

turbo

In partnership with

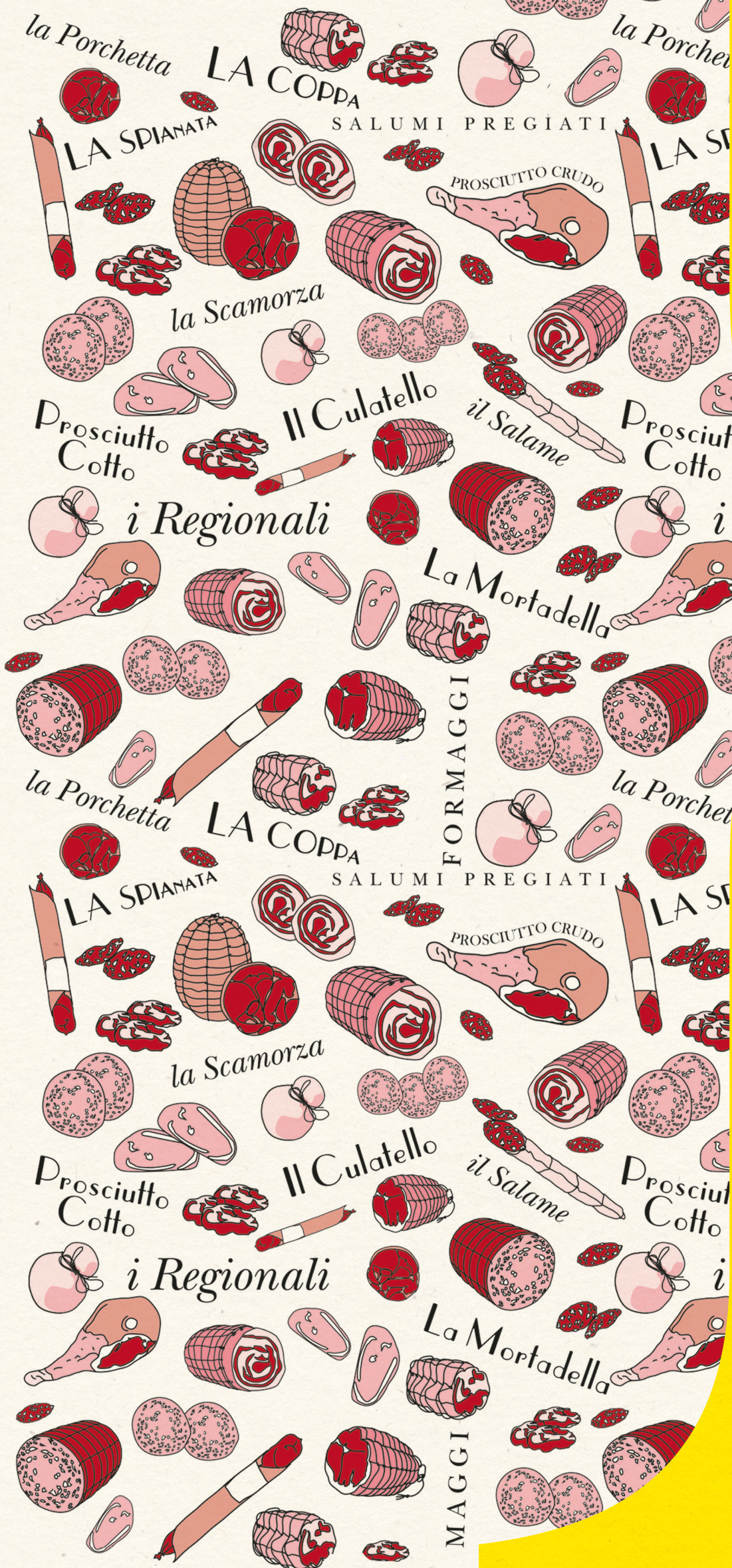
ITA

ITALIAN TRADE AGENCY
ICE - AGENZIA

THE ITALIAN FOOD

MAGAZINE
BUYER'S • GUIDE

YEAR 6 - N° 7 • OCTOBER 2018
MANAGING DIRECTOR: ANGELO FRIGERIO



ITALIAN WAY OF GOOD LIFE

SALUMI D'ITALIA
VOLPI



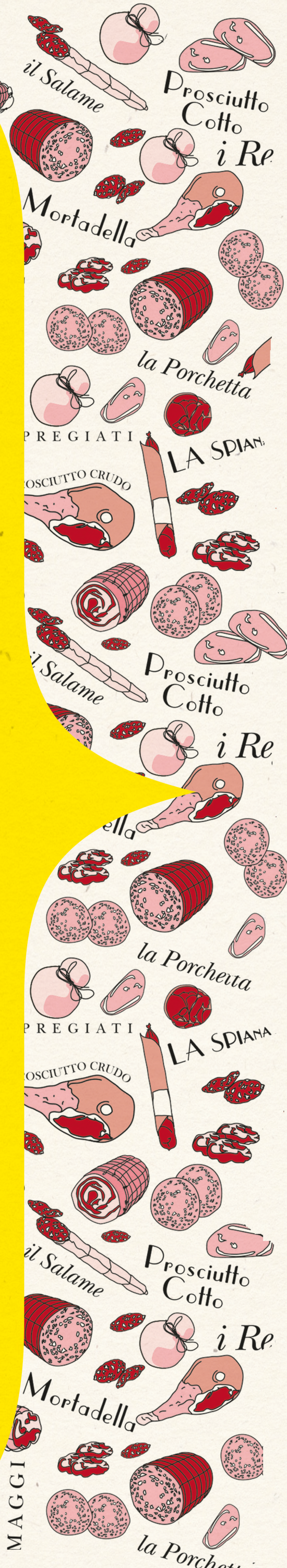
**FOLDEN
GOLD**

**QUINTA
STAGIONE**

PERIMETRO



Good Food District



QUALITY POWER

JUST IN TIME QUALITY FOR PRIVATE LABEL

*Always careful to follow the
customers' needs and to create
new ones every day.*

salumificiovolpi.it



LOW SPEED & MANUAL PACKAGING

*and care of its presentation
through wavy slices in preformed
trays so as to emphasise the
artisanal features of its production.*

allfoodsalumi.it



LIFE GOOD ORIENTED

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

goldenfood.it



TIME³

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

quintastagionespa.it



THE MAIN SQUARES

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

PERIMETRO



DELICATESSEN

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

AND GASTRONOMY

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

CONTEMPORARY

New products for new consumption.



SPECIAL EDITION
SIAL
INSPIRE FOOD BUSINESS

edizioni
turbo.

In partnership with

ITA ITALIAN TRADE AGENCY
ICE - AGENZIA

THE ITALIAN FOOD MAGAZINE BUYER'S • GUIDE

YEAR 6 - N° 7 • OCTOBER 2018
MANAGING DIRECTOR: ANGELO FRIGERIO

SIAL - MEET US: STAND: 5A S 261

SPECIAL EDITION
SIAL
INSPIRE FOOD BUSINESS



Exclusivement pour les amateurs des produits italiens



EDITORIAL

by Angelo Frigerio, managing director

WHEN IN ROME, DO AS THE ROMANS DO

How do Europeans act toward nutrition? According to a series of market studies, many common beliefs have been disproved over the years. One of these studies (commissioned by Coop Italia) concerns the environment and food consumption. It highlights that Italians are the ones who believe that the environment has a direct effect on the quality of life - up to 90% of the population - followed by the French (83%), English (76%) and Germans (72%). This environmental consciousness leads to a change in food consumption. And thus 24% of Italians pay attention to waste; 21% increased the purchase of seasonal fruit and vegetables; and 15% increased the purchase of zero-kilometer products.

But how do Europeans behave at table? Forget common beliefs: the Viennese don't eat Wiener Schnitzel all the time and the Parisians don't order Croque Monsieur at least ones a day. Foodora, the food delivery service, has developed an infographic showing how the tastes have changed over time: from Helsinki to Barcelona, no one orders the local typical dishes. If Oslo's traditional dish is smoked salmon, at home Norwegians order burrito with vegetables. In Amsterdam, the vegan falafel overtakes the classic stamppot (made of mashed po-

tatoes and vegetables). And in Milan the traditional risotto has been substituted with Buffalo burger from Campania. Meatballs with potatoes are no longer fashionable: the Finns now order halloumi pita, a typical dish from Cyprus; the Berliners say no to the beloved Currywurst to the advantage of Vietnamese summer rolls, while in Vienna people have abandoned the cutlet for the Japanese spicy salmon california rolls.

The differences don't end there though. Even the time dedicated to food is different. The fastest are the Finns, with 81 minutes a day; while the French, with 135 minutes, overtake even the Italians (117 minutes). The Finns are also the first to eat: they dine from 4.30 to 6 pm. The latecomers are not the Italians but the Spaniards, who can sit at table as late as 11pm. The differences are also in the way we eat: for the Italians the meal is "sacred", a moment of sharing; this is true also for the Spaniards, who like to remain at table after eating to talk, this moment is called "sobremesa"; the Germans, instead, are more solitary: a quarter of them eat on the sofa in front of the Tv. These changes say a lot about the possibilities that open up for "Italian food", an unexplored world for many Europeans. And a great business opportunity for Italian companies.

PAESE CHE VAI, CIBO CHE TROVI

Qual è l'approccio dei popoli europei nei confronti dell'alimentazione? Una serie di ricerche di mercato dimostrano che tante credenze comuni sono state cancellate nel corso degli anni. La prima (commissionata da Coop Italia) riguarda l'ambiente e i consumi alimentari. Scopriamo così che gli italiani sono quelli che ritengono che l'ambiente abbia un effetto diretto sulla qualità della vita. Sono il 90% della popolazione, seguiti da francesi (83%), inglesi (76%) e tedeschi (72%). La scoperta dell'ecologia porta poi a un cambiamento dei consumi alimentari. Così il 24%, sempre degli italiani, sta attento agli sprechi; il 21% ha incrementato gli acquisti di frutta e verdura di

stagione; il 15% ha incrementato l'acquisto di prodotti a Km zero. Ma come si comportano gli europei a tavola? Cancellate dall'immaginario le credenze comuni: i viennesi non mangiano sempre Wiener Schnitzel e i parigini non ordinano almeno un Croque Monsieur al giorno. Foodora, il servizio di consegna a domicilio di piatti di alta qualità, ha elaborato un'infografica da cui si evince quanto i gusti si siano evoluti nel tempo: da Helsinki a Barcellona, nessuno ordina i piatti tipici del luogo. Se la pietanza tipica di Oslo è il salmone affumicato, a casa i norvegesi fanno arrivare il burrito con verdure. Ad Amsterdam, invece, il falafel vegano batte il classico stamppot (a base di

patate schiacciate e verdure). E al risotto giallo i milanesi preferiscono il burger di bufalo campano. Le polpette con patate non vanno più di moda: i finlandesi ora ordinano halloumi pita, piatto tipico di Cipro; i berlinesi rinunciano volentieri al Currywurst in cambio dei vietnamite summer rolls, mentre a Vienna hanno archiviato la cotoletta a favore dei giapponesi spicy salmon california rolls.

Ma le differenze non finiscono qui. Anche il tempo che si dedica al cibo è diverso. I più veloci sono i finlandesi, con 81 minuti al giorno; sono invece i francesi a battere tutti con 135 minuti, superando anche gli italiani (117 minuti). E i finlandesi sono anche i primi a mangiare:

cenano infatti dalle 4.30 alle 6 del pomeriggio. I tiratardi non sono gli italiani ma gli spagnoli, che arrivano a tavola anche alle 23. I divari ci sono anche nel modo di mangiare: per gli italiani il pasto è "sacro", un momento di socialità; è così anche per gli spagnoli che addirittura amano rimanere a tavola dopo mangiato per conversare, questo momento è chiamato "sobremesa"; i tedeschi, invece, sono più solitari, un quarto di loro mangia sul divano di fronte alla tv. Questi cambiamenti la dicono lunga sulle possibilità che si aprono nei confronti dell'"italian food". Un mondo inesplorato per molti europei. Una grande opportunità di business per le aziende italiane.

The logo for Sterilgarda alimenti is a red, rounded rectangular frame. Inside the frame, the word "sterilgarda" is written in a large, blue, stylized font with a slight shadow effect. Below it, the word "alimenti" is written in a smaller, white, sans-serif font on a red background.

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

THE ITALIAN FOOD MAGAZINE

Managing director: ANGELO FRIGERIO
Editorial director: RICCARDO COLLETTI
Edited by: Edizioni Turbo Srl - Palazzo di Vetro
Corso della Resistenza, 23 - 20821 - Meda (MB)
Tel. +39 0362 600463/4/5/9
Fax. +39 0362 600616 - e-mail: info@tespi.net
Anno 6 - numero 7 - ottobre 2018

Periodico bimestrale - Registrazione al Tribunale di Milano n. 38
del 25 febbraio 2015 - Stampa: Ingraph - Seregno (MB) -

Poste Italiane Spa - Sped. in Abbonamento Postale DL 353/2003
(conv. in L. 27.02.2004, n.46) art. 1, comma 1, LO/MI

Una copia 1,00 euro - Abbonamento annuo 20,00 euro
L'editore garantisce la massima riservatezza dei dati personali
in suo possesso. Tali dati saranno utilizzati per la gestione
degli abbonamenti e per l'invio di informazioni commerciali.
In base all'Art. 13 della Legge n° 196/2003, i dati potranno
essere rettificati o cancellati in qualsiasi momento scrivendo a:
Edizioni Turbo Srl.

NEWS

USMCA, MILK AND DERIVATIVES: CANADA GRANTS A 3.6% MARKET SHARE TO US PRODUCERS

After 13 months of negotiations, the United States, Mexico and Canada have concluded the United States-Mexico-Canada Agreement (Usmca), designed to replace the North American Free Trade Agreement (Nafta). A deal welcomed by all major Canadian industries, except for the dairy one, since Canada agreed to increase its tariff rate quotas for US milk, cream and cheese. Canada will grant duty-free access to U.S. dairy products representing approximately 3.6% of Canada's annual market. This is a slightly larger volume of dairy access than Canada granted to the ten Pacific Rim trading partners under the Trans-Pacific Partnership (3.25%), left by the US in 2016.



Usmca, latte e derivati: il Canada concede una quota di mercato del 3,6% ai produttori americani

Canada, Stati Uniti e Messico, dopo un difficile negoziato, durato oltre un anno, hanno raggiunto l'accordo per un nuovo trattato di libero scambio, che sostituisce il Nafta, denominato Usmca. Un'intesa che piace a quasi tutta l'industria canadese, fatta eccezione per quella casearia. Infatti, sebbene il Canada sia riuscito a mantenere la gestione dell'offerta nel settore, la cui rinuncia rappresentava un punto importante per gli americani, ha dovuto concedere un ulteriore accesso ai produttori americani, con una quota pari al 3,6% del mercato interno, più consistente di quella che il Canada aveva negoziato con l'accordo Tpp (3,25%) dal quale gli americani si erano ritirati nel 2016.

One more deliciousness by Casa del Dolce.

Casa del Dolce
dal 1950

www.casadeldolce.it
www.trinketto.it

CETA: ITALIAN F&B EXPORTS TO CANADA WERE UP BY 7.4% IN 2018

One year after the provisional entry into force of Ceta, Italian agri-food exports to Canada increased by 7.4% in the first nine months of 2018. Significant growth, in particular, was registered for ham (+20%, San Daniele alone +35%), pasta and biscuits (+24%), cheeses (+12%), chocolate (+123%), wine (+2.7% for sparkling wines, +12.6% for prosecco), non-alcoholic beverages +39%. Overall, Italian exports increased by 3%. The data, released by the EU Commission one year after the provisional entry in force of the free trade agreement between the EU and Canada, show that Italian-made agri-food exports to Canada account for one fifth of total Italian exports. Beverage, including wine and spirits, rose by 2.5%, accounting for 10% of total exports. Wine, the most exported Italian product to Canada, has reached the value of 214 million euro.

Ceta: cresce del 7,4%, nel 2018, l'export agroalimentare italiano in Canada

Una crescita complessiva del 7,4%. A un anno dall'entrata in vigore, in via provvisoria, del Ceta, è questo il dato relativo all'incremento dell'export agroalimentare italiano verso il Canada, nei primi nove mesi del 2018. Crescite significative, in particolare, per il prosciutto (+20%, San Daniele da solo +35%), pasta e biscotti (+24%), formaggi (+12%), cioccolato (+123%). E poi ancora vino (+2,7%, per il frizzante; +12,6% per il prosecco), bevande non alcoliche +39%. Nel complesso, l'export italiano è aumentato del 3%. I dati, resi noti dalla Commissione Ue in occasione del primo anniversario dell'avvio provvisorio dell'accordo di libero scambio tra Ue e Canada, mostrano che le esportazioni agroalimentari 'made in Italy' verso il Paese raggiungono un quinto dell'export totale italiano. Le bevande, incluse vino e alcolici forti, sono aumentate del 2,5%, pari al 10% delle esportazioni complessive. In particolare il vino, che rappresenta la principale esportazione italiana verso il Canada, ha raggiunto il valore di 214 milioni di euro.

CIBUS CONNECT: THE 2019 EDITION IS ON ITS WAY (PARMA, 10-11 APRIL)

The second edition of Cibus Connect is right behind the corner. The event, organized by Fiere di Parma and Federalimentare, will be held on the 10th and 11th April 2019, and will cover an exhibiting surface twice as big as that of 2017. About six months before the opening of the fair, Italian companies are confirming their participation taking advantage of the 'smart' character of the event: 2-days length, 'turn-key' booths, a dedicated space at the cooking show station for tastings, and a wide buyers lounge for global professionals, whose presence will be supported also by the strategic scheduling of Vinitaly, Italy's n.1 wine event, on the same period (7-10 April, Verona). International treaties, supply chain agreements and the enhancement of the South Italy agri-food business will be at the core of the rich calendar of talks and seminars.

Cibus Connect: tutte le novità dell'edizione 2019 (Parma, 10-11 aprile)

La seconda edizione di Cibus Connect scalda i motori. L'evento, organizzato da Fiere di Parma e Federalimentare, andrà in scena dal 10 all'11 aprile 2019, con il doppio dei padiglioni occupati rispetto all'edizione 2017. A circa sei mesi dall'apertura, dunque, le aziende alimentari italiane stanno confermando la propria adesione, mostrando di gradire la formula smart: due giorni, stand chiavi in mano, spazio alla cooking station per le degustazioni e un'ampia buyers' lounge riservata agli operatori esteri. Cibus Connect punta infatti a intercettare i buyer stranieri grazie alla strategica concomitanza di Vinitaly (7-10 aprile). Nei convegni dell'evento fieristico di Parma, inoltre, verranno approfonditi i trattati internazionali, gli accordi di filiera e la valorizzazione del Centro Sud italiano come piattaforma di sviluppo del settore agroalimentare.

L'ANGOLO DELLA PIADA LAUNCHES ON THE GLOBAL MARKET ITS PIADINA ROMAGNOLA PGI RIMINI-STYLE

Although for a long time piadina has been considered a 'poor' food for farmers, today it has become a beloved treat for everyone. This special bread substitute has become one of the most appreciated Italian street-foods, both in Italy and abroad. In 2011, Piadina Romagnola has been awarded with the PGI - Protected Geographical Indication by the European Union. "Our Piadina PGI Rimini-style is rich in flavor, authentic and unique.

It is produced with simple ingredients of Italian origin - soft wheat flour, water, salt, lard, and Evo olive oil - according to the traditional recipe from Rimini," explained L'Angolo della Piada. "Our daily mission is to carry on the traditions of our land, in order to spread their knowledge among as many people as possible."



L'Angolo della Piada lancia sul mercato globale la sua piadina Romagnola IGP alla Riminese

La piadina è stata per molto tempo un cibo contadino, povero, ma oggi è apprezzato veramente da tutti. Questo particolarissimo sostituto del pane è diventato uno degli street food italiani per eccellenza, consumata tanto in Italia quanto all'estero. La Piadina Romagnola è riconosciuta prodotto tipico dal 2011 con il marchio di qualità IGP dell'Unione europea. "La nostra Piadina IGP alla Riminese è fragrante, genuina e inconfondibile, prodotta con ingredienti semplici e di origine italiana - farina di grano tenero, acqua, sale, strutto o olio evo - nel pieno rispetto della tradizionale ricetta Riminese", spiega l'azienda. "Portare avanti le tradizioni gastronomiche della nostra terra, per farle conoscere a più persone possibili, è la mission che L'Angolo della Piada si pone quotidianamente".



MASPERchef: haute cuisine, extreme convenience.

For 50 years we've been specializing in the production of cooked hams and beef, veal, turkey, chicken and pork delicatessen. Our specialties fresh-cooked just for you.

Renato Maspero



Alimentari Radice S.r.l.
Via Privata Giulio Natta 24
20823 Lentate sul Seveso (MB) - Italia
www.alimentariradice.com - info@alimentariradice.com
Tel. +39 0362 57721



NEWS

UNFAIR TRADING PRACTICES IN THE FOOD SUPPLY CHAIN: GREEN LIGHT TO EU COMMISSION'S PROPOSAL

The EU Parliament Agriculture Committee voted with an overwhelming majority (28 in favor, 4 against and 2 abstentions) for the elimination of unfair trading practices (UTPs) in the food supply chain. As announced by S&D rapporteur and MEP, Paolo De Castro: "We defended consumers and food companies against large purchasing alliances, regardless of their economic size. We must get rid of unfair trading practices such as late payments or last-minute orders' cancellations for perishable goods. The cloudy days of the 'magic' price multiplications from field to fork are about to come to an end." In the European Parliament, a report is due to be voted on in the Committee on Agriculture and Rural Development in October. Inter-institutional negotiations between the EU Commission and the EU Council of Ministers will lead to the final approval of the report by year end.

Pratiche commerciali sleali nella filiera agroalimentare: via libera al provvedimento dalla commissione Agricoltura Ue

La commissione Agricoltura del Parlamento europeo ha votato con una schiacciante maggioranza (38 a favore, 4 contrari e 2 astenuti) la messa al bando delle pratiche commerciali sleali nella filiera agroalimentare. Lo annuncia Paolo De Castro, vicepresidente ComAgri e relatore del provvedimento, che dichiara: "Abbiamo difeso contro le grandi piattaforme di acquisto i consumatori e le aziende agricole e agroalimentari indipendentemente dalla loro dimensione economica. Il voto è la dimostrazione che quando in Europa si fa squadra lavorando in modo costruttivo, si portano a casa i risultati: abbiamo detto no alla cancellazione last minute degli ordini, ai ritardi nei pagamenti ai fornitori, alle modifiche unilaterali dei contratti, ai mancati pagamenti ai fornitori per la merce invenduta". Ora, spiega ancora l'eurodeputato, l'iter prevede che il prossimo 22 ottobre la plenaria di Strasburgo del parlamento Ue dia il via libera al testo votato il 1° ottobre in commissione, dando inizio ai negoziati inter-istituzionali che porteranno a un'approvazione definitiva entro Natale.



Follow us also on:



BRAZIL: ITALIAN WINE SALES BOOMED IN 2018

Italian wine sales to Brazil increased significantly in the last months, according to a report issued by Nomisma Wine Monitor and commissioned by Vinitaly. In 2017 sales were up by 48.6% in value, for a turnover of about 34.6 million euro and a 10.6% market share. Results achieved in the first eight months of 2018 also show a positive trend: Italy overtook France with a 15.9% growth at almost 20 million euro, turning our country into the fourth largest wine supplier after Chile (market leader at 79 million euro), Argentina and Portugal. Overall, last year the Mercosur countries (plus Chile) imported wine for a total of 444 million euro. Brazil was the largest importer at 325 million euro, followed by Argentina (57 million euro) and Paraguay (44 million euro), up respectively by 779% and 76% between 2015 and 2017.

Brasile: anche nel 2018 è boom di vendite per il vino made in Italy

Boom di vendite in Brasile per il vino made in Italy. Lo ribadisce il focus di Nomisma Wine Monitor realizzato per Vinitaly, che segnala del balzo in avanti notevole registrato nel 2017, con un incremento del 48,6% a valore, pari a un corrispettivo di 34,6 milioni di euro e una quota di mercato del 10,6%. Bene anche nei primi otto mesi di quest'anno: con il sorpasso, secondo le dogane, del Belpaese sulla Francia e un'ulteriore crescita del 15,9% a quasi 20 milioni di euro. Un valore che pone l'Italia al quarto posto tra i fornitori del Paese sudamericano dietro a Cile (market leader con 79 milioni di euro), Argentina e Portogallo. Complessivamente, lo scorso anno i Paesi dell'area Mercosur (più Cile) hanno importato vino per un totale di oltre 444 milioni di euro, con proprio il Brasile protagonista della domanda a 325 milioni di euro, seguito dal boom di ordini di Argentina (57 milioni di euro) e Paraguay (44 milioni di euro), cresciute nel biennio 2015-2017 rispettivamente del 779% e 76%.

EU PARLIAMENT RECOMMENDS BAN ON DUAL QUALITY IN FOOD

In several EU member states, mainly in Central and Eastern Europe, products advertised and sold under the same brand and seemingly identical packaging in fact differ in composition and ingredients, to the detriment of consumers. In a report approved on the past September, Parliament's Internal Market and Consumer Protection Committee recommends several measures at EU and national levels to tackle the 'dual quality' problem: "Even if this does not breach free market economy principles or infringe current rules on labelling or other food law, it is still an abuse of brand identity and thus hinders the principle that all consumers are treated equally." In response to the food industry, that claimed differences were aimed at meeting the different tastes of consumers, the document stresses that "consumers must be clearly informed and aware of this adjustment for each individual product and not only in general terms that this established practice exists."

Il parlamento Ue approva una risoluzione contro il doppio standard alimentare

Approvata dal parlamento Ue la risoluzione che condanna come inaccettabile il doppio standard alimentare, cioè la vendita di prodotti di qualità inferiore, ma con brand e confezione identici, in alcuni paesi dell'Europa centrale e orientale. Nel documento si afferma che questa pratica, pur non violando i principi del libero mercato o le norme relative all'etichettatura degli alimenti, "costituisce ad ogni modo un abuso dell'identità di marca e pertanto si contrappone al principio della parità di trattamento di tutti i consumatori". In risposta all'industria alimentare, che ha motivato queste pratiche adducendo le differenti preferenze dei consumatori, nel documento si legge che "i consumatori devono essere chiaramente informati e consapevoli di tale adeguamento per ciascun prodotto e non essere informati solo in termini generali dell'esistenza di questa pratica consolidata".



Fior di Latte Mozzarella and Buffalo Mozzarella

Tradition, innovation and taste: all the best of Italian milk.



www.caseificiogiardano.it

GRANAROLO AND GRUPPO ITALIANO VINI SIGN A PARTNERSHIP FOR DISTRIBUTION IN SWITZERLAND

Granarolo and Gruppo Italiano Vini have entered into a partnership designed to increase the presence of both companies in Switzerland. GIV has acquired from Granarolo 11% of Comarsa, a leader in the distribution of Italian food products in Switzerland. The dairy group owns the remaining 89% of the company. "The Group's strategy for the development of trading platforms abroad aims at identifying partnerships with operators that are specialized in the many product segments outside the dairy sector, such as oil, wine and canned foods. This approach makes it possible to grow these businesses, while at the same time increasing the focus of Granarolo's facilities on dairy products," said Gianpiero Calzolari, chairman of Granarolo. "This is a further step in the strategy that our Group has always pursued, of being present in the most important international markets with direct facilities or alliances such as this one that we have just signed," adds Corrado Casoli, chairman of Gruppo Italiano Vini.

Granarolo e Giv siglano una partnership per la distribuzione in Svizzera

Granarolo e Gruppo Italiano Vini hanno dato via a una partnership per far crescere la presenza di entrambe le società in Svizzera. Giv acquisisce da Granarolo l'11% di Comarsa, leader nella distribuzione di prodotti alimentari italiani nel mercato elvetico. "Questo è un ulteriore tassello che va ad aggiungersi alla strategia che il nostro Gruppo da sempre persegue di presidiare, con strutture dirette o con alleanze come questa che abbiamo appena siglato, i più importanti mercati internazionali", commenta Corrado Casoli, presidente di Giv. Gli fa eco Gianpiero Calzolari, presidente di Granarolo, che dichiara: "La strategia del Gruppo per lo sviluppo delle piattaforme commerciali all'estero punta all'identificazione di partnership con operatori specializzati nei diversi segmenti merceologici al di fuori di quello caseario. Tale approccio consente di ampliare questi business, aumentando contestualmente il focus delle strutture di Granarolo sul dairy".

"FOODSERVICE, A 'GREEN' FUTURE"

SIRHA IS BACK IN LYON FROM 26TH TO 30TH JANUARY 2019, WHERE MORE THAN 200,000 PROFESSIONALS ARE EXPECTED. A NEW SPIN-OFF DEDICATED TO SUSTAINABILITY HAS ALREADY BEEN LAUNCHED. INTERVIEW WITH THE MANAGING DIRECTOR, MARIE-ODILE FONDEUR.

Sirha, 19th edition, is right behind the corner. Thousands of chefs will meet from 26th to 30th January 2019 at Eurexpo Lyon in order to discover the latest trends and innovations in the foodservice industry. The focus will be set on food, equipment, services and much more. We talked with Marie-Odile Fondeur, managing director of Sirha.

A new edition of Sirha is coming closer: are you ready?

Definitely. All exhibition booths are fully booked, for a total of more than 30,000 companies and brands. On an exhibition ground that, thanks to the addition of a new pavilion, will cover an area of over 140,000 square meters. After every edition, Sirha keeps on growing in numbers and offer, thus confirming the centrality of the event within the global exhibitions landscape.

What's new on the agenda?

Among the latest news, it is worth mentioning the launch of 'Sirha Green': a spin-off focused on the theme of sustainability and aimed at identifying future trends, with the presentation of an offer dedicated to catering and foodservice. The new event made its debut on the past 17-19 June, at Eurexpo-Lyon. It will now return every two years, starting from January 2020, scheduled to alternate with the traditional Sirha, and thus further enriching the offer of our network.

Why did you decide to launch Sirha Green?

It was an important decision, aimed at meeting the modern needs of many companies. Within the 'generalist' Sirha, it was becoming more and more complicated to provide a constantly growing trend - like that of 'green' - with all the attention it deserves. Hence, the choice to dedicate a special focus - with services, solutions, exhibitors, talks with the chefs and meetings with the main players in the field - to the world of sustainability.

Sirha, therefore, a key event for operators in foodservice, but not only...

Absolutely. the catering and hospitality industries are always looking for new solutions and have the constant need to innovate. This is exactly what Sirha offers to its visitors. Products, services, materials and technologies dedicated to the greatest starred chefs, as well as operators in collective catering, demanding for more and more customized solutions.

Once again, innovation plays a key role within Sirha.

Innovation will be the core of the event, whose offer is enriched with the Food Studio,



Marie-Odile Fondeur

Sixième Sens and Food Design Expo laboratories: three areas dedicated to experimentation, tomorrow's concept food, new catering models and design applied to foodservice. Everything in partnership with our sponsors and with the Institut Paul Bocuse.

You cited Paul Bocuse: the 2019 edition will be also the first after the demise of Sirha's greatest supporter.

Of course, we have set a tribute to Paul Bocuse on the agenda. A chef that, for a long time, has represented a true point of reference for the whole sector. Paul Bocuse, I want to remember, has always been very reactive even in the face of the various problems that have affected the food sector in last decades: from bird flu to the mad cow disease, he has always paid great attention to these 'sanitary crisis' at the Bocuse d'Or competition.

How many visitors are expected?

More than 200,000 professionals will arrive in Lyon. Including over 25,000 chefs from around the world. And I am pleased to highlight the loyalty displayed by the latter: despite today chefs are sought after basically by everyone and recognized as points of reference in the food sector, Sirha collects a one-of-a-kind audience.

How important is the Italian attendance?

It is very important. Italy has always been a true cornerstone for Sirha: both if we talk about exhibitors and visitors. Many regional collectives will take part in the event, also in 2019. We are also working with the Italian Trade Agency for the creation of a new exhibition solution able to enhance Italian products of excellence, dedicated to the world of hospitality.

Are you supporting the incoming of buyers?

We don't have a dedicated budget or a program of invitations for buyers and operators, because the strength of Sirha lies in our calendar of events, which have a great media impact. To name a few: the finals of the Coupe du Monde de la Pâtisserie, the Bocuse d'Or competition and the International Catering Cup. Between one edition and the other, we also organize about forty events all over the world, to explain what we do and to increase our audience of chefs. The only activity solely dedicated to the incoming of professionals is the 'club export', addressed to equipment and technologies, which allows exhibitors in this segment to invite some of their most important customers, to whom we reserve a special welcome with guided tours and the support of experts.

And what about retail professionals interested in the world of foodservice?

An interest that is getting stronger. For more than 15 years, major retail players have been taking part in Sirha, sending their buyers to find out what the latest trends are and to prepare themselves for what will be tomorrow's trends in their own channel. Innovation, especially when it comes to products, almost always starts in the world of hospitality and thanks to the creativity of chefs.

What would you suggest to Italian exhibitors to better prepare their participation in Sirha 2019?

There is a great demand for Italian products in foodservice. What I recommend to Italian exhibitors is, first of all, to participate with an offer specifically dedicated to this channel. Second, not just to showcase products but tell people what lies behind those products; and third, to bring in the trade show the chefs of their territory, that will be able to show - directly at their booth - the many cooking opportunities offered by the products of made in Italy: there is no better way to show the real value of a product. This is, in my opinion, the winning recipe for having success in Sirha.

Matteo Borrè

Sirha 2019: "Il futuro del foodservice è green"

Manca poco al taglio del nastro della manifestazione principe nel mondo della ristorazione. Migliaia gli chef che si daranno appuntamento a Lione, dal 26 al 30 gennaio, per andare alla scoperta delle ultime innovazioni nel campo del foodservice. Si parlerà di cibo, attrezzature, servizi e molto altro ancora. Marie-Odile Fondeur, managing director di Sirha, spiega quali saranno i trend di domani e svela la ricetta vincente per aver successo in fiera.



NATURALLY SWEET

The Lonzardo

LONZARDO MONTEVECCHIO HAS A TASTE UNIQUE IN THE WORLD, HIS ODOUR ENCLOSELY AND INTENSE, RECALL TO MEMORY AN ANCIENT TRADITION, RADICATED IN TO THE USE OF RAW MATERIAL OF THE ORIGIN: MEAT, SALT, NATURAL FLAVOR AND AIR.

NOTEVERYMEATSSHOULDBECAMEALONZARDO MONTEVECCHIO: WE CHOOSE ONLY THE BEST PIGS AND GUARANTEE IN EVERY MOMENT THE TRACEABILITY.

WE HAVE CARE OF OUR LONZARDO WITH A SLOW CURING PROCESS, RESPECTFUL FOR NATURE AND OF HIS TIMES, IN THE WAY THAT THE CLIMA OF APPENNINO TOSCO EMILIANO AND THE VALLEY OF SAMOGGIA RIVER CAN OBTAIN THE RIGHT MATURATION FOR THE TASTE OF THE MEATS THE SPICES AND THE INGREDIENTS THAT ENVELOPE.



Prosciuttificio Monteverchio

Via della Libertà, 67
Loc. Savigno Valsamoggia (BO) - IT
Phone +39 051 6708245
Fax +39 051 6708866
info@prosciuttificiomonteverchio.it



I ♥ PROSCIUTTO®

www.prosciuttificiomonteverchio.it



STERILGARDA: MILK PIONEERS SINCE 1969

UHT MICROFILTRATION ENABLED THE COMPANY FROM MANTUA TO WIDEN ITS PRODUCT RANGE TO JUICES AND SOFT DRINKS. FRESH AND LACTOSE-FREE CHEESES UNDER THE SPOTLIGHT.

Sterilgarda Alimenti has a 50-year-long history: it was founded in 1969 by a group of entrepreneurs in the dairy sector. The continuous research and the vocation for innovation have turned it into a leading player in the production of Uht milk and cream. The product range was soon widened to include béchamel, puddings, panna cotta and other milk derivatives.

For many years now, Sterilgarda has implemented the microfiltration technology for Uht milk, significantly increasing the quality and organoleptic characteristics of the final product. The Uht technology has allowed the company to successfully enter the market of juices, nectars, drinks and tomato puree. Besides fresh products like mascarpone, ricotta, spreadable cheese, Straki and yogurt. In 2017, the company revenue reached 365 million euro, also due to the fruitful collaborations established with Italian and European retail chains. Figures that have been confirmed by the results achieved in the first part of 2018.

The production plant

The company's production facility is located in Castiglione delle Stiviere, in the province of Mantua (Lombardy), right at the heart of the morainic hills surrounding Lake Garda. Here, every day, 300 employees turn 1,000 tons of milk into 2.4 million finished products.

The product range: from Uht milk to mascarpone...

Sterilgarda's core business is the production of Uht microfiltered milk, mascarpone, juices and other milk derivatives. All products are characterized by a high degree of innovation that is also the company's best feature. With no doubt, milk and mascarpone are staples of the range, both in Italy and abroad. And mascarpone is also the most performing product: distributed in some of the most important Italian retail chains, chosen by major Horeca brands, and used by several industry players, today it has achieved great success also in European and Extra-European markets. More recently, a new Uht long-life mascarpone

in aseptic pack has been launched: it provides qualities and features similar to fresh conventional mascarpone, but due to the extended shelf-life it is particularly suitable for exports to far away countries.

... also in the lactose-free version

Due to the intolerance to lactose, many people are prevented from eating milk and milk derivatives. For this very reason Sterilgarda has widened its portfolio with a selection of lactose-free products (<0,1%). The range is made of high digestibility Uht milk, mascarpone and cooking cream free from lactose. The goodness of milk and its nutritional values are totally preserved.

Export e sales channels

In Italy, Sterilgarda is mainly distributed in supermarkets and food service. Exports account today for about 30% of the company's total revenue, and are mainly directed to Europe, Asia, Africa and North America. In regards to products, the most requested on foreign markets are milk, cream and juices.

Communication? A 'social' matter

Sterilgarda is constantly investing in online communication by taking advantage of the potential offered by social networks to develop a direct relationship with consumers. Facebook, Instagram and the official website www.sterilgarda.it are therefore used to interact with users, promote the participation in international trade shows, present new recipes and products.

Alice Realini

Sterilgarda: innovazioni al servizio del latte, dal 1969

Fondata 50 anni fa da un gruppo di imprenditori del settore lattiero caseario, la ricerca e lo spirito innovativo di Sterilgarda l'hanno trasformata in uno dei i più importanti player nella produzione di latte e panna Uht. Oggi l'offerta include anche besciamella, budini, pannacotta e diverse specialità fresche, oltre a succhi, nettari e soft drink. Questo grazie anche all'implementazione della microfiltrazione Uht, che aumenta notevolmente la qualità e la shelf life delle referenze.

STERILGARDA UHT MASCARPONE



Cheese made with high quality milk cream, available in the new Uht version. Excellent to prepare delicious recipes, and amazing desserts. 500g Brik Tetra Pack. BRC, IFS, SEDEX, FDA and Halal certified.



IN BRIEF

Name
Sterilgarda
Date of birth
1969
Revenue 2017
365 million euro

CERTIFICATIONS

Standard Brc
Standard IFS
Sedex certification
Export Fda Usa
Export Fta Korea
Halal certification
Kosher certification

1
CREAMY HEART TOMINO,
IT IS PERFECT COOKED IN A PAN

2
NATURALLY GENUINE:
HIGH QUALITY
INGREDIENTS ONLY

3
MANY FLAVORS:
CLASSIC, WITH SPECK,
BACON, STUFFED...



caseificio
Pezzana
dal 1946



"A QUALITY CHOICE"

TOMINI AND MUCH MORE ON: WWW.PEZZANA.IT

DAIRY:

VIA PINEROLO 26/B

FROSSASCO (TO) ITALY

+39 0121 353157

INFO@PEZZANA.IT



ONE COMPANY FOR ALL TASTES

HIGHLY INNOVATIVE, ENVIRONMENTALLY FRIENDLY AND ANIMAL WELFARE RESPECTFUL PRODUCTS ARE THE KEYS TO AMADORI'S SUCCESS ON GLOBAL MARKETS. AS IS THE CASE WITH 'IL CAMPESE' TOP QUALITY, ANTIBIOTIC FREE AND FREE-RANGE CHICKEN PRODUCT LINE.

Established in San Vittore di Cesena in 1969, Amadori will celebrate its 50th anniversary in 2019. Today, it is one of the largest and modern Italian food companies, and an undisputed benchmark for the whole poultry industry. With over 500 different products, in 1,700 formats, with 100% Italian chicken and turkey meat, Amadori is able to meet the tastes of a wide and varied target of consumers. This is true for the top quality product ranges - 'Il Campepe' and 'Qualità 10+' - as well as for the roast meats and the ready-to-eat specialties. Amadori's success is founded on its integrated production and supply chain, on the attention paid to animal well-being and on a strong commitment to environmental sustainability. Features that have contributed to turn Amadori into a reliable and innovative brand the world over.

An extensive, 100% Italian product range

With more than 500 different products in 1,700 formats, Amadori's range has something to fulfil the expectations of all consumers, in terms of taste, service and variety. Including their need for nutritional information, with clear, exhaustive labeling. Every day, the research & development team works in collaboration with universities and health and well-being bodies, studying new recipes and selecting the best ingredients to ensure the nutritional value and healthy nature of products, and to provide even more value-added services.

To this end, Amadori has worked hard to bring consumers a range of gluten free products, introduced

innovations in the recipes of many tasty specialties, like frankfurters and breaded products, and extended the whole range with mouth-watering dishes with added vegetables, and also ready-to-serve. In 2018, the company announced the creation of a new organic chicken line, by developing the first dedicated farms in northern Apulia, to be followed by more farmers in the medium-term.

Animal welfare: a key concern

The health and hygiene of animals is guaranteed at each stage of the production and supply chain, working within the provisions of EU regulations, among the most stringent in the world. Breeders receive technical and veterinary support to make sure that animals are reared with the best husbandry practices in the healthiest, most controlled and well-tended environments.

Over time Amadori has built a virtuous breeding model and progressively reduced the quantity of pharmaceuticals used to safeguard animals' health. The effort made in this regard has allowed the company to achieve the antibiotic-free breeding certification for 'Il Campepe' product line: free-range chicken reared outdoor and fed on GMO-free, vegetable feed. Antibiotic-free animal breeding has also been extended to the 'Qualità 10+' chickens and turkey' range, which are also fed on GMO-free, vegetable feed.

Supply chain and sustainability

Amadori manages directly its entire integrated production and supply chain to trace the origin of all raw materials,

as well as control all phases in the production cycle and top product safety. The internal traceability system gives extensive, certified control over the entire process, from the feed mills to final distribution. The highest quality standards are guaranteed by a certified tracking and traceability system that comprises rigorous internal and external checks by independent, third-party bodies, all along the chain.

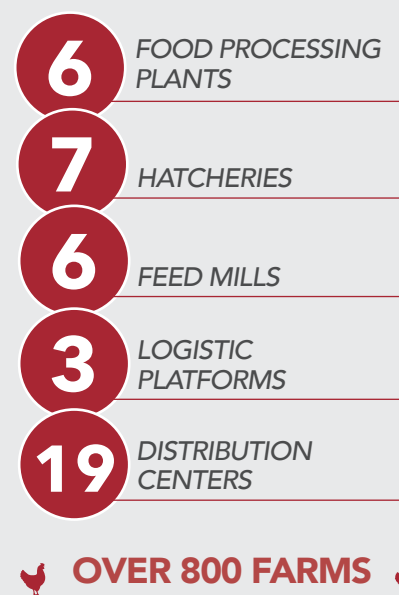
The company is constantly striving to improve the efficiency of its production processes, investing in new technologies to reduce consumption and optimize resources. These are the main goals of its environmental policy: energy saving and the use of renewable sources, limiting refuse production and managing it responsibly, raising awareness and training the staff at all levels.

Federica Bartesaghi



From left: Denis, Francesco and Flavio Amadori

FACTS & FIGURES



Amadori: un'azienda per tutti i gusti

Qualità, sostenibilità e innovazione sono da 50 anni i principi ispiratori di Amadori, una delle maggiori aziende agroalimentari italiane, punto di riferimento per l'industria delle carni avicole. L'obiettivo è da sempre quello di offrire prodotti tracciati e certificati grazie alla filiera integrata, con un'attenzione speciale per il benessere animale e l'ambiente. L'offerta si compone di oltre 500 prodotti e 1.700 referenze, con carni di pollo e tacchino 100% italiane, in grado di incontrare i gusti di ogni tipologia di consumatore, sia in Italia che all'estero. E proprio per rispondere alle moderne richieste del mercato, Amadori realizza una selezione di prodotti gluten free, biologici e ready-to-eat. Oltre a top di gamma che vantano l'esclusione dell'uso di antibiotici in allevamento, come nel caso delle linee 'Il Campepe' e 'Qualità 10+'.





IL CAMPESE: TOP QUALITY FREE-RANGE CHICKEN

Carefully selected from superior breeds that are more suited to slow growth, Il Campese is made of **100% Italian**, fully-traceable chickens from an integrated production and supply chain, reared outdoors with **no antibiotics** and fed with **GMO-free**, fully-vegetable feed, containing no flour or fat of animal origin, and processed using only **renewable energy**. These characteristics and the unique nature of the farming process give it a firm, uniform meat, like chicken "the way it used to be", not to mention an excellent cooking yield and versatility.

A FULL LINE OF EXQUISITE CHICKEN AND TURKEY SPECIALTIES... WITH GLOBAL APPEAL

FRANKFURTER SAUSAGES

Delicious **gluten free** sausages made by 100% Italian chicken and turkey meat.

CHICKEN PARIZER

A tasty and delicate product suitable for making delicious sandwiches. **Halal** certificated.

ROASTS

100% made with the meat of Italian turkey and chicken raised with **no antibiotics**.



CERTIFICATIONS

UNI EN ISO 9001 (quality management system of the processing plants)

UNI EN ISO 22005 (traceability along the agri-food supply chain)

FSSC 22000 (food safety management system)

Voluntary Labelling of Poultry Meat

Gluten-Free (Italian Celiac Society)

UNI CEI EN ISO/IEC 17025 (Lab accreditation - Accredia)

BRC and IFS (food safety certificates for UK, Austria, Switzerland, France and Germany)

Rtrs (responsible soya certification)

DTP Csqa 035 - DTP Csqa 126 (controlled poultry supply)

“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.





MADE IN ITALY IS BOOMING ABROAD

In 2017, the turnover generated by Italian food & beverage exports exceeded 40 billion euro, up by 5.7% over the previous year. A positive trend, that is continuing almost non-stop since 2009. Exports are also on a rising note - and they are also up by 5% - determining a further reduction in the trade deficit, now under the 3.5 billion euro threshold. These figures were highlighted by Crea (Council for Agricultural Research and Economics) according to Istat data, and summarized in the latest yearly market report.

Product categories: the podium

Processed food & beverage account for a large quota of Italian agri-food exports, with a market share of respectively 60% and 20%. More in detail, wine is the most exported product category, showing a rising trend in all destination countries, with the exception of Germany. A special remark goes to sparkling wines, that recorded a 74% growth rate in the last three years, turning wine into the most exported Italian category. USA and UK alone account for more than 55% of total Italian sparkling wine exports.

Cheese exports are also on a rising note in all leading destination countries - especially France, United Kingdom, and Spain - as 'compensation' for the decrease posted in the exports to the US, out third major client market. The confectionery industry is also showing great results, largely for what concerns cocoa-based products, that are growing as fast as sparkling wines, in so much that last year they have become the most exported Italian food product, overcoming pasta and tomato-based products.

Import: the trend is positive

Most of the agri-food products imported by Italy - both processed or not - are directed to our indu-

stry. Imports of finished products, however, are also showing a rising trend. Imports were up for almost all product categories: the only downturn was registered by dried fruit, for the second consecutive year. Fish products, meat, dairy, oils, and fats account for more than 37% of total Italian agri-food imports, but fish products are steadily occupying first place in the rank.

Destination markets:

Asia is slowing down

Just like in the past years, Europe is the core destination market for two-thirds of Italian food & beverage exports, showing a slight increase since 2015. Export to Asian countries, on the other hand, is slowing down but remains positive. North America continues to play a key role and keeps registering the highest growth rates the world over. If we analyze imports, instead, Europe - most of all Eastern Europe - is fast increasing its market share, followed by Latin and South America. According to the balance of trade, Italy is a net export to North America and Oceania; while it's a net importer from EU, Asia, Latin-South America, and Africa. Overall, top five destination countries account for about half of our total f&b exports.

Made in Italy: the undisputed protagonist

In 2017, exports of 'made in Italy' products almost reached 30 billion euro, accounting for 73% of total agri-food exports. The USA, with a 16.4% market share, is our number one destination market, where is directed more than one-fifth of total 'made in Italy' exports. Asian market share shows a slight decrease, at 7.1%.

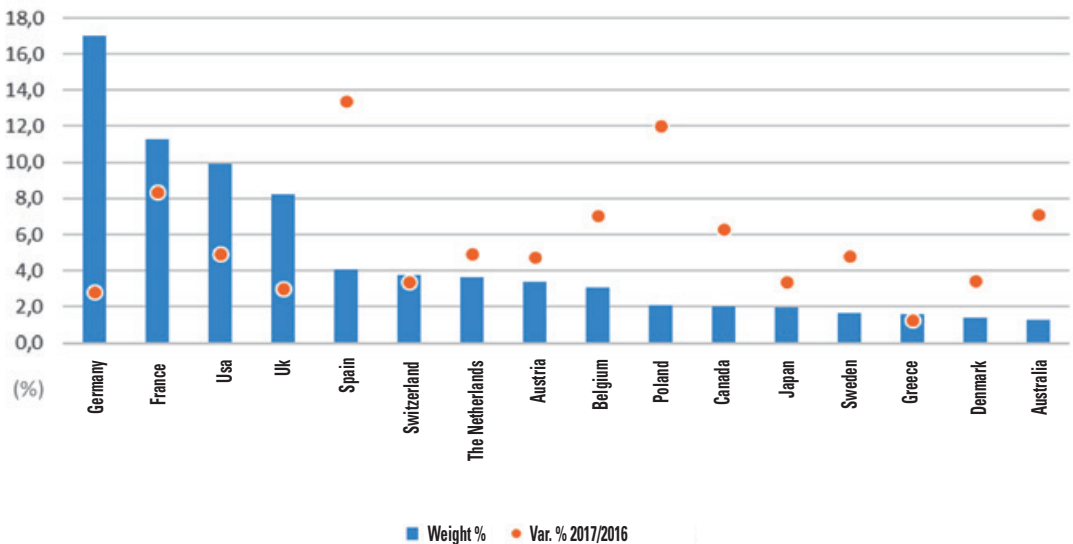
Federica Bartesaghi

PRODUCT CATEGORIES

Export	Mln euro	Var.% 2017/16
Wine	6,150.3	6.4 ●
Cereal derivatives	4,730.6	4.2 ●
Dairy products	3,246.9	10.4 ●
Other fresh fruit	2,769.1	5.9 ●
Processed vegetables	2,416.2	-0.4 ●
Oils and fats	2,146.0	-1.1 ●
Confectionary products	1,971.5	15.4 ●
Processed meats	1,663.4	6.1 ●
Pulses and fresh vegetables	1,268.8	-0.7 ●
Fresh and frozen meats	1,260.3	0.5 ●
Processed fruit	1,145.3	4.9 ●
Other alcoholic bev.	1,071.0	11.3 ●
Feed	1,045.7	8.5 ●
Non alcoholic bev.	973.3	10.4 ●
Floriculture products	822.0	10.1 ●
Rice	547.8	3.9 ●
Dried fruit	506.6	-1.9 ●
Fish	439.6	6.0 ●
Other non food product	384.7	8.5 ●
Seeds	321.9	3.6 ●
Raw tobacco	271.1	6.2 ●
Fishing products	262.2	0.9 ●
Citrus	223.2	-10.9 ●
Cereals	178.4	22.3 ●
Sugar	169.7	5.1 ●
Products of silviculture	130.3	8.2 ●
Cocoa, coffee, tea and spices	91.1	-2.6 ●
Tropical fruit	76.4	11.5 ●
Other prod. of livestock	67.8	-11.1 ●
Dried pulses and veg.	55.8	13.4 ●
Livestock	55.8	-2.2 ●
Oily, seeds and fruit	35.5	-7.0 ●
Products of hunting	6.3	11.9 ●
Raw filamentous veg.	4.3	-36.0 ●
Other prod. of the food ind.	4,036.9	8.6 ●

Source: Crea - Council for Agricultural Research and Economics

TOP DESTINATION MARKETS



Source: Crea - Council for Agricultural Research and Economics

Il made in Italy corre all'estero

Nel 2017 l'export agroalimentare italiano ha superato i 40 miliardi di euro di giro d'affari, registrando una crescita del 5,7% rispetto all'anno precedente. Un trend positivo che ormai prosegue ininterrotto dal 2009. E che trova riscontro anche nelle importazioni, salite a 44 miliardi di euro - anch'esse in crescita del 5% - determinando un ulteriore calo del deficit nella bilancia commerciale, che scende sotto i 3,5 miliardi di euro. È quanto evidenziano le elaborazioni del Crea - Consiglio per la ricerca in agricoltura e l'analisi dell'economia agraria sui dati Istat e contenute nel report annuale.

ITALIAN EXPORTS POSTED SIGNIFICANT GROWTH IN 2017, ESPECIALLY TOWARD EASTERN EUROPE AND NORTH AMERICA. ALL PRODUCT CATEGORIES ARE PERFORMING WELL, BUT THE GOLD MEDAL GOES TO WINES, SWEETS, AND CHEESES. THE ANNUAL REPORT BY CREA.

COUNTRY FOCUS: A DEEP ANALYSIS OF FOUR KEY MARKETS FOR ITALIAN F&B EXPORTS

USA



Product	Value (mln euro)
Bottled wine	1,384 (+4.2%)
Olive oil	504 (-0.8%)
Pasta	272 (+0.9%)
Cheese	259 (+0.2%)
Bakery products	162 (+18.1%)
Mineral water	159,1 (+8.5%)
Deli meats	108 (+5.3%)
Processed tomato	101 (+7.0%)

RUSSIA



Product	Value (mln euro)
Bottled wine	130 (+48.0%)
Cocoa-based confectionery	41 (-6.4%)
Coffee	50 (+30.6%)
Bakery products	26 (+13.1%)
Pasta	22 (+13.8%)
Floriculture products	22 (+30.1%)
Olive oil	21 (+13.0%)

UK



Product	Value (mln euro)
Bottled wine	785 (+8.0%)
Pasta	315 (-1.2%)
Processed tomato	238 (+3.4%)
Other processed fruit and veg.	172 (-1.1%)
Deli meats	174 (+3.2%)
Bakery products	161 (+3.1%)
Cheese	151 (+8.7%)

CHINA



Product	Value (mln euro)
Bottled wine	119 (+29.6%)
Olive oil	35,7 (+17.6%)
Bakery products	15,7 (-24.2%)
Pasta	22,6 (+14.1%)
Kiwi	19,9 (-7.6%)
Cocoa-based confectionery	15,0 (-2.1%)
Coffee	18,5 (+22.3%)



Source: SMEA, School of Agri-Food Management and Economics

CETA IS BOOSTING ITALIAN EXPORTS OF DELI MEATS AND PORK MEAT TO CANADA

The debate about Ceta, the Comprehensive Economic and Trade Agreement freshly negotiated between EU and Canada, is far from over. Entered into force provisionally in 2017, it is now waiting for the final ratification of all EU members. Yet, it is hardly going to happen since some governments - including the Italian one - are now sharply opposing to the deal. Exports, in the meanwhile, are taking advantage of the benefits provided by the deal, as highlighted by Smea (School of Agri-Food Management and Economics) elaborations on Istat data, that show a 40.9% increase, in 2017, for Italian exports to Canada of deli meats and pork meats, for a value exceeding 26 million euro. Last year, total export of Italian f&b products to Canada were worth 4 billion euro, up by 6.2%, turning Canada into out 11th destination country, with a 2% market share on our total f&b exports.

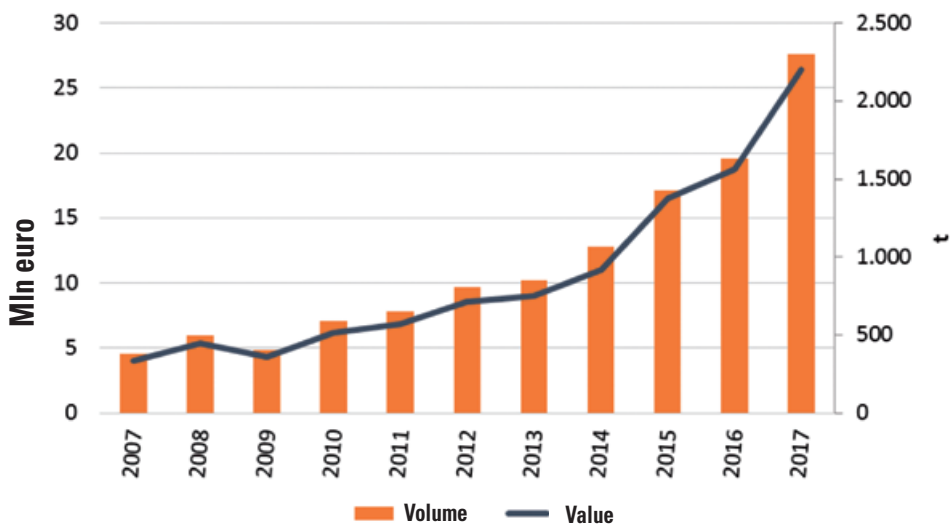
Italian deli meat exports to Canada

PRODUCTS	2017*			Var.% 2017/2016		
	Value (000€)	Volume (t)	AUVs* (€/Kg)	Value	Volume	AUVs*
Deboned raw hams	13,651	1,075	12.70	23.8	25.5	-1.4
Seasoned sausages and salami	8,556	663	12.90	162.3	137.3	10.5
Cooked hams	1,131	154	7.32	-1.4	16.3	-15.2
Mortadelle, wurstel, cotechini and other cooked salami	1,089	142	7.69	-13.2	-9.3	-4.3
Other products	1,980	263	7.53	-3.1	29.1	-24.9
Total export to Canada	26,407	2,297	11.50	40.9	41.1	-0.1

Source: SMEA - School of Agri-Food Management and Economics

*Average unit values

Italian exports of deli meats, pork meat and pigs to Canada



UNITED BY LOVE (FOR PASTA)



THREE OUT OF FOUR PLATES EATEN IN EUROPE COME FROM ITALY. GERMANY, FRANCE AND THE UK ARE OUR TOP DESTINATION MARKETS, WHERE THE MEDITERRANEAN DIET IS INCREASINGLY APPEALING. THE RESULTS OF A RESEARCH CONDUCTED BY AIDEPI.

More than half of the pasta produced by Italy (56%) is sent abroad. With respect to 25 years ago, destination countries have increased by 34% (today are about 200) and export volumes have passed from 740,000 to over 2 million tons. Europe takes the lion's share: leading destination market with a 74% market share. It is estimated that about three plates of pasta out of four eaten in Europe come from an Italian pasta maker.

A study conducted by Aidepi, the Italian Association of Confectionary and Pasta Industries, has analyzed figures, trends and consumption patterns of Italian pasta in Europe, with a special focus on three key markets, namely Germany, France and the United Kingdom. Together, they account for about one million pasta plates served every year, for a value of about one billion euro. Paris, London, and Berlin are three mature markets, where pasta has long ago overcome the

status of 'ethnic' dish, to become a staple on tables. According to a Mintel study, 97% of French families eat pasta on a regular basis. 90% in Germany and 81% in the United Kingdom.

"In an increasingly competitive market, we can win only by betting on quality," said Luigi Cristiano Laurenza from Aidepi. "Unlike many other pasta makers, Italians are obliged by the law to produce high quality pasta. A responsibility we are glad to shoulder, in order to provide consumers all over the world with good and safe pasta." Among the parameters established by the pasta purity law, the quantity of proteins, the secret of 'al dente' pasta. The law establishes for Italian pasta a minimum protein content of 10.50%, but to meet the taste of modern consumer, Italian companies now produce pasta with an average protein content of 12-13%.

Federica Bartesaghi

FRANCE CONSUMPTION HAS DOUBLED IN 25 YEARS

- 97% of households eat pasta on a regular basis
- 8 kg per capita consumption

In the second largest EU market for Italian pasta according to exported volumes, consumption has doubled with respect to 25 years ago, reaching now 8 kilos per capita. Protein consumption, instead, has been constantly decreasing: ½ of French households are 'flexitarian', which means that they have significantly reduced the consumption of proteins of animal origin.

In France, pasta is highly demanded because it's easy to cook, not expensive, healthy and rich in nutrients. Millennials eat pasta up to three times a week, in so much that eight young French consumers out of ten claim that they are able to cook it 'al dente' and love to try new and more elaborate recipes.

UK THE ENGLISH LOVE IT WITH 'PESTO'

- 81% of households eat pasta on a regular basis
- 3.5 kg per capita consumption

In the last two years, Italian pasta exports to the UK have experienced the strongest growth rates, despite per capita consumption levels remain low (about 3,5 kilos). According to a recent analysis issued by Defra (Department for Environment, Food and Rural Affairs) one plate of pasta a week is now widespread among English consumers. In the last 40 years, the consumption of meat, bread, beans and potatoes has progressively decreased, to the advantage of fruit and vegetables. Besides beer, wine consumption has also increased, and coffee is slowly catching up to the most common tea. It is worth remembering that, for three English consumers out of ten, Italian cuisine is by far the most favorite, overtaking the local, Indian and Chinese ones. Spaghetti with ragù sauce are the most beloved, but the demand for pasta with pesto has been growing fast.

GERMANY IN BERLIN, PASTA WINS OVER SCHNITZEL

- 90% of households eat pasta on a regular basis
- 8 kg per capita consumption

Pasta is definitely Germans' most favorite dish, even more than the traditional Schnitzel. Today, in Germany, number one destination country for Italian pasta exports, more than 700,000 tons of pasta are eaten every year - half proceeding from Italy. All kind of pasta shapes and recipes are demanded: from pasta with ragù sauce to pasta-kebab (a spaghetti dish with tomato in pieces and slices of kebab on top), from pasta side dishes, to accompany fish or meat, until pasta desserts with jam. The traditional diet is mainly focused on proteins of animal origins, while poor in fruit and vegetables. But the tastes of the locals might change soon, and head toward a more Mediterranean diet: after pasta, the most favorite dishes are cooked vegetables, potatoes, fish and salad.

1.4 MILLION TONS ITALIAN PASTA EXPORTS TO EUROPE

3 PASTA PLATES OUT OF 4 EATEN IN EUROPE HAVE ITALIAN ORIGIN

WHERE THE DEMAND FOR ITALIAN PASTA IS GROWING IN EUROPE:
SPAIN, BELGIUM, EASTERN EU COUNTRIES...BUT GERMANY, FRANCE AND
THE UNITED KINGDOM REMAIN THE THREE MAIN DESTINATION COUNTRIES.

WHAT ABOUT THE REST OF EUROPE?

In 2017, Italian pasta export has experienced significant growth rates in Spain (+22%), Belgium (+14%) and Eastern Eu countries, like Ukraine and Belarus (+32%) and above all Lithuania (+52%). A positive result, after years of downturn, comes from Russia, where pasta exports started growing again: 23,000 tons, up by 9%.

Uniti dall'amore (per la pasta)

Oltre metà della pasta prodotta in Italia (il 56%) è destinata all'estero. Rispetto a 25 anni fa, sono aumentati del 34% i Paesi destinatari (oggi quasi 200) e sono più che raddoppiati i volumi delle esportazioni, passati da 740mila a oltre 2 milioni di tonnellate. In Europa, primo mercato di destinazione con un'incidenza del 74%, si calcola che circa tre piatti di pasta su quattro provengono da un pastificio italiano. Un'analisi di Aidepi, l'Associazione delle industrie del dolce e della pasta italiane, mette a confronto le abitudini alimentari di Germania, Francia e Regno Unito, i tre mercati più importanti per l'export di pasta italiana, con circa un miliardo di piatti di pasta serviti all'anno e un controvalore di quasi un miliardo di euro.

The true genuine taste of Piedmont milk



Inalpi's new range made of fresh milk from Piedmont:

processed cheese slices "Fettalpine", Butter, organic processed cheese portions "Formaggini" and milk powder: irresistible quality.

LATTERIE
inalpi

"WE ALL DESERVE THE BEST"

THIS IS THE GLOBAL CLAIM OF THE NEW FOOD TRANSITION STRATEGY LAUNCHED BY CARREFOUR, THAT UNVEILS A SET OF CONCRETE ACTIONS, NAMELY THE 'ACT FOR FOOD'. THE MISSION IS TO INCREASE TO 30% THE REVENUE GENERATED BY ORGANIC ON TOTAL TURNOVER BY 2022.



Change the word with fork and knife. This is Carrefour's 'nouvelle vague', the direct result of a sort of Macron-style French socialism 3.0, the core of the strategic plan launched on a global scale by the retailer. It was officially presented on the past 12th September in Milan, during the Carrefour Salon 2018 that gathered, in Mico Fiera Milan, buyers and franchisee of the French chain on one side; and suppliers from all food segments on the other. The new philosophy is a flourishing of redistributing wealth, zero kilometers, democratization of organic and much more. Symbol of the day, the blockchain chicken of the Carrefour Quality Line, on sale in stores starting from the past 29th September, and belonging to the wider 'Carrefour 2022' food transition project.

During the conference, Stéphane Coum, Ceo of di Carrefour Italia, presented the three pillars of this new transition: to encourage awareness towards a sustainable and responsible consumption; to support the democratization of organic; and to enhance the supply chain for greater safety and transparency. Principles that, there is no doubt, will determine a deep review of assortments, to make them comply with such clear goals. "We will have to work in order to align the assortment, awarding sustainable companies. But such a change cannot be made in a brutal way."

A tough challenge, since the new 'suppliers' identikit' described by Carrefour does not meet that of the big industry, that still represents the hard core of the revenue generated by the retailer. The economic sustainability of such a food transition will be also under the spotlight since these models - especially in some sectors - are not showing impressive results (despite what people may say). The double-digit growth rates generated by the organic sector is not enough if we consider that we are still talking about a niche market.

THE THREE PILLARS

1. RAISE THE AWARENESS TOWARDS A SUSTAINABLE AND RESPONSIBLE CONSUMPTION

According to Carrefour's vision, retailers play central role in the selection of food offered to consumers. For this reason, they should accept the responsibility of choosing their suppliers, certificate products' origin, quality and the safety of the supply chain, besides educating to the future of nutrition. In order to act with synergy, goals and strategies to achieve the Food transition should be analyzed deeply, with the purpose of raising the awareness and start concrete actions. To better understand the fast-changing environment, Carrefour Italia has decided - in addition to its own expertise and professionalism - also to rely on an external and independent advisory board aimed at identifying new strategic opportunities, through the exchange of ideas and thoughts. The Boards is today made of: Marco Gualtieri founder of Seeds&Chips, Riccardo Illy, president of Illy Group, Raffaele Maiorano, vice president of Global Forum on Agricultural Research, Daniele Tirrelli, president of Retail Institute of Italy, Angelo Riccaboni, Leadership Council of the Sustainable Development Solutions Network, Attilio Scienza, professor of Viticulture at Università degli studi di Milano.

2. SUPPORT THE DEMOCRATIZATION OF ORGANIC

As of today, Carrefour explains, four consumers out of five are well aware of the existence of a tight bound between food quality and well-being and are demanding for healthier food, more sustainable, at an affordable price. Carrefour Italia wants to meet this demand, on one side by widening the organic product offer - at least 600 items; on the other by making this market segment even more affordable to consumers, by cutting prices and democratizing consumption. Carrefour Italia's goal, therefore, is to turn organic into a fundamental part of its business, increasing its share on total revenue, up to 30% by 2022. For this very reason, Coum has announced that Carrefour will introduce a 10% fixed discount on the whole organic assortment for fidelity card holders.

3. ENHANCE THE SUPPLY CHAIN TOWARDS GREATER SAFETY AND TRANSPARENCY

The traceability of the supply chain has always been at the core of Carrefour's ethic compromise towards its customers and since 2017, with the launch of Filiera Qualità Carrefour (Quality supply chain), over 4,000 were traced and monitored for quality and origin," said Coum. In 2018 the retail chain was the first to adopt the blockchain technology to provide transparent and total traceability to consumers. The first product to be tracked with blockchain was chicken from its private label brand, Filiera Qualità, free-range and reared without antibiotics. Final consumers will be therefore able to see in real time the information connected with the whole supply chain of this product, from its origin until supermarket shelves, simply through a QR code.

The attention paid to the supply chain is also demonstrated by the connection with the territory. For a long time now Carrefour has been enhancing local agri-food product, by establishing important partnerships with local supply chains like Piemunto (Piedmont milk), Latte Genova, Piemondina (Piedmont rice), Toscafour (Tuscan products) e LaTTellina (mozzarella made with Valtellina milk), explained Coum.

The food transition

The strategy was presented starting from the premise that food transition is the inevitable answer to a steadily increasing demand, both from consumers and the whole planet. "The global change towards a more and more responsible and sustainable nutrition is already taking place and involves our country that, more than others, has always paid utmost attention to food quality and to a responsible nutrition," said Coum. A demand that determines a double challenge for Carrefour, whose goal is to become a global leader in this change.

"On one side, people should rethink the way they produce and distribute by developing projects that engage the whole supply chain and aimed at the protection of local farmers and producers; on the other side, we should consider the launch of an educational campaign for food transition. The future of nutrition must be sustainable and should keep in consideration all the aspects that could have an impact on the planet." In this field, Carrefour wants to be a leader and forerunner. "Thanks to its knowledge of the consumption trends, Carrefour Italia, just like the whole retail sector, must embrace the social responsibility to involve in this change all the players in the supply chain, from producers to consumers."

SALON CARREFOUR 2018

Over 200 exhibitors took part in the third edition of Salon Carrefour 2018, held at Mico Milan, right in front of the Milan's new CityLife district. A two-day long exhibition (12-13 September) aimed at showing Carrefour's store managers proceeding from all Italian regions the whole assortment.



"Tutti meritiamo il meglio"

Cambiare il mondo con forchetta e coltello. È la nouvelle vague di Carrefour, l'espressione diretta di un certo socialismo francese 3.0, alla Macron, cuore del piano strategico di sviluppo lanciato a livello mondiale dall'insegna francese. E presentato, a Milano, il 12 settembre nell'ambito del Salone Carrefour 2018, che raccoglie, a Mico Fiera Milano, buyer e franchisee dell'insegna francese, da un lato, e fornitori dall'altro, presenti con tanto di stand, di tutti i settori merceologici. La filosofia è un florilegio di redistribuzione di ricchezze, km zero, democratizzazione del bio e molto altro. Il simbolo della giornata è il pollo mappato, grazie alla blockchain, di Filiera Qualità Carrefour, nei negozi dal 29 settembre, che fa parte di un più ampio progetto di 'Transizione alimentare 2022'.

THE GROUP IN ITALY

First European and second global largest retailer, with a total turnover of 5.51 billion euros (2017), it operates in Italy with 1,076 stores divided into 52 Carrefour Hypermarkets (one of which is a franchise), 407 supermarkets Carrefour Market (of which 217 direct and 190 franchises), 601 proximity supermarkets Carrefour Express (of which 181 direct and 420 franchises), 13 Cash and Carry (Docks Market and Grosslper) and three Supeco stores. Carrefour operates in 18 regions and employs over 20,000 employees in Italy. Innovation, convenience, services, and enhancement of local food and wine excellences are the main strengths of Carrefour Italia, which has developed a private label range made of more than 3,000 products, thus including all product categories.

packaging is emotion



ECO FRIENDLY



PATENTED



HEAT-SEALABLE



SUITABLE FOR DIRECT CONTACT WITH FOOD



IT KEEPS LIQUIDS INSIDE



ANTI-WET KRAFT



RETAIL: THE FRENCH CAMPAIGN

THE COMPETITION BETWEEN OPERATORS IS GETTING TOUGHER. AMONG STRATEGIC ALLIANCES AND 'FAKE' MERGERS. THE BIG MOVES OF THE LAST 12 MONTHS, CHAIN BY CHAIN.

Last year was a succession of alliances, negotiations denied overnight, consolidated agreements and new launches for the French grocery retail market. Perfect portrayal of a sector, that of food distribution, that is asking its leading players to innovate and grow in order to stay competitive on the market.

The one-night merger

Two of France's biggest supermarket groups, Carrefour and Casino, were locked in a dispute on the past 23rd September after Casino said it had rejected a tie-up approach from rival Carrefour that Carrefour denied ever making. Total turnover generated by the two chains stands, respectively, at 40 and 21 billion euro for a market share that - if combined - would reach 32% (20.4% Carrefour and 11.5% Casino).

Casino, whose shares have slumped this year due to concerns over its debt, said it had been contacted by Carrefour in recent days over a possible tie-up, adding its board of directors met on Sunday and "unanimously" decided to reject the approach. However, Carrefour denied making any approach, saying in a statement it was surprised Casino's board of directors could consider "a merger proposal that does not exist."

Nevertheless, two sources with knowledge of the matter told Reuters that a meeting was held on the past 12 September between Carrefour head Alexandre Bompard and Casino's ceo Jean-Charles Naouri to discuss a broad range of topics regarding opportunities for the two.

Casino shares have slumped nearly 30% since the beginning of 2018 as investors fret over its debts and those of parent holding group Rallye, through which Chief Executive Jean-Charles Naouri controls Casino. Rallye needs to repay over 600 million euros worth of bonds in October and 300 million euros worth in March.

The new horizons of Auchan and Casino

The announcement arrived on the past April. And involved Casino and Auchan, re-

spectively the fourth (11.5% market share) and sixth (10.5%) largest French grocers. It was about the beginning of a negotiation for the creation of a single purchasing platform. A "global strategic partnership" with the aim of better negotiating consumer goods prices with big corporations, in the food and non-food sectors (excluding fresh agricultural products or fishing for small and medium-sized producers). Hence, a new super purchasing alliance called Horizon International was born: founded in June, it is made of the chains Auchan, Casino, Schiever and Métro. Later joined by the Spanish Dia.

Carrefour and Système U announce five-year purchasing alliance

On the past May, Système U - Hyper U, Super U, U Express and Utile brands - (market share in France: 10.6%) announced that it had chosen Carrefour as a partner for the creation of a joint purchasing center that, according to the latest updates, will be called 'Envergure'. Auchan and Casino, previously considered preferential partners were thus excluded from the project (and will later create Horizon International).

With this new 'alliance', with an initial duration of five years, Système U and Carrefour officially become the leading player in French retail, with a market share - including the group Louis Delhaize (former ally of the giant based in Boulogne-Billancourt since 2014) - of around 35%. Among the main goals of the agreement, as announced in a joint statement, the consolidation of the connection between retail and the agricultural world, through a series of supply chain agreements and alliances divided according to the different product categories. The new platform is active starting from this autumn, in view of the 2019 negotiations.

Amazon partners with French retailer Monoprix

Amazon's business in France has taken a big step forward after announcing a new deal, on the past March, with retail giant Monoprix (Casino Group) to deliver gro-



ceries through Prime Now. The service will begin serving Prime Now members in Paris this year and includes products carried by Monoprix, its own branded items and fresh produce. Monoprix boasts a network of nearly 800 stores in over 250 cities, with a major focus on quality and fresh items.

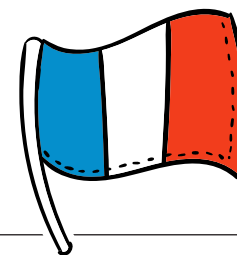
Grocery items sourced from Monoprix are available in the Prime Now app and website through a dedicated virtual store. Thanks to this collaboration Amazon Prime Now customers can access thousands of grocery items sourced from Monoprix, including store brand Monoprix, Monoprix Gourmet, Monoprix Bio, La Beauté Monoprix.

Is organic the future?

The cases of E.Leclerc and Auchan

Between the end of 2017 and the beginning of 2018, two of the largest French retailers start betting on organic. On the past November, Auchan opened the first Auchanbio store in Lille, Northern France. The retailer said that this new store is designed to attract customers with a desire for organic, healthy and local products at an affordable price. "The opening of Auchanbio shows, once again, Auchan Retail France's desire to promote products from organic farming and demonstrates the company's commitment to the good, the healthy and the local", the company said in a statement.

In regard to E.Leclerc (market share: 21.2%), instead, in January 2018 the chain inaugurated its first entirely organic store in the Burgundy-Franche-Comté region. The store, located in Fontaine-lès-Dijon,



counts about 6,000 products, including the 400 products of the Bio Village range, E.Leclerc's private label. 200 more similar stores will be inaugurated in the years ahead, according to the ceo Michel-Édouard Leclerc, with the creation of a dedicated network: E.Leclerc bio.

Make room for the Americans: the first Costco megastore

Equally important is the arrival of the Americans to France, more precisely in Villebon-sur-Yvette, about 25 kilometers away from Paris. We are talking about the opening, in June 2017, of the first megastore of the US retail giant Costco. The chain, second largest global retailer after Walmart, has reaffirmed its will to increase investments in Europe, where it already boasts 30 stores in Great Britain and two in Spain. The first French store covers an area of 13,750 square meters and provides about 4,000 items.

The range includes industrial brands and Private labels and also extends to non-food goods: sports items, IT, toys, jewelry and watches, books, office products, tobacco, car care products. With Costco planning, in the next ten years, to open 15 new megastores in the country. The big moves of the French campaign, after all, have just begun.

Matteo Borrelli

THE FRENCH GROCERY RETAIL MARKET

(% market share)

Carrefour	20.4%
Louis Delhaize	3.3%
Système U	10.6%
Auchan	10.5%
Groupe Casino	11.5%
E.Leclerc	21.2%
Groupement Les Mousquetaires	14.7%
Lidl	5.4%
Aldi	2.3%
Other foreign retailers (Norma, Colruyt, Migros, Costco, Marks&Spencer)	0.1%

Source: Kantar Worldpanel, March 2018.

Gdo: la campagna di Francia

Un tourbillon in continua evoluzione. E che ha mescolato le carte in tavola. Portando a nuovi scenari e aprendo inedite prospettive. L'ultimo anno della Gdo francese è stato un susseguirsi di alleanze siglate, negoziazioni smentite nel volgere di una nottata, accordi consolidati e nuovi lanci. A conferma di un comparto, quello della distribuzione alimentare, che sempre più domanda ai suoi attori d'innovare e crescere per poter continuare a competere sul mercato.

WILD SALAMIS.



NATURAL TASTE FOR TRUE CONNOISSEURS

The best raw materials, passion and quality are necessary to preserve the authentic taste of our products.

Whether they're made with deer meat, chamois, elk, or wild boar, our South Tyrolean wild salamis have a hearty and aromatic taste.

True taste from 1980

PFITSCHER

METZGEREI × SALUMIFICIO

VISIT US AT OUR STAND

6 / D 084

SIAL PARIS 21-25.10.2018
INSPIRE FOOD BUSINESS

pfitscher.info

TRUE LOVERS OF 'MADE IN ITALY'



WE ARE LEADING U.S. SUPPLIERS OF MANY FOOD & BEVERAGE PRODUCT CATEGORIES. 2017 TRADE DATA, THE ESTIMATES FOR 2018 AND THE SPECIAL FEATURES OF THE OVERSEA MARKET IN A REPORT ISSUED BY THE ITA AGENCY.

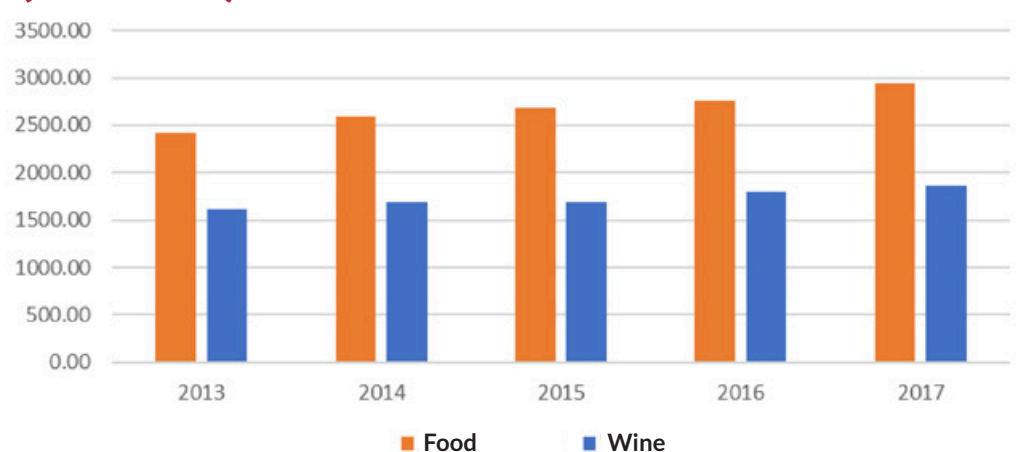
In the last five years, Italian agri-food exports to the US experienced a growth exceeding one billion dollars. Simultaneously, exports of wine and alcoholic beverage were up by almost 500 million dollars. In 2017, Italy confirmed its role as leading US supplier of a long list of f&b categories. Total Italian exports to the country were worth 4.8 billion dollars, with a 4.5% increase over the previous year. In the first four month of this year, with an 18.5% increase over 2017, Italy remains the country's leading supplier of wine, olive oil, pasta, cheese, balsamic vinegar, and mineral water. The key trends, the limitations and the opportunities provided by the United States for some of the most significant Italian agri-food industries in a report issued by the Italian Trade Agency (ITA).

Federica Bartesaghi

Stati Uniti: innamorati del 'made in Italy'

Negli ultimi cinque anni, le esportazioni agroalimentari italiane verso gli Stati Uniti hanno registrato una crescita superiore al miliardo di dollari. Parallelamente, le esportazioni di vino e bevande alcoliche sono aumentate di quasi 500 milioni. Nel 2017, l'Italia si è confermata primo fornitore Usa per una lunga serie di specialità alimentari. L'export tricolore ha raggiunto il valore di 4,8 miliardi di dollari, in crescita del 4,5% rispetto all'anno precedente. Anche nei primi quattro mesi del 2018, con un incremento del 18,5% rispetto allo stesso periodo del 2017, l'Italia si conferma primo paese nell'export di vino, olio d'oliva, pasta, formaggi, aceto balsamico e acque minerali. I trend, le limitazioni e le opportunità rappresentate dagli States per alcuni dei principali comparti dell'agroalimentare italiano in un report a cura dell'Ice Agenzia, realizzato sulla base dei dati forniti dallo US Department of Commerce.

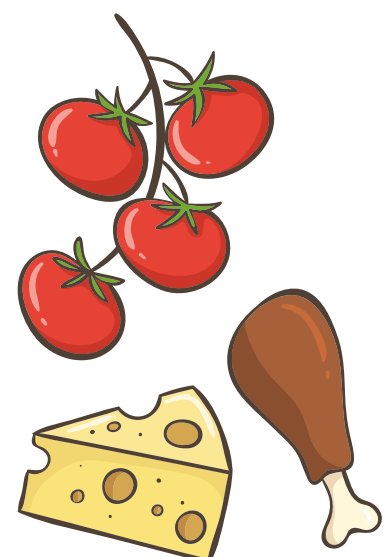
US IMPORTS FROM ITALY (mln dollars)



Source: US Department of Commerce, 2018 custom values

Wine	39%
Olive oil	12%
Cheese	6%
Pasta	6%
Sauces and other food preparations	5%
Vermouth and spirits	5%
Vegetal preserves	4%
Bakery products	3%
Water	3%
Coffee	2%
Fresh fruit	2%
Cocoa based products	1%
Processed meats	1%
Other food and bev. products	11%

Source: US Department of Commerce, 2018 custom values



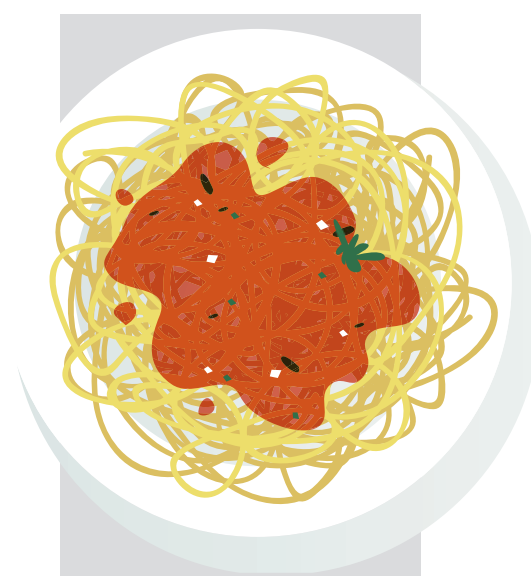
PASTA

ITALY IS THE 1ST US SUPPLIER OF PASTA, WITH A 34.3% MARKET SHARE

• **SPECIALTY FOOD:**
482 mln dollars

• **SALES IN THE US:**
2,3 bln dollars

(Source: Sfa 2015 - retail price)

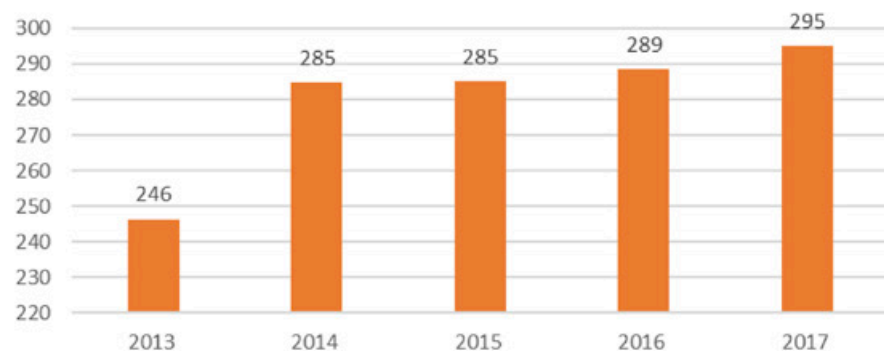


The US market for Italian pasta is booming, as shown by export data, up by almost 100 million dollars in the last five years. The most performing segments are that of 'specialties' and fresh pasta. The latter is worth 350 million dollars and is growing fast.

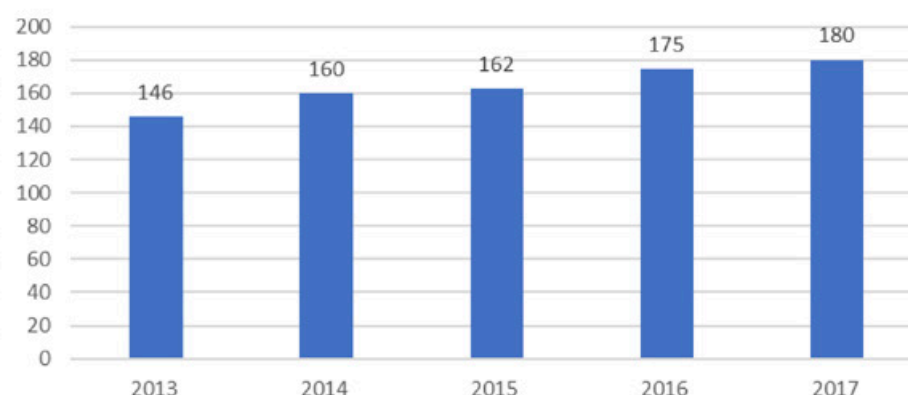
In the states of California, Connecticut, Florida, and Oregon it is mandatory to enrich the product with vitamins. In other states this practice is optional. In many cases, pasta imports from Italy have been subject to punitive anti-dumping duties by the US federal authorities.

US PASTA IMPORTS FROM ITALY

(mln dollars)



(mln kilos)



Source: US Department of Commerce, 2018 custom values

follow



**PINK, BLUE, YELLOW
TAKE A MARSHMALLOW!**



BULGARI AGOSTINO SRL
25020 PAVONE DEL MELLA (BS) ITALY
VIA BRESCIA, 30 TEL. +39 030 9959553

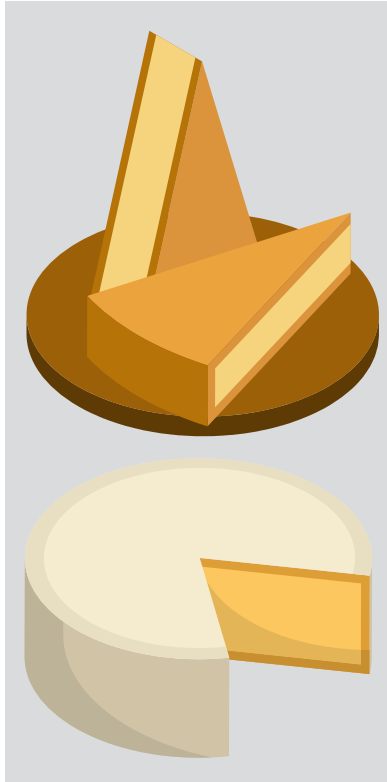
Follow us: www.facebook.com/BulgariAgostinoSRL

www.bulgariagostino.it
info@bulgariagostino.it

CHEESE

- SPECIALTY FOOD: 4 bln dollars
- SALES IN THE US: 18 bln dollars

(Source: Sfa 2015 - retail price)



ITALY IS THE 1ST US SUPPLIER OF CHEESE, WITH A 25.6% MARKET SHARE

The US market provides great opportunities to Italian cheese producers, both fresh and seasoned. The quality of our products is widely recognized by US consumers. On average, Italian cheeses are sold at about 30-35 dollars per kilo, local cheese at about 20. In order to export cheese to the US, a sanitary certificate is always requested by local institutions. In the case of cheese seasoned for less than 60 days, products can be exported to the US only if cheese has undergone pasteurization. Many Italian cheeses are subject to the tariff-rate quotas system.

Italian cheese and tariff-quotas

Many Italian cheeses, both soft and hard, are subject to a trade tariff system called tariff-rate quotas. The system allows a certain quantity of product (the 'quota') to enter the US taking advantage of a custom duty different from the one applied to imports exceeding the quota. For example, in the case of Parmigiano Reggiano, the duty for the product imported within the quota is 15% ad valorem (10% in the case of packed product, in petals or grated), for the exceeding amount it is 0.97 dollars per pound. In order to be charged 'within quota', a license is required. The licenses are conventionally assigned to American importers. Additional licenses are given each year, through a lottery, to companies that meet certain requirements (such as the existence of a branch in the US and the presence of a minimum volume of business in the export of cheese). There are two types of lotteries: a US lottery managed directly by the Usda (open to the US branches of Italian companies); and a lottery in Italy, managed by the EU, that every year receives from the Usda a number of licenses to be assigned to producers in different European countries.



Since 2000 we have been producing Piadina Romagnola, characterized by the unmistakable aroma and authentic flavors typical of our land.

Raw materials, carefully selected and processed, are the secret of our dough, made according to the tradition of Romagna.

The goodness of Piadina, the perfumes of Romagna.

Love for ancient taste.



Unique products in a small niche of true flavors.



L'angolo della Piada



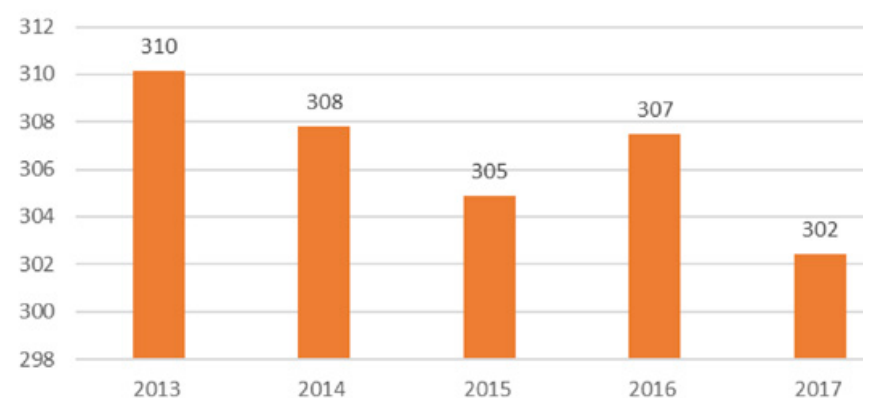
www.angolodellapiada.com



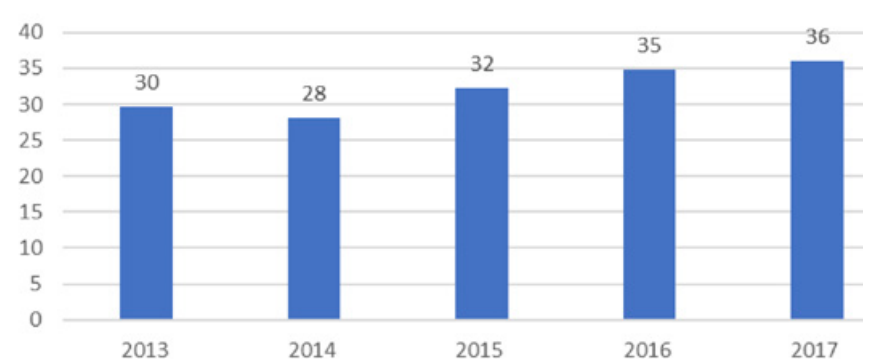
angolodellapiada

US CHEESE IMPORTS FROM ITALY

(mln dollars)



(mln kilos)



Source: US Department of Commerce, 2018 custom values

SAUCES

- SPECIALTY FOOD:
539 mln dollars
- SALES IN THE US:
2.3 bln dollars

(Source: Sfa 2015 - retail price)

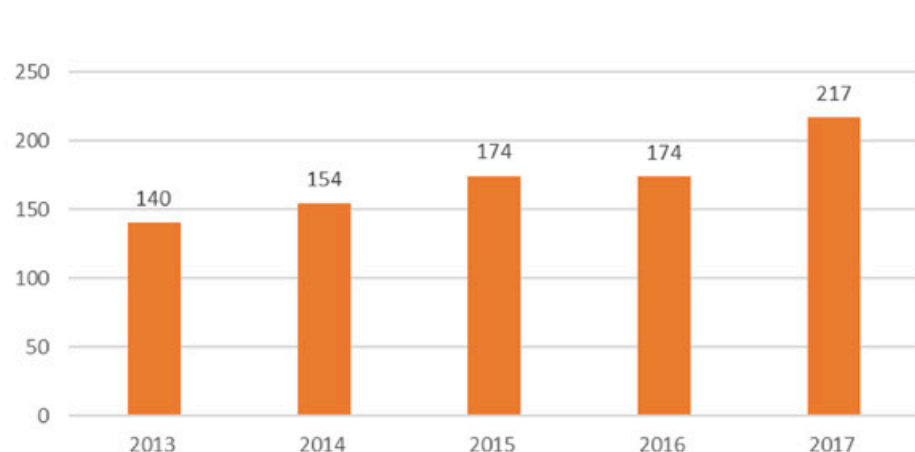
ITALY IS THE 5TH US SUPPLIER OF SAUCES, WITH A 6.4% MARKET SHARE

The US market for ready-made sauces is steady in the mainstream segment, while it is dynamic in the premium one, where the specialties imported from Italy also compete. The 'over 6 dollars' market segment - non-existent until a few years ago - today is worth a third of the facings. Canned products with a low level of acidity (pH above 4.6) must be registered with the FDA.

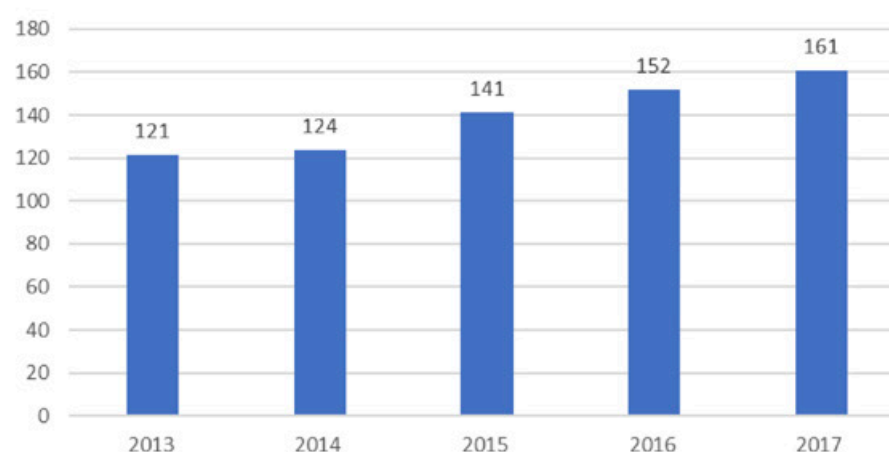


US SAUCES IMPORTS FROM ITALY

(mln dollars)



(mln kilos)



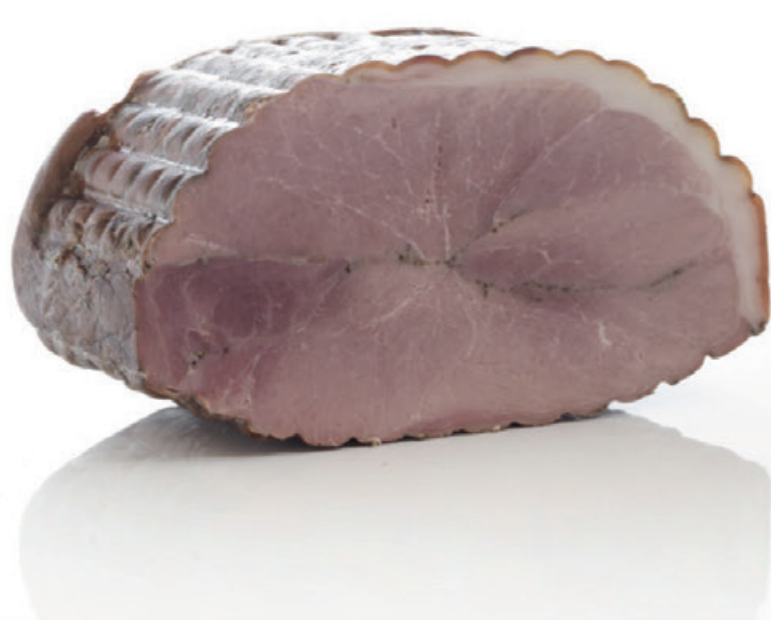
Source: US Department of Commerce, 2018 custom values

follow



ROASTED COOKED HAM WITH ROSEMARY

A seducing flavor, result of a simple and ancient recipe



Quality is all about tradition

MOTTA S.R.L.
Via Capuana, 44 - 20825 Barlassina (MB)
Tel. +39 (0362) 560584 - Fax +39 (0362) 557309
mottasrl@mottabarlassina.it
www.mottabarlassina.it



PROCESSED MEAT

- SPECIALTY FOOD: 2.2 bln dollars
- SALES IN THE US: 32 bln dollars

(Source: Sfa 2015 - retail price)

ITALY IS THE 4TH US SUPPLIER OF PROCESSED MEATS, WITH A 5.8% MARKET SHARE

Italian exports to the US of processed meat have more than doubled in the last five years. Due to recent market openings by the Usda, the country offers now great opportunities for Italian companies in the field, although in the US there are local producers of cured meats whose perceived quality is very high. Increasing attention is paid, by US consumers, to animal living conditions.

Exporting meat in the US: a complex business

Many imports from Italy in this category - with the exception of pre-cooked products, packaged in cans and some pork-based products - are still banned.

In the case of pig meat, the necessary conditions - but which do not guarantee authorization - are: that the raw material comes from slaughterhouses authorized for export to the US in EU countries free from SVD and de-boned before processing in the Italian plant; that the Italian processing plant is a dedicated plant, and does not involve other productions.

US authorities of the Fsis and Aphis allow the export to the US of cooked meat-based products (mortadella, cooked hams...) subjected to heat treatment that allows the achievement of 69°C at the heart of the product. The import of some kind of raw meat products seasoned for more than 400 days is also allowed (as in the case of Prosciutto di Parma or Prosciutto San Daniele). In limited cases, the import of other products (such as speck from Alto Adige) is also allowed.

On the 25th May 2013, the Usda-Aphis removed the existing ban on the imports from Italy of non-seasoned cured meats (such as salami, culatello, pancetta and coppa) for the regions of Lombardy, Emilia, Veneto, Piedmont and the autonomous provinces of Trento/Bolzano, where pigs are no longer considered to be exposed to vesicular disease.



SWEET BAKERY

- SPECIALTY FOOD: 599 mln dollars
- SALES IN THE US: 6.9 bln dollars

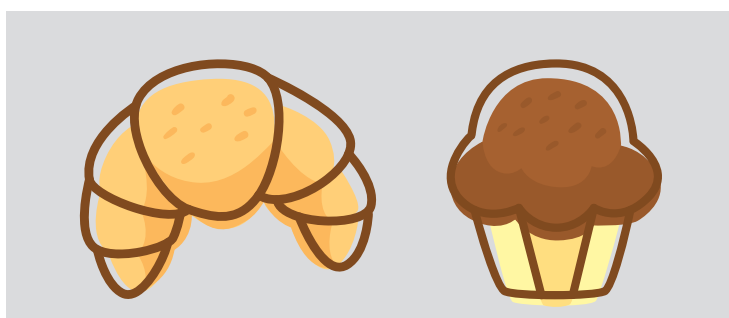
(Source: Sfa 2015 - retail price)

SAVORY BAKERY

- SPECIALTY FOOD: 939 mln dollars
- SALES IN THE US: 7.2 bln dollars

(Source: Sfa 2015 - retail price)

ITALY IS THE 3RD US SUPPLIER OF BAKERY PRODUCTS, WITH A 3.4% MARKET SHARE

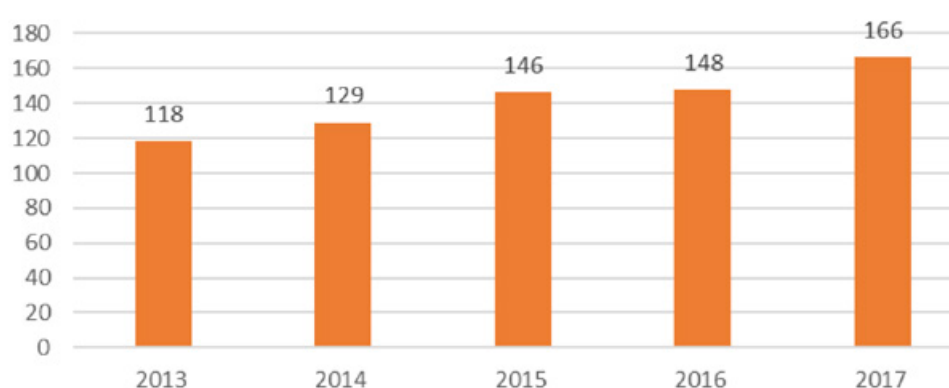


The US market is paying increasing attention to baked goods of the Italian tradition. In the case of savory bakery goods (crackers, breadsticks) opportunities seem to be connected with the growing presence of this kind of products in the 'specialties' segment. In the case of sweet bakery products, instead, there is increasing demand for small portions and special fillings (like cinnamon, caramel, yogurt).

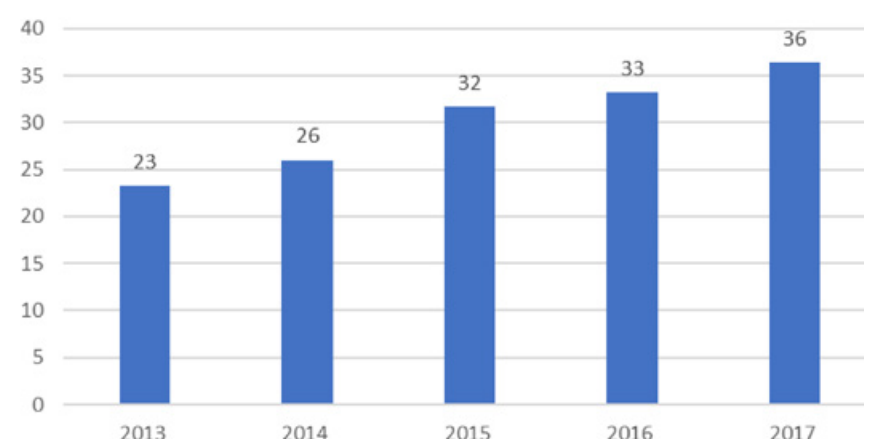
Bread exports to the US are not subject to particular restrictions; however, the enriched products must be fortified with folic acid (not less than 0.43 mg/lb and no more than 1.4 mg/lb).

US BAKERY IMPORTS FROM ITALY

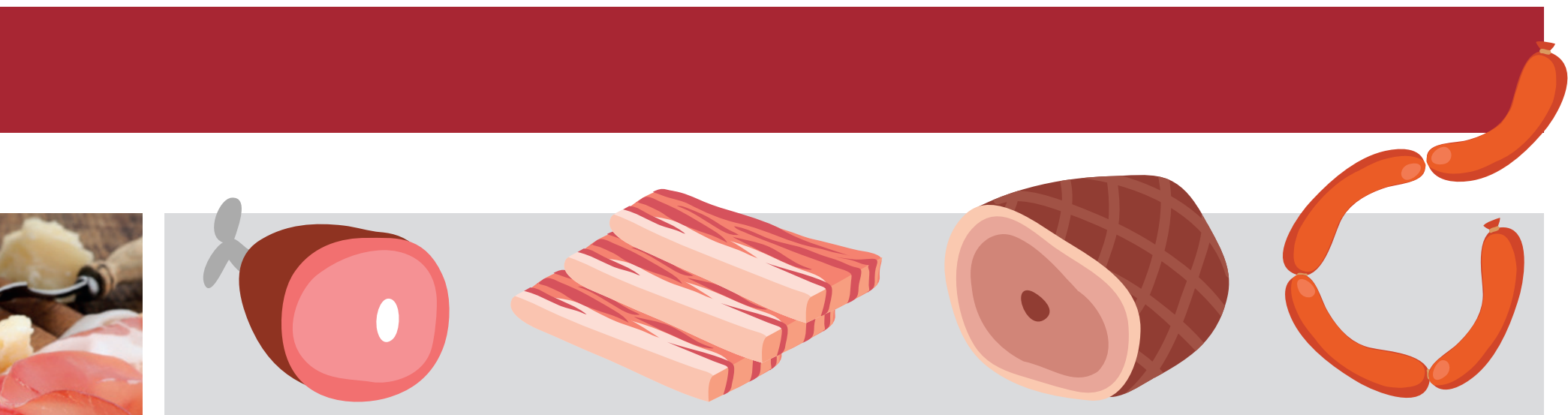
(mln dollars)



(mln kilos)

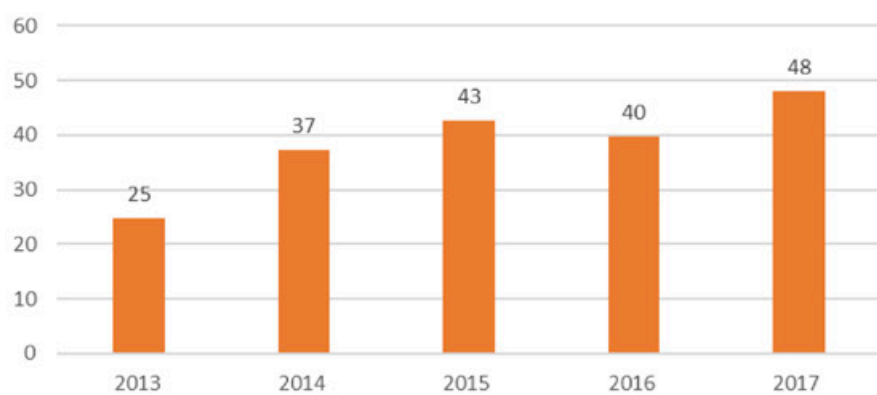


Source: US Department of Commerce, 2018 custom values

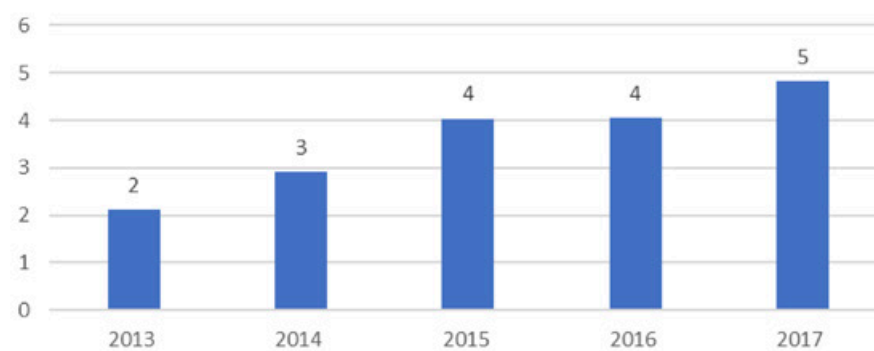


US PROCESSED MEAT IMPORTS FROM ITALY

(mln dollars)



(mln kilos)



Source: US Department of Commerce, 2018 custom values

the end

www.dececco.com

De Cecco organic farming line. Naturally good.



It's organic, it's delicious, it's De Cecco.

De Cecco organic durum wheat semolina pasta is obtained through exclusively natural method and arises from a centuries-old tradition of making pasta and from the search for selected ingredients, mixing authenticity and taste. All products grown according to European standards of organic farming respect the natural equilibrium of the environment. Organic farming does not use chemically synthesised fertilizers or insecticides. Moreover it employs natural farming and fertilising methods and does not use genetically modified seeds. Products are subjected to rigorous checks, inspections, sampling and analysis through a European Control System.



The one and only



thailand

INSTRUCTIONS FOR USE

THE LAND OF SMILES, RIGHT AT THE HEART OF THE ASEAN, IS A COUNTRY OF MORE THAN 70 MILLION PEOPLE, WITH A FAST-GROWING PER CAPITA INCOME. THE FOOD BUSINESS, HOWEVER, IS NOT TO BE TAKEN FOR GRANTED. CHRONICLE OF FOUR DAYS IN BANGKOK, AMONG STREET FOOD, MARKETS, INSECTS AND HUGE MALLS.

By Alice Realini



It's sunrise but, in spite of that, the temperature has already exceeded 40°C. Getting out of Bangkok's well-chilled airport is shocking if you're not used to this weather. But what you see when you come closer to the city can be shocking too. The exasperating but ordinary slowness of the traffic, in the huge Thai capital, gives you the time to observe the city that appears beneath the large and chaotic roads that reach it from the suburbs. At the traffic lights, hundreds and hundreds of scooters, followed by thousands of cars, taxis and tuk tuk (characteristic three-wheeled taxi for tourists) patiently wait for the green light - which can take about ten minutes to come. Yet, in such a state of chaos, nobody is sounding the horn, nor arguing, and everything works without hiccups.

Nevertheless, what is really going to impress tourists travelling to Bangkok for the first time are its huge contrasts. Right beside the luxurious, gigantic malls, where you can buy a scent of Shiseido or a Ferrari - it doesn't make a big difference - you will see the shacks inhabited by the poorest in the population, with the electric wires that dangle up to the road and the open sewers. In the capital there are, next to each other, the crumbling Chinatown, the district of street food, of Chinese pharmacies and of the shops that offer all kinds of goods - beloved by tourists and Thais -; Siam, the realm of mega malls, of the most luxurious hotels, of international schools, offices of

big corporations and home of the expats; and the old city, with its golden temples, smiling Buddhist monks and polished royal palaces, rich in history as well as artistic and architectural treasures, sometimes a fusion of East and West, thanks to the passion of the royal family for ceramics, majolica, marble and European decorations.

Bangkok is a true metropolis that hosts almost 9 million people, able to make this incredible mix coexist thanks to the dogmas of Buddhism, practiced by about 97% of the population. Guests of Koelnmesse Italia and of the Ditp, Department of International Trade Promotion of the Royal Thai Government, on the occasion of Thai-fex (29 May-2 June 2018), we have the opportunity to visit the city and get to know its habits along with some Thais, who tell us how the 'secret' of this apparently impossible coexistence lies in Buddhism: "If I have 100 bath (about 2.60 euros) in my pocket and my neighbor has 1,000, I'm okay with my 100. Evidently, he needs 1,000".

One city, two economies

Walking around the city, it's clear that in Bangkok live two different economies. On the one hand, that of locals, who do their shopping in the many food stands of the city, or in the countless 7eleven stores, and spend for a dinner 2 or 3 euros and for a 'Korean' coffee (similar to Starbucks), around 1.30 euros. On the other hand, there is the economy of the rich, international





THAILANDIA: ISTRUZIONI PER L'USO
Il Paese del sorriso, al centro dell'Asean, è un mercato di circa 70 milioni di persone. Con un reddito pro capite in costante crescita. Ma dove il business, per l'agroalimentare, non è così scontato. Cronaca di quattro giorni a Bangkok. Tra street food, mercati, insetti e giganteschi mall.

WHAT THAILAND LOVES






Some examples of products, shops and food 'interpretations': like cheese, never served in slices but used as an ingredient, or the wide range of dried fruit.



follow

Guastosi Affettati

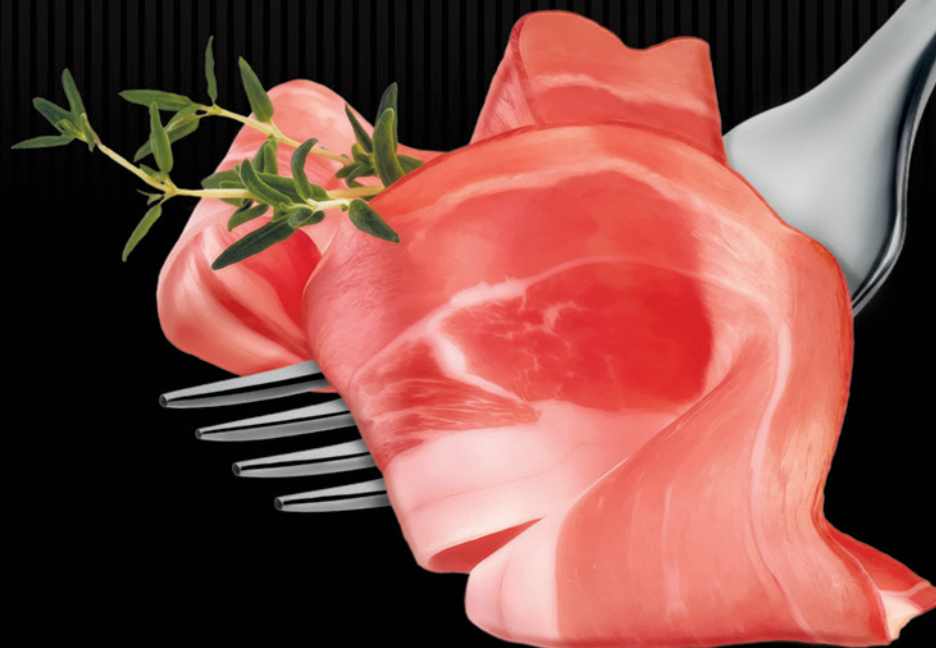
SEDI

-  Langhirano (Pr)
Via Roma, 50 - 43013
-  Langhirano (Pr)
Via Cascinapiano, 28 - 43013
-  Sala Baganza (Pr)
Via Fontana del Duca, 2 - 43038
-  Borghetto Lodigiano (Lo)
Via Troglio, 55 - 26812
-  Bellizzi (Sa)
Via dell'Industria, 95 - 84092



SHAL
INSPIRE FOOD BUSINESS

Hall 6 - Stand D 116- 43013



www.jomispa.it



hotels and expats of European origin. Just a few prices to understand: a taxi that goes through Bangkok from side to side costs about 130 bath (3.40 euros), a Starbucks coffee costs 170 bath (4.9 euros).

A piece of Grana Padano or a pack of Italian Prosciutto cost at least nine euros. "These are products and shops for tourists and foreigners, where we do not go," says the Bangkok guides. This reality puts companies willing to enter this huge market in front of a big choice: direct efforts and products to the local market, thus approaching its tastes and habits, or to a niche of consumers - but providing significant figures - that refer to the western culinary tradition. In this second case, hotels, restaurants and international retail chains will, of course, be the preferred choice.

Daily food habits: the realm of ready-to-go

In Bangkok, leaving home at six in the morning is ordinary. Not for the working hours, but to avoid being trapped in a frightening traffic jam that occurs every day on the roads heading to the metropolis. This means that it is quite normal for a Thai to have breakfast

out-of-home. But if you think of coffee and brioche you are really way off base. Here, in the morning, breakfast is made of rice and noodles, enriched with shrimps, fish, pork or chicken. As for coffee, in Thailand the most beloved are the iced - for obvious climatic reasons - and flavored ones: this means large drinks (here called Korean coffee) made with powders of matcha or green tea, tapioca, coconut, milk, melted cheeses, fruit juice and so on, sold at every street corner. Even for dinner, Thais are used to eat out of home: why should they remain closed in small apartments, when they can eat in Chinatown for a handful of bath? Here the menu is really varied: ranging from grilled chicken and pork sausages, to fish (prawns and squids on all); from the insect skewers (especially crickets and worms of bamboo), to dogfish; from swallow bird nests (which are exactly swallow nests), to pork soups, with tofu and vegetables. With no doubt, Chinese food is the great protagonist. But so are the other local cuisines.

Fruit is the other major protagonist of Thai economy and food: there are varieties unknown to us, such as the expensive and stinking Durian; and

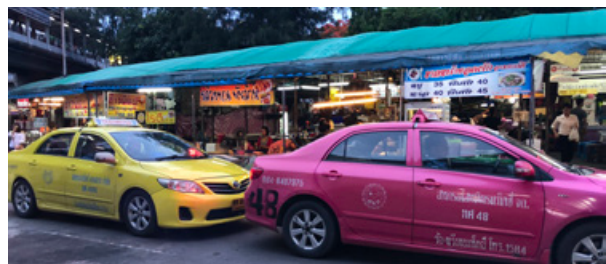
others, like coconut, very used in cooking. But the greatest passion, besides fresh consumption, are dried fruits and fruit chips, starting with coconut and banana. The bulk of the trade goes through these small or large food markets, which are located at every street corner, near the subway exits or next to the shopping malls, where they cook 24/7, day and night, with flavors and aromas that characterize the smell of the city itself. Hence, anyone who wants to approach the local consumers market only has to follow the flow, and the costs, of all this out-of-home consumption, with dishes that can also be enjoyed on-the-go. A clear example is the never-ending supermarket shelf of chips and similar: everything, in Thailand, is turned into bag snacks, with a potato cut: including pork, fruit, fish, insects, vegetables, legumes. The flavors are always a mix of the cornerstones of Thai cuisine: sweet and salty together, with a touch of spicy, more or less pronounced.

What about 'made in Italy'?

During a lunch at the trade show, one of the guides, a young Thai woman of Chinese origins, shows me a bottle of extra virgin olive oil that she was given

IN TOWN, YOU CAN EAT 24/7

Everywhere, at any time, in poor hygienic conditions for European standards: in the Thai capital citizens eat and cook nearly non-stop.



EVERYTHING BECOMES A CHIP

Coconut, banana, and pork in a sweet, salty or sweet & sour version: a glance of the never-ending range of snack bags on sale.



PROCESSED MEATS AND CHEESES IN SUPERMARKETS

Italian products - but not only - show of in supermarkets attended by the Expats.



THE LOCAL CUISINE

Sweet & sour, spicy, with a lot of meat, fish, and vegetables: this is the Thai authentic cuisine.



by some Italian exhibitors. "It's for hair, isn't it?", she asks me. I tell her that no, the oil is intended for cooking. The disappointment immediately reveals on her face. But she is curious and asks me: "How does it work?" I suggest to use it raw or for short cooking recipes, not to damage the product.

At this point, she asks me where such indications are written on the packaging. And how to distinguish one type of oil from the other. With the help of the interpreter, I begin a detailed explanation of the characteristics of olive oil, olive harvest, supply chain and all the topics so beloved by our marketing managers. She looks confused and tells me that you can't sell such a difficult product without explanation and that they are used to foods where the instructions are limited to two or three drawings, that allow you to understand how to cook and enjoy a product without even having to read anything.

This conversation is illuminating and depressing at the same time: it's clear that, of this other half of the world, we have understood very little. In the end, I tell her that her hair is going to be very beautiful if she uses the oil as a balm. Finally, she smiles again while

le eating her fried bamboo worms, like chips, from a colorful bag. At this point, with the interpreter, I try to understand what kind of the idea they have of Italian cuisine. She says that Bangkok is full of Italian restaurants (in the country there are more than 1,000), but that our cuisine is too traditional, 'old', and definitely too expensive.

She makes the example of pizza: in Italian pizzerias it's thin, so you eat less, but it costs more.

Much better international chains, where pizza is cheaper, high and rich in ingredients. With all due respect to the thin dough, the mozzarella 'with tear', the tomato from Southern Italy: here the most popular mozzarella is the New Zealand-style 'pizza': the ingredients required as a topping are very different from ours, and thin, long-leavening dough is a concept with very little or no meaning.

But above all, no one cares where the product comes from or how the supply chain is made: it must be new, colorful, rich and easy to eat while you are looking at the shop windows, a true national sport practiced by the Thais. Here the myth is Japan, sought after for beauty and cosmetics, lifestyle, furniture and, of course, food.

THE CITY OF CONTRASTS

Spiritual and hi-tech, huge and small, artisanal and hyper industrial, very rich and very poor: extremes are everywhere in Bangkok.



the end



il Trentino più genuino!

From a healthy environment our genuine products.

Salumificio VAL RENDENA is specialized in the production of Speck, Carne Salada, Salami and other typical products from Trentino, a region in northern Italy. For over 70 years the successful combination between tradition and technology allowed the production of a wide range of cold cut meats with a unique and unmistakable taste, with a great ratio between quality and price in line with customer's demand.



Boneless pork ham, sprinkled with salt, alpine aromatic plants and flavour, lightly smoked, seasoned in the pure air of our mountain.



Carpaccio - corned beef topside - first quality.



High quality seasoned salami, pure Italian pork.

Discover our products on
www.salumificiovalrendena.it

Salumificio Val Rendena - Via 4 Novembre, 71 - loc. Vigo - 38094 Porte di Rendena - Trentino - Italy - Tel. +39 0465 801031

ALL THESE PRODUCTS ARE GLUTEN FREE AND LACTOSE FREE

"WE ARE THE SOLE PRODUCERS OF ANTIBIOTIC-FREE PORCHETTA"

LEONI RANDOLFO KEEPS GROWING ON GLOBAL MARKETS AND LAUNCHES INNOVATIVE PRODUCTS. INTERVIEW WITH AUGUSTO LEONI, COMPANY OWNER.

Ariccia, in the province of Rome, is the homeland of Porchetta Igp, as well as the headquarter of a dynamic company specialized in the production of this and many other deli meats typical from Lazio. Established in the '40s, it is run by Augusto Leoni, class 1976, nephew of the founder, Augusto, and son of Randolpho Leoni. Today, thanks to the hard work carried out, the company exports to many world countries and has recently widened its production facility, as explained by Augusto Leoni himself.

Let's start from the latest innovations.

We are very proud to announce the launch of our Porchetta di Ariccia Pgi Alg (Antibiotic-free life guarantee) sliced.

Which is the value added?

As of today, we are the only producers in Italy that can guarantee a 100% safe porchetta, free from nitrites, nitrates, colorings, gluten, and lactose. And it doesn't end up there. It is made with the meat of pigs proceeding from a Sustainable pork value chain

(Kdv), raised without the use of antibiotics since birth.

What is coming in the near future, instead?

We will soon present a new shape of our 'couples' of pure pork. We have created a snack made of lean pork meat dried in different flavors. A project I've been working on for a long time and that I think could be of great interest to the market.

You recently widened your production facility, which is a positive sign.

Definitely, we invested in a new facility and the overall surface has increased by almost 25%.

Why did you do that?

We had to, since in recent years our company has experienced a 15% yearly growth rate. The new plant is of fundamental importance in order to meet the growing demand from the domestic market as well as from the international ones. We are now distributed in Northern Europe, Belgium, Holland, Luxembourg, Spain, Hong Kong, Canada and other countries. But there is still much to be done.

What do you mean?

In 2019, we have planned a

Porchetta di Ariccia Pgi Alg (Antibiotic-free life guarantee) sliced



PORCHETTA

WITH:

pork meat, rosemary, garlic, salt, pepper.

WITHOUT:

Antibiotics since birth, nitrites, nitrates, colorings, gluten, lactose.

ANIMAL WELL-BEING:

Wider space, elimination of cages for sows and group lairage, increase of the minimum lactation length.

TRACEABILITY:

The supply chain allows for complete traceability. Every stage of the animal life cycle is monitored by chips.

SAVE THE DATE
Leoni Randolpho will
be exhibiting at
Tuttofood Milan,
6-9 May 2019



A picture of the production site

further enlargement of our shipping area. After all, we are a dynamic and innovative company and we want to be ready to manage business volumes that, luckily, are growing steadily.

Let's talk more in detail about exports, that are growing significantly for deli meats.

It's true: our products are increasingly appreciated by foreign consumers. Our history, our authentic specialties, and the food safety we can guarantee are awarding us with increasing market shares.

"Siamo gli unici produttori di porchetta antibiotic free"

Specializzata nella produzione di porchetta di Ariccia Igp e di altri salumi tipici laziali, Leoni Randolpho è guidata da Augusto Leoni, nipote del fondatore Augusto e figlio di Randolpho Leoni. Una storia che comincia negli anni Quaranta e che oggi vede l'azienda impegnata a incrementare il proprio business all'estero e ad ampliare lo stabilimento produttivo, oltre che nel lancio di nuovi prodotti, come la porchetta di Ariccia Igp antibiotic-free affettata.



100% Italian milk



SINCE 1950



www.mozzarelladiseriate.it

Caseificio Preziosa SRL

Via Cassinone, 32 - 24068 **SERIATE (BG) ITALIA**

Tel. +39 035 303 884 - Fax +39 035 303 897

info@mozzarelladiseriate.it - Resp. Commerciale: gabriele@mozzarelladiseriate.it



A BOOMING INDUSTRY

IT WAS HELD ON THE PAST SEPTEMBER THE 10TH EDITION OF INDIA'S MOST IMPORTANT TRADE SHOW DEDICATED TO FOOD AND RELATED TECHNOLOGIES. ATTENDED BY OVER 31,000 VISITORS AND NEARLY 500 EXHIBITORS.

The food processing industry is one of the largest, in India, in terms of production, consumption, export and expected growth which have a great potential to attract investment and generate employment by 2024. The country has solidified itself as a net food exporter with a consistent balance of trade surplus in food and agricultural products, and with an expectation of the market to double by 2020 so as to fulfill the evolving needs of consumers.

The food processing industry is seeing growth and profitability due to increased domestic consumption and increasing capabilities to meet the standards and demand for traded commodities and processed goods around the globe. If modern food processing technologies, cold storage techniques, and food quality grades are adopted, the sector is expected to gain strength and the link between agriculture and manufacturing will forge. A stronger food processing sector will also address some of the rising concerns of food wastage and farmer profitability.

Considering that the demand of greater convenience and a higher-degree of processed and prepared products have increased, Media Today Group organized on a grand scale the 10th anniversary edition of India Foodex expo series - an attempt towards growth and profitability of the Indian food processing industry at Biec, in Bangalore, from 31st to 2nd September, 2018.

India's largest international exhibition on food products, retailing, import & export, processing and packaging machineries and allied industries, India Foodex 2018 showcased modern methods and functionality of commerce values towards a sustainable development.

"Processed food will play a major role in the future. India has to see the creation of many food processing industries as several Mega Food Parks are coming up in the country. New ventures on medium to large scale food processing can be initiated in these mega food parks," said Agriculture Minister of Karnataka N. H. Shivashankara Reddy, during the event



inauguration.

While communicating with the Minister, MB Naqvi, ceo, Media Today Group said: "At this instant we must focus on reducing our post-harvest losses, value add our farm produce, make the farmer get greater income and make more food available for consumption."

Visitors attendance and overseas participation

India Foodex 2018 offered an impressive show attracting over 31,000 visitors and nearly 500 exhibitors from all parts of India and other 30 participating countries. Many leading brands and top ranking professionals visited and observed it as the best acknowledging ground for the potentials in the right way and through right means.

The show presented huge opportunities to exhibitors as well as visitors. The expo series had valuable b2b business meetings and global exposure to the initiatives, networking for the stakeholders and a lot more. Over the three days of the expo, potential clients met with many leading companies from all over the world and assisted meaningful discussions and business deals.

The contingent of international delegations was large: 35 members from China, 30 members from Brazil, 25 from Turkey and 15 from Indonesia were present. France, Germany, Iran, Italy, Japan, Malaysia, Nepal, Poland, Spain, Taiwan, UK, Ukraine, USA, Vietnam and Bangladesh were among the important participant countries.

Federica Bartesaghi

India Foodex 2018: cresce l'industria agroalimentare indiana

Si è svolta lo scorso settembre, presso il quartiere fieristico Biec a Bangalore, la decima edizione di India Foodex 2018, evento di riferimento in India per il comparto agroalimentare e delle tecnologie dedicate. Presenti 500 espositori e oltre 31mila visitatori.

SAVE THE DATE
INDIA FOODEX 2019:
30TH AUGUST - 1ST SEPTEMBER,
BANGALORE

CONCURRENT EVENTS

by Media Today Group

1st Hotel, Restaurant & Catering Expo (HRC Expo)

International exhibition on hotel, restaurant and catering products, services, bakery equipments and technology.

5th Meat Tech Asia 2018

A common platform for the entire meat sector - producers, meat processing technology suppliers, service industry and other stakeholders.

8th DairyTech India 2018

International exhibition on dairy products, processing & packaging machinery and allied industries.

9th GrainTech India 2018

Common platform for the grain and feed milling and ancillary industry segments. Recognized as the India's largest technology exhibition on flour, rice, pulses, spice, corn, semolina, pasta, biscuit, feed, milling machinery, storage, processing, packaging, ingredient and allied industries.





100% ITALIAN
RAW MEAT



GLUTEN AND
LACTOSE FREE



PACK ECO-FRIENDLY

FUMAGALLI ORGANIC SUPPLY CHAIN

A FULL RANGE
OF PRODUCTS



THE ENTIRE LIFE CYCLE (BIRTH, BREEDING AND TRASFORMATION)
MANAGED IN OWN FACILITIES.

TO ALWAYS GUARANTEE THE BEST QUALITY.



www.fumagallisalumi.it

PRODUCT PREVIEW ALL EYES ON PARIS

Sial, Salon International de l'Alimentation, is set to take place in the French capital from 21st to 25th October 2018. Over more than 50 years, this biennial event has become the go-to, inspirational meeting place for the entire food processing industry, for sharing the solutions of today and tomorrow and address the food challenges of the years to come. Here is a preview of the product innovations that Italian exhibitors will present during the trade show.

Tutti gli occhi su Parigi

L'edizione 2018 di Sial, Salone internazionale dell'alimentazione, si svolgerà dal 21 al 25 ottobre nella capitale francese. In oltre 50 anni di storia, la kermesse biennale si è trasformata in un appuntamento immancabile per gli operatori dell'industria alimentare, nonché l'occasione di condividere idee e soluzioni per approcciare le sfide del comparto di oggi e di domani. Ecco una preview delle novità di prodotto che gli espositori italiani presenteranno nel corso della manifestazione.

www.sialparis.com



160,000

visitors from 194 countries

7,020

exhibitors from more than 109 countries

SALUMIFICIO FRATELLI BERETTA

www.fratelliberetta.com - www.puroberetta.it

HALL: 6 - BOOTH: C 084



PROSCIUTTO CRUDO 'PURO' BERETTA

Prosciutto Crudo and all of Puro Beretta range (cooked ham, roasted chicken, mortadella and salami) are high quality sliced cold cuts where the wise traditional methods are combined with the most modern and safe production techniques allowing results in line with the best products currently on the market.

Ingredients

Pork leg and salt. It is produced with meat from animals reared without the use of antibiotics since birth and in respect of animal welfare. Gluten-free, without lactose and added nitrates.

Packaging

Weight: 90 g. Packed in protective atmosphere.

PFITSCHER

www.pfitscher.info

HALL: 6 - BOOTH: D 084



SALAMI WITH BOAR SLICES

Seasoned raw sausage, sliced.

Ingredients

100 g of salami was prepared with 124 g of pork meat, 31 g of boar meat, salt, spices, spice extracts, dextrose, flavoring, vegetable extract for broth, antioxidants: ascorbic acid, sodium ascorbate; preservatives: nitrite of sodium, potassium nitrate.

Packaging

Product packed in trays in protective atmosphere, 60 g.

Shelf life

70 days from labelling.

International certifications

Brc, Ifs.

SALUMIFICIO MARCHISIO

www.salumificiomarchisio.com

HALL: I - BOOTH: F 075



MARCHISIO SALAMI WITH CHAMPAGNE

This delicate salami is produced starting from the traditional recipe for Marchisio salami: the company selects the best cuts of pork meat, it carefully measures spices and herbs to the meat and it adds directly in the mixture the precious Champagne. The salami is seasoned in dedicated 'paiole', fresh cellars with a constant airflow, where typical flavours and fragrances will naturally develop.

Packaging

Available in turista size of about 300 g.

SALUMIFICIO SAN PAOLO

www.salumificiosanpaolo.it

HALL: I - BOOTH: E 083



LE NUVOLE 'SENZA' (WHITOUT)

It is a high quality sliced line of cured or cooked meat from animals bred without antibiotics since birth.

Packaging

The cured meats are served in an innovative design tray, where each slice is placed by hand in order to create soft waves. Weight: 120 g. Packed in Atp - modified atmosphere packaging.

Shelf life

From 30 to 50 days.

Certifications

Brc, lfs.

SALUMIFICIO SOSIO

www.labresaoladebaita.it

HALL: 6 - BOOTH: A 118



LA MIA BRESAOLA

La mia Bresaola is exclusively produced by the most selected fresh meats and entirely handmade, according to the tradition of Sosio family's butcher shop. Perfect for those looking for a gourmet product, which holds inside the values of tradition and craftsmanship.

Packaging

Weight: 6-7 kg. Vacuum-packed, each carton contains two cases. Each case is individually numbered and sealed.

DEVODIER PROSCIUTTI

www.devodier.com

HALL: I - BOOTH: E 077



'ECCELLENZE 36'

The company's most exclusive line of top quality Italian dry cured ham with a seasoning of minimum 36 months. Packed in a patented carton box which has a luxury unmistakable look&feel, strong impact on shelf and generates high customer loyalty.

Ingredients

Italian pork, salt.

Shelf life

90 days.

Packaging

Weight: 70 g. Packed in Atm with special cardboard sleeve.

Certifications

Brc, lfs.

COME VISIT US AT SIAL
HALL 7 - BOOTH E131



AGRIFORM

discovering Italian cheese



AGRIFORM S.C.A.

www.agriform.it

HALL: 7 - BOOTH: E 131



**PIAVE VECCHIO PDO
'ORO DEL TEMPO'**

Piave cheese is produced in full respect of the oldest Venetian cheese-making traditions. After 12 months of aging it expresses its full maturity: the texture becomes friable and the flavor fruity and intense, although sweet and never piquant. The innovative paper-wrapped vacuum package makes it appealing to consumers, and the absence of the rind on the flat side makes it easy to eat and reduces waste. As from fall 2018, Extra Aged Piave PDO 'Oro del Tempo' will not feature lysozyme (a protein from egg normally used in cheese making) as an ingredient anymore.

Ingredients

Milk, salt, rennet.

Shelf life

180 days.

Packaging

200 g fix weight paper-wrapped vacuum pack.

Certifications

Brc (Grade A), Ifs Food (Higher level), UNI EN ISO 9001:2015.

BRAZZALE

www.brazzale.com

HALL: 7 - BOOTH: A 007



**BURRO SUPERIORE
FRATELLI BRAZZALE**

Fratelli Brazzale's Superior Butter has unique organoleptic characteristics. It is obtained only from fresh centrifuged cream, churned within 24 hours since milking. Every single stage of production is carefully managed: from the selection of milk to transportation, from centrifuge to cream maturation, from the butter-making process till final packaging. Fratelli Brazzale's butter is at least 84% fat and is made exclusively with the milk collected in one single barn in the gorgeous agricultural region of Moravia, Czech Republic, which is directly managed by Brazzale technicians.

Ingredients

Butter from pasteurized milk cream, selected lactic ferments.

Packaging

125, 250 g pats; single servings; hand-wrapped roll; 250 g can; 500 g tray.

IGOR GORGONZOLA

www.igorgorgonzola.com

HALL: 7 - BOOTH: H 033



QUATTORROSE SANTI

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

Ingredients

Wheel (12 kg), 1/2 wheel (6 kg), 1/8 wheel (1,5 kg) 1/16 wheel (750 g), pack (150/200 g).

Shelf life

40 days.

Certifications

Animal welfare.

INALPI

www.inalpi.it

HALL: 7 - BOOTH: G 001



BRA DURO D'ALPEGGIO AOP

Table cheese and grated, pressed with cylindrical form with flat faces; tough and regular and not edible rind of dark beige color; regular pastry of ochre yellow color, matt and darken, with few small as soon visible holes.

Ingredients

Milk, salt and rennet.

Shelf life

10 months for the whole wheel, 90 days for the half-wheel, quarter wheel and the 200 g.

Packaging

Flow pack.

CASEIFICIO LONGO

www.caseificiolongo.it

HALL: 1 - BOOTH: C 094



TOMINO DEL BOSCAIOLO

Soft cheese with edible crust, slightly moulded.

Ingredients

Milk, rennet, salt.

Shelf life

37 days.

Packaging

Heat sealed plastic tray or flow packed polystyrene tray.

Certifications

Brc, Ifs.

SORI' ITALIA

www.soritalia.com

HALL: 7 - BOOTH: A 014



**BURRATA DI BUFALA
'CASA SORRENTINO'**

100% buffalo milk burrata, totally hand-made.

Ingredients

Pasteurized buffalo's milk, natural fermented whey, rennet, salt, cream of buffalo milk.

Shelf life

20 days.

Packaging

125 and 200 g single cup.

Certifications

Iso, Brc, Ifs, Halal, Bio, Sedex.

VALGRANA

www.valgrana.com

HALL: 7 - BOOTH: H 106



PIEMONTO

Hard cheese characterized by a cooked paste reaching a slow maturity. It is produced all year long and may be used both for dining and grated. It may be sold as a whole cheese, in portions or grated.

Ingredients

Raw cow's milk, salt and rennet.

Shelf life

120 days.

Packaging

300 g, portions packaged under vacuum.

Certifications

Iso 9001:2015, Iso 22000:2005.

LATTERIE VICENTINE S.C.A.

www.latterievicentine.it

HALL: 7 - BOOTH: E 131



**FRESH ASIAGO PDO
'BROWN BREED COW MILK'**

This is the latest project of Latterie Vicentine. It is produced with the milk collected from associated farms located in the Vicenza valley. Only the best Brown Breed Cow milk is selected, particularly suitable for cheese-making. Rich in casein, it ensures a high quality end product that owns distinctive organoleptic properties. With a soft and tender texture, it is characterized by straw yellow colour and well distributed holes. The taste is sweet and delicate, and it reminds of raw milk. The cheese is aged more than 40 days.

Ingredients

Milk, salt, milk enzymes, rennet.

Packaging

Weight: about 14 kg per wheel. 1 wheel per carton.

Shelf life

75 days.



ORGANIC

CASEIFICIO DEFENDI

www.formaggidefendi.com

HALL: I - BOOTH: C 94



GORGONZOLA PDO ORGANIC

A PDO blue-veined cheese made exclusively by organic certified milk according to the ancient tradition. Characterized by a mild and delicate taste that is exalted by its soft and creamy consistency.

Ingredients

Organic milk, salt, rennet, ferments.

Shelf life

45 days from packaging date.

Packaging

Available also in a 200 g portion, in an eco-friendly tray designed to be 100% recyclable and to be customized on all four sides of the package. An intelligent packaging that can always guarantee the perfect preservation of the product and minimize the impact of packaging on the environment.

Certifications

Brc, lfs, Organic, Fda.

AGROMONTE

www.agromonte.it

HALL: 5B - BOOTH: J 056



ORGANIC READY-TO-USE CHERRY TOMATO PASTA SAUCE

Ingredients

Organic cherry tomato (97%), organic extra virgin olive oil, salt, organic carrot, organic onion, organic basil, organic celery.

Shelf life

36 months.

Packaging

Net weight: 330 g. Pack: traditional beer bottle.

Certifications

Organic, Usda Organic, Kosher, Brc, lfs.

DELIZIOSA

www.prodottideliziosa.it

HALL: 7 - BOOTH: C 061



TRULLOCCHIATO SEASONED IN THE CAVE

Semi-hard stretched curd cheese seasoned in the cave.

Ingredients

Milk from Apulia, salt, rennet, lactic ferments.

Shelf life

12 months.

Packaging

Weight: 3.500 g. Carton box.

Certifications

Brc, lfs, organic.

EDO

www.edogelati.eu/en/

HALL: 5A - BOOTH: T 158



RICE ON STICK

100% vegan ice cream, free from lactose and gluten. Made with non-GMO Italian rice. Suitable for people with food intolerances as well as health-conscious individuals looking for well-being and balance.

Ingredients

Italian rice drink.

Shelf life

24 months.

Packaging

40 g, stick.

Certifications

lfs, Organic certification (Icea Standard).



follow



WITH

PORK MEAT
SALT | PEPPER
ROSEMARY
GARLIC



www.porchettaigp.eu



ANIMAL WELFARE

Larger spaces, increasing the minimum breastfeeding period.
Real respect for the environment

WITHOUT

ANTIBIOTICS
NITRITES | NITRATES
COLOURANT | GLUTEN
LACTOSE



**ANTIBIOTIC FREE LIFE
GUARANTEE**

The chain guarantee a **COMPLETE TRACEABILITY** thanks to the latest generation chip used to monitor every phase of animal life.

EUROSNACK - FORNO DAMIANI

www.fornodamiani.it

HALL: I - BOOTH: E 028



BIOSNACK SCHIACCIATELLE

Forno Damiani launches the new premium organic range under brand name Biosnack. From the success of the single pack, the new multipack for those who want the Schiacciatelle taste even at home in a convenient pack. Schiacciatelle enriched with turmeric and ginger, with appetizing pumpkin and sunflower seeds. Suitable for Vegans and Halal certified.

Ingredients

Organic soft wheat flour, turmeric and ginger, with pumpkin and sunflower seeds.

Shelf life

15 months.

Packaging

Multipack 280 g, with 8 portions of 35 g each.

International certifications

Brc, lfs.

FARMO

www.farmo.com

HALL: I - BOOTH: G 019



BIOVITA ORGANIC PASTA - FUSILLI WITH CAULIFLOWER AND BROWN RICE

BIOVITA gluten-free pasta and vegetables join forces. Brown rice, among the most widely consumed cereals in the world, is rich in fibre and healthy properties. Cauliflower is considered to be the vegetable with the highest nutritional value as it is low in calories and high in vitamin C, minerals and fibre. A classic ingredient of the Italian cuisine. Organic, vegetarian, Italian.

Ingredients

Organic brown rice flour, organic cauliflower powder.

Shelf life

36 months.

Packaging

240 g - 8,5 oz.

Certifications

Gfco, Gfcp, Bio, Usda Organic, Brc, Kosher.

FRACCARO SPUMADORO

www.fraccarospumadoro.it

HALL: I - BOOTH: C 094



ORGANIC VENEZIANA WITH LIMONCELLO

Spongy sourdough mixture with the fresh, aromatic lemon fragrance. The infusion of lemon rind gives this cake intense aromas and a strong taste. All ingredients come from organic farming.

Ingredients

Wheat flour*, Limoncello syrup* 20% (cane sugar*, water, lemon peel infusion*, ethyl alcohol*), cane sugar*, butter*, egg*, natural yeast* (wheat flour*, water), egg yolk*, barley malt*, natural citrus flavouring, sea salt, natural vanilla flavoring. (*from organic farming). May contain traces of soy. Alcohol 2,5%.

Shelf life

6 months.

Packaging

500 g. in small carton box.

Certifications

Icea, Organic, lfs.

GABRO

www.gabro.it

Hall: I - National pavilion
Booth: D 096



GABRO 'SPECIAL SELECTION'

A strong packaging, which recalls the first label put on the market by the company, almost 35 years ago. The use of Ceralacca wants to give that touch of 'craftsmanship' typical of Italian products.

Ingredients

Organic extra virgin olive oil.

Shelf life

18 months.

Packaging

50 cl.

Certifications

lfs, Kosher, Nop, Jas, Icea.

PASTIFICIO GRANORO

www.granoro.it/en

HALL: I - BOOTH: G 127



ORGANIC DURUM WHEAT SPAGHETTI SENATORE CAPPELLI VARIETY

The 100% variety Senatore Cappelli pasta, such as the durum wheat where it comes from, has excellent nutritional value, it contains a high content of amino acids, vitamins and minerals. It is bronze extruded, and shows a straw-yellow color like the durum wheat and it keeps an excellent steadiness after the cooking process.

Ingredients

Organic durum wheat semolina.

Shelf life

36 months from date of packaging.

Packaging

500 g. Pack recyclable in paper waste.

Certifications

Icea, Hosas 18001, Emas, Brc, Iso 14001, Iso 22000, Kosher, Iso 22005:08, Halal, lfs, SA8000

ILTA ALIMENTARE

www.ilta.com

HALL: 5B - BOOTH: M 087



AMÍO ORGANIC

AMÍO Organic includes nine Italian varieties of lentils, beans, chickpeas, spelt and barley from about 20 companies located in Apulia, Sicily, Veneto, Basilicata, Friuli Venezia Giulia and Marche that have joined the Ilta Alimentare supply chain project. Transparency, respect for nature, constant crop control, Ccpb certified responsibility and soil and product quality are the foundation of the production process.

Ingredients

100% Italian organic pulses and grains.

Shelf life

18 months.

Packaging

400 g. Resealable box with warranty seal, packaged in Map.

Certifications

Brc, lfs, Organic. Sedex Members, Global Compact Members.

JOE & CO

www.yesorganic.it

HALL: I - BOOTH: F 043



AGE+ OMEGA 3-6-9

From its culture and passion for cold-pressed seed oils, the company has created the new AGE + line. This project stems from the desire to offer all consumers a product that is rich in essential fatty acids. Omega 3 • 6 • 9 is a balanced blend of 5 different oils: flax, high oleic sunflower, canola, pumpkin and walnut. All very important oils from a nutritional point of view, suitable for the whole family, and for daily use.

Ingredients

Flax, high oleic sunflower, canola, pumpkin and walnut oils.

Shelf life

18 months.

Packaging

Bottle: 750 ml in Uvga green glass. Box: 6. Box per pallet: 96.

Certifications

Organic (Ccpb), Vegan (Vegan OK).

RIZZOLI EMANUELLI

www.rizzoliemanuelli.com

HALL: I - BOOTH: D 080



LE RIZZOLINE ADRIATIC SEA ANCHOVY FILLETS IN ORGANIC EXTRA VIRGIN OLIVE OIL

Fillets of anchovies, caught in the open sea (Adriatic Sea), processed entirely by hand and preserved in organic extra virgin olive oil. Completely natural, from certified olive groves, organic extra virgin olive oil is a tasty newcomer to the world of fish preserves.

Ingredients

Anchovies 48% (Engraulis Encrasicolus, fishing zone FAO 37.2.I - Adriatic Sea), organic extra virgin olive oil 45%, salt.

Shelf life

15 months.

Packaging

Net weight 40 g. Drained weight 22 g. Packed in a protective atmosphere in semi flexible packaging. Practical and easy to open thanks to easy peel.

Certifications

Ccpb, Italcheck.

ORGANIC

GEOVITA

www.geovitagroup.it

HALL: 5B - BOOTH: J 106



MIX OF RICE, QUINOA AND BULGUR

Mix of rice, grinded durum wheat and red quinoa. Naturally steam precooked. Ready in 5 minutes.

Ingredients

Rice, durum wheat, red quinoa.

Shelf life

24 months.

Packaging

250 g. Packed in protective atmosphere in double square bottom bag.

Certifications

Organic.

GRUPPO MANGIARSANOGERMINAL

www.germinalbio.it

HALL: 5A - BOOTH: J 121



BLUEBERRY BAR GERMINAL BIO BABY

Blueberry bar Germinal Bio Baby (from 12 months) is organic, dairy free and eggs free. This product is for French and Dutch markets.

Ingredients

*spelt flour 27%, *blueberry compote 25% (*cane sugar, *apple puree, *blueberry puree 23%, gelling agent: pectin, *lemon juice), *rice flour, *concentrated apple juice, *sunflower oil, *cocoa butter, raising agents (potassium tartrates, sodium carbonates), thiamine (B1 vitamin), emulsifier: *sunflower lecithin, *lemon juice, *natural flavouring. (* = organic).

Shelf life

9 months.

Packaging

180 g box (6x30 g).

Certifications

Organic, vegan.

GHIOTT DOLCIARIA

www.ghiott.it

HALL I - BOOTH: D 155



GHIOTTINI ALMOND CANTUCCINI

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

Ingredients

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

Shelf life

18 months.

Packaging

250 g box.

Certifications

Brc, lfs, Organic.

LA GOLOSA DI PUGLIA

www.lagolosadipuglia.it

HALL: 7 - BOOTH: C 256



LA BURRATINA BIOGIOIA

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

Ingredients

Biological pasteurized milk, Uht biological cream minimum 35% (cream and carrageenan), salt, lactic acid and rennet.

Shelf life

18 days.

Packaging

Cluster.

Certifications

Organic.

follow

THE NATURAL SWEETNESS



Gorgonzola
DOP

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

The Quality with Love

MOLINO ROSSETTO
www.molinosrossetto.com
HALL: 5B - BOOTH: J 084



ORGANIC QUADROTTI WITH SPELT FLOUR

The organic Quadrotti with spelt flour are a delicious snack in every moment of your day. An ideal snack for every break time. The possibility to close the cup maintains the same taste and fragrance.

Ingredients

Spelt flour* 84%, sunflower oil* 10%, salt, yeast, malted wheat flour* (*= organic)

Shelf life

8 months.

Packaging

80 g, cup.

Certifications

Organic.

PETTI GROUP - ITALIAN FOOD
www.ilpomodoropetti.com
HALL: I - BOOTH: IG 157



ORGANIC DATTERINI TOMATOES' PASSATA & ORGANIC CRUSHED DATTERINI TOMATOES

Petti's organic Datterini tomatoes' delicacies are masterpieces of the organic Petti range: made from 100% Tuscan certified organic Datterini tomatoes, carefully chosen and low temperature processed to better preserve the bright red colour and the distinctly rich and sweet taste. With no added preservatives nor fats, unique on the market for the high quality and the Tuscan origin of the raw material.

Ingredients

Organic Datterini tomatoes, iodized salt.

Shelf life

3 years.

Packaging

Available in 350 g and 500 g formats. Premium packaging in Petti's exclusive registered glass bottle with innovative transparent label.

Certifications

Product: Ica, Kosher, Vegan Ok. Company: Brc, Fda, Haccp, Ifs Food, Iso 9001:2008.

LA PIZZA+I
www.lapizzapiuuno.it
HALL: I - BOOTH: G 083-081



ORGANIC MARGHERITA PIZZA WITH SLICED TOMATOES AND EXTRA VIRGIN OLIVE OIL

La Pizza +I is presenting a new, healthy and modern meal solution: the authentic Italian thick pizza now available in the organic recipe. Top quality and 100% certified organic Mozzarella, sliced cherry tomatoes, extra virgin olive oil, tomato sauce, brewer's yeast together with the great expertise in leavening and baking are the key 'ingredients'. Ready in just 6 minutes of heating.

Ingredients

Soft wheat flour*, mozzarella*, tomato purée*, cherry tomatoes*, water, extra virgin olive oil*, salt, yeast*, raw cane sugar*, oregano*. (*Organic)

Shelf life

Duration in a protective atmosphere: 30 days.

Packaging

Weight: 215 g. Paper like flow pack with modified atmosphere in multiple cardboard case.

International certifications

Brc, Ifs, Iso, Bioagricert.

PROBIOS
www.probios.it
HALL: 7 - BOOTH: F 361



CRISP TOASTS WITH WHOLE MEAL FLOUR, GLUTEN FREE

A classic breakfast is finally available in the organic and gluten-free version. From the Rice&Rice brand by Probios, the gluten-free melba toasts: light and crunchy, they maintain their friability thanks to the single portions of 5 melba toasts each. The recipe produced with sunflower oil is available in two versions: natural or with wholemeal flour enriched with flax, sunflower and quinoa seeds.

Ingredients

*corn starch, *whole meal rice flour 6%, *potato starch, *linseed 4%, *sunflower oil 4%, *sunflower seeds 3%, yeast: Saccharomyces cerevisiae, *dextrose, *quinoa flour 1,5%, salt, *carob seed flour, emulsifier: soy lecithin. (*organic)

Shelf life

18 months.

Packaging

300 g box (paper).

Certifications

Bioagricert - organic food certification, AIC - Italian Celiac Association.

MASTER
www.gnocchimaster.com - www.mammaemma.it
HALL: I - BOOTH: E 128



POTATO GNOCCHI WITH WHOLE WHEAT FLOUR ORGANIC AND VEGAN

Gnocchi made with fresh potatoes steamed with their peel, no preservatives or additives, only natural ingredients, genuine as homemade.

Ingredients

Fresh potatoes, whole wheat flour, salt.

Shelf life

50 days.

Packaging

400 g, pillow bag with paper box.

Certifications

Brc, Ifs, Ica, Iso 22000.

SARCHIO
www.sarchio.com
HALL: 7 - BOOTH: E 389



RICE AND WAKAME SEAWEED CAKES

With Italian whole rice and small parts of wakame seaweed, the new cakes are organic, gluten free and vegan and rich in iodine and other minerals. Tasty particularly for seaweeds lovers, can be a substitute of bread or can be used as basis for snacks. The line also includes red and Venus black rice cakes, rice and quinoa, 100% buckwheat.

Ingredients

Whole rice (97,1%), wakame seaweed (2,9%).

Shelf life

12 months.

Packaging

100 g.

Certifications

Ccpb, AIC, Vegan Society.

SGAMBARO
www.sgambaro.it
HALL: I - BOOTH: C 094



ORGANIC EINKORN PASTA

Einkorn wheat: the new era of digestible gluten. Its origin dates back over ten thousand years. It has a simpler genome than other cereals. Its gluten is more fragile and therefore more easy to digest.

Ingredients

Italian einkorn flour (Triticum monococcum).

Shelf life

3 years. Fears moisture, store in a cool, dry place.

Packaging

Self-standing plastic bag 500 g.

Certifications

Ica, Brc, Ifs, Kosher.

IL FORNAIO DEL CASALE
www.gecchele.com
HALL: 5A - BOOTH: G 122



VIALETTIO BIO GECCHELE

Bio Biscuit with cereals mix, cranberries and chocolate.

Ingredients

Wheat flour, brown sugar, cocoa paste, oat flakes, puffed wheat, wholemeal wheat flour, cranberries, puffed quinoa.

Shelf life

300 days.

Packaging

180 g. Plastic tray with flow pack.

Certifications

Organic, Ifs.

ORGANIC

TERRE DI PUGLIA

www.terredipuglia.it

HALL: I F - BOOTH: I I I



STARCROCK TOMATO & OREGANO FLAVOR

Terre di Puglia presents the new Starcrock snacks, mini crackers with an explosive taste, made according to the ancient Apulian recipe, with extra virgin olive oil, quality flour and without the addition of preservatives, dyes or hydrogenated fats.

Ingredients

Wheat flour, white wine, high oleic sunflower oil, salt, extra virgin olive oil, tomato powder, oregano, granulated onion, basil, natural sesame.

Shelf life

12 months.

Packaging

80 g bag.

Certifications

Brc, Ifs, Oranic, Vegan Ok.

VALLEDORO

www.valledorospa.it

HALL: I - BOOTH: F 080



RISIBISI

Risibisi are the new crispy organic & gluten free rice snacks from Valledoro. Oven cooked, not fried and without palm oil. They are rich in proteins and fibers and are ideal for a break during the day or for your vegan meals. 'Green Peas' and 'Chickpeas' versions available.

Ingredients

Green peas flour ('Green peas' version), chickpeas flour ('Chickpeas' version), rice flour, sunflower oil, salt.

Shelf life

240 days.

Packaging

80 g resealable bag (14 units x ct)

Certifications

Ifs, Brc.

ZANETTI

www.zanetti-spa.it

HALL: 7 - BOOTH: C 174

ZANETTI ORGANIC LINE

The Zanetti-Organic line proposes PDO hard cheeses, naturally lactose free: Grana Padano and Parmigiano Reggiano. The new Zanetti-Organic product line reflects a holistic business approach, as clearly stated by Zanetti in its first Sustainability report.

Ingredients

Milk*, salt, rennet (*from organic farming).

Shelf life

200 g vacuum 180 days, 100 g grated in bag 120 days.

Packaging

200 g portion vacuum packed + 100 g bag grated cheese.

Certifications

Organic.



follow

INFOMERCIAL



SIRHA, THE PLACE WHERE TOMORROW'S FOOD TRENDS COME TO LIFE



INTERVIEW WITH MARIE-ODILE FONDEV, MANAGING DIRECTOR OF SIRHA TRADE SHOW

HOW WOULD YOU DEFINE SIRHA IN 2019?

By focusing on the influences and innovations in the industry, while at the same time preserving the spirit of a festive gourmet event that is its signature, the event has become one of the most important trade shows in the Food Service industry worldwide. It is an exceptional venue for business that **more than 200,000 professionals, including 25,000 chefs**, enjoy for its friendly ambiance.

They converge to Sirha in Lyon to exchange and soak up the major trends in food, catering, new techniques

and services. Together with the **3,000 exhibitors**, our **10 areas dedicated to animations and demos**, as well as the 21 contests contribute to encourage creativity and boost business.

WHAT ARE THE EMERGING TRENDS FOR THIS EDITION?

Our network of events and global partners enables us to continually interact with players in the Food Service industry. This puts us in a privileged position. Sirha is also in close contact with chefs all over the world, in particular through the Bocuse d'Or and Coupe du Monde de la Pâtisserie contests.

Thanks to this intimacy, we can spot the major emerging influences that will impact consumers' tastes and requirements. For this edition we have identified and reviewed 7 influences that will be represented at the trade show. Consumers are increasingly aware of the impact they have on our environment but also of what's good for their health. And yet, at the same time, they seek real experiences at the restaurant. We have carried out some long term projections in order to anticipate even further the consumers' future behaviour.



HOW WILL YOU SHARE THE DECODING OF THESE EVOLUTIONS AND INNOVATIONS?

Our mission is to share the most recent influences in the Food Service sector in order to better prepare professionals in the industry to tackle the challenges to come. To this effect, we propose a series of surveys, areas dedicated to demos and animations, visitor services and our exhibitors' offering.

We are convinced that the Food Service sector shapes the way we will eat in the future. That's why as part of Sirha, we organise the **Sirha World Cuisine Summit**, an exceptional workshop addressing the future of food. Contributors of international standing will share their convictions, choices and best practices and will explain their vision to answer the major challenge of eating better food.

Sirha is where the Food Service industry and food habits of tomorrow are shaped. Don't miss it!

sirha.com



#sirha

TRADE SHOW RESERVED FOR PROFESSIONALS



ICS LYON 380 552 976 - Photos : F. Marnaud / La Photographie / Studio Egenie Photographie



FREE BADGE AT SIRHA.COM
USE INVITATION CODE PPPTAL



A.D.R.

www.sassellese.it

HALL: I - BOOTH: D 155



SOFT AMARETTI FROM SASSELLO - CHOCOLATE COATED

Soft, chocolate coated Amaretti, made with high quality ingredients of the traditional recipe, enriched with cocoa. The delicate manufacturing process features the so-called 'rolling' phase - when the dough is placed on the baking tray in small portions - and baking. Soft Amaretti are gluten free.

Ingredients

Sugar, apricot kernels 34%, cocoa coating (sugar, hydrogenated and fractionated vegetable fats from palms, skimmed cocoa powder 16%, emulsifier: soya lecithin, flavourings), almonds 3%, white of egg.

Shelf life

8 months.

Packaging

200 g, can.

Certifications

Iso 9001:2008, Iso 14001:2004, Brc (Grade A), Ifs (Higher Level).

AMARETTI VIRGINIA

www.amarettivirginia.com

HALL: I - NATIONAL PAVILION
BOOTH: F 131



ASSORTED PASTRIES: BILBERRY AND CHIA SEEDS, COCOA AND ALMONDS, COCONUT

Assorted pastries, gluten free, palm oil free, hydrogenated fats free, preservative free and colourings free.

Ingredients

Vegan fine biscuits with bilberries and chia seeds: rice flour, maize flour, buckwheat flour, brown sugar, maize starch, rice starch, rice drink (water, rice, sunflower oil, cartamo oil, salt), cocoa butter, sunflower oil, rice oil, vegetable fibers, agave syrup, bilberry conserve 5% (bilberry 45%, sugar, glucose-fructose syrup, gelling agent: pectin, acidity regulator: citric acid), chia seeds 5%, sunflower lecithin, stabilisers: guar gum, xanthan gum, raising agents: sodium bicarbonate, ammonium bicarbonate, salt.

Shelf life

10 months.

Packaging

Net weight: 180 g. Rectangular carton box (8 sales units per carton).

Certifications

Ifs, Brc, Fda.

SEBASTE

www.sebaste.it

HALL: I - BOOTH: F 067



SWEET TRUFFLE WITH GRAINS OF NOUGAT

The classic sweet truffle enriched with a very fine-grained nougat.

Ingredients list

Fondant chocolate 48%, sugar, hazelnuts paste 18%, grains of nougat 10% and cocoa powder.

Shelf life

365 days.

Packaging

180 g.

International certifications

Brs, Ifs, Etica-Smeta.

VITAVIGOR

www.vitavigor.com

HALL: I - BOOTH: G 164



VITASTICK MINI

The new Vitastick Mini give the opportunity to choose a healthy and tasty snack everyday. Two flavors available: 100% Parmigiano Reggiano and Pizza with tomatoes and oregano (cheese free). Each multipack contains a collectable Disney's temporary tattoo.

Ingredients

Wheat flour, extra virgin olive oil, Parmigiano Reggiano Pdo / dried tomatoes and oregano.

Shelf life

12 months.

Packaging

150 g multipack containing 25 g x 6 mini bags.

Certifications

Brc, Ifs, Kosher.

CALLIPO GELATERIA

www.gelateriacallipo.com

HALL: 5A - BOOTH: P 144



TARTUFO PISTACCHIO

Tasty pistachio and white chocolate gelato with a fluid heart of pistachio containing 25% of pistachio paste, and covered by white chocolate flakes.

Shelf life

36 months.

Packaging

110 g, 110 g x 2 pcs.

Certifications

Brc, Ifs, Haccp, Fda.

DELIZIE BAKERY

www.deliziebakery.com

HALL: I - BOOTH: E 072



MESSERGRÌ RUSTIC SALTED BREADSTICKS

Messergrì rustic salted breadstick is a crispy and tasty product. The rustic breadstick salted on the surface is an irresistible pleasure to crunch, excellent for any occasion.

Shelf life

12 months.

Packaging

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

Certifications

Brc, Ifs.

DECO INDUSTRIE

www.decoindustrie.it

HALL: I - BOOTH: B 088



TRADITIONAL PANETTONE WITH GIORGIONE WHEAT FLOUR, 100% ITALIAN GRAIN

The experience and mastery of Deco in the preparation of celebratory desserts together with the careful selection of high-quality ingredients of Italian origin have created a Panettone that represents the genuine excellence of the Italian tradition.

Ingredients

Giorgione 100% Italian soft wheat flour, fresh eggs, milk, butter, candied orange peel and sugar, all of Italian origin.

Shelf life

9 months.

Packaging

900 g, hand wrapped paper.

INDUSTRIA DOLCIARIA DAL COLLE

www.dalcolle.com

HALL: 5A - BOOTH: L 232



WHOLE WHEAT PANETTONE

The whole wheat Dal Colle's Panettone comes from the love and commitment that the company employs in the production of confectionery products since 1896. The careful selection of raw materials, the continuous sourdough's care and the slow leavening make it a light but tasty product.

Ingredients

Wheat flour, raisins 26%, fresh eggs, whole wheat flour 12%, butter (milk), sugar, water, fresh eggs yolk, sourdough 1% (contains wheat), glucose syrup, emulsifiers: mono- and diglycerides of fatty acids, salt, skimmed milk powder, natural flavorings. It may contain traces of peanuts, nuts, sesame and soy.

Shelf life

April 2019.

Packaging

750 g.



ITALPIZZA

www.italpizza.it

HALL: 5A - BOOTH: R 144



POMODORINI & BASILICO 26X38

Characterized by a crispy and thin dough, rigorously stretched by hand in order to keep all the fragrance and unique flavour that distinguishes all Italpizza products. Try it with a few drops of balsamic vinegar.

Ingredients

Dough (soft wheat flour, water, extra virgin olive oil, salt, yeast); tomato sauce (tomato pulp with olive oil, sugar, salt and basil); mozzarella cheese, tomatoes, hard cheese, sunflower oil and basil leaves.

Shelf life

12 months. Net weight: 565 g.

Certifications

Brc (A Level), lfs (Higher Level), ISO 22000, Organic.

EUROVO

www.eurovo.com - www.lenaturelle.it/en

HALL: 5A - BOOTH: G 196



LE NATURELLE SCRAMBLED EGGS MIX

Barn farming scrambled eggs mix. Ready to be cooked in a pan, cream included.

Ingredients

Unpeeled eggs, cream.

Shelf life

30 days.

Packaging

250 g bottle, corresponding to about 2 servings. 6 bottles box.

FIMARDOLCI

www.fimardolci.it

HALL: I - BOOTH: G 100



PRALINATI

Short pastry with fresh cream, filled with hazelnut cream and covered with dark chocolate.

Ingredients

Eggs, fresh cream, hazelnut cream, chocolate.

Shelf life

365 days.

Packaging

140 g.

Certifications

Brc, lfs, 100% made in Italy.

FIORE DI PUGLIA

www.fioredipuglia.com

HALL: 5.I - BOOTH: F 096



WHOLE WHEAT TARALLI

The company's whole wheat taralli are not fried but baked, rich in fibers and made with extra virgin olive oil. The stay-fresh bag is small but perfect. Once opened, it seems that the snacks are coming fresh from the oven.

Ingredients

Wheat flour, whole wheat flour, white wine, high oleic acid sunflower oil, extra virgin olive oil salt, natural aroma.

Shelf life

12 months.

Packaging

Multipack bag 210g (35g x 6). Coextruded polypropylene + polypropylene cast.

Certifications

Brc, lfs.



follow



1929
LSM GROUP
ITALY

Since 1929
Latteria Sociale Mantova
The best italian quality in the world

CONTACTS
Via F.lli Kennedy, 48
46047 - S. Antonio di Porto Mantovano (MN)
Tel. +39 0376 390808 - Fax +39 0376 396250
E-mail: info@lsmgroup.it - Web: www.lsmgroup.it

G
GRANA
PADANO
P



FREDDI DOLCIARIA

www.freddi.it

HALL: 5A - BOOTH: G 121



FREDDI MORETTA CLASSIC

Freddi Moretta Classic is the flagship snack of Freddi, a delicious chocolate coated soft cake with a cream of fresh whole Italian milk. Now with a new innovative packaging called 'The New Display Solution' which is 10 times more practical: stand-alone counter displays; top open window for better product viewing; stackable displays to impact the view on the counter; more flavours at the same time to choose; space saving solution; new format 15 cakes; Freddi's delicious cakes at home and away; one small cake impulse buying; single display as shipping solution for the normal trade; reduced investment for the shop. Available also for the Freddi Moretta Tiramisù.

Ingredients

Sugar, vegetable oils, wheat flour, fresh eggs, skimmed milk powder, fresh pasteurized milk, fat reduced cocoa powder, milk proteins, natural flavoring (vanilla).

Shelf life

9 months.

Packaging

Pack by 15 coated mini cakes filled with fresh whole milk cream 450 g (15x30g - individually wrapped).

Certifications

Brc, lfs.

G7

www.g7gelati.it

HALL: 5A - BOOTH: R 178



GELATOMADRE RITRATTI D'AUTORE MENTA PASTIGLIE LEONE (MINT)

GelatoMadre Menta Pastiglie Leone is a genuine product, made only with 4 natural ingredients: cream, fresh whole milk, sugar and peppermint oil. Free from aromas, stabilizers, emulsifiers, colorings and thickeners. Gluten free.

Shelf life

24 months.

Packaging

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

Certifications

Iso 9001:2008, Fssc, Iso 22000, lfs HI, Iso 22005:2008, Halal (only selected flavours and formats), Kosher (only selected flavours and formats).

GELATO D'ITALIA - INDIAN

www.gelatoditalia.it

HALL: 5A - BOOTH: S 129



SMOOTHIE STRAWBERRY & BANANA

Refreshing and delicious mini smoothies available in the standard and organic version in the following flavours: Strawberry & Banana, Mango, Ananas & Carrot. Possibility to enlarge flavor assortment, to customize fruit content and to ask for Sorbetto version. Ideal for children and perfect as everyday dessert. Gluten free, dairy free.

Ingredients

Water; banana purée; sugar; strawberry purée; lemon juice from concentrate; glucose-fructose syrup; thickener.

Shelf life

24 months.

Packaging

280 g - 280 ml in a 4 pcs x rsu.

Certifications

lfs Food, Brc, Organic.

RIGONI DI ASIAGO

www.rigonidiasiago.com

HALL: 5A - BOOTH: H 139



NOCCIOLATA BIANCA

Halzelnut cream offers unique and delicious taste through the benefits of dried fruits, fiber and antioxidants and 30% less sugar than the average of the hazelnut-based creams most sold on the Italian market.

Ingredients

Hazelnut, cocoa butter, cane sugar, skimmed milk powder, cold-pressed sunflower oil, natural vanilla extract, bourbon and inulin.

Shelf life

36 months.

Packaging

350 g, glass jar.



LA MOLE - F.LLI MILAN

www.la-mole.com

HALL: 5A - BOOTH: H 104



MINI SFORNATINI

This new line of small and fragrant breadsticks with a homemade flavor is light and delicious: the perfect taste for every moment of the day. Ideal nibbles to eat by yourself, supreme to share for all your aperitifs enriching the table with a unique taste. Available in 5 irresistible flavors: Classic olive oil, Rosemary, Tomato and Basil, Sesame, Various Seeds.

Ingredients

Wheat flour, olive oil, sunflower oil, yeast, salt.

Shelf life

12 months.

Packaging

Square bottom pack 100 g. Monodose pack 30 g.

Certifications

Brs, lfs, Kosher.

LAGO GROUP

www.lagogroup.it

HALL: 5A - BOOTH: H 031



MINI PARTY WAFER

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

Ingredients

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

Shelf life

18 months, shelf stable.

Packaging

Flow pack bag 125 g.

Certifications

Halal, lfs.

MENZ&GASSER

www.menz-gasser.it

HALL: 5A - BOOTH: G 078



EDEL EXTRA JAM

55% fruit content extra jam in a modern round jar, with fruits embossed on the surface, typical of the Italian tradition. Developed specifically for the hotels, it's suitable also for the retail shelves. The elegance of the design makes this jar a piece-of-art for the kitchen.

Ingredients

Fruit, sugar, glucose-fructose, pectin, citric acid.

Shelf life

730 days.

Packaging

620 g (590 g for the cranberry), glass jar.

Certifications

Kosher, Vegan/Vegetarian.

MOLINO DALLAGIOVANNA G.R.V.

www.dallagiovanna.it

HALL: I - BOOTH: G 099-101



NOBILGRANO

Nobilgrano is a range of type 0 and type 1 pizza flour containing wheat germ which represents the superior part of the grain with high nutritional value. The dough obtained with this line of flours will be more elastic and workable and pizzas even more fragrant and tasty.

Ingredients

Type 0 and 1 soft wheat flour with wheat germ.

Shelf life

One year.

Packaging

10-25 kg.

Certifications

Brc, lfs, Kosher, Halal, ISO 9001, ISO 22000, ISO 14001, ISO 18001, SA8000.



THE FIRST GORGONZOLA WITH ANIMAL WELFARE CERTIFICATION

Igor Gorgonzola, following the acquisition of the historical SANTI brands, decided to bring back to the tables of all the families the famous Gorgonzola Quattrorose. It is a PREMIUM Gorgonzola that will be produced with PIEDMONTESE MILK SUPPLY CHAIN with CERTIFIED ANIMAL WELFARE and with the same artisan production method used by SANTI SPA.

MOLINO DI FERRO
www.molinodiferro.com

HALL: 5B - BOOTH: M 056



'LE VENEZIANE' BREADSTICKS WITH WHOLEMEAL BUCKWHEAT AND AMARANTH

Delicious and crispy the new mini breadsticks are made with wholemeal buckwheat flour and amaranth. An outstanding alternative to bread.

Ingredients

Corn starch, potato starch, corn flour 13,2%, palm oil, amaranth 4,2 %, glucose syrup, wholemeal buckwheat flour, salt, psyllium seed husks, raising agents: ammonium carbonate, sodium hydrogen carbonate, diphosphate, emulsifier: sunflower lecithin, flavours.

Shelf life

15 months.

Packaging

250 g pack.

IDB GROUP - INDUSTRIA DOLCIARIA BORSARI
www.idbgroup.it

HALL: I National Pavilion
BOOTH: G 131



PANETTONE WITH AMARONE FROM VALPOLICELLA DOCG

Panettone specially soaked with Amaranone della Valpolicella Docg of the Sartori winery.

Shelf life

240 days.

Packaging

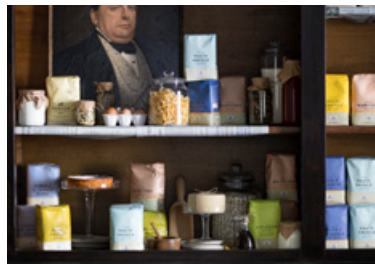
Gift box

Certifications

Brc, Food, Kiwa.

MOLINO PASINI
www.molinopasini.com

HALL: I - BOOTH: G 140



LA TUA FARINA - RETAIL LINE

A line of technical flours, used by the best chefs and pastrychefs has become a reference also for amateur cook, available in a comfort pack of 1 kg. The line has 12 types of flour and allows a great choice. It extends from specific references for pizza, focaccia, bread, baked goods and shortcut pastry, to special references for fresh pasta and grandi lievitati. Organic (100%) and Primitiva Line also available in this series: type 1, 2 and wholemeal.

Ingredients

Wheat Flour type 0, 00, 1, 2 and wholemeal.

Shelf life

12 months.

Packaging

1 kg.

Certifications

Brc, Ifs, Filiera Lombarda, Kosher, Uni En Iso 22000 2005, Fssc 22000, Organic.

RONCADIN
www.roncadin.it

HALL: 5A - BOOTH: R 177



PIZZA 'PALA' SHAPE

The pizza with 'paddle' format, with its classic long and narrow shape, allows to prepare in a short time a tasty single portion or to share for a quick aperitif. Finally, the reduced sizes make it more convenient for storage in ever-shrinking domestic freezers.

Shelf life

12 months.

Certifications

Brc, Ifs, Bio, Nop.

MORATO PANE
www.moratopane.com

HALL: 5A - BOOTH: H 196



MORATO 2 FARINE MORATO

Different flavors available: Black pepper; Turmeric & poppy seeds; Herbs: sage, thyme, oregano.

Ingredients

Soft wheat flour, sunflower oil, corn flour, isolated pea proteins, wholemeal sea salt, yeast, chickpea flour, red lentil flour, green pea flour.

Shelf life

180 days.

Packaging

240 g - 6 monopack (40 g)

Certifications

Brc, Ifs.

FALCONE DOLCIARIA (PESCARADOLC)
www.falconedolciaria.com

HALL: I National Pavilion
BOOTH: F 057



FILLED COOKIES

Cookies filled with hazelnut cream and chocolate, produced with selected and high quality ingredients. Without palm oil, hydrogenated fats and preservatives.

Ingredients

Wheat flour, brown sugar, chocolate, eggs, hazelnut cream.

Shelf life

12 months.

Packaging

200 g (4x50 g).

Certifications

Ifs Food, Brc, Uni En Iso 9001-2008, Kosher Dairy.

PASTIFICIO DI BARI TARALL'ORO
www.taralloro.it

HALL: 5B - BOOTH: K 073



TARALLINI BEETROOT, SPINACH, TURMERIC & GINGER

An organic typical Apulian product made only with 100% organic tender wheat flour; for an extraordinary result in taste and quality. Tarallini that could be eaten all at once, made with selected organic natural ingredients that gives to the product a brilliant and tempting color while keeping the product natural. Without sulfites, yeasts and palm oil; realized with a particular process of steam boiling that gives to the product lightness and crispness. Wrapped by hand.

Ingredients

Beetroot, spinach, turmeric & ginger.

Shelf life

12 months.

Packaging

250 g. Heat-sealed bag in paper box with window on the front.

Certifications

Ifs, Brc, Iso 14001:2004, Ou Kosher, Nop/ Bio.

BISCOTTIFICIO GRONDONA
www.biscottificiogrondona.com

HALL: 5A - BOOTH: H 056



CHOCOLATE COOKIES

Chocolate cookies, sugar free, with extra virgin olive oil.

Ingredients

Wheat flour, eggs, extra virgin olive oil.

Shelf life

8 months.

Packaging

290 g.





**Mozzarella di Bufala
Campana DOP**



Burrata di Bufala



www.cilentospa.it



RIGONI DI ASIAGO

www.rigonidiiasiago.com

HALL: 5A - BOOTH: H 139



NOCCIOLATA BIANCA

Hazelnut cream offers unique and delicious taste through the benefits of dried fruits, fiber and antioxidants and 30% less sugar than the average of the hazelnut-based creams most sold on the Italian market.

Ingredients

Hazelnut, cocoa butter, cane sugar, skimmed milk powder, cold-pressed sunflower oil, natural vanilla extract, bourbon and inulin.

Shelf life

36 months.

Packaging

350 g, glass jar.

TARTUFLANGHE

www.tartuflanghe.com

HALL: 5 - BOOTH: M 205



TRIFULÒT LEMON

Sweet truffle with lemon paste.

Ingredients

White chocolate, almonds and lemon paste.

Shelf life

10 months.

Packaging

200 g bag. Loose pralines 2500 g.

Certifications

Brc, Ifs, 'Eccellenza Artigiana'.

TEDESCO

www.tedeskogroup.it

HALL: I - BOOTH: C 144



ORE LIETE - MINI PANETTONE WITH SICILIAN CANDIED FRUIT

All the fragrance and taste of the Classic Panettone with Sicilian's citrus enriched with a crunchy, sweet frosting.

Ingredients

Wheat flour, glaze, candied peel of Sicilian citrus fruit, butter, sultana raisins, natural yeast.

Shelf life

6 months.

Packaging

100 g.

Certifications

Brc, Ifc.

VENCHI

www.venchi.com

HALL: 5A - BOOTH: J 067



DOLCI ITALIANI - TIRAMISÙ, COFFEE AND CAPPUCCINO

Traditional recipes in a new and original interpretation. A little moment of pleasure or a 'vintage' gift. The most famous Italian dessert turns into a three-layer praline: Venchi Tiramisù is now in a new 'dark' version with extra-dark chocolate.

Shelf life

18 months.

Packaging

11,5 g each, aluminium foil.

Certifications

'Sapori del Mondo' Gourmet Selection 2017, Paris.

VALENTINO

www.valentinodolciaria.com

HALL: 5A - BOOTH: F 064



ITALIAN SPECIALTY CAKE WITH RAISINS AND MERLOT WINE CREAM

Traditional Panettone recipe with merlot wine cream, characterized by a dough rich of raisins without orange cubes, filled with a delicious merlot wine cream packaged in an elegant hat box.

Ingredients

Wheat flour, eggs, sugar, butter, raisins, merlot wine cream.

Shelf life

9 months.

Packaging

1000 g hat box.

Certifications

Brc Global Standards, Ifs Food, No-Gmo.

DI COSTA

www.dicosta.it

HALL: 5A - BOOTH: K 081



CHOCOLATE EGGS MARIE ANGE DI COSTA

Milk and dark chocolate eggs with fantastic surprise in silver.

Ingredients

Milk: cocoa mass, cocoa butter, cocoa 31%. Dark: cocoa mass, cocoa butter, cocoa 52%.

Shelf life

24 months.

Certifications

Ifs, Brc, I4001, Utz and Fair Trade.



100% GOAT'S MILK - 100% ITALIAN GOATS

www.caseificizani.it



FROM IMITATOR TO MARKET DISRUPTOR

STORE BRANDS OUTPERFORM FMCG BRANDS IN WESTERN ECONOMIES. IN THE EU, VALUE SHARE REACHED RECORD-BREAKING LEVELS AT 39.4% LAST YEAR. PREMIUM AND ORGANIC RANGES WIN AHEAD IN FRANCE AND ITALY. THE FINDINGS OF AN IRI REPORT.

Private label continues to grow across Europe and is now outperforming brands, according to an IRI analysis of private label performance across eight major Western economies, namely the UK, France, Germany, Greece, Italy, Spain, the Netherlands and the USA during 2017.

Growing +4% year on year, private label value share across the European countries considered is now 39.4%. Unit share also increased to 48.2% (+0.1%). According to IRI, private label now outperforms national brands in more than half of the countries analysed, including the UK, Germany, Italy, Spain and the US.

"As economic prospects improve across the region it's perhaps surprising to see private label in the ascendancy. Since the 1980s when private label products were often perceived as poor imitations of brands, today they are often the product of choice. Private label has come a very long way", said Olly Abotorabi, senior regional insights manager at IRI. "Retailers have invested heavily, particularly at the premium end of the market providing im-

proved quality and differentiation in a bid to drive customer loyalty. However, premiumisation and heavy persistent promotional activity from brands is helping them maintain value share. Given the increased product quality, new ranges, emerging channel opportunities and recent buying alliance announcements between retailers we expect to see private label make further gains."

Individual country performances vary widely with private label value share highest and growing most in the UK (52.5%), Spain (42.6%) and Germany (40.1%), and value share lowest in Italy (18.1%) Greece (16.3%) and

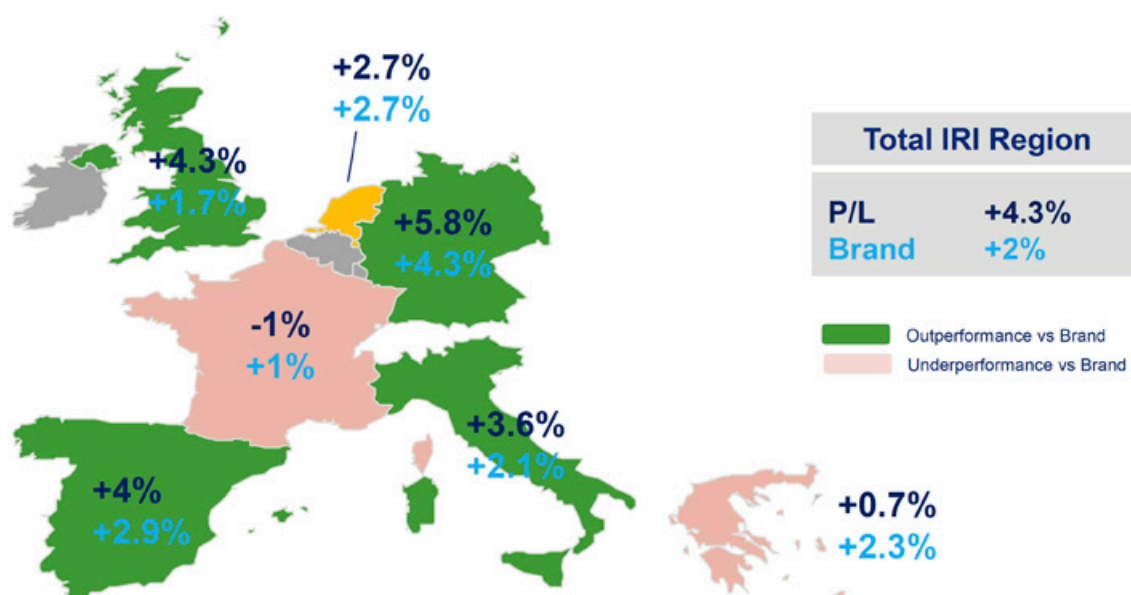
the US (14.9%). France and Greece are the only countries showing value share declines of -0.7% and -0.3% respectively, largely due to the legacy of brand price wars. Netherlands share of 29.2% remained unchanged yoy. IRI reveals that the price gap between private label and brand is closing across the majority of countries: 29% on average. The greatest differences are in France, Germany, and least in Italy where private label share is one of the lowest. Promoted volume decreased in 5 out of 7 EU countries.

Federica Bartesaghi

Private label: da imitatori a market disruptor

Non accenna a rallentare lo sviluppo della Marca del distributore, che nel 2017 mostra tassi di crescita superiori a quelli dei brand industriali. È quanto evidenzia un report formato IRI e finalizzato a valutare le performance registrate dalla Mdd in otto mercati occidentali: Regno Unito, Francia, Germania, Grecia, Italia, Spagna, Paesi Bassi e Stati Uniti. Con una crescita del 4% sull'anno precedente, la quota di mercato a valore della PL in Europa si attesta al 39,4%. Le incidenze più alte si rilevano in Uk (52,2%), Spagna (42,6%) e Germania (40,1%). Le più basse in Italia (18,1%), Grecia (16,3%) e Usa (14,9%). Si restringe, in quasi tutti i mercati analizzati, il gap di prezzo medio tra Mdd e brand, vicino al 29%.

Private Label vs National Brands (value sales yoy %)



Source: IRI UK Hypers, Supers, Convenience, IRI France Hypers, Supers, Convenience, Discounters, e-commerce. IRI Germany Grocery and Discounters IRI Spain, Italy, Netherlands, Greece Hypers and Supers

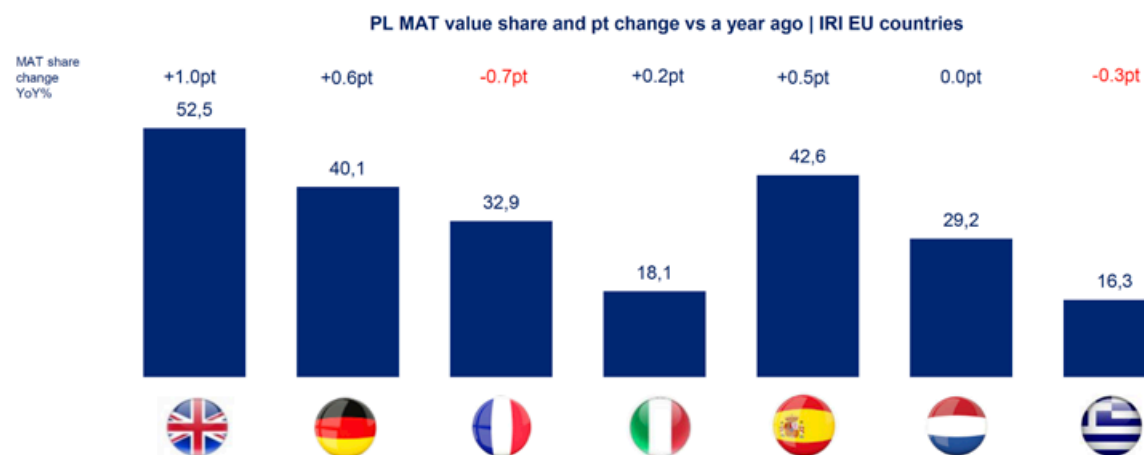




TOPLINE TRENDS ACROSS EUROPE AND THE US

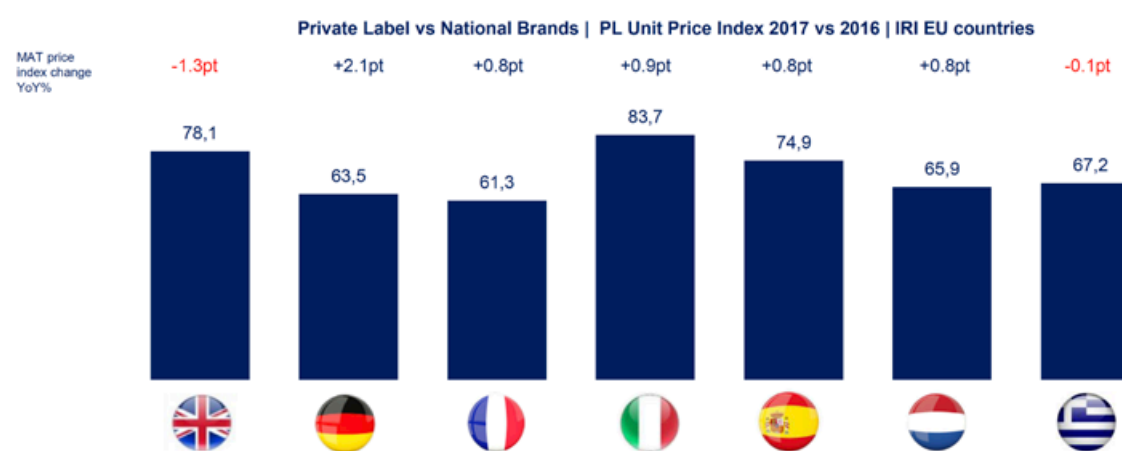
- Private label share is highest in the frozen (47.1%) and chilled & fresh (44.8%) food categories.
- 7 out of 10 IRI macros categories boost their share across the region: ambient, baby, chilled, confectionery, homecare, personal care and pet food/care.
- Alcohol and soft drinks lose out due to brand premiumisation. Brand innovation dilutes share in revived frozen category.
- Premium and organic private label forge ahead in France (11.2%) and Italy (10.8%) in terms of value yoy and represents 11% and 17% share of total private label respectively.
- Private label grows across all income groups and generations in the US, with millennials leading the charge.

PL share highest and growing most in the UK, share is lowest in Greece



Source: UK Kantar Worldpanel, IRI France Hypers, Supers, Convenience, Discounters, e-commerce. Germany Grocery and Discounters Spain, Italy, Netherlands, Greece Hypers and Supers

PL price index: Gap between PL and Brand closes across the majority of countries



Source: UK Kantar Worldpanel, France Hypers, Supers, Convenience, Discounters, e-commerce. Germany Grocery and Discounters Spain, Italy, Netherlands, Greece Hypers and Supers

follow

RISIBISI

THE EASY WAY
TO EAT
LEGUMES



GREEN PEAS

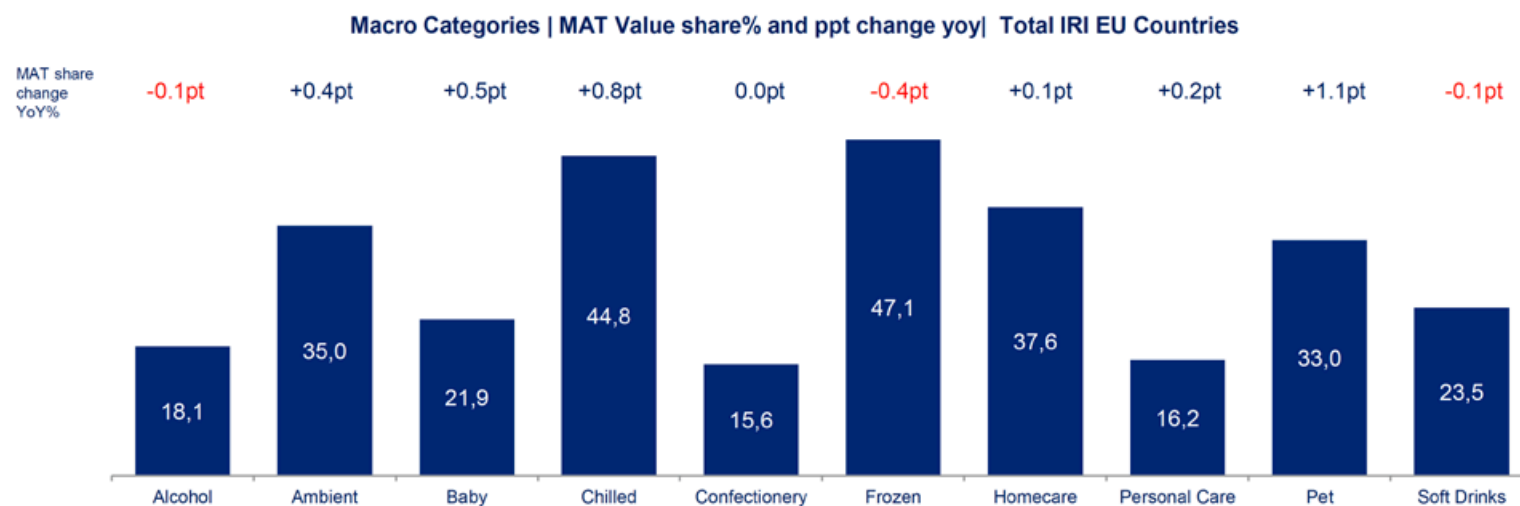
GLUTEN FREE



www.valledorospa.it
f i



PL 'EU' share is highest in frozen and chilled, where growth is highest at regional level



Source: IRI UK Hypers, Supers, Convenience, IRI France Hypers, Supers, Convenience, Discounters, e-commerce. Germany Grocery and Discounters Spain, Italy, Netherlands, Greece Hypers and Supers

COUNTRY-LEVEL TRENDS

UK

Private label share grows for the fourth consecutive year, partially due to consumers switching as prices rise, but also as premium ranges showcase quality credentials and expand further. Promotional support decreases for PL and brands in a bid to offset rising costs, benefitting the top-line. Brexit continues to generate uncertainty. While full implications are still to be realised, a weaker pound has led to hikes in ingredient costs. Homecare delivers most notable share gain from PL as shopper recessionary behaviors extend to household products. Ambient sees second biggest value share increase, with range expansion in on-trend categories such as savoury and sweet snacks evident. Alcohol value grew despite dynamic growth of branded premium beers/spirits yoy. PL wins in wines, sparkling wines, and emerging ready to drink mixes.

Germany

PL share passes 40%, growing strongly in value ahead of brands in a more buoyant economy. PL price index sees the biggest change, closing the gap to brand by +2.1%. PL products on average are 36.5% lower. Range is growing at the expense of brands, within food and quality is improving particularly in frozen and chilled. Chilled sees biggest increase in PL share (+1.6% yoy). Dairy categories continue to witness high levels of price inflation, helping push up value share. Frozen share is highest at 55.2% as hard discounters dominate.

France

PL share declined consistently during the last 4 years due to brand price wars. Price gap vs. brands closes due to enhanced focus on premium ranges, which grow +9% yoy. Development of organic PL ranges signals a switch in focus and retailers meeting changing consumer habits. Over 50% of PL launches in the last year are organic, leading to high annual growth of +15%. Chilled sees the most notable decrease in PL share. Heavy decline in milk, foie gras and other chilled meats drive. Brands win ahead in ready meals, sandwiches and fresh salads. Alcohol's rise led by branded premium beers and spirits, impacting PL share negatively. Baby is the one category in

which PL wins value share yoy, largely due to sales gained from brand in nappies and infant milk.

Italy

PL share grew favorably thanks to trading up across ranges while consumers maintain a perceived continued focus on value for money. This led to the highest value share point since 2013. Gains mostly from food and drink segments, overshadowing erosion in homecare. New product development is instrumental in boosting PL. Top retailers Co-op Italia, Conad, Esselunga, Selex, Auchan and Carrefour have all moved to improve product relevance and quality. Aldi entered the market in March 2018 and will challenge the current market complexion, with a compelling mix of low prices and quality PL products. Chilled and fresh sees the biggest increase in PL share yoy, with increased focus on healthy eating and snacking driving fruit and vegetables up. Convenience wins through too, despite a local preference for fresh. Ready to eat meals experience high double-digit growth yoy, with Private Label at the forefront. Frozen brands increase dominance helped by more promotions and increased presence in frozen fish and ice cream categories. Baby PL steals share yoy, owing to competitive positioning on products such as wipes, nappies and to a lesser extent in infant milk.

The Netherlands

After a period of long-term growth PL sales and share are now stabilising. There are three main reasons. First, assortment growth has plateaued. Second, retailers have rationalised moving from three PL tiers to one good quality product tier, priced competitively. Third, the diminishing growth of hard discounters reduces the momentum of PL sales growth from this channel. Leading retailers like Albert Heijn are taking steps to improve quality and appeal of everyday ranges, by reducing sugar content, or evolving fresh options for on-the-go consumers. No. 2 player Jumbo is focused on fulfilling the full food journey by integrating foodservice labels in retail and expanding with the acquisition of Emté. Chilled and fresh growth is sustained due to high price inflation across dairy categories, milk prices in particular increasing as much as +12% yoy. This has

resulted in reduced consumption. Ambient share trends downward due to increased pick-up of branded cereals, soups and savoury snacks yoy. Homecare increased 'A' brand listing within discounters come at the expense of PL and provide a more attractive price point to grocery shoppers.

Spain

PL share is the second highest across the region (42.6%), accounting for half of all consumer unit sales in 2017. Value share is above 40% in 5 of 10 key macro categories; strongest in frozen and homecare, lowest in confectionery and alcohol. Leading retailer Mercadona driving shopper loyalty and bridge the gap to national brands through trusted and continuously evolving own brands such as Hacendado. Pet sees strongest PL share growth, chilled and fresh gains comes from retailer ready meals, charcuterie and yogurt based products. Ambient PL sales expansion is aligned to the on-trend growth of savoury snack products, including nuts and seeds, as well as canned goods including tuna.

Greece

PL share has suffered across macro categories during 2015 and 2016 and has only lately showed signs of stabilising in 2017. This despite continued consumer demand for low cost products. The pressure derives mainly from deep-cut brand promotions. Add to this the exit of grocery chain Carrefour/Marinopoulos, so PL has been harder to attain for shoppers in Greece. PL price index gap to brand increases in contrast to other countries in the region. Retailers look to stay competitive and bring shoppers in. Branded manufacturers promoted aggressively in 2017 to win a share of transaction. This won't be sustainable, so the challenge of justifying higher price points and re-building brand equity as conditions steadily recover, needs careful consideration. Frozen is dominated by brand in contrast to other countries in the region. PL share decreases as brands expand in key categories such as vegetables and pies. Baby strong category price deflation drives PL value share down ahead of brand, underlying demand for products does not improve as a result. Soft drinks more frequent and aggressive brand promotions take share away from PL yoy.

the end

Admission only
for trade visitors

Nuremberg, Germany

13 - 16.2.2019

BIOFACH2019

into organic

World's Leading Trade Fair for Organic Food

ORGANIC FOOD IN ALL ITS DIVERSITY

At BIOFACH, you will discover a range of products that only a leading international fair can offer, with more than 2,900 exhibitors from around the world and rigorously certified organic foods. You'll be constantly delighted by the industry-wide networking, high-calibre congress and the exciting thematic areas:

- New Products and Trends
- Experience and Discover
- Know-how and Learning

Get the information you need today:

BIOFACH.COM



ADD THE DATES
DIRECTLY TO
YOUR CALENDAR.

ORGANIZER

NürnbergMesse GmbH
T +49 9 11 86 06 - 49 09
F +49 9 11 86 06 - 49 08
visitorservice@
nuernbergmesse.de

in association with

VIVANESS2019

into natural beauty

International Trade Fair
for Natural and Organic Personal Care

JOURNEY TO THE HEART OF GRAN MORAVIA

INSIDE THE FORMER HABSBURG EMPIRE, CZECH REPUBLIC IS GOING THROUGH A STRONG ECONOMIC AND PRODUCTIVITY GROWTH. AS PROVEN BY THE AGRICULTURAL REGION OF THE COUNTRY, WHERE THE BRAZZALE GROUP HAS DEVELOPED AN ECO-SUSTAINABLE SUPPLY CHAIN, A PRODUCTION PLANT, A CHAIN OF 20 STORES AND A COMPANY-OWNED CHEESE BRAND.

Here, in the dearest place to the Habsburg Monarchy, a shelter for the Austrian Emperor during his escape from Wien in 1848 - due to the revolution known as the 'Spring of Nations' - everything is well-kept and elegant. This is the Europe that grows, the Europe free from Euro, of a constant increase in wages, of zero unemployment, of low public debt, and the highest industrial GDP. The strong Europe of today, that will be probably the richest Europe of tomorrow. To pass through Wien heading to Czech Republic is probably the most noticeable way to experience in first person how this equilibrium is changing.

Only 20 years ago, entering Czech Republic was almost like traveling in a time machine moving backward. Today, it's quite the opposite. Heading to Prague you will see, in Czech Republic, the Mitteleuropa we all dream of, with flowered gardens, clean cut roads, and nicely preserved towns. Heading back to Wien, otherwise, you will see an untidiness never noticed before. It is here, in Moravia, the enchanting and unspoiled agricultural region located between Wien and Prague that in 2000 Brazzale, the most ancient Italian dairy company, now run by the eight family generation, has created the innovative Eco-sustainable Supply Chain, the origin of dairy specialties like Gran Moravia, Verena, Burro Superiore Fratelli Brazzale and all of the products manufactured by the company and distributed all over the world also directly,

thanks to a network of 20 shops branded 'La Formaggeria Gran Moravia'. Loyal to one idea, that is also the company's corporate philosophy: to make things where and how they can achieve their best.

"Efficiency is the keyword: to achieve the same results with a lower waste of resources", said Roberto Brazzale, the Group's chairman, heart and soul of this revolution, if we consider that in the After-War period the company played a leading role in the sector and was one of the founders of the Grana Padano Protection Consortium. But the decision to work in this country, producing a grana cheese in Czech Republic, is not only linked to its agricultural beauties: "Leaving the PDO system was an authentic Renaissance. Our products are also our flag, now." A choice that, of course, has aroused strong market reactions. "What once was considered a richness, that is trade between world countries, now is seen like something negative. But the 0 Km philosophy is the death of efficiency and of exchanges, how can people ignore it?"

Viaggio al cuore di Gran Moravia

Al centro dell'ex Impero Asburgico, la Repubblica Ceca vive una stagione economica e di crescita notevole. Protagonista anche la regione agricola del Paese, dove il gruppo Brazzale ha sviluppato una Filiera Ecosostenibile, uno stabilimento di produzione, una catena di 20 negozi e un formaggio a marchio d'impresa.



THE ECO-SUSTAINABLE SUPPLY CHAIN

The Eco-sustainable supply chain is made of a network of about 80 farms on an area of approximately 90,000 hectares. 22 cargo trucks are daily busy collecting the milk: an extremely rationalized process, that enables to reduce costs by one third. The 20,000 milk-producing cows can count on 4.5 hectares each, and the cattle are selected in order to obtain the top-quality protein needed for cheese making. Farmers are enabled by such a wide farmland to feed the cows with the forages directly cultivated on their field, while the amount of nitrates per hectare is reduced to a value significantly lower than the limits imposed to protect the aquifers. Livestock is housed in a well-kept environment, satisfying the most stringent rules about animal well-being, with free lairage and individual barns. The region's natural abundant rains allow to avoid artificial irrigation, and therefore to save water and fuel, and prevent forages from being contaminated by climate stress. It all influences the quality of the final product, free from aflatoxins contamination.





LA FORMAGGERIA GRAN MORAVIA

In the Olomouc's store, one of the biggest and renowned of the chain, everything takes place under the careful direction of Lenka, who welcomes us smiling and with a freshly prepared dessert, made with strawberries and ricotta from the Litovel's dairy factory. The store manager reflects, with the kindness and passion displayed for the products she sells, the philosophy of this chain, that counts 20 shops distributed in some key commercial areas: that is to give a central role to deli counters and to the relationship with customers. Founded in 2010, today the shops' network has more than 150 direct employees and over 1,500,000 customers a year, with 80% of products sold imported from Italy. The shops, that can serve up to 1,600 customers every day, have a surface of between 60 and 200 square meters. The whole range of fresh dairy products is on display, including Gran Moravia cheese and fresh butter, both cut directly in the store. To complete the offer, a wide range of cheeses of Italian production, as well as many Italian products of charcuterie, sliced and packaged in store, but also a wide range of ingredients typical of the Italian cuisine. La Formaggeria Gran Moravia has set another record: it is the only Italian retail chain outside national borders.



PARMA HAM IS A 100% NATURAL CHOICE

It contains no additives.
That makes a difference.



CHOOSE AUTHENTIC,
CHOOSE PROSCIUTTO DI PARMA DOP.



visit us at SIAL, Paris, position: 6E123

www.prosciuttodiparma.com



A SUSTAINABLE FOOD SUPPLY CHAIN

THE DEBATE BETWEEN EXPERTS AND PRODUCING COMPANIES ON THE PAST 2-3 OCTOBER IN MILAN. AND THE PRESENTATION OF THE FIRST IVSI (INSTITUTE FOR THE VALORIZATION OF ITALIAN DELI MEATS) 'MANIFESTO'. CHAIRMAN PIZZAGALLI: "WE MUST NOT PRODUCE MORE, BUT BETTER."

The challenge of sustainability is faced by the food sector with the development of production systems respectful of resources, of a controlled and environmentally friendly supply chain, and of a high-quality product offer. Managers and experts discussed the matter during a busy convention held on the past 2nd October in Milan, Bocconi University, on the occasion of the 'CSR and social innovation salon'.

The State of the art

Paola Garrone, lectures at Politecnico Milan, discussed the data collected by the Food sustainability observatory, highlighting the undergoing evolution. "There are about 400 Italian and international startups in the agri-food sector", she explained. "Working on matters like precision agriculture, renewable energies, the reduction of waste and the support to small producers. If we look at the global scenario, Israel is the 'home-land' of innovation, but Italy is doing its part too." Ideas shared also by Paolo Pastore, Fairtrade director, who focused on the Italian landscape: "Our goal is to ensure better living conditions to farmers in developing countries. And we have been noticing a growing interest with respect to the past: a clear sign of companies' desire to invest on products in a continuative way. This means that they are becoming aware of the impact of a sustainable development."

Melinda: "30 million euro worth investments"

Among the experiences described during the con-



vention, also that of Andrea Fedrizzi, marketing and communication manager at Melinda: "In order to better communicate sustainability, we invested 30 million euro in a project that involves the 4,000 cooperatives belonging to our Group. The aim was to build underground cellars for apple storage, where we managed to replicate optimal climate conditions for both temperature and air composition. This turned into a great advantage in terms of energy saving and preventing pollution."

Just Eat: "We distribute meals to the poor"

Viviana Marino, Pr manager of Just Eat, talked about the fight to waste and the recovery of food surpluses: "A survey conducted in 2016 on 200 restaurants highlighted

that 20% of them is wasting food every day. This convinced us of the need to launch a project aimed at recovering the food surplus in Milan, Turin, and Rome, and then distribute it to families and communities through the Carits association. But this is not the only tool created by Just Eat: we give the chance to collect food directly at the clients' home - a sort of 'reverse' order - to give it to the poor. Finally, there is the 'suspended meal' project, where clients pay for a dish that they don't collect, but donate to charity."

Bolton: "Market leaders play a key role"

Luciano Pirovano, sustainable development director at Bolton Food, highlights the importance of having some-

one dedicated to corporate social responsibility inside a company: "It is of utmost importance so that market leaders can take action and make changes. But we must be aware of the fact that a change of mind requires time, and it must involve all company levels."

Mulino Bianco: "100% sustainable cocoa for a well in Ivory Coast"

Alessandro Rossi, marketing director at Mulino Bianco and Pan di Stelle, talked about the 'motivational power' of sustainability. "With the Pan di Stelle brand, the company chose a totally sustainable supply chain with the project 'One dream called cocoa'. It implies the purchase of cocoa from Barry Callebaut, thus supporting the Cocoa Horizons Foundation, and allowed the building of a well in a village in Ivory Coast. This changed the life of 7,000 people and improved the living conditions of workers in cocoa plantations."

Retail

Andrea Mantelli, supply chain director at Conad, represented the retail sector: "We are increasingly committed to sustainability, especially for fresh products, also for our Private Labels: a business that accounts for about 30% of total revenue, while the national average is 19%. In regard to sustainability, we want to state clearly that we don't make downward auctions and have strict terms for contracts with our suppliers, with severe safety and quality controls".

Federico Robbe

THE SEVEN FOUNDING VALUES

- History and tradition
- Information and culture
- Quality and sustainability
- Connection with the territory
 - Italian lifestyle
 - Team play
- Future orientation

FRANCESCO PIZZAGALLI PRESENTS THE IVSI MANIFESTO

During the convention, Francesco Pizzagalli, chairman on Institute for the valorization of Italian deli meats (Ivsi), presented in preview a declaration of founding values for the sector. To better understand these principles, we talked with him at the end of his speech.

How did you get this idea?

The idea came up about two years ago and for two main reasons: the first one is that our sector is going through a period of strong pressure, due to the harsh stance taken by the IARC in 2015 and other scandals that have rocked the sector.

And what about the second?

The second reason was Expo 2015: during the international exposition, we understood that at the core of the system there is not just a product, but also sustainability, environment protection, animal well-being, and the use of clean energy.

What is your goal?



Francesco Pizzagalli

Push companies to structure themselves in order to face future challenges. We want to make them understand that besides the commercial aspects there are also equally important ethical principles.

Which are your core values?

Our paper is made of seven values, that include the connection with the territory, transparency, sustainability, and future orientation.

How can companies participate?

Participation is voluntary and

autonomous, after complying with minimum entry threshold requirements, based on the seven founding values.

Afterward, is the company subject to controls?

Of course, an external control body is able to guarantee that the standard is maintained or improved every year.

Did you think about creating a logo?

Yes, we have been working on it. Participating companies will be allowed to use it.

This can't be defined as a commercial strategy, right?

No, it's not. We want companies to be aware of the fact that they need to embrace new tools to face tomorrow's challenges. Just like it already happened in many European countries. If these requirements will be at the basis of their work, they will also be more competitive on a global scale. In a few words, it's no longer time to produce more, but better.



Quando la filiera alimentare è sostenibile

La sfida della sostenibilità vede il settore agro-alimentare in primo piano con lo sviluppo di sistemi di produzione efficienti nell'uso delle risorse, filiera controllata e a ridotto impatto ambientale, offerta di prodotti di qualità. Manager ed esperti si sono confrontati sul tema nel corso di un affollato incontro all'Università Bocconi di Milano, in scena lo scorso 2 ottobre all'interno del Salone della Csr e dell'innovazione sociale.



Bresaola
HALAL



Bresaola
BIO



Bresaola
della Valtellina IGP

Pure and simple handmade Bresaola.



Hall 6 Booth A 118
Meet us!



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

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



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

Quality is the key



ITALIAN HARVEST BACK ON TOP

AFTER THE DECREASE REGISTERED LAST YEAR, ITALY STARTS GROWING AGAIN OVERTAKING FRANCE. ACCORDING TO ESTIMATES, PRODUCTION IS EXPECTED TO REACH 49 MILLION HECTOLITERS, UP BY 15% OVER 2017.

This is just an estimate, but harvest 2018 is expected to invert the negative trend experienced in 2017 by Italian wine producers.

The projections presented by the Wine Observatory, issued by Unione Italiana Vini and the Ismea research institute, talk about a total production of 49 million hectoliters, up 15% with respect to the 42.5 million hectoliters of last year. "The expected increase in production should allow our country to recover the export market shares that got lost last year,

both in consolidated markets, such as Germany and the UK, and in emerging markets, like Russia. In terms of volumes, Italian wine exports decreased by 10% around the world," said Raffaele Boriello, Ismea's general director. "Another effect of what happened last year is France's overtaking on the US market. In 2018, however, we are going to register an increase in production that should determine a recovery of exports. With the possibility, at year end, of exceeding the 6 billion euro threshold."

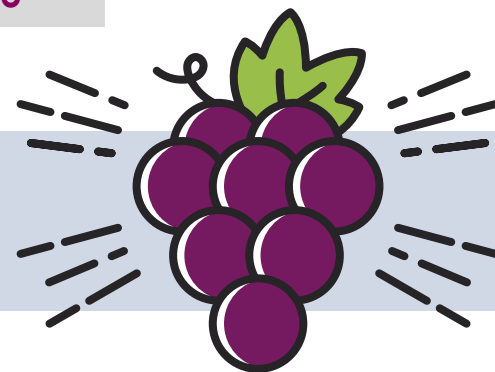
Vendemmia, l'Italia torna in testa

Dopo la battuta d'arresto dell'anno scorso, il Bel Paese sorride e si piazza davanti alla Francia. Le stime dell'Osservatorio del Vino, partnership tra Uiv e Ismea, parlano di una produzione di 49 milioni di ettolitri. Per un incremento sul 2017 del 15%.

ITALIAN PRODUCTION OF WINE AND MUST (THOUSAND HECTOLITERS)

Source: Estimates ISMEA/UIV

VALLE D'AOSTA 2017: 10 2018: 13 VAR% 30%	PIEDMONT 2017: 2.559 2018: 2.933 VAR% 15%	LOMBARDY 2017: 1.056 2018: 1.285 VAR% 22%
VENETO 2017: 9.679 2018: 11.276 VAR% 17%	FRIULI VENEZIA GIULIA 2017: 1.518 2018: 1.742 VAR% 15%	TRENTINO ALTO ADIGE 2017: 1.074 2018: 1.266 VAR% 18%
LIGURIA 2017: 40 2018: 48 VAR% 20%	TUSCANY 2017: 1.628 2018: 2.026 VAR% 25%	EMILIA ROMAGNA 2017: 6.620 2018: 7.797 VAR% 18%
LAZIO 2017: 720 2018: 897 VAR% 25%	MARCHE 2017: 653 2018: 813 VAR% 25%	ABRUZZO 2017: 2.843 2018: 3.312 VAR% 17%
MOLISE 2017: 173 2018: 199 VAR% 15%	UMBRIA 2017: 272 2018: 339 VAR% 25%	CAMPANIA 2017: 618 2018: 711 VAR% 15%
BASILICATA 2017: 65 2018: 76 VAR% 18%	CALABRIA 2017: 109 2018: 131 VAR% 20%	APULIA 2017: 8.130 2018: 9.119 VAR% 12%
SICILY 2017: 4.109 2018: 4.307 VAR% 5%	SARDINIA 2017: 354 2018: 395 VAR% 12%	



GENERAL TREND - 6 TOP NON-EU WINE PRODUCERS

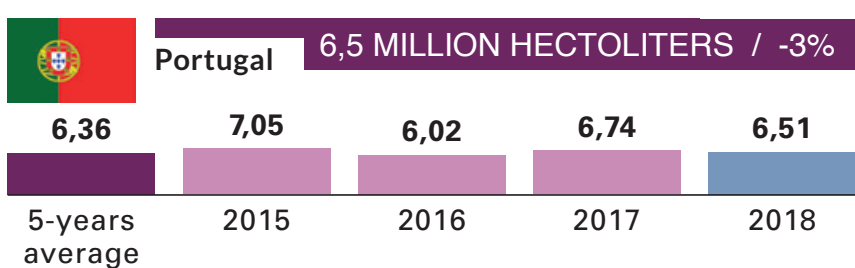
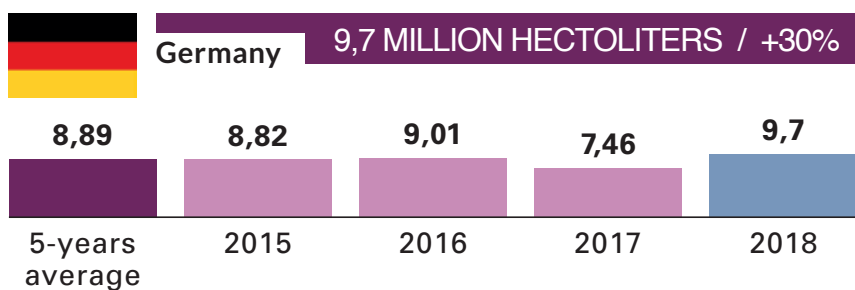
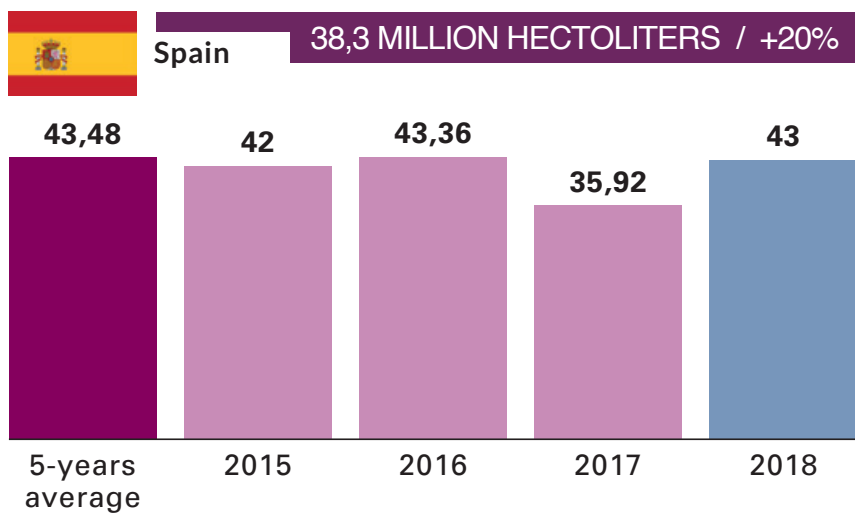
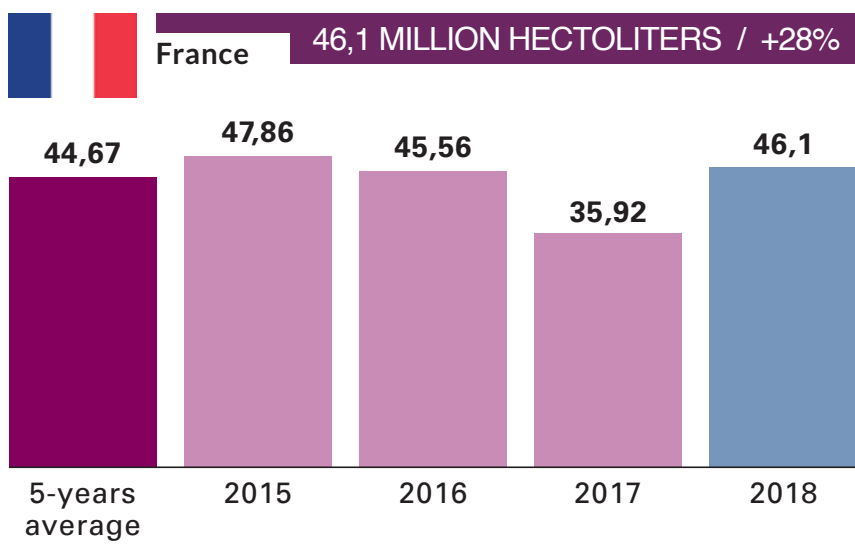
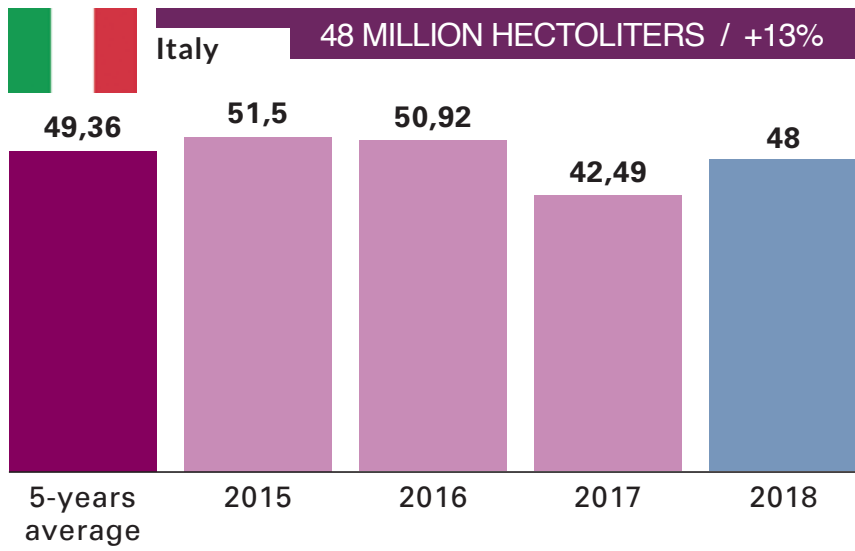
2018 VS 2019

AMERICA	AUSTRALIA	CHINA	SOUTH AFRICA	CHILE	ARGENTINA
+4%	-10%	?	-15%	+18%	+30%

Source: International Organization of Vine and Wine



WINE AND MUST PRODUCTION



Source: International Organization of Vine and Wine



GIACOBAZZI
MODENA

1 **GIACOBAZZI**
MODENA
ELEGANTE
LAMBRUSCO
DI SORBARA D.O.C.
Secco

it's my wine

"MERANO IS SYNONYM WITH HIGH QUALITY"



Helmuth Köcher



THE WINEFESTIVAL IS BACK FROM 9TH TO 13TH NOVEMBER IN ALTO ADIGE. A WINNING FORMAT, DEDICATED TO PREMIUM LABELS ONLY, FROM ITALY AND ABROAD. INTERVIEW WITH ITS FOUNDER, HELMUTH KÖCHER.

One of Italy's most important events for professionals and wine lovers, gathering in the heart of Alto Adige some of the best wine labels from all over the world and Italy, of course. We talked about the Merano WineFestival 2018 and the changes occurring in today's wine sector with Helmuth Köcher, 'The WineHunter'.

In 2018 you will celebrate the 27th edition, but how was the Merano WineFestival born?

It was born out of the passion of a group of friends for wine. After tasting a multitude of labels from many wine producing countries, and visiting countless wineries, we had the idea to invite companies to Merano and provide them with the ideal stage to spread the knowledge of their great wines.

What makes its unique with respect to other food & wine events?

First of all, the attention paid to quality. Since 1992, we have been asking producers of high-quality wines to send us a sample of their products. Different tasting commissions are in charge of evaluating each wine and only the best ones are invited to the Merano WineFestival. Other features of the event's uniqueness are the Kurhaus, the exclusive Jugendstil palace which has a great history behind it and looks as if it has been built for this event 150 years ago, and Merano, a medieval city that combines different European culinary traditions and a unique environment that, even in the midst of mountains higher than 3,900 meters above sea level, has a mild Mediterranean climate.

Why is it a not-to-be-missed event?

Because Merano is a point of reference for the highest quality. Selected companies can boast having been chosen by The WineHunter for the Merano WineFestival. In addition, Merano has become, for producers, a moment to celebrate the end of the harvest, and

the new vintages as well.

How has changed the world of wine in recent years, both in Italy and on global markets, according to The WineHunter?

The wine world is constantly evolving. What has changed in recent years is above all taste: in Europe, it has moved to 'lighter' wines, more elegant and subtle. Wine aging has also changed: 20 years ago, it was a minimum of 40 years; today, it is less than 30 years. Furthermore, the interest of the female public has also increased. All this has revolutionized the market, to the advantage of easy-to-drink bubbles, fresher white wines and red wines strictly connected to their territory of origin. It also led to greater attention to the supply chain, and to natural production methods from the vineyard to the cellar. Finally, wine guides are also less considered than before, since the social networks and the Web, more in general, are a constant source of information on products and territories.

Italian and French wines are still 'the core' of the event: but what is missing, in your opinion, to Italian wines in order to reach the French competitors also in terms of image?

Italy would have a huge and unique advantage that, nevertheless, it has been unable to exploit so far: that of being the country where the attention for wine quality has originated. I refer to the importance that 2,000 years ago the Roman Empire attributed to viticulture. Unfortunately, the French have taken advantage of this heritage more than 300 years ago, when they started following the belief of the ancient Romans with regard to the fact that the quality of wine is the main and strongest factor for the success of a country. I share the expression that wine is the engine of Italy, as it reflects the history, tradition, and culture of a country. In my opinion, on a global scale, we should create an Italian wine stock exchange, as is the Liv-Ex for French

wine. Hence, we should create a market index of the highest quality Italian wines, capable of identifying the supply and demand trends of the market, as well as highlighting big productions and large territories from a qualitative point of view.

Today, The WineHunter is no longer just Merano, but a network of events: how is it structured?

The WineHunter has become a true ambassador in the world, especially for Italian wine, with a globally structured network. The intention is to work on three levels: the first is to manage a real forum between operators, buyers, and producers. Second, to be a point of reference for consumers looking not only for award-winning labels, but also for less known market niches. Third, we want to be a benchmark also in communication, and a think tank able to anticipate and influence market trends. The role of The WineHunter, therefore, must become more and more that of global opinion leaders.

How is the activity of The WineHunter developed during the year?

During the year, it includes the visits to wineries around the world, the continuous tastings and assessments within the commissions. But also the participation in presentations such as, for example, 'The future in wine' in Bucharest or 'Climate change in viticulture' in Munich. The first part of 2018 was characterized by some important projects such as the visit to valuable wine areas like the Ahr wine region, in Germany, or the planning of the 'Wine in Vulcano' event, in Catania on the past September.

So, what do we have to expect from the 2018 edition of the Merano Wine Festival?

There will be big news, the result of the experiences gained during the first half of the year. All the 'ingredients' will be based, as usual, on the highest quality: the best guarantee for a great edition.

"Merano è sinonimo di alta qualità"

Torna, dal 9 al 13 novembre, l'appuntamento con il Merano WineFestival. Un format vincente, in cui sono raccolte solo le eccellenze del settore, dall'Italia e dal mondo. Intervista a Helmuth Köcher, patron della manifestazione.

WINE

CANTINA VALTIDONE
www.cantinavaltidone.it



Bio' Valtidone Gutturino Doc Sparkling Biological and Vegan

Grapes (%)
Barbera and Bonarda.
Land of production
Emilia Romagna, Val Tidone vineyards conducted in respect of the environment according to the criteria of biological agriculture.
Organoleptic characteristics
Lively nod of red foam; brilliant ruby color; perfume of flowers, fragrant of ripe grapes and berries; dry, pleasant, fresh and lively, fruity taste.
Sizes
0,75 lt

TENUTE PICCINI
www.tenutepiccini.it



Scalunera Rosato Etna Doc

Grapes (%)
95% Nerello Mascalese and 5% Nerello Cappuccio.
Land of production
Etna Doc Area, Sicilia.
Organoleptic characteristics
Colour: pale blush. Nose: small red fruits, reminiscent of passion fruit, delicate spices. Palate: generous and fresh, well structured, sapid.
N. Of bottles produced
14,000
Sizes
0,75 lt

GIACOBBAZI VINI
www.giacobazzivini.it



Giacobazzi 1 Lambrusco di Sorbara Doc

Grapes (%)
Lambrusco di Sorbara.
Land of production
Modena, Emilia Romagna.
Organoleptic characteristics
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.
N. Of bottles produced
170,000
Sizes
0,75 lt

CASA VINICOLA NATALE VERGA
www.verga.it



Heredis Nebbiolo Langhe Doc

Grapes (%)
Nebbiolo.
Land of production
Langhe, Piedmont.
Organoleptic characteristics
Nebbiolo has a centuries-old connection with Langhe, where it has always been grown to produce noble wines. Heredis is a complex wine to be discovered through fine tasting. Nebbiolo Langhe 'Heredis' has a strong personality: 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.
Sizes
0,75 lt

GRUPPO MEZZACORONA
www.rotari.it



Rotari 40 Anni Special Limited Edition Trento Doc Metodo Classico

Grapes (%)
100% Chardonnay.
Land of production
Trentino Alto Adige.
Organoleptic characteristics
This special edition boasts a golden colour with its fountain of elegant and prolonged perlage giving off perfumes of citrus fruits; nectarine and apricot mingling with pleasant hints of vanilla and hazelnut. Extremely velvety on the palate, boasting a prolonged and savoury taste.
Sizes
0,75 lt

PASQUA VIGNETI E CANTINE
www.pasqua.it



11 Minutes Rosé Trevenezie Igt

Grapes (%)
50% Corvina, 25% Trebbiano di Lugana, 15% Syrah and 10% Carmenère.
Land of production
South of Lake Garda, Veneto.
Organoleptic characteristics
The rosé by Famiglia Pasqua is a fine blend created from the most noble native varieties like Corvina and Trebbiano di Lugana and varieties like Syrah and Carmenère. The name '11 Minutes' refers to the duration of the skin contact when the grapes are very softly pressed. The Corvina variety 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.
N. Of bottles produced
50,000
Sizes
0,75 - 1,5 lt

MONTELVINI
www.montelvini.it



Asolo Prosecco Superiore Docg Millesimato Extra Brut Collezione Serenitatis

Grapes (%)
100% Glera.
Land of production
Asolo Docg Area, Veneto.
Organoleptic characteristics
In the glass it is 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, while maintaining the natural elegance typical of the grapes it comes from. Very complex in terms of quantity and quality of olfactory sensations, highlights include the nashi fruit, with characteristics between the Golden Delicious apple and pear, all the way to a delicate mineral note. In the mouth its intensity excites, with good structure and a pleasant, fresh acidity.
N. Of bottles produced
25,000
Sizes
0,75 - 1,5 - 3 lt

ZORZETTIG
www.zorzettigvini.it



Sauvignon Doc Friuli Colli Orientali

Grapes (%)
100% Sauvignon.
Land of production
Friuli Venezia Giulia.
Organoleptic characteristics
Straw yellow in colour. Characteristic bouquet, with a wealth of aromas from sage, box hedge and elderflower overtones. Great nose-palate symmetry, velvety full and elegant.
N. Of bottles produced
25,000
Sizes
0,75 lt



Burro

84%
materia
grassa

Superiore

Fratelli Brazzale

panna di centrifuga

dal 1784

**Hand-packaged butter
in a wide variety of sizes:**

- Mini butter 15g
- Rolls of butter 25g - 40g
- Pat of butter 125g - 250g
- Dish butter 250g - 500g



Visit us at:

SIAL PARIS 2018
HALL 7 - STAND A007
21 - 25 October
PARIS NORD VILLEPINTE (FR)

