia and in the Far East, but sales are expected to rise also in Germany. A further growth of our market share in the US is unlikely going to happen, to the benefit of local and French producers. On the other hand, in China, where Australia is expected to achieve the strongest growth, Italy and Chile will manage to increase their presence, to the detriment of France, the country's historic market leader.

In regard to Great Britain, the French will remain on top if the suppliers' rank but Italian wines are also expected to boost their market share, just like New Zealand's wines, due to the Brexit effect. Locally-sourced wines will enjoy special attention almost all over the world, especially among US and German consumers.

Finally, according to the Vinitally-Nomisma Wine Monitor survey, the performance of major Italian Appellations of Origin is once again awarding Prosecco, that shows the highest growth potential in all the markets considered with the exception of China. However, in the near future, other trendy appellations will be Pinot Gris in the US, Primitivo in Germany and Amarone in China. "Stakeholders can benefit from a preferential point of view," said Maurizio Danese, president of Veronafiere, organizer of Vinitally. "This kind of forecasts is fundamental to us in order to plan and implement the best promotion strategies to support companies and professionals worldwide."

Il futuro? Green, sparkling e premium

I rosé negli Usa, i bianchi fermi in Germania, i rossi in Cina, Russia e in Giappone. E gli sparkling, i vini del momento ma anche del prossimo futuro, previsti in crescita in particolare tra i consumatori di Regno Unito, Giappone e Russia, seguiti da quelli di tedeschi e statunitensi. Ma innanzitutto, il successo commerciale del vino nei prossimi cinque anni sarà determinato in buona parte dai prodotti a marchio green - bio o sostenibili - secondo un sondaggio Vinitally-Nomisma Wine Monitor presso i manager di 12 tra i principali gruppi vitivinicoli del Paese, chiamati a esprimere un'opinione sui trend del comparto vino in sei mercati top: Usa, Regno Unito, Cina, Germania, Giappone e Russia.

ITALIAN WINE IN THE US...

...described in 10 points

1. 65% of the US population (21-65 years) consumed wine in the last 12 months
2. 28% of Americans consumed Italian wine last year: 36% in New York, 32% in California, 34% among Millennials
3. New York (71%) and Millennials (69%) are boosting consumption
4. Low price (18%), varietals (16%) and brand reputation (15%) are the key drivers behind purchase
5. For wine consumers, 'tradition' and 'relax' are associated with Italian wines, 'elegance' and 'creativity' with French wines
6. "I don't know Italian wine" (37%), "it's too expensive" (22%), "I prefer American wines" (21%) are the main reasons indicated by those who don't buy Italian wines (72%)
7. Quality (52%), versatility (45%) are the strengths of Italian wines
8. Promotion (51%) and price (40%) its weak points
9. Organic (25%), flavored (23%), autochthonous (22%), sustainable (20%), sparkling and premium (15%) the leading trends in the next five years
10. The packaging of the future will be environmentally friendly (46%)

CANTINA VALTIDONE

www.cantinavaltidone.it

Bio' Valtidone Gutturino Doc Sparkling Biological and Vegan



Made in Val Tidone, Emilia Romagna, with Barbera and Bonarda grapes. Organoleptic characteristics: lively nod of red foam, ruby brilliant color, perfume of flowers, fragrant of grapes ripe and berries. Dry, fresh and lively, fruity taste.

CANTINE CAPETTA

www.cantinecapetta.it

Duchessa Lia Asti Secco Docg



Made in Piedmont with Moscato bianco grapes. Perlage: fine and persistent. Colour: straw yellow with light gold reflex. Bouquet: typical of muscat grape, with wisteria and acacia notes. Taste: dry, delicate, well balanced.

MONTELVINI

www.montelvini.it

Asolo Prosecco Superiore Docg Millesimato Extra Brut Collezione Serenitatis



Produced in the Asolo Docg Area, Veneto, with Glera grapes. Characterized by pale straw-yellow with green highlights, it has a subtle perlage with great constancy and persistence. On the nose, after an initial floral nuance, it becomes full and fruity. Very complex in terms of quantity and quality of olfactory sensations. Good structure and a pleasant, fresh acidity in the mouth.

PASQUA VIGNETI E CANTINE

www.pasqua.it

11 Minutes Rosé Trevenezie Igt 2017



Made in Veneto with 50% Corvina, 25% Trebbiano di Lugana, 15% Syrah and 10% Carmenère grapes. The Corvina varietal, which dominates in terms of percentage, was chosen for the wine floral aromas as well as the significant acidity it gives to the wine. Trebbiano brings elegance and a long aftertaste. Syrah gives fine fruit and spice notes to the glass, and finally Carmenère creates structure, ensuring stability over time.

GIACOBBAZZI VINI

www.giacobazzivini.it

Giacobazzi 1 Lambrusco di Sorbara Doc



Produced with Lambrusco di Sorbara grapes in the territory of Modena, Emilia Romagna. Characterized by light ruby-red colour with pink reflections, the foam is fine and evanescent. Typical aroma of violets and wild strawberries. The taste is refined, full-bodied and elegant with a remarkable acidity.

FEUDO ARANCIO

www.feudoarancio.it

Hedonis Riserva Sicilia Doc



100% Nero d'Avola grapes, produced in Sicily. Hints of dried red fruits, anise and sweet spices, notes of almond, vanilla and tobacco resulting from aging in wood. There is a profound structure on the palate along with a velvety and juicy attack, finishing with soft and sweet tannins.

CASA VINICOLA NATALE VERGA

www.verga.it

Heredis Nebbiolo Langhe Doc



Made with Nebbiolo grapes harvested in the Langhe, Piedmont. Heredis is a complex wine to be discovered through fine tasting. It is soft on palate with elegant tannins, as well as finely persistent while having a fresh and fruity aroma. Colour: ruby red tending to garnet as it ages. Flavour: lightly fruity with spicy notes. Taste: delicate and slightly tannin, soft and velvety on palate.

TENUTE PICCINI

www.tenutepiccini.it

Scalunera Rosato Etna Doc



95% Nerello Mascalese and 5% Nerello Cappuccio grapes. Produced in the Etna Doc Area, Sicily. Colour: pale blush. Nose: small red fruits, reminiscent of passion fruit, delicate spices. Palate: generous and fresh, well structured, sapid.

NEWS

MADE IN ITALY WINE EXPORTS: IN THE FIRST QUARTER, GROWTH IN VALUE IN THE US

In the first quarter of 2018, Italian-made wine exports to the US experienced a significant growth, according to the Italian Wine & Food Institute. If volumes decrease by 1%, values increased by 11.3%. The trend of Italian exports is in line with that of the American import market, that recorded a 4.4% decrease in volumes and an 11.1% increase in value in the first three months of the year. Overall, Italian exports to the US reached 594,850 hectoliters, for a value of 341,227,000 dollars. The market share of wines imported from Italy stands at 24.9% in volume and 30.5% in value, while the average price of bottled wines remained stable, equal to 5.90 dollars per liter. Total US imports amounted to 2,384,100 hectoliters, for a value of 1,118,764,000 dollars.

Export di vino made in Italy: nel primo trimestre, crescita a valore negli Usa

Cresce, nel primo trimestre del 2018, l'export made in Italy di vino verso gli Usa. Lo rende noto l'Italian Wine & Food Institute. Se i volumi diminuiscono dell'1%, l'Italia segna un incremento a valore dell'11,3%. L'andamento delle esportazioni italiane è in linea con quello complessivo del mercato di importazione americano, che nei primi tre mesi dell'anno ha fatto registrare una diminuzione del 4,4% in quantità e un incremento dell'11,1% in valore. Complessivamente, l'Italia registra un export verso gli Usa di 594.850 ettolitri, per un valore di 341.227.000 dollari. La quota di mercato dei vini importati dall'Italia è risultata pari al 24,9% in quantità e al 30,5% in valore, mentre si è mantenuto stabile il prezzo medio dell'imbottigliato, pari a 5,90 dollari al litro. Le importazioni complessive statunitensi sono ammontate a 2.384.100 ettolitri, per un valore di 1.118.764.000 dollari.

LLS-THE WINEBOW GROUP IS APPOINTED EXCLUSIVE US IMPORTER OF CODICE CITRA

LLS (Leonardo LoCascio Selections), a member of The Winebow Group and America's leading importer of premium Italian wines, has announced that it is the exclusive U.S. importer of Codice Citra, a collection of family-owned hillside vineyards located in the province of Chieti in central Italy's coastal Abruzzo region. Codice Citra joins a portfolio that represents more than 60 wineries throughout Italy.

Codice Citra: LLS-The Winebow Group è il nuovo importatore esclusivo per gli Usa

LLS (Leonardo LoCascio Selections), società del gruppo The Winebow Group e tra le principali importatrici di vini italiani premium in Usa, annuncia di aver ottenuto l'esclusiva per l'importazione dei vini di Codice Citra nel mercato americano. La principale realtà vitivinicola abruzzese, con le sue 3mila famiglie di soci vignaioli che coltivano 6mila ettari di vigneti, entra a far parte di un portfolio che rappresenta più di 60 aziende vinicole italiane del segmento di fascia alta.

'ITALIAN WINE - TASTE THE PASSION': THE NEW ITA CAMPAIGN TO PROMOTE ITALIAN WINE IN THE US

The Italian government has launched 'Italian Wine - Taste the Passion', a new three-year campaign organized by the Italian Trade Agency (ITA) and aimed at promoting and enhancing the sales of Italian wine on the US market. The campaign, addressing consumers aged 35-55, will be focused on the entire national territory and especially in five target states: New York, Illinois, California, Texas and Florida. "The campaign is part of a broader promotional plan made of different initiatives focused on both consumers and professionals, result of the good work carried out by all parties," said Michele Scannavini, president of the ITA Agency. "Our final goal is challenging: to strengthen and improve market positioning of Italian wines in the US and gain the leadership."

'Italian Wine - Taste the Passion': nuova campagna dell'Ice per il vino italiano negli Usa

Presentata 'Italian Wine - Taste the Passion', la campagna di comunicazione realizzata dall'Agenzia Ice per promuovere il vino italiano sul mercato Usa. Indirizzata a consumatori tra i 35 e i 55 anni, la campagna prevede iniziative con priorità verso i seguenti stati target: New York, California, Florida, Illinois e Texas. "Questa campagna s'inserisce in un articolato piano promozionale che prevede una vasta serie di attività rivolte sia ai consumatori che agli operatori del settore, risultato del lavoro congiunto di tutti gli attori del Sistema", dichiara Michele Scannavini, presidente Ice-Agenzia. "L'obiettivo è sfidante: elevare il posizionamento del vino italiano nel mercato statunitense e riconquistare la leadership assoluta in valore".

PLMA: A SUCCESSFUL EXHIBITION FORMAT



Amsterdam's RAI Exhibition Center

A well-tested format, a strategical location, the presence of thousands of international top buyers: these are the main ingredients of Plma's striking success. The figures portraying the 2018 edition (29-30 May) and the steady flow of visitors are a confirmation that Amsterdam's event is of undisputed importance for all companies operating in the Private Label business.

More than 2,600 exhibitors attended the trade show, organized by the Private Label Manufacturers Association: 2 days of intense business at the Rai Exhibition Center.

Thus, Plma has always been able to meet the demand for new products, and Private Label's market share is on a rising trend almost everywhere. A further proof of the fact that, in many cases, some of the most interesting product innovations come from retail brands and, more in general, retail chains.

Among the fresh, frozen and chilled food items, beverages and baked products, national collectives were in the front line. Starting from Spain, Germany and France. Italy, for the occasion, presented a hundred companies in the ITA collective, a selection of exhibitors with

the Piedmont Region, and others 'independent' exhibitors, located here and there in the different pavilions. Someone was luckier and positioned in strategic crossing points. Others were less lucky and - as we were told - almost passed the entire trade show twiddling their thumbs.

Those located in the most marginal areas would have surely benefited from a division by product categories. But for the moment, the Dutch organizers continue to favor the categorization by country or, at most, by region. This year, there were 60 national and regional pavilions. A format that, so far, has always worked well and that represents Plma's trademark, allowing it to remain true to itself and preserve its identity. Nevertheless, it could be a little chaotic for visitors, prevented from meeting some Italian producers just because located outside national collectives or in a corner of the pavilion, far from the busiest routes.

One last remark about the prizes, that work really great. Companies send their products, evaluations are made by a well-qualified jury, and the winners are displayed at Plma's Idea Supermarket on the first floor, that is always very crowded.

Plma: un format vincente

Successo per la fiera internazionale sulla Marca del distributore. Andata in scena, ad Amsterdam, il 29-30 maggio. Positivo il giudizio delle aziende italiane. Ma c'è anche qualche malumore.

OUR RATING OF THE TRADE SHOW

Buyers

Qualified and of the highest level, proceeding from all major global retail chains. Plma, although it has grown over time, remains a selective trade show, with no huge visitors' flows - typical of Italian events - and where both buyers and exhibitors enjoy the 'easy' handling of a day and a half event.

GRADE:
9

Logistics

This is one of the strengths of the Rai Exhibition Center, where the event is held. The tram drives you at a hundred meters from the main entrance and, thanks to the e-ticket, the registration procedure takes about ten seconds. Queues are out of question. Inside the pavilions, a child would unlikely get lost.

GRADE:
10

Services

Overall, everybody was satisfied: kind staff, excellent wi-fi connection, a useful information desk. Just a few lacks: on the first day, instead of being in Halls 6 and 7 you could have been at the Hawaii for how warm it was; while on May 30, air conditioning was working pretty well. Someone complained about their marginal position, especially in Hall 2.1 and in certain areas of Hall 8, near the non-food zone.

GRADE:
8

ITA Agency

About a hundred companies came to Plma with the ITA Agency. A perfect way to network and take advantage of the 'made in Italy' brand. Unfortunately, only half of the companies were in the crowded hall 1, while the other half was located in Hall 8. "If it happens also next year, I'm not coming back," some exhibitors said. Unrests and doubts are legitimate, also because other countries managed to stay united.

GRADE:
6

Length

One of the trade show's main features is its length: about a day and a half. But if this used to be an advantage for both exhibitors and visitors, today it represents a problem, since Plma has grown a lot since its first edition. In addition, some companies had big logistic problems and therefore goods did not manage to arrive in time. And half a day was lost.

GRADE:
5

Press room

It is a real pleasure to go to Plma also due to a welcoming and comfy press room, where it's easy to rearrange your ideas. A well-equipped and tidy place, with a qualified and friendly staff. We really felt at home.

GRADE:
10

GREAT OUTCOME FOR THE INTERNATIONAL TRADE SHOW DEDICATED TO PRIVATE LABEL. HELD IN AMSTERDAM ON THE PAST MAY, 29-30. SATISFACTION WAS EXPRESSED BY ITALIAN EXHIBITORS, DESPITE SOME LITTLE COMPLAINTS.

THE REPLY FROM THE ITA AGENCY

Dear director,

In reference to the article written on the occasion of Plma Amsterdam 2018, we would like to make some specifications.

Italian exhibitors were 125 in 174 modular booths, of which 71 located in Europahall in 100 modular booths, 27 in Parkhall in 36 modular booths and 27 companies in Hollandhall in 38 modular booths.

Europahall, together with Amstelhall, are the 'historical' pavilions, where Italy, Germany, Spain, France, Austria, Switzerland and other countries have been exhibiting with their collectives for over 20 years. Every year, these collectives have been reconfirmed and Plma has always assigned the same areas.

The attention paid to this sector has grown exponentially since 2011 and the need to dedicate a wider space to companies was shared by all countries attending the event, Italy included. Plma managed to meet such demand by using all available Pavilions at the Rai Exhibition Center.

The demand for more space was so high that, for about three years now, organizers have been obliged to build new tenso structures in order to accept a higher number of requests.

Such an expansion took place without modifying the areas previously assigned to national collectives in Europa and Amstel, unable to host larger collectives. For this very reason, also the French, Spanish and Austrian collectives have been placed in different pavilions, far from the 'historic' ones. Only Germany and Switzerland managed to remain in the same area, since their number of exhibitors has not changed since 2011.

Food producers are included in the ITA collective according to the chronological order of their application forms. When the 100 modular booths in Europahall are allocated, the remaining companies are placed in Parkhall and once it's all filled, they enter the waiting list. All companies are well aware of this procedure. We believe that exhibit in the ITA collective in Parkhall, providing a joint 'country image' and taking advantage of the communications activities planned on the occasion of the trade show represents a value added compared to independent participations.

Best regards,

Anna Flavia Pascarelli
manager
agri-food and wines sector
ITA – Italian Trade Agency



**PLMA 2019:
21-22 MAY, AMSTERDAM**



THE EUROPEAN RETAIL GUIDE

The most accurate and complete guide to the European retail marketplace. All chains are segmented by country. The addresses, e-mails, websites, management, history, contacts for suppliers and store brands.

For information:
info@tespi.net

**DECO
INDUSTRIE**

www.decoindustrie.it

**Traditional Panettone
made with 100%
Giorgione wheat flour**

The experience gained by Deco in the preparation of celebratory desserts, together with the careful selection of high-quality ingredients of Italian origin, led to the creation of a Panettone that represents the genuine excellence of the Italian tastes. Giorgione is an exquisite variety of 100% Italian soft wheat that sets apart this recipe of superior pastry craftsmanship. Weight: 900 grams. Hand-wrapped. Shelf life: 8 months.



VALENTINO

www.valentinodolciaria.com

**Panettone with orange and
dark chocolate pieces**

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. Hand wrapped. BRC, IFS, GMOs free.



**PAOLO
LAZZARONI E FIGLI**

www.chiostrodisaronno.it

Panettone classic Augusta

Classic Premium Panettone with raisins and candied fruits. Weight: 750 g hat box. Shelf life: 8 months. BRC certified.



BORSARI

www.borsariverona.it

**Panettone with black
cherry and chocolate**

A tall panettone, filled with a delicate black cherry cream and dark chocolate drops, glazed with dark chocolate. Weight: 500 grams. Shelf life: 8 months



Meet us at Summer Fancy Food:
Hall: Level 3 • Booth: 2420

DI COSTA

www.dicosta.it

**Christmas tree tin box
with pralines**

Lithographed metal tin boxes with chocolate pralines inside. Shelf life: 14 months. Weight: 150.



GALUP

www.galup.it

**Pandoro Gran Galup
with chocolate drops,
Black Edition**

The ancient recipe of the Pandoro Gran Galup is now enriched with drops of high quality extra-dark chocolate, albeit sticking to the simplicity that has always distinguished it. The chocolate drops are spread all over the soft and delicate dough, giving each slice a more intense taste. Weight: 1 kg. Shelf life: 8 months.



ITALIAN-STYLE CHRISTMAS

PANETTONE AND OTHER TRADITIONAL CHRISTMAS SWEETS ORIGINATED FROM ITALY ARE BOOMING IN THE US. BETWEEN 2016 AND 2017, EXPORTS REACHED 31.6 MILLION EURO.

Global consumers' interest for Italian traditional Christmas sweets is continuing its upward trend. Between September 2016 and August 2017, among panettone, pandoro, chocolate and other Italian specialties, international sales reached 598.3 million euro, up by 5.8% over previous year. According to a report issued by Con-fartigianato.

France, in detail, purchased 122,3 million euro of Christmas sweets - equal to about 20.4% of our total export of this kind of products - while in Germany we exported about 108,7 million euro (18.2% of the total exported). In the United Kingdom, exports of Italian celebratory pastry were worth 58,6 million euro (9.8% of the total exported).

Nevertheless, the most striking results were achieved in the US, where sales of celebratory sweets were up by 31.4%, followed by Belgium (+24.2%), Poland (+15.1%) and Switzerland (+13.9%). A success highlighted also by Dino Borri, vice president Eataly Usa: "When we opened our first stores in the US, eight years ago, we were told that panettone would have been very hard to sell. On the first year, we sold all the 20,000 pieces we had ordered. In 2017, we ordered 40% more in all of our stores. And in LA we sold them all in a very short time."

Il Natale è made in Italy

Cresce l'attenzione dei mercati esteri per i dolci natalizi della tradizione italiana. Tra settembre 2016 e agosto 2017, le vendite globali hanno raggiunto i 598,3 milioni di euro, con un aumento del 5,8% rispetto all'anno precedente. Un boom che interessa soprattutto gli Stati Uniti, che hanno acquistato il 31,4% di dolci in più rispetto al 2016.





'PANETTONE HAS BECOME AN OBSESSION FOR AMERICAN BAKERS'

New York Times, Nov. 28, 2017

"Panettone has its roots as a regional specialty in Milan, a luxury bread made for the holidays with an obsessive level of attention to technique and ingredients. [...] To make panettone - traditional panettone, coaxed from a stiff, naturally leavened starter - is to embark on a long, expensive and unpredictable journey, risking disaster at every turn."



The Mount Everest of baking



Roy Shvartzapel, La Boulangerie,
San Francisco



Panettone is this high art for the world of bread, because there's an enormous amount of technique in making it.



Jim Lahey, Sullivan Street Bakery,
New York



PROBIOS

www.probios.it

Organic and gluten-free Panettone

Probio's Panettone is organic certified and gluten-free, free from palm oil. Result of top quality ingredients and skilled pastry masters. Weight: 500 grams. Shelf life: 4 months.



TEDESCO

www.tedeskogroup.it

Ore Liete - Mini Panettone cocoa and chocolate drops, with dark chocolate icing

For chocolate lovers, a mini Panettone that delivers all the rich flavor of dark chocolate. The cocoa dough is enriched with chocolate drops, embraced by a thin dark chocolate layer. Weight: 100 grams. Shelf life: 6 months.



Meet us at Summer Fancy Food:
Hall: Level 3 • Booth: 2813

FRACCARO SPUMADORO

www.fraccarospumadoro.it

Panettone with sparkling wine

Result of the exquisite combination of Fraccaro Panettone and Prosecco Docg, one of Italy's most beloved wines. Weight: 900 grams. Shelf life: 6 months.



Meet us at Summer Fancy Food:
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VERGANI

www.panettonevergani.com

Panettone with marrons glacés

Naturally leavened product, with a dark yellow dough that includes 21% of Italian marron glacé. Weight: 750 g. shelf life: 9 months.



LAICA

www.laica.eu

Christmas chocolates

Laica's Christmas chocolate selection is made of Tenerotti with milk cream filling; Golden stars with hazelnut cream filling and the traditional Santa Claus chocolate boules: a thin layer of milk chocolate with hazelnut cream filling and cereals. Shelf life: 18 months. Weight: 450 g.



DOLCERIE VENEZIANE

www.dolcerieveneziane.it

Christmas Bouquet

Christmas bouquet with milk chocolate globes, made with the care, quality and innovation that have been distinguishing Dolcerie Veneziane since 1986. Weight: 75 g. shelf life: 18 months.



CIBUS 2018: THE BEST OF

It was held on the past May, at Fiere Parma, the 19th edition of the international food & beverage exhibition. Satisfaction was expressed by the 3,100 exhibiting companies, that had the chance to meet with about 82,000 visitors, including international and local buyers. The entire Italian supply chain was there, from the farming world to industry and retail brands. The appointment is now scheduled for April 2019 - with Cibus Connect - and for May 2020, with the 20th edition of Cibus.

COMAL-NEGRI Dante Bazzani



"We are focusing on the foreign market, especially with ham, mortadella and roasts. The most important markets are Germany, Eastern Europe and overall in the last year we served 18 countries. Among the new products we relaunched 'Puro', a handcrafted cooked pork thigh that answer also to the demand for healthy products, since it is sugar and preservatives free."

CAV. UMBERTO BOSCHI Alessio Tomaselli



"Albeit with ups and downs, the first four months of 2018 were extremely positive with a total revenue growth of 16%. As regards the foreign markets we are considering some special collaborations for the European market. Among the new products, we launched the Salame Contadino, a coarse salami in a natural bowel skin, hand tied, of about 3 kg. It is a rustic salami widely appreciated during the tests we made in some territories and Cibus was the privileged occasion to introduce it to several buyers."

BOTALLA Simona Bonino



Curcumella and Zenzerino are the brand-new cheeses introduced by Botalla in the Gusto al Cubo collective stand. "These are products made with 100% Piedmont milk enriched with ginger and turmeric (both 0.5%), to give life to two specialties able to conquer the most refined palate". Cibus was the occasion to introduce the restyling of the famous Sbirro Cheese, the first and only cheese made of Menabrea beer.

FUMAGALLI Arnaldo Santi



From left: Alberto Mascheroni and Arnaldo Santi

"Good responses for our organic products and for the export trend, which has doubled compared to the last year. The new products on stage at Cibus were the relaunch of organic bacon dice and the introduction of the 'Cooking ingredients' line - cheek lard, bacon and speck - dedicated to foreign markets and the high-protein salami snacks, now in a tray package, but soon available in other packaging forms."

LATTEBUSCHE Matteo Bortoli



From left: Riccardo Zanon and Matteo Bortoli

The protagonist at the Lattebusche stand was the Piave cheese. "In the first months of this year we registered a general value and volume increase of about 2%, also thank to the result of this PDO cheese". A new product has been also introduced: mountain organic milk from the Dolomites area, near Belluno. "The aim is to strengthen the mountain supply chain."

PAGANONI Nicola Paganoni



From left: Luca Ciarapica, Nicola Paganoni and Luigi Paci

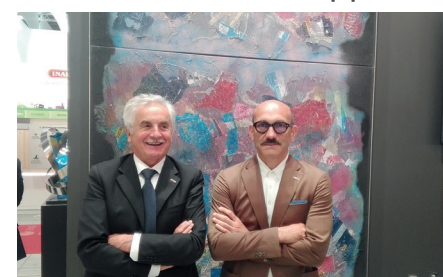
"The first months of this year were positive: on the Italian market we registered a growth of 10% with a light slowdown in March. Abroad we are still building our sales network, but the results we achieved were encouraging and offer hope and confidence. Among the latest products introduced at Cibus, there are the Scottona - Vintage Selection; the pre-sliced Oro Rosso bresaola (cobranding Co.Al.Vi., The Consortium of the Piedmontese Breed, Paganoni) and Italian-style meat carpaccio".

TERRE DUCALI Igor Furlotti



"At the beginning of the year we registered an important growth of 40% on foreign markets. US, Japan and South Africa are the countries where skin free salami, processed with Hpp technology, have achieved the best results. As regards the new products, we recently introduced the 'Aperitiamo' Terre Ducali trays packages in two versions: aged Fiocco ham, aged cheese, breadsticks, Italian olives; and Felino salami PGI, aged cheese, breadsticks and olives. We launched a high-quality truffle ham and the San Secondo shoulder, in trays packages for microwave oven to be served hot - the best way to appreciate the quality of this deli meat - will be soon available."

PARMACOTTO Andrea Schivazappa



From left: Giovanni Zaccanti and Andrea Schivazappa

"Our company grew of 6.5% in the first four-month period. At the end of the year we expect to reach a 10% growth. Exports account for 10% of the total revenue and are growing both in Europe and in extra-European countries. Many new products were introduced at Cibus: three 'antibiotic free' products, that is high-quality ham, raw ham and baked chicken breast. Then the Fettesnelle line, made of reduced sodium turkey roasted, high-quality ham and alpine bresaola."

PARMAREGGIO



Cibus was the occasion to introduce the new Parmareggio brand product: the 'ABC dello snack' for adults. The kit contains a small bar of Parmigiano Reggiano and dried fruits including apricots, ginger, Goji berries and pumpkin seeds. This product was achieved, as the other of the same range, with the support of the nutrition expert Giorgio Donnegani, to offer a balanced snack to adults.

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PASTIFICIO DI BARI TARALL'ORO

Antonello Di Bari



"We are very pleased with the beginning of 2018, especially due to increasing US exports. At Cibus the news is the comeback of the Pastificio Di Bari brand: starting from the classic line of pasta, the aim is to become more specialized in this sector and to establish the brand. The Tarall'Oro brand introduces new baked goods such as the Tarallini Bioveg with three different flavors: red Swiss chard, spinach and turmeric and ginger."

DOLCERIA ALBA

Silvia Rapozzi



"The consolidated foreign markets - first of all Japan - confirm excellent performances and the new business partnerships signed in North America and China are giving the results we expected. At Cibus we introduced three new single doses of our Mini Quadrotti line: one in ricotta cheese, pear and cinnamon, one in chocolate and raspberries, and the last one is Bonet flavored. They are successful variants that confirm the quality of our desserts."

LENTI

Sara Roletto



"At Cibus we introduced a new concept in the ready-sliced salami world with four new products of the 'Condisci&Gusta' range. The range includes four of our best salami matched with four special sauces meant to enhance their tastes. The products are the Round steak with tuna sauce, the Grand Turkey Rump with mayonnaise, the Grand Roasted with tartar sauce and the Bresaola Carpaccio with lemon flavored extra virgin olive oil. All the products and sauces are gluten-free, MSG and GMO-free and free from lactose and derivatives. To the ready-to-eat second course line has been added the bovine Gulasch and herbal chicken thighs."

FRACCARO SPUMADORO

Luca Fraccaro



"Despite the slow start of 2018, we are getting ready to retrieve with a lively Christmas, especially in the export orders to Russia, Asia and Japan. Among the new products introduced at Cibus, there is the new Christmas packaging of our products, from Panettone to Pandoro. The expectations are high due to the positive feedback we received. In the organic sector we continue to push on the Veneziana with Limoncello and we are working out other proposals to launch later this year."

FIORE DI PUGLIA

Tommaso Fiore



"Fiore di Puglia reveals a double-digit growth for the third consecutive year. Export business is going well with the entrance of our brand in new US States and in China. Several new products were showed to customers at Cibus: lactose-free, eggs-free and gluten-free taralli; taralli made of type 1 and 2 flours, high in fiber; and the Minigriss Bio made of farm-to-table ingredients and Coratina extra virgin oil. Furthermore, in the 'Fatti a mano' line there are the new Gris-tar, taralli in breadsticks shape and the Intrecci, both boiled according to tradition and available in different flavors."

DELIZIA

Giovanni D'Ambruoso



At the Delizia's stand, where the motto was 'A taste that matters', two chefs keep preparing finger food with the company's cheese for guests and visitors and a group of artists from Apulia has played traditional live music: the Taranta. There was no lack of new products, like smoked Stracciatella cheese and Burrata stuffed with ricotta cheese. "Those who try our products recognize their quality. Who chooses a Delizia brand specialty, chooses the excellence of the Apulian tradition."

MASTER

Adriano Bianco



"Export is giving us great satisfaction. With the Mamma Emma line, we are now present also in one of the most renowned gastronomic boutiques in London, Partridges. The US market is increasing, especially in Florida. South Africa and Australia are also showing positive performances. The latest products presented at Cibus belong to the Mamma Emma brand: cauliflower gnocchi, with red turnip or with ricotta cheese and spinach filling, the Tirolese spätzle and the innovative macaroni made of 100% fresh steamed potatoes."

LE FATTORIE FIANDINO

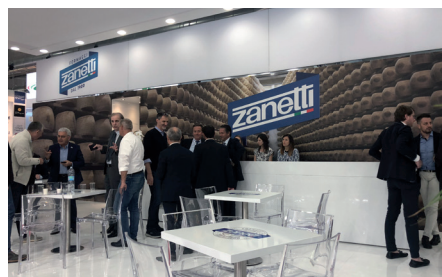
Veronica Rossi



Lou Jaun, cheese with Indian turmeric, and Lou Gergin, ginger cheese. These are the new cheeses of Fattorie Fiandino at Cibus. "The turmeric cheese Lou Jaun is produced with the best Indian turmeric, brought in the company by the Sikh Indians who manage our Alpine brown cows. Mixed with 100% Piedmont milk and with vegetable rennet from the Cynara Cardunculus, this root gives to the Lou Jaun cheese a unique color and fragrance. Indeed, the Lou Gergin is made of ginger, 100% Piedmont milk and vegetable rennet Cynara Cardunculus."

ZANETTI

Attilio Zanetti



Cibus was the occasion for the Zanetti Group to introduce an important initiative. "The first sustainability financial statement we present consists of an in-depth analysis of the company results, that underlines our certainty that sustainability, operative and financial performances are part of a bigger business project". Since June 1st, 2017 the company has been using 100% of renewable sources energy and has reduced 2% of water consumption compared to 2016.

VERONI

Emanuela Bigi



"On the European market we maintained the volume of the last year, while in the US we work through our own branch company established in March 2015, that allows us to offer to the American market our 100% Italian salami. Among the new products, we introduced the All Natural line, with 100% Italian meat, iodized salt and free from artificial preservatives. Products are slowly sliced to preserve the fragrance, then the slices are placed by hand in the package. The range provides 'Veronica' mortadella, 'Salamot' salami, 'VeroCotto' cooked ham and 'Diamante' raw ham. As concerning the US, we started a fresh pizza production with different ingredients and sizes to offer an Italian product to the American receptive market."

IGOR

Fabio Leonardi



At the Igor's stand, the place of honor was occupied by the historic Quattorrose brand, that will come back in the retail industry thanks to the acquisition of the Santi brand by Igor Gorgonzola. "The Quattorrose Santi Gorgonzola cheese will be produced with the same high-quality milk, the same recipe and handcrafted productive method used by Santi". It is a creamy cheese with a delicate taste and it will be available in different sizes: wheele (12kg), half-wheele (6kg), one-eighth (1.5kg), one-sixteenth (750g).

BONOMI

Gianfranco Sernia



"At Cibus we introduce the Tiramisù Complete Kit and all the single dose variants for food service, including tarts and butter pastry tarts. Abroad we are finding clients in new countries and we are focusing on the Far East and South America business development."

BRAZZALE



A convention entitled 'The payback of the deli counter over the e-commerce'; a stand illustrated by the painter Enrico Robusti; a new range of sliced cheeses with a packaging designed by the painter Ester Grossi and innovative packaging for the Fratelli Brazzale Superior Butter. These were the company's proposal at Cibus. The range of slices cheeses in open&close fixed-weight packages of 150g and 400g includes Gran Dolce, Dolce Mozzarella, smoked Provolone, sweet Provolone, spicy Provolone, smoked Dolce Scamorza and white Dolce Scamorza.

SANGUEDOLCE

Luca Sanguedolce



"The Noncé range - with added plants sterols that help maintaining normal levels of cholesterol - and Saporosa organic mozzarella cheese in the 150g package. These are the new products launched at Cibus". Satisfaction was expressed for results achieved in these first months of 2018: "Our Burrata is getting more and more famous worldwide. Our lactose free mozzarella cheese is revealing an increase too. Export accounts for 10% of our total revenue: the aim is to increase this share even more".

STERILGARDA

Silvia Sarzi



"In 2018 Asia is giving the best results on foreign markets. The experience and know-how we have gained during these years, have allowed us to follow a precise strategy. First of all, to spread the knowledge of Sterilgarda products and secondly to propose appropriate recipes and suggestions for use according to every single market". The whole range of products was exhibited at the stand: milk, UHT milk, milk products, Mascarpone cheese, fruit juices, drinks and fresh-squeezed juices.

INALPI

Ambrogio Invernizzi



"At Cibus we introduced our organic Formaggini, the first and only made of Piedmont milk and Italian cheese. The ingredients list (all organic) is short and clear, what is needed for a family and baby food product". This new product is available in a round paper package of 140g divided into eight small slices. The range of PDO cheese was present, first of all the Castelmagno and the new 300g package of both whole and fat-free milk powder.

SIFOR

Pietro Pastoia



From left: Marianna La Rosa, Pietro Pastoia, Silvia Tosi and Gaetano Caputo

"We introduced some new products at the fair that are bound to our territory: Sicily, land of citrus fruit, of unique fragrances and tastes. Exactly the citrus fruit, especially the orange skins, are the ingredient of our Pecorino Bell'arancia cheese, available in the 2kg package. Moreover, the Pecorino with thyme from the Egadi, characterized by a particular aroma, in the 2kg package. The latest product is the fresh Ricotta Cheese Cream in pastry bags, perfect to stuff cannoli. There is the single package of 50g or in complete kits, including cannoli waffles, thought to prepare one of the world's most beloved Sicilian dessert".

CASEIFICIO MANCIANO

Antonio Farina



"Our new product is the Pecorin Vin del Fattore, a cheese born from the union of the two passions of the Maremma area: cheese and wine. After the classic one-year aging, this cheese is immersed for more than a month in the Vin del Fattore wine, produced by the Scansano Vintners' Wine Cooperative. It has a velvety appearance, an intense purple color, a unique grape scent and a fresh fruit fragrance".

RIGAMONTI

Francesco Magliano



From left: Claudio Palladi and Francesco Magliano.

"In these first months, we have grown by 10-12% in Italy. Abroad we are in line with last year results, that revealed an important growth of about 30%. At Cibus we introduced the bresaola made with 100% Italian meat, produced in cooperation with Coldiretti and Fdai (Italian Farmers brand) only from bovines that are born, raised and butchered in Italy. Moreover, the production chain is guaranteed by the Csqa. The product is available whole and in a tray package. We introduced also the Rigamontine: aged bovine meat petals in trays of 50 g meant for breaks and happy hours; the 'Quando e dove vuoi' snacks (Whenever and wherever you want) of 50 g with classic and spicy Valtellina PGI bresaola. Finally, the Bresaola Menu with bresaola, PDO Parmesan, extra virgin olive oil and lemon."

MONTEVECCHIO

Stefano Garagnani



"The Monteverchio company keeps achieving important results and is highly appreciated both by professionals and consumers, with a stable volume increase. Abroad we continue our commitment to enhance our products and to spread the culture of quality, simplicity and traditional tastes. It requires persistence and commitment, but results are coming."

GRUPPO CLAI

Fabio Lorenzoni



From left: Fabio Lorenzoni and Gianfranco Delfini

"The 100% Italian Salami and the Parma ham are our most important products. At Cibus we introduced a new Neapolitan Salami of the 'Maestri Salumieri Clai' range, meant for the retail channel. Then the national raw ham 'Antico Rustico' under the Zuarina brand, aged in the stone farmhouse next to the Cascinapiano factory in Langhirano."

PEZZANA

Giancarlo Lovera



"The whole product range for self-service, the lactose free range and the Tomineria line products was on stage at Cibus. Within the next months, we will launch many new products, but during Cibus we decided to focus on our products and on quality, as our motto claims: 'An excellent Tomino cheese'. We strongly protect the quality of our products because this has increased our Tomino sales by 17% since 2015."

TEDESCO

Francesco Palleschi and Luca Ceriani



From left: Bruno Bellarosa and Luca Ceriani

"We strengthened the Croissant business unit foreign position and we are growing especially in the Far East and Balkans market for cookies. The first sales results of Ore Liete in the North American market are good. Among the new products at Cibus, there are the Cantuccini & Pasticceria line in the 180g package with the 'Piselli' brand, the new line to celebrate Christmas 2018 with the Ore Liete brand and finally the cocoa Croissant with chocolate filling: a brand-new product for this market."

DULCIOLIVA

Filippo Benvenuto



Claudia Carignano and Filippo Benvenuto

"At the beginning of 2018 we closed deals with important clients and with the supplier brand either, while the export revealed a double-digit growth. At Cibus we launched new boules pralines covered with 85% dark chocolate and stuffed with cocoa, pistachio and red fruits, available in package with carton sleeve, in addition to the new collectible canisters, the spreadable creams restyling - without palm oil - and the new pistachio cream."

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