

# “ LOVE AT FIRST SIGHT ”



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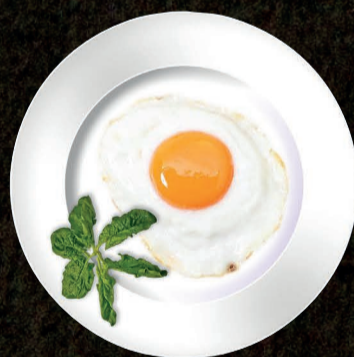
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# THE ITALIAN FOOD MAGAZINE BUYER'S • GUIDE

YEAR 7 - N° 4 • APRIL 2019  
MANAGING DIRECTOR: ANGELO FRIGERIO







## EDITORIAL

by Angelo Frigerio, managing director

# CHINA IS GETTING CLOSER AND CLOSER

On the past 23rd March, at Villa Madama, on the occasion of China President Xi Jinping's visit to Rome, a series of bilateral agreements have been signed in order to strengthen the trade and cultural cooperation between the two countries.

Among them, let's mention those related to the food sector: the Italian Minister of Agricultural, Food and Forestry Policies, Gian Marco Centinaio, and the Chinese Ambassador in Rome, Li Ruiyu, have signed a protocol of phytosanitary requirements for the export of fresh citrus fruit from Italy to China. Three more agreements have been signed between the Italian Minister for Health, Giulia Grillo, and the ambassador Li Ruiyu: the Action plan on the phytosanitary collaboration between the Ministries of the two countries; a protocol related to inspection, quarantine and phytosanitary requirements for the exports of frozen pork meat from Italy to China, agreed between the Italian Ministry and the General Administration of

Customs of the People's Republic of China; and a protocol on phytosanitary requirements for the exports of bovine semen from Italy to China.

Hence, China is getting closer and closer. A dynamism looked upon with great suspicion by the United States, as clearly and forcefully stated by its governors. The highly controversial topic of Democracy in China is another key issue. We will wait and see what happens.

In the meanwhile, 4-lane highways open up for Italian food products. Especially the youngest generations, indeed, have proven to appreciate 'made in Italy' food and are willing to eat it also in their homeland. Let's not forget that, in 2018, China was the world's largest food importer and is likely to achieve a 480 billion dollars market value.

That is to say: the occasion is big, and if handled properly, it could lead to a significant growth for Italian exports to the Asian country. Both in revenue and volumes.

## LA CINA È (SEMPRE) PIÙ VICINA

*I governi di Italia e Cina hanno firmato il 23 marzo scorso, a Villa Madama, nell'ambito della visita a Roma del presidente cinese Xi Jinping, una serie di accordi bilaterali per rafforzare la cooperazione commerciale e culturale tra i due paesi.*

*Fra tutti, segnaliamo quelli sull'alimentare: a firma del ministro italiano delle Politiche agricole, alimentari, forestali e del turismo Gian Marco Centinaio e dell'ambasciatore cinese a Roma Li Ruiyu, è stato siglato un*

*protocollo sui requisiti fitosanitari per l'esportazione di agrumi freschi dall'Italia alla Cina. Un totale di tre intese sono state poi sottoscritte tra il ministro della Salute Giulia Grillo e l'ambasciatore Li Ruiyu: il piano di Azione sulla collaborazione sanitaria tra ministeri dei due paesi; un protocollo tra il ministero italiano e l'amministrazione generale delle Dogane cinese in materia di ispezione, quarantena e requisiti sanitari per l'esportazione di carne suina congelata dall'Italia alla Cina;*

*un protocollo sui requisiti sanitari per l'esportazione di seme bovino dall'Italia alla Cina.*

*La Cina, dunque, è sempre più vicina. Ma il suo attivismo è guardato con palese distacco dagli Stati Uniti. Che non hanno mancato, attraverso le parole dei suoi amministratori, di farlo marcare. Sulla vicenda pesano inoltre le ombre sulla democrazia interna al grande paese. Vedremo come andrà a finire.*

*Nel frattempo si aprono autostrade a quattro corsie per i prodotti agroalimentari italiani.*

*Soprattutto le giovani generazioni apprezzano il cibo 'made in Italy' e lo vorrebbero mangiare anche in patria. Non dimentichiamo, infatti, che nel 2018 la Cina è stata il più grande mercato d'importazione per il food con un potenziale di crescita stimato in 480 miliardi di dollari.*

*L'occasione, insomma, è ghiotta. Se gestita in maniera intelligente potrebbe portare a un incremento notevole dell'export italiano nel paese asiatico. Sia in termini di volumi sia di fatturato.*





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84%  
materia  
grassa

Superiore

# Fratelli Brazzale

*panna di centrifuga*

*dal 1784*

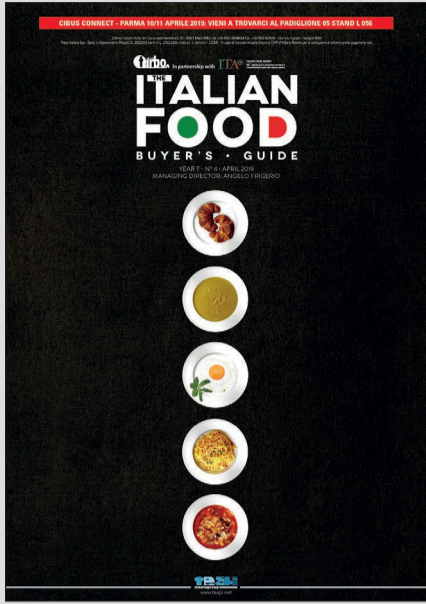


**Hand-packaged butter  
in a wide variety of sizes:**

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







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BUYER'S GUIDE

### THE ITALIAN FOOD MAGAZINE

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## NEWS

### EXPORTS OF ITALIAN PORK MEAT TO CHINA: SIGNED MEMORANDUM OF UNDERSTANDING



In the picture from the left: Gian Marco Centinaio (Italian Minister of Agriculture), Giulia Grillo (Italian Minister of Health) and Nicola Levoni (Assica)

After 15 years of negotiations, Italian pork meats are officially allowed to enter the Chinese market. Health Minister Giulia Grillo and the Chinese ambassador in Rome, Li Ruiyu, signed a memorandum of understanding that formally marks the opening of the Chinese market to Italian pork meats. "I am proud to announce this extraordinary result for our country, that Assica has contributed to achieve. We have been pursuing it with determination and perseverance for over 15 years, supporting our institutions in a long and difficult negotiation with the Chinese authorities," said Nicola Levoni, president of Assica, the Italian Meat Manufacturers' Association. "My thanks go to all those who have worked hard and together for so many years, convinced that all of Italian pork products deserved to enter the big Chinese market, so far reserved for raw hams and cooked products."

#### Export carni suine italiane in Cina: firmato protocollo d'intesa

*Dopo 15 anni di trattative è stata ufficializzata la possibilità di esportare carni suine dall'Italia in Cina: il ministro della Salute, Giulia Grillo, e l'ambasciatore cinese a Roma, Li Ruiyu, hanno siglato il 23 marzo a Villa Madama il protocollo di intesa che sancisce l'apertura del mercato cinese alle produzioni suine italiane. "Sono orgoglioso di poter dichiarare che si tratta di uno straordinario risultato per il nostro Paese che Assica ha contribuito a raggiungere. Lo abbiamo perseguito con determinazione e costanza per oltre 15 anni, supportando le nostre Istituzioni nelle lunghe e difficilissime trattative con le autorità cinesi", afferma Nicola Levoni, presidente di Assica. "Il mio ringraziamento va a tutti coloro che hanno lavorato in questi lunghi anni con tenacia, in maniera sinergica e nella convinzione che tutte le produzioni suine italiane dovessero avere accesso al grande mercato cinese, finora riservato ai prosciutti crudi e ai prodotti cotti".*

### CLAL: CETA IS DOING GOOD TO ITALIAN CHEESE EXPORTS (+28.8%)

Ceta is good for Italy, at least according to Clal.it experts, who reported a 28.8% increase in exports of Italian cheese to Canada, in 2018. Thanks to such a performance, due to the free trade agreement signed between the EU and Canada - approved by the EU parliament in 2017, it is now pending some Member States' certification - Italy is now the second largest cheese exporter to Canada, right behind the United States, Canada's leading supplier that nevertheless last year posted a 16% volume decrease with respect to 2017. On the other hand, the United States have gained significant ground in the milk and cream sector, of which they are almost the sole suppliers, with a 98% market share. Ceta is determining variations in EU export as a whole: besides Cyprus (-0.6%), EU cheese exports to Canada have grown by 35.3% in 2018, taking to 64% the market share of the 28 Member States.

#### Clal: il Ceta fa bene all'export dei formaggi italiani (+28,8%)

*Il Ceta fa bene all'Italia. A dirlo sono gli specialisti di Clal.it, che segnalano un incremento delle esportazioni di formaggio made in Italy verso il Canada, nel 2018, del 28,8% su base tendenziale. Grazie a questa accelerazione, dovuta all'accordo di libero scambio tra Ue e Canada, approvato dal parlamento europeo nel 2017 e in attesa di ratifica da parte di alcuni stati membri, l'Italia è al secondo posto per quantità di formaggi esportati in Canada, alle spalle degli Stati Uniti, primi fornitori del Canada ma in frenata del 16% rispetto alle quantità 2017. Gli Stati Uniti hanno comunque guadagnato terreno nel settore latte e panna, dove sono fornitori pressoché monopolisti, con una quota di mercato del 98%. Ma il Ceta fa cambiare marcia all'export Ue nel suo complesso. A parte Cipro (-0,6%), l'export di formaggi verso il Canada dei paesi dell'Unione europea cresce, nel 2018 (+35,3% su base tendenziale). Portando la quota di mercato dei 28 stati membri al 64%.*



## BREXIT IS SLOWING DOWN EXPORTS OF ITALIAN CHEESE IN THE UK: -8.2%

Italian cheese export to the UK - our third most important destination market - decreased by 8.2% in volume. The most affected cheese types were fresh cheeses (-10%), grated cheeses (-17%) and gorgonzola (-4%). Only hard cheeses registered a slight +0.6% increase. Value performance was generally stronger, with prices rising by 3%. "The prolongation of this period of uncertainty may discourage Italian companies and undermine the efforts that entrepreneurs have faced for years in order to consolidate a fundamental market for our exports," is the concern expressed by Giuseppe Ambrosi, president of Assolatte.

### **Brexit rallenta l'export di formaggi italiani in Uk: -8,2% a volume**

L'export dei formaggi italiani in Uk, terza destinazione per importanza, è diminuito dell'8,2% a volume. Con un calo, in particolare, del 10% per i formaggi freschi, del 17% per i grattugiati e del 4% per il gorgonzola. Stabili solo i formaggi duri, che fanno segnare un +0,6%. Meglio il quadro a valore, per il momento, con prezzi che crescono del 3%. "C'è il rischio che il prolungarsi di questo periodo d'incertezza scoraggi le imprese italiane e vanifichi gli sforzi che per anni noi imprenditori abbiamo affrontato per consolidare un mercato essenziale per le nostre esportazioni", è la preoccupazione espressa da Giuseppe Ambrosi, presidente di Assolatte.

## KIDS BISCUIT'S PLASMON BRAND ON SALE

US giant Kraft Heinz decided to sell the Italian brand Plasmon, which might be valued up to 700 million euros, Il Sole 24 Ore newspaper reported on the past days. The historic brand of biscuits for kids generates revenues of around 200 million euros and an ebtida of around 50 million euro. The dossier will attract the largest international private equity funds with experience in consumer products and the names of Advent, Permira, Lion Capital, Bc Partners. The Kraft-Heinz stock dropped by 27% on Wall Street in a day between last 21 and 22 February. And the company announced a Sec investigation into certain business practices.

### **Le attività italiane di Plasmon sono in vendita**

La multinazionale americana Kraft Heinz, secondo quanto pubblica il Sole 24 Ore, intende cedere le attività italiane di Plasmon. Lo storico marchio italiano di biscotti e alimenti per bambini potrebbe valere oltre 700 milioni di euro e vedrebbe interessati soprattutto i grandi fondi di private equity (ad esempio Advent, Investindustrial, Permira, Lion Capital, Bc Partners). La decisione a seguito di un processo di razionalizzazione avviato sulle attività estere, pensato dopo aver archiviato un bilancio molto deludente. Lo scorso 22 febbraio Kraft Heinz ha perso a Wall Street il 27%. Le cause del crollo sono stati gli utili e i margini inferiori alle stime, il taglio del dividendo e la svalutazione di alcuni marchi per oltre 15 miliardi. La stessa Kraft ha inoltre comunicato di essere sotto esame della Sec, che sta indagando sulle sue pratiche contabili.

## ITALIAN FOOD GROUP ILLY BUYS BRITISH CHOCOLATE MAKER PRESTAT

Italy's Illy Group has announced the acquisition of British chocolate maker Prestat, Buckingham Palace's chocolate truffle supplier, that proudly bears the royal warrant. Illy said that Prestat, which employs nearly 100 people and posted revenues of 7 million pounds last year (around 8.2 million euro), could partner with premium chocolate brand Domori, which it bought in 2006. Riccardo Illy, Chairman of Gruppo Illy, commented: "The two companies complement each other perfectly and have a geographical presence in the main world markets, based on a passion for excellence in chocolate". Prestat products are distributed in some of the most exclusive retailers and department stores - namely Fortnum&Mason, Liberty, Selfridges, Harrods, Harvey Nichols, Daylesford, Rococo Chocolates - and are exported to Japan, Australia, Singapore, Dubai, Switzerland, Germany and the Netherlands.

### **Gruppo Illy acquisisce l'azienda cioccolatiera britannica Prestat**

Il Gruppo Illy ha reso nota l'acquisizione dello storico marchio britannico del cioccolato Prestat. La società - che conta circa 100 dipendenti per un giro d'affari pari a 7 milioni di sterline (quasi 8,2 milioni di euro) nel 2018 - è fornitore della Casa Reale inglese. Il presidente del gruppo italiano, Riccardo Illy, ha spiegato al Sole24Ore che la strategia dell'operazione va nella direzione di una "perfetta complementarità con Domori", altro brand di proprietà del gruppo che si occupa della produzione del cioccolato a partire dalle fave: mentre Prestat trasforma il cioccolato in praline e tartufi. "Prestat vanta il royal warrant, un bollino di qualità aggiuntiva che ci giochiamo innanzitutto in Gran Bretagna", specifica il presidente. I prodotti realizzati da Prestat sono distribuiti nei migliori negozi britannici e internazionali (Fortnum&Mason, Liberty, Selfridges, Harrods, Harvey Nichols, Daylesford, Rococo Chocolates) e vengono esportati in Giappone, Australia, Singapore, Dubai, Svizzera, Germania e Paesi Bassi.



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# THE FRENCH REVOLUTION

SHARP RISE IN FOOD PRICES FROM 1ST FEBRUARY, WHEN THE COUNTRY'S NEW FOOD LAW CAME INTO FORCE. STOP ALSO TO SUPER-PROMOTIONS, SUCH AS BUY-ONE-GET-ONE-FREE DEALS. THE REACTION OF RETAILERS.

Starting from February 1st, as the 'Loi Alimentation' came into force, the cost of hundreds of popular food items increased by as much as 10% in France. The new law also brought to an end the so-called super-promotions - such as buy-one-get-one-free deals - with the aim to ensure better pay for French farmers and small-scale food producers. Its flagship measure aims to fight price wars by ensuring no food can be sold with less than a 10% profit margin. "What I ask of supermarkets is to find a way to spread their margins differently, to better distribute things," French agriculture minister Didier Guillaume said. "The goal is that agricultural products are sold at their proper value."

#### How much of a price rise?

The minimum price of big brand staple products has increased by 10%, affecting products ranging from Pastis, Nutella, Président Camembert, Ricard Pastis and Carte Noire coffee. This means that a food or drink brand previously sold for 1 euro now

is priced at 1.1 minimum. The law also curbs promotional offers so that retailers cannot discount products by more than 34% of their retail price. In addition, the amount of promotions which are allowed will be limited to just a quarter of the planned sales. So, if a supermarket wants to sell 100 tubs of Nutella, it can only run promotional offers on 25 of them. 'Buy one, get one free' offers are now a thing of the past.

#### La Rivoluzione francese

*Niente più super promozioni, sottocosto e offerte '1+1'. E la palla che passa dai distributori ai produttori nei lunghi negoziati sui prezzi. Così da stabilire valori più corretti per le referenze, promuovere una maggiore qualità delle produzioni, favorire un'alimentazione più sana per tutti. È su questi cardini che poggia la rivoluzione francese della Distribuzione moderna, che ha preso ufficialmente il via il 1° febbraio scorso con l'entrata in vigore della nuova legge sull'alimentazione.*

#### The consequences for retailers

The price increase was not uniform, since the law affects supermarkets and hypermarkets more than small local shops. According to the government, that is because major store chains offer some popular brands at or near cost price, slashing their margins on those products, trying to lure customers with good deals.

Supermarket chain Carrefour adapted to the law by increasing discounts for loyalty card customers. Prices rose by 35 euro cents on average, which is 5%. It said 1,000 food and drink brands have been affected, out of 25,000 on sale. Intermarché, another French big player in retail, said that the price increase affected about 5% of its product assortment. Finally, hypermarket chain E.Leclerc, France's largest food retailer by market share, said it was raising prices by 3% on 1,000 brands. The Ceo Michel-Edouard Leclerc has branded the food price measures a "scam" and said farmers would not see higher prices.





## LEADING FRENCH GROCERY RETAILERS

MARKET SHARE % IN THE F&B SECTOR

E. LECLERC

**21.3%**

CARREFOUR

**20.1%**

INTERMARCHÉ

**14.7%**

CASINO GROUPE

**11.0%**

SYSTÈME U

**10.6%**

AUCHAN

**10.5%**

LIDL

**5.8%**

ALDI

**2.5%**

OTHER INTERNATIONAL GROUPS

(Norma, Colruyt, Migros, Costco, Mark&Spencer) **0.2%**

Source: Kantar Worldpanel, february 2019

## BEST SELLING ITEMS THE FRENCH WILL PAY MORE FOR

A list of the most popular brands and products that were affected by the rise in prices, provided to Le Parisien by a retailer that wanted to preserve its anonymity.

SHOPPING BASKET (24 ITEMS)

79,78 EURO

84,81 EURO

**+ 6.3%**

Old price  
New price and % increase

Camembert Président 250 g



| euro | euro         |
|------|--------------|
| 1,39 | 1,51 (+8.6%) |

Nutella Jar 750 g



| euro | euro         |
|------|--------------|
| 4,05 | 4,39 (+8.4%) |

Carrot and peas Cassegrain 265 g



| euro | euro         |
|------|--------------|
| 1,19 | 1,27 (+6.7%) |

Leiseur Isio 4 oil 1 lt



| euro | euro         |
|------|--------------|
| 2,99 | 3,19 (+6.7%) |

Milk brioche rolls (x 20) Pasquier



| euro | euro         |
|------|--------------|
| 2,29 | 2,42 (+5.7%) |

Carte Noire Coffee 250 g



| euro | euro         |
|------|--------------|
| 3,19 | 3,33 (+4.4%) |

Crunch Nestlé milk chocolate crisped rice (pack of 2) 100 g



| euro | euro         |
|------|--------------|
| 1,59 | 1,64 (+3.1%) |

Joker Orange Juice 1 lt



| euro | euro         |
|------|--------------|
| 1,79 | 1,85 (+3.4%) |

Spaghetti Panzani 500 g



| euro | euro         |
|------|--------------|
| 0,69 | 0,70 (+1.4%) |

Lu Prince chocolate biscuits (pack of 2) 300 g



| euro | euro         |
|------|--------------|
| 2,22 | 2,28 (+1.3%) |

Senseo sweet coffee pods 277 g



| euro | euro         |
|------|--------------|
| 4,65 | 4,70 (+1.1%) |

Natural tuna Petit Navire (pack of 2) 93 g



| euro | euro         |
|------|--------------|
| 3,35 | 3,37 (+0.6%) |

Pastis Ricard (45% Vol) 1 lt



| euro  | euro          |
|-------|---------------|
| 18,75 | 20,61 (+9.9%) |

Chocapic Nestlé cereals 430 g



| euro | euro         |
|------|--------------|
| 2,15 | 2,35 (+9.3%) |

Milk powder Guigoz (1 year old) 900 g



| euro  | euro          |
|-------|---------------|
| 15,25 | 16,48 (+8.1%) |

Mineral water Evian 1,5 lt



| euro | euro         |
|------|--------------|
| 0,49 | 0,52 (+6.1%) |

Danone Nature (pack of 12) 125 g



| euro | euro       |
|------|------------|
| 2,65 | 2,81 (+6%) |

Coca Cola 1,25 lt



| euro | euro       |
|------|------------|
| 1,39 | 1,46 (+5%) |

Danette chocolate dessert (pack of 4) 125 g



| euro | euro         |
|------|--------------|
| 1,19 | 1,24 (+4.2%) |

Heudebert toast 280 g



| euro | euro         |
|------|--------------|
| 1,35 | 1,40 (+3.7%) |

Caprice des Dieux cheese 300 g



| euro | euro         |
|------|--------------|
| 2,99 | 3,10 (+3.7%) |

Sparkling water San Pellegrino 1 lt



| euro | euro         |
|------|--------------|
| 0,60 | 0,61 (+1.7%) |

Ready-to-eat rice with hake Blédichef 230 g



| euro | euro         |
|------|--------------|
| 1,60 | 1,62 (+1.3%) |

Président butter 250 g



| euro | euro         |
|------|--------------|
| 1,95 | 1,96 (+0.5%) |

Source: LeParisien.fr

follow

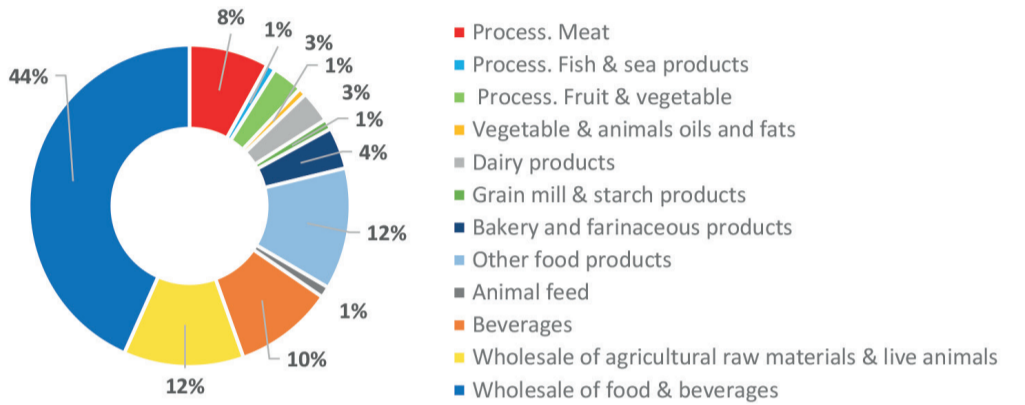


# THE LOCAL F&B INDUSTRY

FIRST SECTOR IN TERMS OF TURNOVER AS WELL AS FIRST EMPLOYER IN THE MANUFACTURING INDUSTRY, WITH MORE THAN 18,000 COMPANIES AND 380,000 EMPLOYEES, THE AGRI-FOOD INDUSTRY IS A MAJOR PLAYER IN FRENCH ECONOMY AND A VECTOR OF COMPETITIVENESS AND ATTRACTIVENESS AT NATIONAL, EUROPEAN AND GLOBAL LEVELS.

## THE DIVERSITY OF FRENCH AGRI-FOOD COMPANIES

Source : Insee – ESANE 2015 – treatment SSP  
By sector of activity

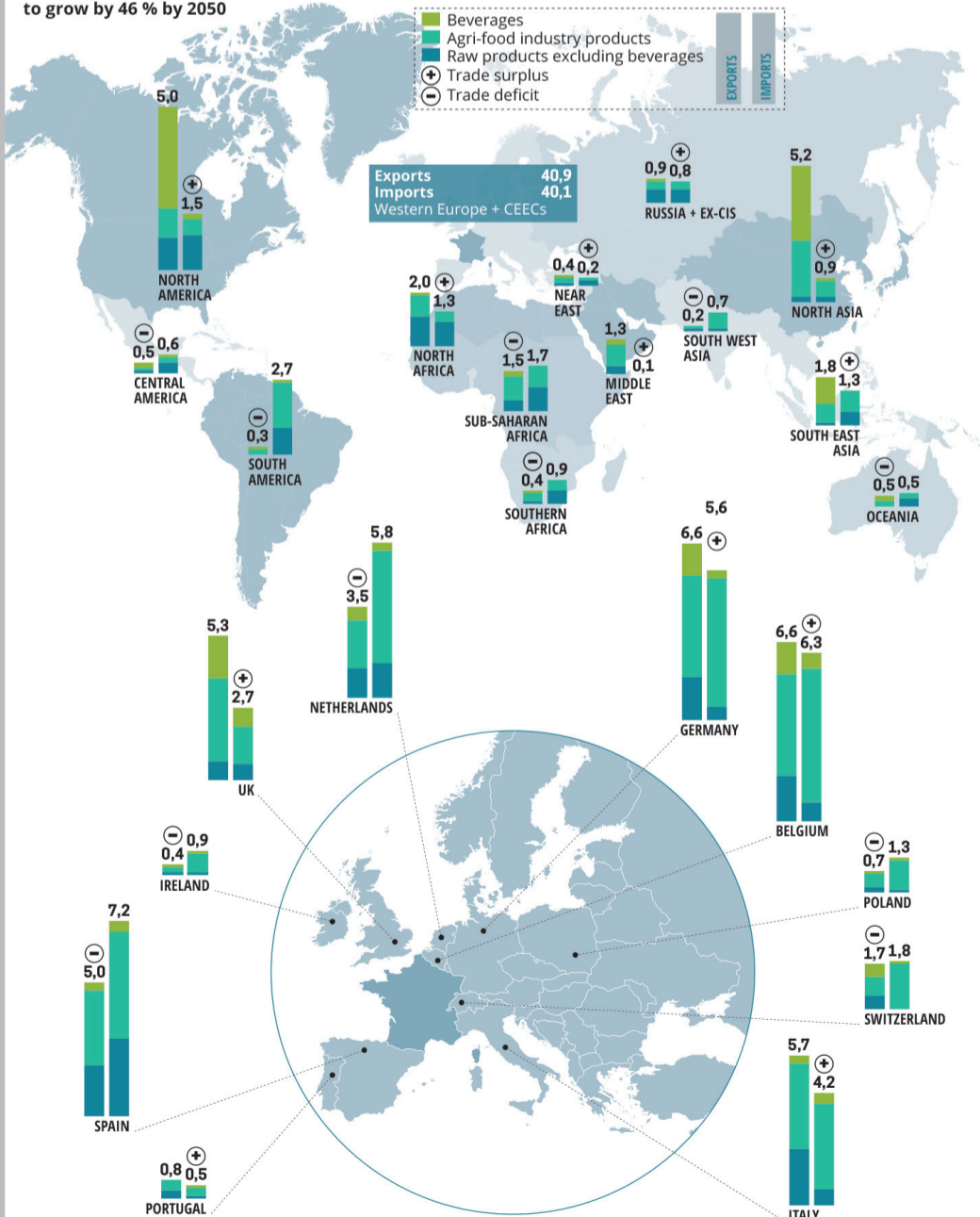


## FEEDING A GROWING GLOBAL POPULATION

France's exchanges of agricultural and agri-food products around the world

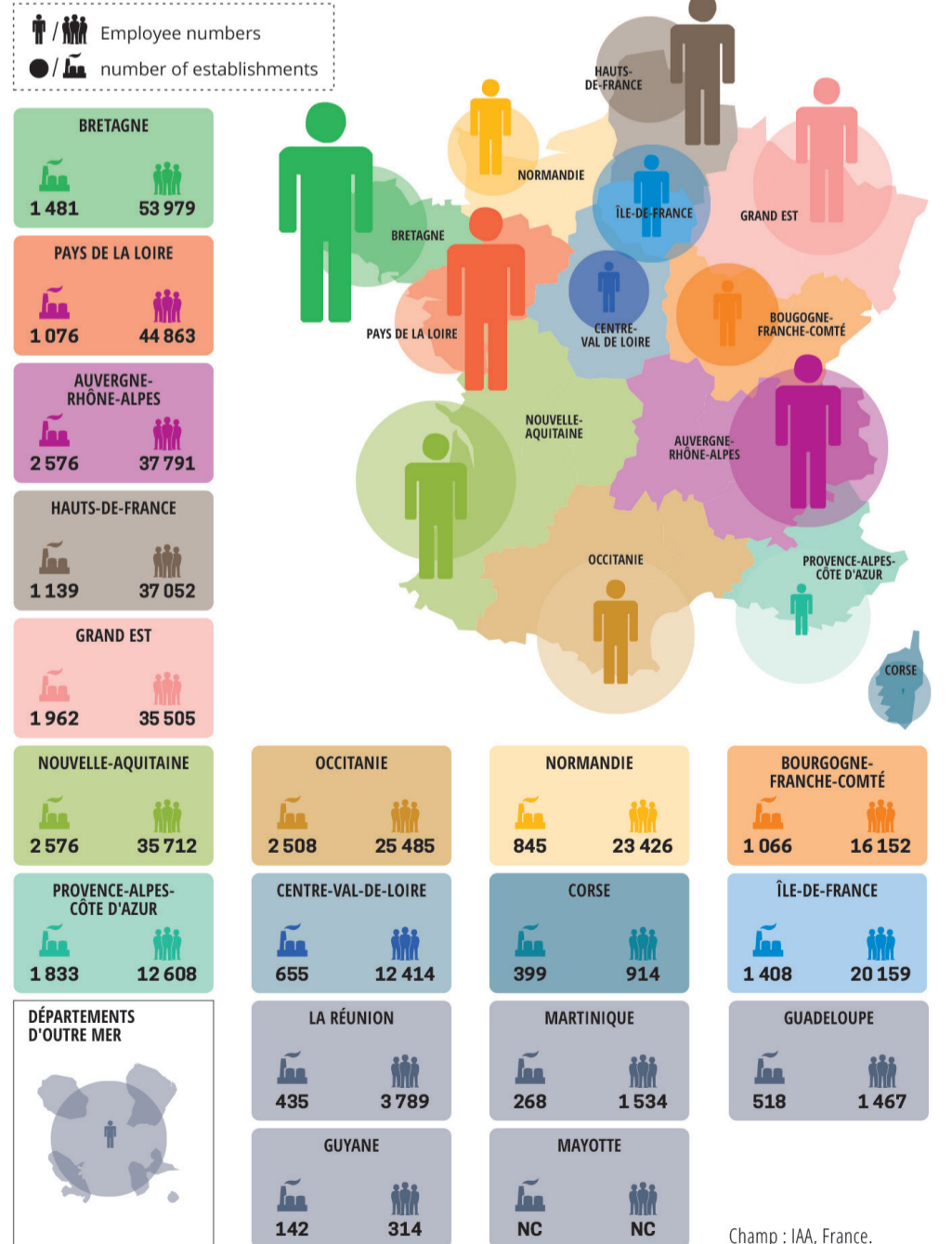
Scope : Agricultural and agri-food products (excluding tobacco), 2017  
Sources : Douanes, treatment SSP

Global food demand is expected to grow by 46% by 2050



## THE FRENCH AGRI-FOOD INDUSTRY : A DYNAMISM SPREAD THROUGH THE WHOLE COUNTRY

Source : Insee, Clap 2015.



Champ : IAA, France.

Source: Ministère de l'agriculture et de l'alimentation. Direction générale de la performance économique et environnementale des entreprises.





**KEY FIGURES OF THE FRENCH AGRI-FOOD SECTOR**

- 170** billion revenue
- 2nd** agri-food industry in Europe
- 98%** of companies with less than 250 employees
- +1000** products under quality and/or origin label
- 386,000** employees
- 26%** average export rate

end



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# 'LISTEN TO THE BUZZ'

IT'S THE THEME OF THE 2019 EDITION OF THE WORLD'S LARGEST EXHIBITION DEVOTED TO PRIVATE LABEL. ON STAGE AT RAI EXHIBITION CENTRE, IN AMSTERDAM, ON MAY 21-22. NEARLY 400 ITALIAN EXHIBITORS EXPECTED.

More than 15,000 trade professionals from 120 countries are expected to attend Plma's 2019 World of Private Label International Trade Show, that will be held 21-22 May at the Rai Exhibition Centre, Amsterdam. The theme for this year's edition is 'Listen to the Buzz', which highlights the thousands of conversations that will be taking place on the trade show floor between exhibitors and visitors. The latter includes retailers representing supermarkets, hypermarkets, discounters, drugstores and department stores, as well as importers and exporters, manufacturers, consultants, sales agents, packaging and design experts.

In Amsterdam, they will have the opportunity to visit more than 2,600 exhibiting companies - the largest number ever. They are suppliers of fast-moving consumer goods, including food and non-food products from

more than 70 countries. Plma has always paid great attention to the latest consumer trends. For this very reason, there will be nearly 600 exhibitors of organic products, more than 250 exhibitors of vegan and vegetarian items, ne-

### 'Ascolta il fermento'

*Questo il motto dell'edizione 2019 di Plma 'The world of private label'. Attesi ad Amsterdam, il 21 e 22 maggio, oltre 15mila operatori del settore, provenienti da più di 120 Paesi. Nell'area espositiva del centro fieristico Rai avranno la possibilità di incontrare 2.600 aziende espositrici: il numero più alto mai registrato. Si tratta di produttori e fornitori di beni di largo consumo confezionato, sia in ambito alimentare che non alimentare, provenienti da oltre 70 Paesi. Tra di loro anche una nutrita rappresentanza di aziende italiane: ben 400.*

arly 200 exhibitors of lactose-free products and 150 exhibitors of sugar-free items. In addition, there will be nearly 250 exhibitors of kosher products and more than 200 exhibitors of Halal products.

A special trade show attraction is Plma's Idea Supermarket, which displays private label ranges of around 60 retailers in Europe, United States, Latin America, Africa and Asia. Here, a special area is dedicated to the winning products of Plma's International Salute to Excellence Awards: a recognition given to outstanding food and non-food private label products that have been introduced by supermarkets, hypermarkets, discounters, drugstores and specialty stores in the past year. Nearby is Plma's New Product Expo, displaying more than 600 products presented for the first time on the trade show floor.







What has determined, year after year, the striking success achieved by Plma: now true point of reference for the whole industry?

The success of the show is due to the relevance of the products on display to retailing. In other words, Plma makes sure that the show mirrors the real world. If a new category, like organics, suddenly gains popularity, then we want to make sure that there are exhibitors on the show floor who produce those products.

Which are the features you are currently working on?

There are several subjects which are important to the future of private label. One of the most important is the growth of e-commerce. Therefore, we want to make sure that exhibitors and retail visitors are informed about this development and how they can respond to the growth of e-commerce.

What is going to be the key theme of this edition?

The theme of this year's show is 'listen to the buzz'. Some shows are very quiet. Some shows are very noisy. Plma's show is very bu-



## A ONE-TO-ONE INTERVIEW WITH BRIAN SHAROFF, PRESIDENT OF PLMA

businesslike with thousands of conversations between exhibitors and visitors taking place at the same time. The 'buzz' tells you that the show is helping attendees and getting things done.

And what about the trade show's innovations?

The most important innovation in the show is Plma's Idea Supermarket, which displays private label programmes of retailers around the world. Also in the Idea Supermarket are the products submitted by exhibitors for the New Product Expo. In addition,

the winning products in Plma's Salute to Excellence Awards are on display. All of these things bring innovation to the forefront of the show.

Do you expect a high number of Italian exhibitors and visitors?

We expect nearly 400 Italian exhibitors, including three pavilions. In view of trade visitors, we are expecting more than 800 Italian professionals.

Still in regard to international visitors, did you carry on any special activity?

The main activity for international visitors takes place in October, several months before the show. It is Plma's Executive Education Programme, held in conjunction with Nyenrode Business University in Amsterdam. All exhibitors and visitors are invited to participate.

Which private label sectors are now developing the most, especially in the food & beverage industry?

I would say that, in general, organics and natural is the most dynamic part of the food and beverage business.

## Passion for Excellence

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

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



# AGRIFORM

*discovering Italian cheese*





# RISKS: IF YOU KNOW BETTER, YOU DO BETTER

A MAP OF THE MOST VOLATILE, OR RATHER MOST PROMISING WORLD ECONOMIES FOR GLOBAL TRADE. AMONG 'EMERGING' IN CRISIS AND 'MATURES' IN THE BALANCE. THE SACE-SIMEST ANALYSIS FOR 2019.

A complex international scenario, yet not lacking in opportunities was outlined in the Sace-Simest '2019 Risk Map'. A strategic tool, published once a year, that has become of great importance for all those companies doing business abroad. A special mention, in the analysis of the worst risks for exports, goes to the situation of the US market and the uncertainties determined, in the European zone, by the Brexit threat. Without forgetting that new wave of protectionism that - for some time now - has been hitting several economies, both mature and emerging, on a global scale.

The analysis conducted by Sace-Simest describes 2018 as a year of growth, although it reported a slight downturn, due to the economic and political instability registered in some emerging countries, namely Argentina and Turkey. As regards mature economies, instead, there was no sharp deterioration even if they also presented some critical issues. A trend that, according to estimates, should

continue also through 2019.

The degree of attention paid to the performance of the US economy remains very high. Despite the 'truce' that, according to Sace-Simest, is currently in place between Beijing and Washington in regard to duties, the fears connected with the introduction of new tariffs are strong. As for China, in 2019 a new economic downturn is expected: growth will pass from +6.6% (2018) to +6.2% (2019). The same trend is expected to take place also in the Eurozone - +1.6% in 2019 vs. +1.8% in 2018 - mainly due to the potential consequences of a 'no-deal' Brexit.

**Rischi: se li conosci, li eviti**

*Uno scenario internazionale complesso, ma non per questo privo di opportunità è quello delineato nella 'Mappa dei rischi 2019' di Sace-Simest. Un vademecum delle economie più instabili o, viceversa, più promettenti per il commercio mondiale nei prossimi 12 mesi. Tra 'emergenti' in crisi e 'maturi' in bilico.*

If we go back to the emerging economies, the risk of new crisis remains high especially in those countries that, due to 'structural' reasons, are also the most vulnerable. Despite such concerns, anyway, it is very unlikely that countries like Brazil, India and Indonesia may face situations like those aroused in Argentina and Turkey in 2018.

Global debt reached 244 trillion dollars in the third quarter of 2018. A value that is equal to 318.2% of world GDP, up 2.5% compared to the fourth quarter of 2017. The main problems are detected once again in emerging markets: +5.9%, for a total of 68.4 thousand billion dollars. In terms of political risks, instead, the analysis shows no significant changes, except for a further deterioration of the situation in Argentina and Turkey. The two countries are once again included in the list of 'downgrades', along with other countries of Africa (including Zambia) and Central Asia (Turkmenistan, Azerbaijan, and Kazakhstan).

**POLITICAL RISK: 2019 VS 2018**

Who is doing better and who is falling behind



Source: Sace Simest

**CREDIT RISK: 2019 VS 2018**

Number of variations



Source: Sace Simest

**THE 6 LEADING RISKS IN 2019**

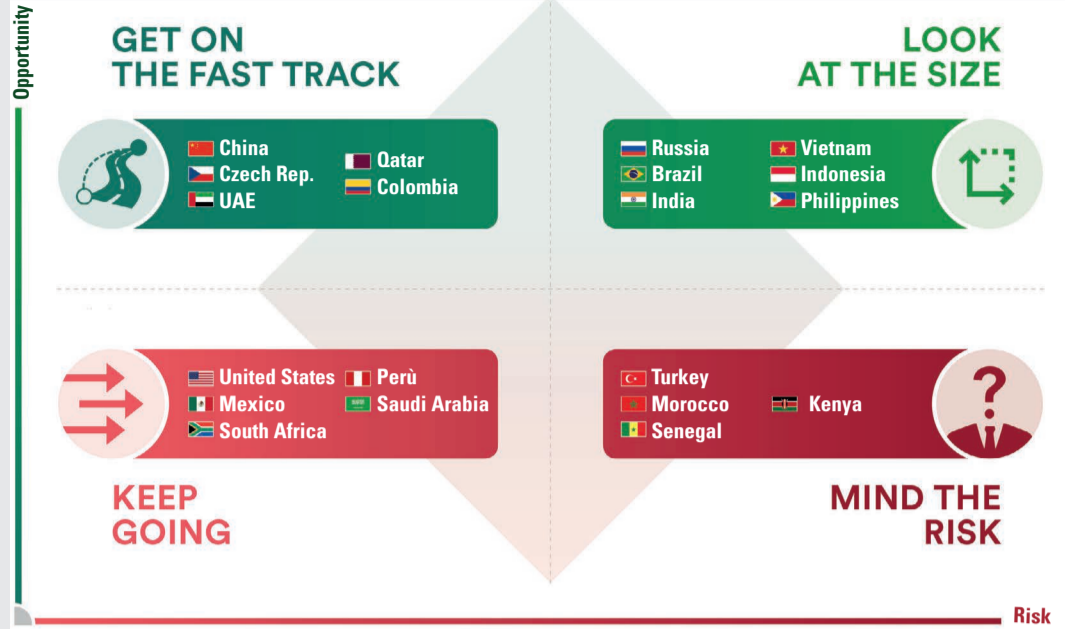
| RISKS                                    | WORST CASE SCENARIO  | VIEW SACE  |
|--|--|--|
| <b>1</b> Turbulences in emerging markets | <b>Capital outflow</b> - risk of new pressures on Turkey and Argentina and on other 'fragile' emerging economies             | FED toward a less-restrictive monetary policy (up to 2 rate hike in 2019 vs 3 expected)  |
| <b>2</b> US economy                      | <b>Recession</b> - end of the expansion cycle started in June 2019   | A slow down between 3% and 2% is likely to occur (not recession), at least in 2019   |
| <b>3</b> Protectionism                   | <b>Trade war</b> - introduction of duties by the US on 265 bln dollars of Chinese goods and risk of retaliation from Beijing | Truce between US and China, uncertain outcome  |
| <b>4</b> US stock market                 | <b>Crash of the stock market</b> - due to a potential US recession or to FED's "too much" restrictive policies               | Corrections are more likely to take place rather than a collapse   |
| <b>5</b> Debt                            | <b>Corporate and sovereign default risk</b> - especially in the most critical emerging markets                               | Sovereign: financial tensions in medium-sized countries (like Mozambique, Zambia); Corporate: potential pressures on the private sector (like in Argentina and Turkey)     |
| <b>6</b> 'Disorderly Brexit'             | <b>No deal</b> - significant effects on UK's GDP (up to 10.5% in a five-year period according to the Bank of England)        | The negative vote of the House of Commons makes the 'no deal' scenario more likely to occur. Other scenarios may also take place (new plan, new elections, new referendum) |

Source: Sace Simest



## RISKS AND OPPORTUNITIES FOR THE 20 PRIORITY GEOGRAPHIES OF SACE-SIMEST

Although a slight downturn, China is one of the best positioned geographies in terms of risk-opportunity. The slowdown in the United States has determined the shift in the lower quadrant on the left, even though the country will continue to represent a market with great potential. The problems affecting Turkey have inevitably reduced its potential, but according to analysts it remains a market to be pursued - in a long-term perspective.

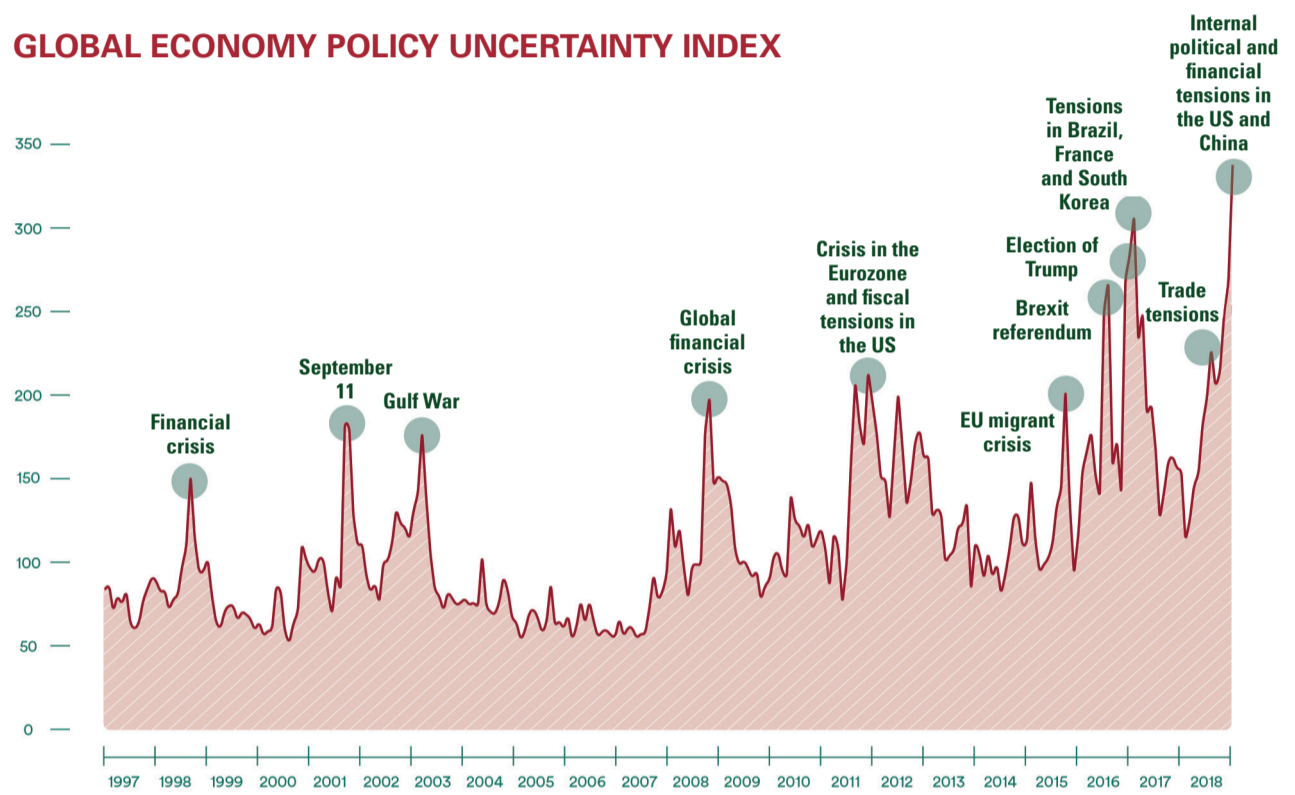


**TRANSFER RISK**  
who is falling behind

|                         |
|-------------------------|
| Turkey   67 (+16)       |
| Azerbaijan   61 (+15)   |
| Ukraine   81 (+12)      |
| Turkmenistan   81 (+11) |
| Zambia   74 (+10)       |
| Kazakistan   51 (+10)   |
| Tunisy   69 (+10)       |
| Iran   70 (+10)         |
| Albania   56 (+6)       |
| Argentina   71 (+6)     |

0 = Minimum risk; 100 = maximum risk

## GLOBAL ECONOMY POLICY UNCERTAINTY INDEX



Source: Economic Policy Uncertainty

Who is doing better and who is falling behind



| WHO IS DOING BETTER       | WHO IS FALLING BEHIND  |
|---------------------------|------------------------|
| Puerto Rico   59 (-11)    | Barbados   96 (+23)    |
| Grenada   88 (-8)         | Turkey   72 (+14)      |
| Iceland   30 (-7)         | Zambia   77 (+13)      |
| Slovenia   36 (-7)        | Oman   59 (+10)        |
| Jamaica   75 (-6)         | Nicaragua   75 (+8)    |
| Uzbekistan   73 (-6)      | Guatemala   63 (+7)    |
| Kirghizistan   74 (-6)    | Turkmenistan   77 (+6) |
| Greece   73 (-5)          | Argentina   78 (+4)    |
| Austria   15 (-5)         | Indonesia   58 (+4)    |
| Russia   62 (-4)          | Pakistan   76 (+4)     |
| Croatia   60 (-1)         | Ukraine   92 (+2)      |
| Poland   39 (-1)          | Bolivia   71 (+2)      |
| Slovak Republic   30 (-1) | Colombia   52 (+1)     |

## THE SCORECARD OF RISKS

|              | External debt to GDP | Import cover | Current account deficit on GDP | Exchange rate fluctuation in 2018 | Credit risk 2019 and var. vs 2018 |
|--------------|----------------------|--------------|--------------------------------|-----------------------------------|-----------------------------------|
| Argentina    | ●                    | ●            | ●                              | --                                | 78 ▲                              |
| Turkey       | ●                    | ●            | ●                              | --                                | 72 ▲                              |
| Brazil       | ●                    | ●            | ●                              | -                                 | 59 ▲                              |
| Mexico       | ●                    | ●            | ●                              | +                                 | 35 ▼                              |
| India        | ●                    | ●            | ●                              | -                                 | 57 ▲                              |
| Indonesia    | ●                    | ●            | ●                              | -                                 | 58 ▲                              |
| Sri Lanka    | ●                    | ●            | ●                              | -                                 | 72 =                              |
| Russia       | ●                    | ●            | ●                              | -                                 | 62 ▼                              |
| South Africa | ●                    | ●            | ●                              | -                                 | 54 ▲                              |
| Zambia       | ●                    | ●            | ●                              | --                                | 77 ▲                              |
| Pakistan     | ●                    | ●            | ●                              | --                                | 76 ▲                              |

● > 50%      < 4 months      > 5%      Depr. > 20%      The risk is increasing  
● 30% - 50%      4-8 months      2% - 5%      Depr. < 20%      No variation  
● < 30%      > 8 months      < 2%      Appr.      The risk is decreasing

Source: Sace Simest, Eiu

Source: Sace Simest





# THE FRESH SUPREMACY

THE HIGHLIGHTS OF FRUIT LOGISTICA'S TREND REPORT 2019. FOCUS ON WHAT'S INFLUENCING THE DEMAND FOR FRUIT AND VEGETABLES IN GROCERY RETAIL. AND HOW IT'S AFFECTING THE WHOLE SUPPLY CHAIN.

Released the third edition of the Trend Report 2019 issued by Fruit Logistica, International trade fair for fruit and vegetables, held in Berlin on the past February. The report, called 'Surprises in Store', is based on an in-depth consumer survey conducted by the Oliver Wyman consulting firm that considers the responses of 6,850 customers in 14 different markets across Europe and North America.

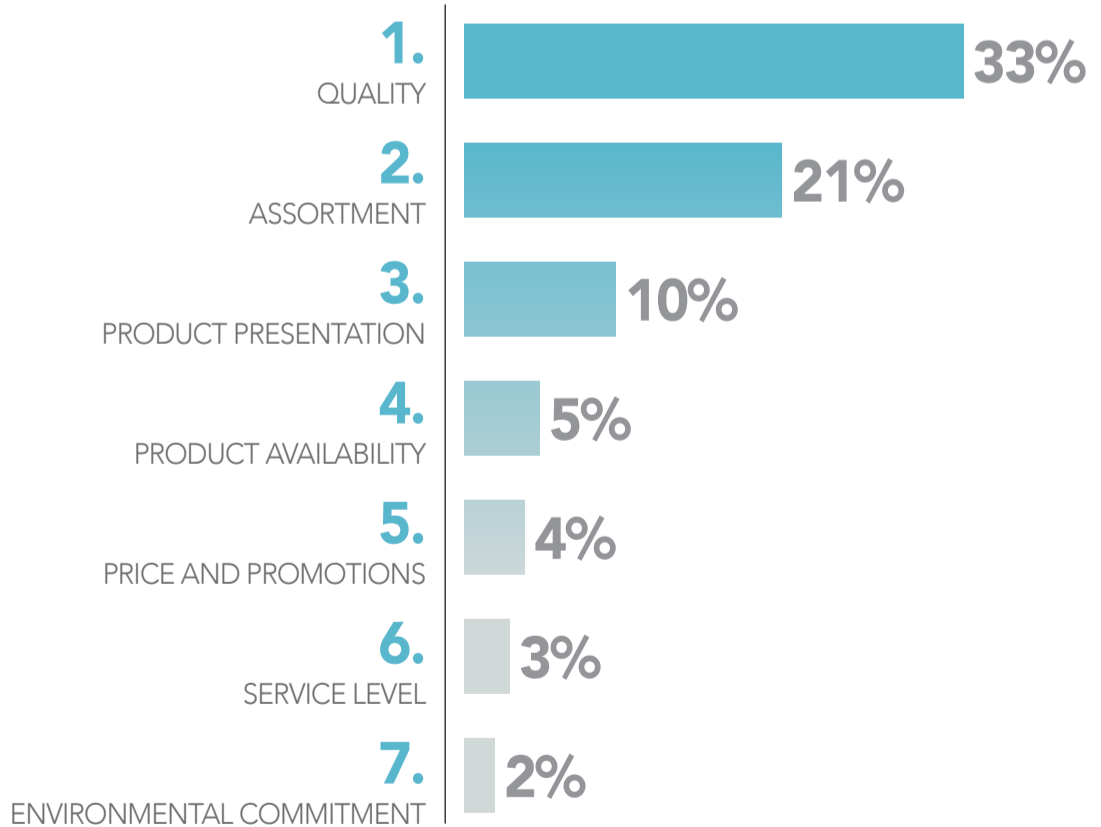
Today, fresh produce play a critical role in the retail trade, since customers expect good quality fresh produce in every store. In addition, consumers are becoming much more sophisticated in terms of how they shop. Not only are they more environmentally conscious, but they demand more information about the products they buy: where their fresh fruit and vegetables come from, how they were produced, how fresh they really are. At the same time, healthy eating and convenience are extremely relevant concerns for many. This report aims to explore in detail the various ways in which the world's major grocery retail chains are attempting to keep pace with those consumer trends.

#### Quality matters

The quality of a store's fresh food plays a key role in determining where customers choose to shop for their groceries. 59% of the survey's respondents said that quality in the fresh food department was the most important factor in determining their choice of store. Quality alone, indeed, accounts for 33% of the total satisfaction. Customers satisfied with a store's fresh food quality will visit it 7% more frequently than those who are not. Even more significantly, their average basket is 24% larger. In addition, 47% say they are willing to pay more for higher

### RELATIVE IMPORTANCE OF SATISFACTION CRITERIA FOR FRESH FOOD CORRELATION, FRESH PRODUCE SATISFACTION VS SATISFACTION CRITERIA

Source: Oliver Wyman, Fresh Survey, August-September 2018, average across all 14 geographies



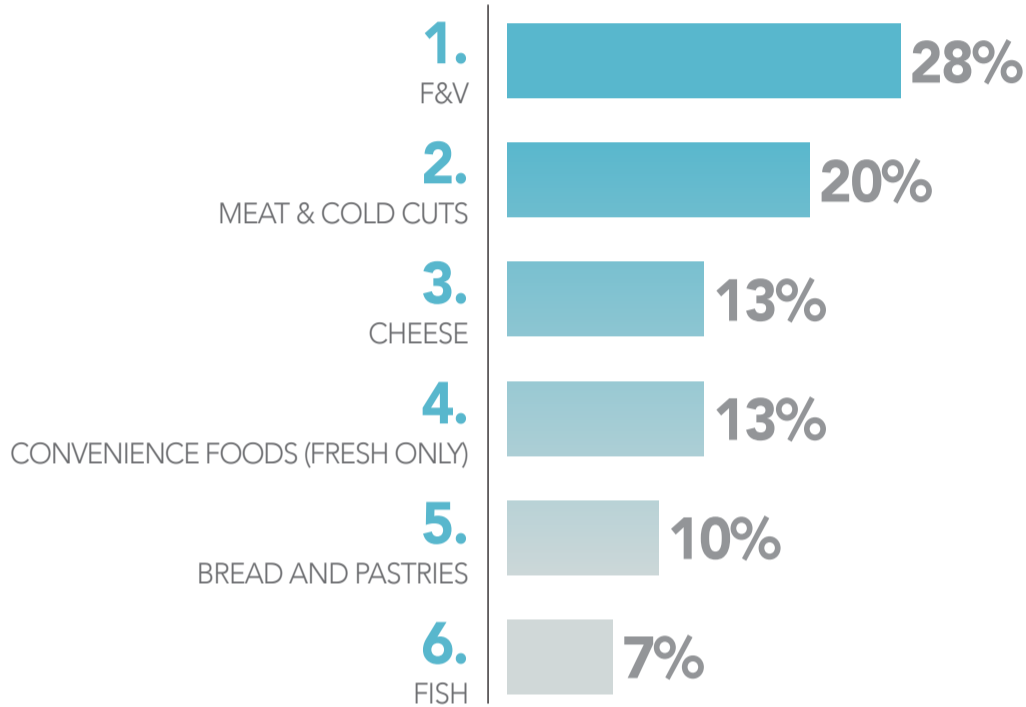
#### La rivoluzione del fresco

Presentata la terza edizione del 'trend report' di Fruit Logistica, Salone internazionale dell'ortofrutta che si è tenuto a Berlino lo scorso febbraio. Lo studio, intitolato 'Surprises in Store' e condotto dalla società di consulenza Oliver Wyman, fornisce una panoramica aggiornata dei fattori che oggi guidano e influenzano la domanda di frutta e verdura fresca in Gdo. Per realizzarlo sono stati intervistati circa 7mila consumatori in 14 mercati, in Europa e Nord America.



## IMPORTANCE OF PRODUCT CATEGORIES FOR FRESH FOOD SATISFACTION CORRELATION, CATEGORY SATISFACTION VS. FRESH SATISFACTION

Source: Oliver Wyman, Fresh Survey, August-September 2018, average across all 14 geographies



quality fresh food. Satisfaction with fresh food appears to have a more profound impact on shoppers with more money to spend. In Germany, for example, around 68% of high-income families say that fresh food is the most important reason for choosing a store.

### What's driving satisfaction

When ranking the fresh categories that are most important to consumers, it is the fruit and vegetable department that matters most, ahead of all others including meat and bakery. Digging a bit deeper into what determines customer satisfaction, the research reveals that the top three drivers are the appearance of the produce, its taste, and its size and shape. Data also show that higher-income customers care more about service, have a stronger commitment to the environment, and demand more specialised ranging than the average consumer. Assortment, in particular, is an established driver of consumer satisfaction with fresh food, and this centres around three new and critical things that shoppers want: fresh produce that is both more convenient and healthier; fruit and veg with an emotional connection, to which they can relate like brands; a clear conscience, with greater origin transparency and less environmental impact.

### Consumers are asking for convenient, healthy foods

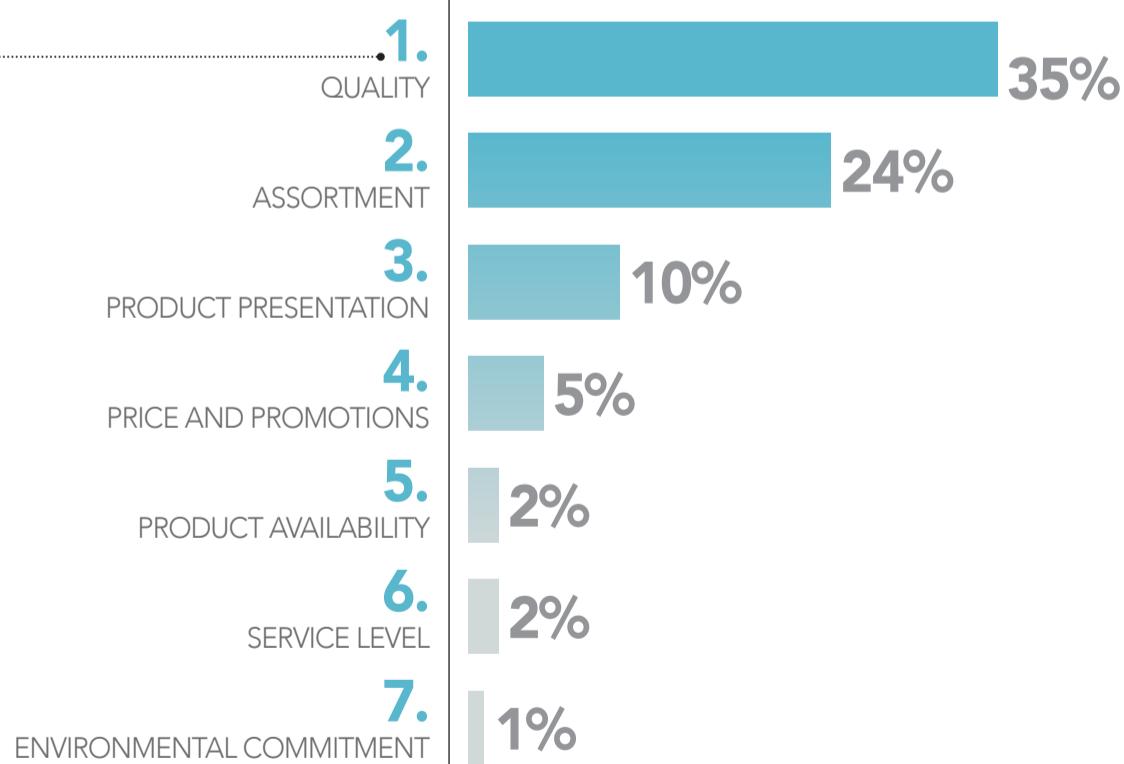
The demand is for healthy fresh produce that is packaged in a convenient format for people who are short of time and often in a hurry, both when shopping in the store and when cooking at home. Although family mealtimes remain important to many, fewer people regularly cook for themselves.

Yet simultaneously, the current generation has emerged as more health conscious than ever before, and this is driving consumers to seek out healthy and convenient fresh foods that can be put on the table quickly, but which the consumer knows will do their family good.

That evolution in terms of product range is likely to mirror the following trends: easy-to-prepare fruit and vegetable varieties; ready-to-cook fruit and vegetables; greater product choice, centred around local and seasonal demand; modularity, meaning the sale of readily recognisable fruit and vegetable components for easy-to-assemble meals.

## QUALITY AS A DRIVER OF SATISFACTION WITH FRUIT AND VEGETABLES IMPORTANCE OF SATISFACTION CRITERIA FOR F&V (Correlation, satisfaction criteria vs F&V satisfaction)

Source: Oliver Wyman, Fresh Survey, August-September 2018, average across all 14 geographies



### DETERMINING FACTORS IN F&V QUALITY SATISFACTION

(Correlation, satisfaction criteria vs F&V satisfaction)





# THE SURVEY

## The importance of creating an 'emotional connection'

Powerful brands understood the importance to build an emotional connection with consumers, one that establishes trust - and consequently customer loyalty, encouraging repeat purchases and creating a brand premium. This can play well for fresh foods, particularly for the many fruit and vegetables that appeal to so many of the senses. And if customers wish to see, touch, feel and smell fresh produce before buying, what better place to do that than in the store? The sensual aspect of fresh produce contains another emerging trend: while consumers still associate the fresh appearance of fruit and vegetables with their quality, taste is becoming a far more important factor in a shopper's purchasing decision. This is the reason why experts expect producers and retailers to focus much of their future innovation on delivering superior taste in fresh produce. Another way of creating a stronger emotional connection with fruit and vegetable consumers is to improve their appearance and presentation. A number of countries - the US and Canada in particular - have a long history of creating elaborate and attractive in-store fresh produce displays. These almost theatrical displays are designed to captivate the consumer and elicit an emotional reaction. As the major brands know, the secret to strong emotional connection with consumers lies in the last of three elements addressed here: the store's staff. Interaction with a store employee can make a vital difference to how the customer perceives the produce itself.

## Environment and sustainability: two major concerns

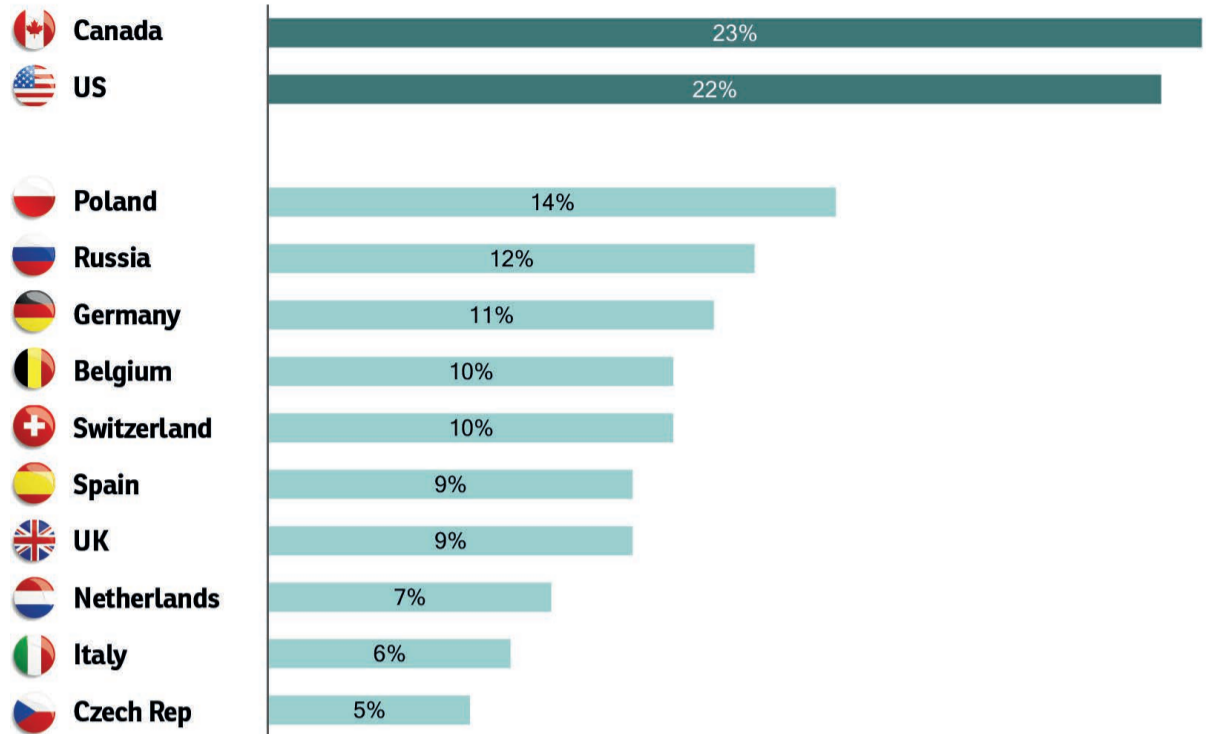
Consumers are turning to foods with lower environmental impact from sustainable sources; locally produced, grown in season. However, these demands are clearly not equally important to all consumers in all markets. The avoidance of waste, both in terms of reducing the volume of fresh produce thrown away and in terms of how ecologically sound its packaging might be, is an increasing concern. Plastic packaging is seen as a major issue: 87% of respondents said they were concerned about its impact on the environment and 73% said they hoped to minimise the amount of packaging they used. However, when it comes to paying for this, the response was less assured: only half said they would be willing to pay more for biodegradable packaging.



## IMPORTANCE OF FRESH FRUIT AND VEGETABLE PRESENTATION IN STORE

### IMPORTANCE OF FRESH FRUIT AND VEGETABLE PRESENTATION IN STORE

Source: Oliver Wyman, Fresh Survey, August-September 2018



## DETAILED SURVEY RESULTS BY COUNTRY

Source: Oliver Wyman, Fresh Survey, August-September 2018

| Country            | Importance of product categories for overall satisfaction with fruit and vegetables (F&V)<br>Correlation, fresh satisfaction vs category satisfaction | Importance of satisfaction criteria for F&V satisfaction<br>Correlation, category satisfaction vs satisfaction criteria | Best place to buy fresh produce<br>Share of loyal customers rating store as best store to buy Fresh products |
|--------------------|---|---|--|
| <b>Austria</b>     | 1. F&V 28%<br>2. Meat and cold cuts 22%<br>3. Cheese 17%  | 1. Quality 48%<br>2. Assortment 26%<br>3. Price and promotions 11%  | 1. Interspar 61%<br>2. Merkur 61%<br>3. Billa 48%  |
| <b>Belgium</b>     | 1. F&V 22%<br>2. Meat and cold cuts 22%<br>3. Cheese 13%  | 1. Quality 39%<br>2. Assortment 26%<br>3. Product presentation 10%  | 1. Delhaize 75%<br>2. Carrefour 60%<br>3. Albert Heijn 60%   |
| <b>Czech Rep</b>   | 1. Meat and cold cuts 33%<br>2. F&V 24%<br>3. Bread and pastries 16%  | 1. Assortment 28%<br>2. Quality 20%<br>3. Product availability 15%  | 1. Globus 74%<br>2. Kaufland 59%<br>3. Lidl 57%  |
| <b>France</b>      | 1. F&V 41%<br>2. Meat and cold cuts 37%<br>3. Cheese 10%  | 1. Quality 43%<br>2. Assortment 15%<br>3. Price and promotions 10%  | 1. Grand Frais<br>2. Auchan<br>3. Cora/ Match  |
| <b>Germany</b>     | 1. F&V 31%<br>2. Meat and cold cuts 29%<br>3. Cheese 14%  | 1. Assortment 34%<br>2. Quality 31%<br>3. Product presentation 11%  | 1. Globus 79%<br>2. Edeka 70%<br>3. Kaufland 61%   |
| <b>Italy</b>       | 1. Convenience food 23%<br>2. Cheese 20%<br>3. F&V/Meat and cold cuts 19%   | 1. Quality 38%<br>2. Assortment 24%<br>3. Environmental commitment 6%   | 1. Esselunga 70%<br>2. Coop, Ipercoop 65%<br>3. Conad 65%  |
| <b>Netherlands</b> | 1. F&V 42%<br>2. Meat and cold cuts 17%<br>3. Convenience food 9%   | 1. Assortment 35%<br>2. Quality 33%<br>3. Product presentation 7%   | 1. Albert Heijn 76%<br>2. Lidl 75%<br>3. Emta 61%  |
| <b>Poland</b>      | 1. F&V 28%<br>2. Convenience food 19%<br>3. Meat & cold cuts 15%  | 1. Quality 36%<br>2. Assortment 18%<br>3. Product presentation 14%  | 1. Lidl 64%<br>2. Kaufland 62%<br>3. Delikatesy Centrum 60%  |
| <b>Russia</b>      | 1. Meat and cold cuts 20%<br>2. Cheese/Convenience food 18%<br>3. F&V 15%   | 1. Assortment 35%<br>2. Quality 15%<br>3. Product presentation 12%  | 1. Metro 80%<br>2. Karusel 76%<br>3. Lenta 64%   |
| <b>Spain</b>       | 1. F&V 22%<br>2. Convenience food 18%<br>3. Meat and cold cuts 13%  | 1. Quality 47%<br>2. Price and promotions 10%<br>3. Assortment 9%   | 1. Bonpreu 83%<br>2. Hipercor 80%<br>3. Carrefour 67%  |
| <b>Switzerland</b> | 1. F&V 38%<br>2. Meat and cold cuts 22%<br>3. Cheese 11%  | 1. Quality 42%<br>2. Assortment 27%<br>3. Product presentation 10%  | 1. Migros 66%<br>2. Coop 61%<br>3. Lidl 47%  |
| <b>UK</b>          | 1. F&V 22%<br>2. Convenience food 18%<br>3. Meat and cold cuts 13%  | 1. Quality 47%<br>2. Price and promotions 10%<br>3. Assortment 9%   | 1. Waitrose 76%<br>2. Morrisons 65%<br>3. Tesco 63%  |
| <b>Canada</b>      | 1. Cheese 24%<br>2. F&V 14%<br>3. Convenience food 16%  | 1. Quality 32%<br>2. Product presentation 23%<br>3. Assortment 22%  | 1. Save-on-Foods 68%<br>2. Super C 67%<br>3. Loblaws 65%   |
| <b>US</b>          | 1. F&V 32%<br>2. Meat and cold cuts 16%<br>3. Cheese 12%  | 1. Assortment 30%<br>2. Product presentation 22%<br>3. Quality 21%  | 1. Whole Foods 86%<br>2. Wegmans 82%<br>3. Meijer 77%  |

Source: Fruit Logistica Trend report 2019

end





# JUST AS

## NATURE INTENDED

OUR CREATIONS HAVE A UNIQUE FLAVOUR, RECOGNISABLE THE WORLD OVER. THEIR INTENSE, CAPTIVATING FRAGRANCE HARKS BACK TO A PURER, SIMPLER TIME, AN ANCIENT TRADITION GROUNDED IN THE USE OF UNADULTERATED INGREDIENTS: CHOICE CUTS, SALT, NATURAL FLAVOURINGS AND AIR - JUST AS NATURE INTENDED.

MONTEVECCHIO DOESN'T USE JUST ANY OLD MEAT IN ITS CREATIONS - WE SELECT ONLY THE FINEST ANIMALS FROM FULLY TRACEABLE SOURCES.

OUR PRODUCTS ARE MATURED IN THE PURE, FRESH AIR OF THE SAMOGGIA RIVER VALLEY, HIGH IN THE APPENINE MOUNTAINS BETWEEN TUSCANY AND EMILIA, USING A SLOW, NATURAL CURING PROCESS THAT BRINGS OUT ALL THE DELICIOUS FLAVOUR OF THE MEAT AND ITS HEADY SPICE SEASONINGS.

WE LOVE OUR CLIENTS AS WE LOVE OUR WORK, AND SO WE CONFORM TO THE HIGHEST STANDARDS FOR QUALITY AND HYGIENE, GUARANTEED BY INTERNATIONAL CERTIFICATION SCHEMES; OUR PRODUCTS SPEAK FOR THEMSELVES - JUST AS NATURE INTENDED.



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**Save the date**  
 Biofach will be back in 2020, on 12-15 February



# THE ORGANIC RENDEZVOUS

THIS YEAR'S BIOFACH AND VIVANESS COMBINED TRADE FAIRS (13-16 FEBRUARY) ATTRACTED MORE THAN 51,500 VISITORS FROM 143 COUNTRIES. THE ITALIAN EXHIBITORS INTERVIEWED BY OUR REPORTERS IN NUREMBERG, GERMANY.

Biofach, the World's leading trade fair for organic food, and Vivaness, the International trade fair for natural and organic personal care, have brought this year's event at the exhibition centre Nuremberg to a close on a high note. More than 51,500 visitors, 50% from outside Germany, drew inspiration from the wealth of products on show from 3,273 exhibitors from 98 countries, and had the opportunity to discover novelties, trends and innovations from all around the world. Besides Germany, the top five countries represented by this year's visitors

included Italy, Austria, France and Spain. And with about 9,500 delegates and participants in its discussions, the accompanying Congress confirmed its position as the largest international platform for knowledge transfer and networking. The next meeting of the international industry at Biofach and Vivaness will take place on 12-15 February 2020. 95% of this year's visitors have already booked these dates out, to be sure of attending again next year. Below, some of the interviews conducted by *The Italian Food Magazine* during the trade show.

## Il rendez-vous del bio

*Chiusa con numeri record la 30esima edizione di Biofach, salone leader al mondo per gli alimenti biologici, andato in scena dal 13 al 16 febbraio - in concomitanza con la manifestazione gemella dedicata alla cosmesi green, Vivaness - presso la fiera di Norimberga. Oltre 51.500 i visitatori che hanno affollato gli stand degli oltre 3.273 espositori, provenienti da 98 Paesi. Nutrita la rappresentanza italiana, che vantava più di 400 aziende espositrici. Di seguito alcune delle interviste realizzate da The Italian Food Magazine nel corso della fiera.*

### FRACCARO SPUMADORO

Luca Fraccaro



From left: Luca Fraccaro and Paolo Pietrobon

"The market demand for organic products is growing fast and here, at Biofach, we are witnessing this trend. Large scale retail is paying increasing attention to such a development, and is choosing more and more organic products for its assortment. A sector, that of organic, where quality really makes the difference and where consumers are very demanding. Among the new products that we presented during the trade show, the new packages dedicated to Christmas and Eastern, where utmost attention is paid to sustainability. On stage, in Nuremberg, also the restyle of our range of croissant, now enriched with the new sweet breads, available in two different flavors: with raisins or with chocolate drops."

### JOE & CO.

Elena Matticari



Edoardo Pessi Maraldi and Elena Matticari

"The organic sector keeps on growing and the strong interest showed by large grocery retail is leading to a sort of 'democratization' of the whole sector and of its consumption. To our company, 2018 was a positive year and we keep on following our growth path. In addition, we will soon inaugurate the new production site: a totally automated plant providing us with additional 1,000 square meters, and that will allow us to activate a third production line. Among the product innovations presented, it is worth mentioning the revolutionary Age+ line of oils branded Yes Organic, as well as the Pomegranate vinegar with Mother."

### PASTIFICIO DI BARI TARALL'ORO

Antonello Di Bari



"The impact of organic on the market is set to increase, especially beyond national borders. As a company, we have set ourselves ambitious goals for the future. And 2019, just like 2018, will represent a year of transition with the opening of new markets and the rationalization of our client portfolio. During the trade show, we presented the BioVeg tarallini, and the new line of organic pasta made with 100% Italian wheat branded 'Di Bari'. A product specifically conceived for global markets, where also the packaging is aimed at enhancing the Apulian origin of our company and products."



**THE BRIDGE**  
Eva Pfeffer



"Last year, the growth of organic in Italy was restricted to large scale retail. The specialized channel, indeed, is facing difficulties almost everywhere. In France, for instance, it would be sharp decreasing if major players hadn't increased their number of stores. More in general, on a global scale there are several markets showing dynamic growth rates, like Ukraine, where the organic assortment has expanded tremendously last year. Exports account for 80% of the company's turnover. In 2019, we aim at confirming the 10% growth rate registered in the past 12 months. To this purpose, we showcased at Biofach interesting innovations, like the oat drink belonging to the Barista line and the protein drink made with 12% of chickpeas: a delicious alternative to soy."

**IRIS BIO**  
Linda Casani



"In 2018, our company managed to improve its positioning by increasing sales in large scale retail and strengthening its presence almost everywhere in the pasta sector. 2019 started positively too, showing double-digit growth rates. Exports account today for around 40% of total turnover and still have a big growth potential. To this purpose, we came to Biofach with an original product innovation: a box able to tell the story of Iris Bio and enhance the work carried out by the farmers of our cooperative: it includes many pasta varieties in the same 'spaghetti' shape, but made from different raw materials - semi whole wheat semolina, semi whole wheat spelt, stone ground Cappelli wheat, whole wheat spelt, whole wheat, stone ground ancient grain - with four different sauces to match."

**GABRO**  
Francesco Brogna



"For Gabro, Biofach is a strategic business hub and the 2019 edition did not betray the expectations. Our range of olive oils is enjoying great success on the global scenario and this makes us feel very confident for a further strengthening of our brand. The choice to present only 100% organic products was awarding, and it has contributed to determine the image and positioning of our company, that is celebrating its 110th anniversary. Our long-standing tradition and expertise has allowed Gabro to increase its domestic and foreign business, first of all in Poland; and to widen its presence in large scale distribution. These remain our key goals also for 2019."

**BIOSÜDTIROL**  
Michael Theiner



From left: Michael Theiner, Josef Unterfrauner, Hartmann Calliari and Werner Castiglioni

"Biofach has always been and remains a strategic hub, both for launching new products and for strengthening the relationships with our business partners. Today, exports account for about 80% of total revenue. The demand is growing especially in extra-EU countries, but for products with a longer shelf life. In Germany, instead, we will evaluate the effects of the communication campaign aimed at supporting local fruit & veg produce. To us, the most dynamic markets are Sweden, Norway, Ireland and the United Kingdom, also thanks to our many international certifications. In 2019, we will focus our attention on the promotion of 'Bonita', one of our rarities that originates from the combination of the Cripps Pink and Topaz varieties."

**GERMINAL BIO**  
Paolo Pisano



"Among the many product innovations presented in Nuremberg, a special mention goes to those belonging to the gluten free range. That is to day the Cocoa tart and the Crackers available in two flavors: Quinoa & chia and Quinoa & turmeric. Let's not forget also the 'sweet' innovations of the Germinal Bio range: a new line of shortbreads and snacks, made with simple ingredients but incredibly tasty. It includes three shortbreads: Cocoa & chocolate, Chocolate, and Whole wheat and spelt; and 4 different flavors of tarts: Strawberry & raspberry, Blueberry, Apricot and Cocoa cream; beside the puff pastry with Cocoa cream. Two new Cracker varieties will soon join the range."

**MARTINOROSSI**  
Stefano Rossi



Camilla Borghi and Stefano Fanconi

"We are very satisfied with the results achieved in 2018. A year of investments for the building of a new production plant in Tuscany and the widening of our Cremona-based plant. Fundamental interventions in order to comply with the increasingly complex market demands. We are also making strong R&D investments for the creation of new clean label, allergen-free food ingredients, both from cereals and pulses. In addition, we are strengthening our supply chains in order to provide our clients with short traceability and greatest food safety. During Biofach we presented new flours and grits that are gluten free, allergen free and GMOs free, ideal for the production of protein pasta, baked goods and for the production of snacks, available both organic and conventional."

**ALCE NERO**  
Gianluca Puttini



Paola Munforte and Gianluca Puttini

"Toward the end of last year, the organic sector experienced a sharp decline. Nevertheless, 2019 started on a positive note, with a strong sales increase in January. Alce Nero closed 2018 with satisfying results, especially on global markets: we have increased our presence in Asia and the European market is performing well too, with a special mention for Poland. Biofach is the occasion to showcase our many product innovations: the range of whole wheat pasta with legumes, made with 100% Italian raw materials; the datterini tomato puree made with tomatoes grown in Emilia Romagna, available in a 350 g glass bottle; and the brand-new Soup with whole wheat rice and oat, to be kept at room temperature. Let's not forget the Trallini with extra virgin olive oil and the ready-to-eat Rice and vegetables belonging to the Baby Food range."

**PROBIOS**  
Ferdinando Favilli



"The situation of the organic market, in particular for what concerns Italy, is not that rosy. This is mainly due to the consequences - the negative ones - of the success enjoyed by organic in large scale retail. On one side, it definitely contributed to enhance the whole sector; but on the other side, it happened so fast that the specialized channel is now struggling. Our goal, in order to emerge and escape the current price war, is to keep on innovating by creating new products dedicate to specific market niches. One example is the new 'Mozzaveg', branded Il Nutrimento, that has enjoyed great success at Biofach. Available in the 200 grams and 1.5 kilos sizes, it's the result of a long research work. A vegetal alternative to mozzarella made with lentils, free from milk and gluten, ready to eat and perfect also as a pizza topping."

**BUSTI FORMAGGI**  
Stefano Busti



Francesca Giannini

"Specialized organic shops are going through a challenging situation in Italy. Nevertheless, in 2018 our company achieved substantial growth and the consumptions of our organic pecorino has more than doubled. Furthermore, we experienced a significant increase also abroad, first of all in Germany, that remains the largest destination market for organic products, both in grocery retail and in the specialized channel. Overall, exports are enjoying a strong growth trend, both for our organic and conventional dairy specialties. At Biofach we presented our new organic cheese: Pecorino with aromatic herbs and vegetal rennet, that was already available in the conventional version."





# GROCERY E-COMMERCE IS DRIVING GROWTH

ONLINE SALES OF FMCG PRODUCTS ON A RAISING TREND IN EUROPE. THE OPPORTUNITIES FOR BRANDS AND DISTRIBUTORS. AND EIGHT TRENDS TO WATCH IN 2019. THE ANALYSIS FROM IRI.

by Federica Bartesaghi

Though traditional supermarkets remain the most popular destination for grocery shoppers, the scenario is changing fast. Online sales still account for a small share on the sector's total turnover, yet they are showing interesting growth rates all over Europe, with double-digit growth in Italy (+42%) and Spain (+29%) and dynamic performances also in France and Germany. This is shown in a new report from Iri, that highlights new growth opportunities for FMCG retailers and manufacturers online, and reveals eight key trends in FMCG e-commerce, including one-click ordering, shopping by smart home device and the power of geo marketing.

Pierluigi Carlini Solutions & Innovations,

Iri, comments: "The traditional grocery landscape is being disrupted as influential online players reinvent the food and drink shopping experience, and smaller specialists offer a more personalised approach to consumers. But we believe there are huge growth opportunities for FMCG retailers and brands to use their online platforms and data to help meet the demands of today's younger shoppers who expect a seamless, effortless online experience, combined with value for money, product choice and availability."

According to Iri, EU sales of food and personal care in particular are overperforming in e-commerce, and are set to jump +54% in the next five years.

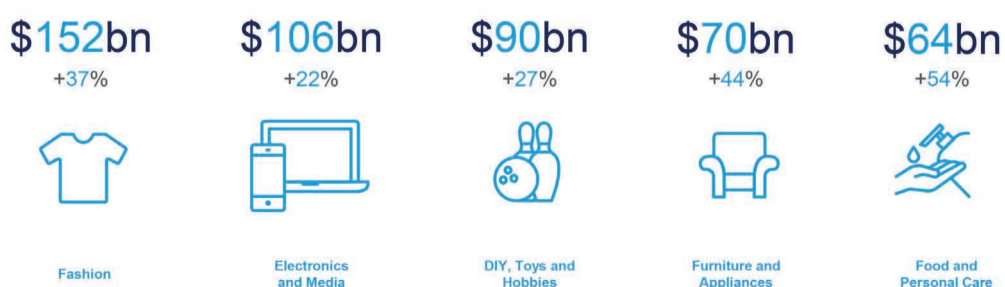
## Cresce l'e-commerce nel grocery

*Benché gli europei continuino a preferire il supermercato come luogo fisico in cui fare la spesa, il panorama del mercato grocery tradizionale si sta modificando velocemente. Le vendite online, sebbene abbiano un peso ancora contenuto sul volume d'affari, mostrano segno più in tutta Europa, con una crescita a doppia cifra in Italia (+42%) e in Spagna (+29%) e andamenti significativi anche in Francia e Germania. Secondo le stime Iri, inoltre, nei prossimi cinque anni le vendite online di prodotti alimentari e beni per la cura della persona registreranno una crescita del 54%. È quanto evidenzia uno studio firmato Iri, che evidenzia le nuove opportunità di crescita per gli operatori del Largo consumo confezionato (Lcc) nel canale online e delinea otto trend dell'e-commerce da tenere d'occhio nei mesi a venire.*

E-commerce in Europe is projected to grow strongly across the major industries, none more so than in food and personal care

Online contribution to global food sales also expected to rise over the same five year period to 2022 from 2.7% to 3.7%

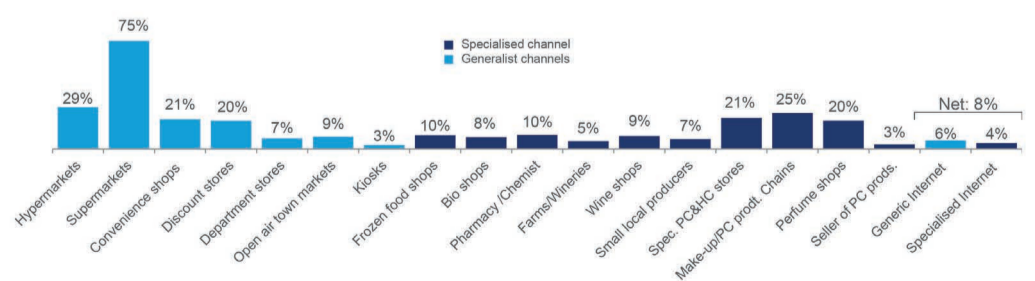
E-commerce sales split by key industry: Sales forecast to 2022 and growth (2018-2022)



Source: Statista Digital Market Total Europe Outlook 2018

Supermarkets are still the main destination for groceries in Europe. Online by comparison accounts for an average of 8% of IRI European shopper purchases

% of shoppers who buy products for grocery shopping in these channels – Total Europe



Note: All channels are not implemented in every country. Channels for personal and home care, make-up/personal care products, perfume shops, sellers of personal care products have been considered only for personal care macro category. Frozen food stores have been considered for frozen food and beverages macro categories only. Kiosk has been considered for beverages macro category only.

Q.1 Where do you currently buy products for your grocery shopping?

Source: IRI European Shopper Survey 2018. Respondent's basis: total sample



## 8 TRENDS IN E-COMMERCE TO WATCH IN 2019



### BIG DATA MANAGEMENT

Big data management facilitates detailed understanding of individual shopper journeys and buying habits, leading to personalised recommendations and design studios, greater convenience and loyalty.



### GEO-MARKETING

Geo-marketing pulls in on-the-go consumers or encourages impulse online spend for those in transit. Promotions to prompt in-store footfall or impulse spend online.



### THE ONLINE SHOPPING CART

Amazon's one-click ordering patent expired in 2017. The quest for online retailers to alleviate shopping cart abandonment will see players FMCG and non-FMCG focus on a shorter path to purchase.



### PURCHASES FROM SMARTPHONE USERS

Over half of UK shoppers prefer using retailers' smartphone apps ahead of their actual website.



### TARGETED, INSTANTLY REDEEMABLE REWARDS

Strengthening the retailer's quest to drive loyalty and win share of wallet.



### VOICE ORDERING

Voice ordering via smart home devices brings convenience for shoppers. Integration of new platforms will be essential to ensure seamless, omnichannel experience.



### VERSATILITY, SPEED AND CONVENIENCE

Ability to pivot between click and collect and home delivery in less time is high on retailers' agendas.



### DIRECT TO CONSUMER (D2C) DELIVERY

Direct to consumer (d2c) delivery has ushered fast growing FMCG brands (Graze, Dollar Shave Club). Start-ups and larger players can in-part remove retailers in a bid to drive loyalty, personalised offers and repeat purchase.



## LISTEN TO THE BUZZ\*



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Presented by the Private Label Manufacturers Association International Council





*Save the date*  
Gulfood will be  
back in 2020,  
on 16-20  
February

# GULFOOD: A STRATEGIC EVENT. WAITING FOR EXPO 2020

GREAT SUCCESS FOR THE DUBAI'S N. ONE F&B BUSINESS HUB. ATTENDED BY MORE THAN 5,000 EXHIBITORS, AND AROUND 100,000 VISITORS. AND THE UNIVERSAL EXPOSITION IS RIGHT BEHIND THE CORNER...

Gulfood 2019, the 24th edition of the largest annual food and beverage trade show in the MENA region, has once again reinforced its reputation as the tailor-made trading platform for f&b specialists from around the world to display their latest innovations at Dubai World Trade Centre (DWTC), from the past 17 to 21 February. Figures are quite impressive: a 1,000,000 square feet exhibition ground, an estimated 100,000 visitors and 5,000 exhibitors from 198 countries. Including many Italian companies and a collective organized by the ITA Agency.

Which is not that surprising, since the area - and Dubai first of all - has become a key hub for the food & beverage business. Especially the premium one, also due to the presence of countless high-end or starred restaurants. In addition, from 20th October 2020 until

10th April 2021, Dubai will host the Universal Exposition. A sumptuous event, that is expected to attract 25 million visitors.

The site is located in the south-west Dubai, close to Al Maktoum International Airport and Jebel Ali port. The master plan features three thematic pavilions - the Welcome Pavilion, the Innovation Pavilion and the UAE Pavilion - symbolizing 'opportunity, sustainability, and mobility'. Three distributed zones that will be centered around a central plaza called 'Al Wasl' - Arabic name which means 'the connection'.

The 2020 edition of Gulfood will be held in conjunction with the Universal Exposition, and therefore it won't be host at the World Trade Center but in the huge area of Expo Dubai.

**Gulfood: un evento strategico. In attesa di Expo 2020**

*Strategico. È questa la definizione corretta di Gulfood. Lo ha confermato la 24esima edizione, che si è svolta dal 17 al 21 febbraio presso il World Trade Center di Dubai. Significativi i numeri: una superficie espositiva di circa un milione di metri quadri, 5mila espositori, 198 paesi partecipanti. Tra questi l'Italia, presente con alcune collettive, fra cui quella organizzata da Ice/Ita. D'altra parte l'area è diventata ormai cruciale per il business agroalimentare, soprattutto quello di alta gamma. Numerosi i luxury hotel e i ristoranti stellati che costellano l'emirato. A ciò occorre aggiungere la prossima edizione di Expo, che si terrà nel 2020 proprio a Dubai, con un flusso stimato di 25 milioni di spettatori.*

## POSTCARDS



Asolo Dolce



Balocco



Confetti Crispo



Eurovo



Italiana Confetti



La Mole



Laurieri



Gruppo Midi - Lazzaroni



Monviso



Morato Pane



Industria Dolciaria Quaranta



Hdi - Sorini



Tartufanghe



Tedesco Group



Vicenzi Group



Witor's



Forno Bonomi



Forno d'Asolo



# FROM DUBAI



Albiero



Alpeker



Brazzale



Laica - from left: Eugenio Lombardo and Andrea Saini



Molino Spadoni



Colla



Consorzio per la tutela del grana padano



Igor - from left: Carlo Orsi, Cristina Banderali and Paolo Leonardi



Biscottificio Verona - Marini - Claudio Rizzi



Vergani Secondo



Lactalis



Latteria Sorrentina



Consorzio per la tutela del pecorino romano



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# CURED MEATS

## SALUMIFICIO FRATELLI BERETTA

www.fratelliberetta.com  
www.puroberetta.it



### Prosciutto Crudo Puro Beretta

#### Product description

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. 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 nitrites.

#### Packaging details

Weight: 90 g. Packed in protective atmosphere.

## DEVODIER PROSCIUTTI

www.devodier.com



### 'Eccellenze 36'

#### Product description

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.

#### Shelf life

90 days.

#### Packaging details

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

#### Certifications

Brc, lfs.

## SALUMIFICIO FALCONE

www.salumificiofalcone.it



### 'Nduja Suinonero Bio

#### Product description

This spicy pork spread named 'nduja is gaining popularity around the world. The meat comes from the grass-fed black pigs of Sila National park, where animals drink spring water and eat organic cereals grown in the high plains. Antonio and Giuseppe Falcone personally grind, knead, stuff and tie, and they teach the traditional manner of Sila pioneers to a small group of employees, including some refugees. Gluten free.

#### Shelf life

180 days.

#### Packaging details

Vacuum 180 g.

#### International certifications

Organic Certification Ccpb.

## SALUMIFICIO SOSIO

www.labresaoladebaita.it



### La mia Bresaola

#### Product description

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

#### Packaging details

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

# PASTA

## PASTIFICIO LUCIO GAROFALO

www.pastagarofalo.it



### Durum wheat pasta

#### Shelf life

36 months.

#### Packaging details

400g, 500 g, 1kg, 3kg.

#### International certifications

lfs Certificate, Sa 8000, Iso 14001, Certificato Ohsas, Certificate of Insurance (Aig), lfs Food, Brc.

## PASTIFICIO ATTILIO MASTROMAURO - GRANORO

www.granoro.it



### Fusilli n. 260 'Granoro Dedicato'

#### Product description

Bronze extruded pasta made of durum wheat semolina 100% from Apulia (South Italy).

#### Shelf life

36 months from date of packaging.

#### Packaging details

Cellophane.

#### International certifications

Brc, lfs, Icea, Iso 22000:2005, Halal, Kosher, Ohsas 18001-2007, SA8000, Emas, Certificazione del Metodo di Produzione Biologico, Iso 14001:2004, Prodotto di Qualità Puglia.

## PASTIFICIO ANTONIO PALLANTE

www.pastareggia.it



### Pasta Reggia, Pasta Nutri Bio, Pasta Nutri Mio

#### Product description

Pasta of durum wheat semolina.

#### Shelf life

3 years.

#### Packaging details

Cello bag film in external American box or display carton.

#### International certifications

Iso 9001:2008, Iso 22000:2005, Iso 22005:2008, Brc, lfs (Higher level) all by Bureau Veritas Certification. Nop Certification - as for the organic pasta in the USA.

## PASTIFICIO DI MARTINO GAETANO & F.LLI

www.pastadimartino.it



### Penne Mezzani Rigate

#### Product description

Short cut featuring the same cross section of Mezzani, a grooved surface and a slanted cut. 100% Italian durum wheat, PGI Gagnano Pasta, with minimum 14% protein. Rough surface able to perfectly hold sauces and enhance flavours. Slow drying process at low temperature. Official supporter of Slow Food Italia.

#### Shelf life

2 years.

#### Packaging details

PP, 500 g.

#### International certifications

Pgi, lfs, Brc, Iso 9001.



salumificiovolpi.it

allfoodsalumi.it

goldenfood.it

quintastagionespa.it



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GIUSEPPE PELLIZZA DA VOLPEDO  
1868-1907  
IL QUARTO STATO  
PARTICOLARE





# CHEESE

**BOTALLA**  
www.botallaformaggi.com



**'Curcumella' cheese**

**Product description**  
The gourmet cheeses 'Curcumella' (made with turmeric) is produced exclusively with Piedmont milk coming from selected farms of the territory and enhanced with the addition of the precious spice turmeric and ginger. The slow aging on pinewood boards of the Botalla cellars gives this cheese a unique scent and aroma.

**Shelf life**  
65 days.

**Packaging details**  
Weight: 600 g each, 4 pieces per carton.

**BRAZZALE**  
www.brazzale.com;  
www.granmoravia.com



**Gran Moravia ripened hard cheese**

**Product description**  
Gran Moravia is a high-quality ripened hard cheese that combines artisanal Italian tradition and know-how to advanced production techniques. Gran Moravia is produced thanks to the Eco-Sustainable Supply Chain, that is made of a network of about 80 farms on an area of approximately 80,000 hectares. The around 17,000 milk-producing cows can count on 4.5 hectares each. Very strict standards have been set in order to reduce the environmental impact, enhance animal well-being, and promote a responsible use of water sources. In addition, thanks to the Multimedia Label of Origin, Gran Moravia provides consumers with an unprecedented level of transparency based on satellite imagery.

**Shelf life**  
12 months.

**Packaging details**  
Available in whole wheels, blocks, portions, grated, snacks and much more.

**International certifications**  
Brc, Ifs, Iso, Vegetarian approved, Halal.

**CASEIFICIO BUSTI**  
www.caseificiobusti.it



**Pecorino with aromatic herbs and vegetable rennet**

**Product description**  
Inspired by an ancient medieval tradition, once matured this Pecorino cheese is treated with extra virgin olive oil and sprinkled with a mix of aromatic herbs, like rosemary, mint, sage, savoury, basil and coriander. This treatment makes the crust entirely edible and particularly suitable for fast recipes. The use of vegetable rennet makes it the perfect choice for vegetarians.

**Shelf life**  
120 days.

**Packaging details**  
1,000 kg.

**International certifications**  
Ifs, Brc, Certiquality, Ccpb.

**CASEIFICI**  
www.withoutlactose.com



**Burrata Bio lactose free Libera**

**Product description**  
Lactose free organic burrata made exclusively with certified organic milk from Apulia and vegetable rennet. The outer shell is a thin layer of mozzarella while the inside contains a soft mixture of fresh cream and mozzarella strings. The process is almost entirely handmade. It can be served with salads, with pasta dishes, on pizzas and with a whole variety of combinations.

**Shelf life**  
15 days.

**Packaging details**  
100 g polypropylene tray.

**International certifications**  
Reg. CE 834/07- Reg. CE 889/08- IT Bio 007. Certification number. EU P59QCC revised 13/02/18 Operator P59Q. Uni En Iso 22000:2005.

# FLOURS & CEREALS

**LAMERI**  
www.lameri.it



**Organic granola hazelnuts pistachio and white chocolate**

**Product description**  
Mix of cereals (puffed, crunchy and flaked), hazelnuts, pistachio and white chocolate with chia seeds and sunflower seeds. This granola is an excellent alternative for your natural and healthy breakfast and for a crunchy snack. High in fibre, organic.

**Shelf life**  
12 months.

**Packaging details**  
Bags of 400 g.

**International certifications**  
Organic.

**SIPA INTERNATIONAL**  
www.martinotaste.com



**'Al Naturale' organic red lentils couscous**

**Product description**  
Couscous from 100% red lentils organic flour. Produced by an organic certified supply chain. Healthy and tasty, high in protein and highly digestible. Suitable for everyone, both children and adults, as well as sportspeople. 100% Italian supply chain.

**Shelf life**  
2 years.

**Packaging details**  
Box 400 g.

**International certifications**  
Brc, Ifs, Bio, Demeter, Kosher, VeganOk.

**MOLINO DALLAGIOVANNA G.R.V.**  
www.dallagiovanna.it



**LeDivine**

**Product description**  
From a selection of the best Italian grains, washed and slowly cold-milled, comes 'LeDivine', a multipurpose Italian flour line, ideal for all professional needs, inspired by women.

**Shelf life**  
1 year.

**Packaging details**  
25 kg, paper bag. The bags are closed by ultrasound.

**International certifications**  
Halal, Brc, Ifs, Iso 9001, Organic, Kosher, Iso 22000, Sa8000, Iso 14001, Oh&Sas 18001.

**MOLINO PASINI**  
www.molinopasini.com



**00 Verde Pizzeria**

**Product description**  
00 soft wheat flour perfect for pizza making. Approved by Avpn (Associazione Verace Pizza Napoletana).

**Shelf life**  
9 months from grinding.

**Packaging details**  
Paper bags available in 10 kg and 25 kg.

**International certifications**  
Brc, Fssc, Ifs, Uni En Iso, Kosher.



# BEVERAGE

**FONTE PLOSE**  
www.acquaplose.com



**Acqua Plose**

**Product description**

Fonte Plose dedicates to Horeca professionals its latest product news: the 'Gourmet' line for restaurants, with a label renewed in design, colors and materials. Thanks to its softness and lightness on the palate, Acqua Plose perfectly accompanies the flavor of dishes and the aromas of great wines. With a fixed residue of only 22 mg/l, a hardness of just 1.2 °F, a balanced pH of 6.6, and plenty of oxygen (10 mg/l), Plose Water is one of the world's lightest and purest waters. Water Plose is characterized by a minimum sodium value (1.2 mg/l), it is almost nitrate-free and there is no nitrite.

**Shelf life**

24 months.

**Packaging details**

Natural 75, 50 and 25 cl (returnable bottle); sparkling 75, 50 and 25 cl (returnable bottle).

**POLENGHI LAS**  
www.actilemon.it/en/



**Acti Lemon organic Sicilian lemon juice and ginger**

**Product description**

Eight daily single portions containing organic Sicilian lemon juice and ginger juice to take with warm water before breakfast. It joins the precious active ingredients of fresh lemon just squeezed and those of ginger, favoring the digestion, stimulating immunological defenses, reactivating metabolism and reducing nausea.

**Shelf life**

2 months.

**Packaging details**

Flowpack 15ml x 8.

**International certifications**

Ccpb.

**RISO SCOTTI**  
www.risoscotti.it



**Oat Barista**

**Product description**

Oat based drink with a delicate taste, perfect for creating foam for your favorite cappuccino and latte thanks to pea proteins in the recipe, which makes the foam consistent. Organic, 100% vegetal, without added sugars, naturally lactose free, made in Italy, vegan.

**Shelf life**

14 months.

**Packaging details**

1 l square Tetrapak.

**International certifications**

Bioagricert Organic, Vegan OK.

**THE BRIDGE**  
www.thebridgebio.com



**Bio Protein Drink**

**Product description**

The first protein drink that represents an alternative to soy, 100% organic. Its simple recipe includes spring water, chickpeas at 12% and sea salt. There are no added sugars, it is gluten, lactose and cholesterol free.

**Shelf life**

12 months.

**Packaging details**

Tetrapak, 1000 ml.

**International certifications**

Icea, Jas, Ibd, Nop.

# BAKERY

**FIorentINI ALIMENTARI**  
www.fiorentinialimentari.it



**'Snick Snack' triangles with vegetables**

**Product description**

Potato, red beet, carrot and spinach: this is the tasty mix of Snick Snack. Vegan certified, gluten free and not fried, it is super crunchy and savory but still with a low content of saturated fats. The oil is sprayed raw on the snacks to keep them healthy and light, with no palm oil nor flavor enhancer. According to a market research among similar products, it contains about 70% less fats.

**Packaging details**

70 gr.

**Shelf life**

9 months.

**International certifications**

Ifs, Brc.

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



**Mini Sforatini**

**Product description**

Let's rediscover the original fragrance of the traditional breadstick, but in a new snack version: Mini Sforatini by La Mole. This new line of small and fragrant breadstick with a homemade flavor is light and delicious: the perfect taste for every moment of the day. 5 flavors available: Classic olive oil, Rosemary, Tomato and Basil, Sesame, Various Seeds.

**Shelf life**

12 months.

**Packaging details**

Square bottom pack 100 g; single serving 30 g.

**International certifications**

Brs, Ifs, Kosher.

**GERMINAL ITALIA**  
www.germinalbio.it



**Organic Crackers Quinoa & Turmeric Germinal Bio**

**Product description**

Quinoa flour and turmeric are the key ingredients in these delicious vegan, gluten-free crackers. The quinoa boosts the nutritional benefits while the turmeric gives the product a beautiful color and a unique flavor.

**Shelf life**

190 days.

**Packaging details**

150 g.

**International certifications**

Organic, vegan, gluten free.

**TARTUFLANGHE**  
www.tartuflanghe.com



**Truffle Bite, truffle snack**

**Product description**

Appetizing savory snack with truffle. Ideal for aperitif, with salads, cheeses and meats.

**Packaging details**

30 and 100 g.

**Shelf life**

10 months.

**International certifications**

Brc, Ifs and 'Eccellenza Artigiana'.



# SWEETS

**ARTEBIANCA NATURA & TRADIZIONE**  
www.artebianca.com



**Ginger & Chocolate biscuits**

**Product description**  
The Ginger & Chocolate biscuits are the perfect alchemy between the 'stone-ground' wholemeal flour, a careful selection of ancient stone-like '2' grains, raw cane sugar, 100% Italian fresh eggs from a controlled supply chain. The perfect mix of ancient grains at 0 km and wholemeal flour gives the biscuit an extraordinary friability; the ancient wheat is a cereal less refined than the others and together with whole wheat flour, rich in fibers and proteins, maintain all the nutritional properties in a single biscuit. Ginger, superfood for excellence, together with the drops of fine Belgian chocolate give a gourmet touch to the biscuit, guaranteeing an unmistakable taste.

**Shelf life**  
15 months.

**Packaging details**  
300 g polypropilene pack.

**International certifications**  
Ifs, Brc, Fda.

**LAICA**  
www.laica.eu



**The extra Dark 72%**

**Product description**  
The extra strength of dark chocolate 72% declined in three shapes - filled cocoa boules, tablet 100 g and block - for a moment of intense cocoa flavour. Crispness and smoothness enclosed in a single bite, from which emerges the typical bitter, yet pleasant taste of Laica's fondant: a fragrant, harmonious and balanced chocolate.

**Shelf life**  
24 months for tablet and block; 18 months for boules.

**International certifications**  
Iso 22000, Brc, International Food Standard, Utz, Rspo, Kosher, Sedex, Fairtrade.

**CASA DEL DOLCE**  
www.casadeldolce.it;  
www.trinketto.com



**Trinketto Peach**

**Product description**  
Soft drink peach flavor.

**Packaging details**  
70 ml.

**Shelf life**  
18 months.

**International certifications**  
Brc, Ifs.

**MONVISO GROUP**  
www.monvisogroup.it



**CreMon 3 Cereals**

**Product description**  
CreMon 3 Cereals, 100% vegetable, containing no palm oil and no lactose: in line with the company 'creed', a new range that associates the pleasure of taste with prime ingredients, paying meticulous attention to nutritional values. CreMon are biscuits filled with cream and rich in fibre, thanks to the presence of three cereals in the recipe (soft wheat flour, corn flour and spelt flour). Available in hazelnut, gianduia and almond tastes.

**Packaging details**  
Flow pack 150 g.

**Shelf life**  
12 months.

**ICAM**  
www.icamcioccolato.com



**Vanini organic dark chocolate with whole hazelnuts and caramel**

**Product description**  
Greedy bar of 100% organic dark chocolate made with Uganda single origin cocoa. An intriguing recipe that combines a full cacao flavor with slight astringent notes, that combines the crunchiness of whole hazelnuts with the sweetness of caramel crystals. Complete the line a range of other 5 bars: 70% cocoa fudge, 34% cocoa milk, 56% fondant with whole salted pistachios, 34% milk with whole almonds and soft gianduia with whole hazelnuts.

**Packaging details**  
100 g/12 carton case.

**Shelf life**  
18 months.

**International certifications**  
Organic, Kosher, Halal, bean to bar, gluten free, Fsc.

**SOCADO**  
www.socado.com



**Piaceri Zenzero e Arancia canditi & Piaceri Mandorla e Torrone**

**Product description**  
Socado launches two new bags that smell like winter and combine exotic and traditional taste to obtain two irresistible mixes. The first one is made of assorted extra dark chocolate pralines filled with cocoa cream and candied orange peels nuggets and cocoa cream and candied ginger nuggets. The second one of assorted milk chocolate pralines filled with milk cream and caramelized almond and milk cream and chopped hazelnut nougat.

**Shelf life**  
18 months.

**Packaging details**  
Standing bag, 150 g.

**LAGO GROUP**  
www.lagogroup.it



**Strawberry 'Mini Party Wafer'**

**Product description**  
Line extension with a new fruit flavor.

**Packaging details**  
Flow pack bag 125 gr.

**Shelf life**  
18 months.

**International certifications**  
Halal, Ifs.

**TEDESCO**  
www.tedesco.it



**Piselli i Cereali - 9Cereals with plums**

**Product description**  
From the meeting of 9 cereals (wheat, oats, barley, rye, corn, spelled, buckwheat, sorghum, rice) with the fresh and genuine taste of plum is born the new and unique 9Cereals with plums.

**Shelf life**  
12 months.

**Packaging details**  
270 g.

**International certifications**  
Brc, Ifs, Bio, Utz, Fair Trade.



# WINE

**CASA VINICOLA NATALE VERGA**  
www.verga.it



**Nebbiolo Langhe DOC Heredis**

**Grapes (%)**  
Nebbiolo.  
**Land of production**  
Langhe, Piedmont.  
**Organoleptic characteristics**  
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.  
**N. of bottles produced**  
N/A  
**Sizes**  
0,75 lt

**CANTINA VALTIDONE**  
www.cantinavaltidone.it



**50 Vendemmie Gutturino Frizzante DOC**

**Grapes (%)**  
Barbera 55%, Bonarda 45%.  
**Land of production**  
The oldest and most suitable area of the Colli Piacentini (200-250 m.s.m.) from ancient vineyards with a maximum yield of 100 quintals/hectare, Emilia Romagna.  
**Organoleptic characteristics**  
Lively nod of red foam. Bright purple color. Fragrant aroma of ripe grapes and wild berries, with remembrance of flowers. Dry, fresh and lively, fruity taste. It should be drunk young, within a couple of years after the harvest.  
**Sizes**  
0,75 lt

**MONTELVINI**  
www.montelvini.it



**Asolo Prosecco Superiore DOCG Millesimato Extra Brut Collezione Serenitatis**

**Grapes (%)**  
Glera 100%  
**Land of production**  
DOCG Asolo, 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. Very complex in terms of quantity and quality of olfactory sensations. 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

**BANFI**  
www.castellobanfi.com



**Centine 2017 Toscana IGT**

**Grapes (%)**  
Sangiovese, Cabernet Sauvignon, and Merlot.  
**Land of production**  
Tuscany.  
**Organoleptic characteristics**  
The warm vintage has enhanced the varietal notes, resulting in an intense and elegant wine. Intense mauve-red color; very fresh and fruity, with sweet flavor of small fruits but also a slight hint of vanilla; elegant, full, and soft body, with the right level of acidity; pleasant ending.  
**N. of bottles produced**  
N/A  
**Sizes**  
0,75 lt

**MEZZACORONA**  
www.mezzacorona.it



**Mezzacorona Pinot Grigio**

**Grapes (%)**  
Pinot Grigio 100%.  
**Land of production**  
Trentino.  
**Organoleptic characteristics**  
A delicately complex wine with an intense fragrance, it is dry with a pleasant slightly bitter after taste.  
**N. of bottles produced**  
N/A  
**Sizes**  
0,75 lt

**PASQUA VIGNETI E CANTINE**  
www.pasqua.it



**Mai Dire Mai Amarone della Valpolicella DOCG 2011**

**Grapes (%)**  
Corvina 65%, Corvinone 15%, Rondinella 10%, Oseleta 10%.  
**Land of production**  
Vigneto Montevegno, Val d'Illassi, Veneto.  
**Organoleptic characteristics**  
A highly-concentrated wine with great structure, elegance and strength. Still young but with great personality. The nose reveals intense aromas of autumn leaves, morello cherry, cedar wood, cocoa and hints of leather. The palate is warm and rich, enveloping and complex, with notes of ripe black fruit, cloves, dark chocolate and mocha. A highly complex and fresh-tasting wine owing to its notable acidity. The tannins are decisive yet elegant with a charming and lingering finish.  
**N. of bottles produced**  
4,000  
**Sizes**  
0,75 lt

**CANTINE MASCHIO (CANTINE RIUNITE & CIV)**  
www.cantinemaschio.com



**Maschio Prosecco DOC Treviso Extra Dry**

**Grapes (%)**  
Glera 85%, Grapes designated in the DOC regulation 15%.  
**Land of production**  
Vineyards in the area of Treviso, north of Venice, Veneto.  
**Organoleptic characteristics**  
Appearance: light straw yellow with a lively mousse. Nose: pronounced candied fruit and sweet flowers. Taste: attractive with an aromatic note.  
**N. of bottles produced**  
N/A  
**Sizes**  
0,75 - 1,5 lt

**TERRE CEVICO GROUP**  
www.bpuntoio.it/en



**B.io Catarratto Chardonnay Terre Siciliane IGT**

**Grapes (%)**  
Catarratto, Chardonnay.  
**Land of production**  
Inland southwestern vineyards of Sicily.  
**Organoleptic characteristics**  
Deep golden colour with green glints. Fresh, mineral nose with notes of citrus fruits and linden. Moderate structure, fresh acidity and a markedly fruity after-taste.  
**N. of bottles produced**  
238,458  
**Sizes**  
0,75 lt



# RIGAMONTI

Qualità dal 1913



NEW

Rigamonti presents  
**TASTE OF ITALY**  
 its line of premium Halal certified charcuterie.  
 This fine selection of classic deli is produced with only the top quality ingredients and is available both in bulk and sliced formats.