



In partnership with



ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

THE ITALIAN FOOD MAGAZINE BUYER'S • GUIDE

YEAR 8 - N° 3 • FEBRUARY 2020
MANAGING DIRECTOR: ANGELO FRIGERIO

mamma emma

gnocchi made with whole steamed potatoes

Authenticity on your table





Made from 100% steamed potatoes, without additives, preservatives, and GMO free. Ready to eat in just 3 minutes, **mamma emma's** gnocchi are the best choice for a delicious and healthy meal!



classic

pumpkin

cauliflower

beetroot

mini gnocchi

maccheroni



stuffed ricotta and spinach



stuffed Gorgonzola



stuffed Asiago and porcini



stuffed tomato and mozzarella



classic food service 2lbs



gnocchimaster.com
mammaemma.it

Discover our recipes on the mamma emma website or by scanning the QR code



In partnership with



YEAR 8 - N° 3 • FEBRUARY 2020 • MANAGING DIRECTOR: ANGELO FRIGERIO



THE ITALIAN FOOD MAGAZINE BUYER'S • GUIDE



Editore: Edizioni Turbo Srl - Corso della Resistenza, 23 - 20821 Meda (MB) - Tel. +39 0362 600463/4 Fax. +39 0362 600616 - Stampa: Ingraph - Seregno (MB) - Poste Italiane Spa
Sped. in Abbonamento Postale DL 353/2003 (conv. in L. 27.02.2004, n.46) art. 1, comma 1, LO/MI - In caso di mancato recapito inviare al CMP di Milano Roserio per la restituzione al mittente previo pagamento resi.

GULFOOD 2020

from page 10 to page 19

The Italian taste lands in Dubai

A preview of the product innovations that will be showcased by our exhibitors during the 25th edition of the event, from 16 to 20 February 2020 in the United Arab Emirates.



MARKETS & DATA

Good Morning Vietnam

The country's food processing industry is striving to attract foreign investment. Because despite excellent growth perspectives, food safety and the creation of high-added value products remain key issues.



from page 20 to page 22

ZOOM

The Mediterranean diet is the number one in the world

Compared to other 35 eating patterns, it is the most complete and balanced, as well as the easiest to follow. The results of an American study.

on page 24

FOCUS ON

PDOs and PGIs: a 14-billion-euro business

According to the Qualivita Atlas of protected foods, 822 products out of 299 are Italian. A highly performing, yet a little 'selective' business: 88% of turnover is generated by 15 brands.

on page 26 and 27





Italian Fine Pastry.
Since 1905



*Italy's best selling flaky pastry**

For over a hundred years we remained faithful to the family passion for traditional pastry.

Our secret is preserved in Matilde Vicenzi's original recipe book.

192 thin crispy layers of fine flaky pastry with butter.



www.matildevicenzi.com

*Source: Nielsen YE 2019 Italy

MILLEFOGLIE D'ITALIA

OUR FINE FLAKY PASTRY RANGE

Ideal for every moment of the day:

*Perfect to accompany
afternoon tea or
for a coffee break*

*To share
with friends*

*To give yourself
a moment of pleasure.*



*Flaky pastry sticks
with butter*



*Fine sugar icing coated
flaky pastry*



*Bite size cookie
flaky pastry with butter*



*Bite size cookie flaky pastry
filled with raspberry jam*



*Bite size cookie flaky pastry
filled with milk cream*



*Bite size cookie flaky pastry
filled with chocolate cream*



*Flaky pastry snacks rolls
filled with velvety hazelnut cream*



*Flaky pastry snacks rolls
filled with vanilla cream*



EDITORIAL

by Angelo Frigerio, managing director

A matter of label

Nutriscore? No, thanks. The traffic light labeling systems adopted by the United Kingdom and France are not widely appreciated. Especially by Italian food companies, since this model penalizes many staples in their culinary tradition.

The issue is becoming increasingly important also for technology producers, that are focusing more and more on innovation to enhance the world's largest business: food. Food technologies are creating new tools for the processing, preservation, packaging, distribution and, last but not least, communication in the food sector also for what concerns nutrition. Among the most widespread application of this technological revolution it is worth mentioning smart labels, that provide consumers with free access to a lot of information on products, as well as the possibility to trace their origin and make their shopping with a greater degree of awareness.

Another advantage is represented by interactive multimedia experiences, that belong to the world of phygital marketing and enhance the shopping experience: one example out of many are the virtual reality customer tours in the supply chain. Possibilities are limitless, also for what concerns nutrition and sustainability: 3D printers for the creation of 'ideal' food items starting from a pattern of data and information about consumers; educational eating experiences that promote a healthy

diet; systems of cognitive cooking for the creation of unique dishes thanks to the synergy between data and smart kitchens.

The implementation of innovative technologies and AI, using algorithms and information on consumers, allows to monitor consumption behaviors and consumers' lifestyle. This allows to develop detailed consumer profiles, updated in real time and true to life. This could help both nutritionists and food companies to better understand the new needs and desires of consumers, for the manufacturing of truly tailor-made-products.

Customization, indeed, but also access to information. We live in the Information Age but consumers are often confuse by misleading labels or packaging. A lot of – not to say most of – consumers don't have enough food and nutrition culture to fully understand the benefits or side effects of a particular food: 67% is unable to choose foods with full awareness; and 66% believe in fake news on food. At the same time, consumers' desire to receive information on the food they buy and eat is growing fast: 72% claim that they want to know everything that is contained in their food. And this is where technology can support consumers and represent a strategic tool for food companies and startups: smartphones applications, smart food, smart labels are just some of the best solutions to stand out.

Questione di etichetta

Nutriscore? No grazie. L'etichetta a semaforo proposta in Gran Bretagna e Francia non piace a molti. A cominciare dalle aziende italiane, che si sono dichiarate nettamente contrarie a un modello che penalizza molti alimenti della loro tradizione agro-alimentare.

La questione s'inserisce all'interno della 'Food Tech', un settore che fa leva sull'innovazione per trasformare la più grande attività economica mondiale: il cibo. La Food Tech introduce nuovi paradigmi per la produzione, conservazione, lavorazione, confezionamento, controllo, distribuzione e, non ultima, la comunicazione nel settore alimentare e in materia di nutrizione. Tra le applicazioni più concrete di questa rivoluzione tecnologica vanno cita-

te le etichette intelligenti per accedere a informazioni approfondite sui prodotti, tracciarne l'origine e acquistare con più consapevolezza.

O ancora le esperienze multimediali interattive, che appartengono al campo del phygital marketing e ampliano l'esperienza d'acquisto: un esempio, i tour virtuali lungo la filiera produttiva. Ma le possibilità sono innumerevoli, anche in materia di nutrizione e sostenibilità: stampanti 3D che ricreano l'alimento 'ideale' a partire da un pattern di dati e informazioni sui consumatori, eating experience educative che incoraggiano e agevolano l'adozione di una dieta sana, sistemi di cognitive cooking per realizzare piatti mai visti, grazie alla sinergia tra dati e smart kitchen. L'u-

so di tecnologie innovative, come l'intelligenza artificiale, attingendo ad algoritmi e dati sui consumatori permette di mappare e tracciare i consumi alimentari e lo stile di vita dei consumatori. Si arriva così a delineare veri e propri profili nutrizionali, aggiornati in tempo reale e perfettamente aderenti alla realtà. Questo può aiutare i nutrizionisti e le aziende alimentari a comprendere al meglio le caratteristiche e le esigenze nutrizionali di ogni consumatore, realizzando così prodotti più che mai personalizzati e su misura.

Personalizzazione quindi, ma anche accesso alle informazioni. Siamo nell'era dell'informazione e spesso i consumatori sono ancora confusi da etichette poco informative e packaging

'ingannevoli'. Sono ancora molti, la maggioranza, i consumatori che non hanno una cultura alimentare e nutrizionale tale da comprendere a fondo i benefici o le controindicazioni di un determinato alimento: il 67% non sa scegliere i cibi con piena consapevolezza e il 66% crede alle fake news in materia di alimentazione. Al tempo stesso cresce il desiderio di ricevere informazioni sul cibo che si compra e si mangia: il 72% dichiara di voler sapere tutto ciò che è contenuto nel proprio cibo. Ed è qui che la tecnologia può essere d'aiuto ai consumatori e una leva differenziale per le aziende e le startup del food: applicazioni per smartphone, smart food, etichette intelligenti sono solo alcune soluzioni per distinguersi.



**TWO GOLD MEDALS
FOR GORGONZOLA IGOR
AT THE WORLD CHEESE AWARDS.**
QUALITY AND TRADITION ARE OF GREAT VALUE.

GORGONZOLA
Gran Riserva
LEONARDI
IGOR

GORGONZOLA
SANTI
1898
QUATTROROSE

260 worldwide experts, after having rated 3.804 cheeses from 42 countries, gave the Gold medal to the Gorgonzola dolce extra creamy **GRAN RISERVA LEONARDI** with 90 days of ripening and to the Gorgonzola dolce **SANTI QUATTROROSE** certified to animal welfare in dairy cattle. This important result has been achieved thanks to the handcrafted production and the careful and fine selection of raw materials and it is an award for Igor company and Leonardi family that everyday works with passion and perseverance. Since 3 generations.

IGOR



igorgorgonzola.com

NEWS

SALATI PREZIOSI LAUNCHES THE FIRST 100% COMPOSTABLE PACK FOR ITS POTATO CHIPS

For 2020, Salati Preziosi has undertaken an important commitment to environmental sustainability with the launch of 'Casereccia', the first 100% compostable potato pack. Once the chips are finished, the bag is thrown into the wet, together with food waste, and after a maximum of three months (TUV Austria certificate) in a compost facility it becomes fertilizer for plants.

"Two main events led to this change, besides the global plastics problem highlighted in 2019", said the company. "The finding of a potato chips pack in the Elba island (Tuscany) that has remained 30 years in the environment; and an analysis carried out by Legambiente and La Repubblica, saying that the chips bags are the most abandoned item in the environment". On the past January, 'Casereccia' was awarded with the ADI Packaging Design Award 2020 for its design and innovative, environmentally sustainable packaging. Casereccia is available in three different flavors: classic, grilled, less salt, tomato and basil and rosemary.



Salati Preziosi presenta il nuovo sacchetto di patatine 100% compostabile

Per il 2020 Salati preziosi ha assunto un impegno importante, quello della sostenibilità ambientale: 'Casereccia' è infatti la prima busta di patatine 100% compostabile. Terminate le patatine, la busta viene gettata nell'umido, insieme agli scarti alimentari, e dopo massimo tre mesi (certificato TUV Austria) in una centrale di compostaggio, diventa concime per le piante creando così nuova vita. "Sono due gli eventi che ci hanno spinto a un cambiamento, oltre al problema della plastica mondiale evidenziato nel 2019", fa sapere l'azienda. "Il ritrovamento di una busta all'isola d'Elba con scadenza 1990 (30 anni nell'ambiente) e un'analisi di Legambiente con La Repubblica che ha dichiarato che 'i sacchetti di patatine sono i più abbandonati nel verde'". Lo scorso gennaio 'Casereccia' è stata premiata con l'ADI Packaging Design Award 2020 per il suo design semplice ma diretto e packaging innovativo ed ecosostenibile. Il prodotto è disponibile in tre gusti: classica, grigliata, meno sale, pomodoro e basilico e rosmarino.

EU MILK AND DAIRY EXPORT: +2.4% IN NOVEMBER

The exportations from the Eu kept growing in November, but at a slower pace, +2.4% in value compared to November 2018. Assocaseari, in a statement edited by Emanuela Denti and Lorenzo Petrilli, depicts the market until November 2019. Butter got the lion's share with a growth percentage of 61.6% compared to the same period of the previous year: export to United States diminished (-34.9%) after duties came into force, but the decrease has been counterbalanced by the shipments to the United Arab Emirates, Turkey and Egypt, which represent 40% of the total. From January to November 2019, butter export grew by 37.8% compared to the same period of 2018. The export of cheese kept increasing too, recording +5.2% between January and November 2019, while Smp (skimmed milk powder) lost 11.6% compared to 2018, and worsened its results for the first time, mostly due to the lower sales in China, Algeria and some countries of Southern Asia. After five months with positive results, in November, export of whey diminished by 2.2%, mostly because of the lower demand in China (-22.2%), due to swine fever. However, global volumes of 2019 remained similar to the previous year. Eventually, export of Wmp (whole milk powder) decreased by 1.8% in November and by 13% in the first eleven months of the year.

Export lattiero caseario Ue: a novembre +2,4%

A novembre, le esportazioni della Ue hanno continuato ad aumentare, ma a un ritmo più lento: +2,4% in valore rispetto al novembre 2018. Assocaseari, nel commento firmato da Emanuela Denti e Lorenzo Petrilli, traccia il punto del mercato fino a novembre 2019. Il burro è stata la punta di diamante con un tasso di crescita del +61,6% rispetto allo stesso periodo nell'anno precedente: le spedizioni verso gli Stati Uniti sono diminuite (-34,9%) dopo l'entrata in vigore dei dazi, ma sono state compensate da quelle verso gli Emirati Arabi Uniti, la Turchia e l'Egitto, che rappresentano il 40% del totale. Da gennaio a novembre 2019, l'export di burro è aumentato del 37,8% rispetto allo stesso periodo nel 2018. Anche le esportazioni di formaggio hanno continuato a crescere: +5,2% nel periodo gennaio-novembre 2019 rispetto al 2018. L'export di Smp (latte scremato in polvere) è diminuito per la prima volta nel 2019, -11,6% rispetto a novembre 2018, principalmente a causa delle minori vendite in Cina, Algeria e alcuni paesi dell'Asia Meridionale. Dopo cinque mesi di crescita, a novembre, le esportazioni di siero di latte sono diminuite del -2,2%, principalmente a causa della minor domanda cinese (-22,2%) dovuta alla peste suina. Tuttavia, i volumi totali 2019 sono simili a quelli dell'anno scorso. Infine, l'export di Wmp (latte intero in polvere) è calato dell'1,8% nel mese di novembre e del 13% nei primi undici mesi dell'anno.

PALM OIL: ACCORDING TO WWF FERRERO IS THE MOST VIRTUOUS COMPANY

Ferrero is the most virtuous company and the most careful about sustainable palm oil. It has been stated during the last edition of 'Palm Oil Buyers Scorecard', a study promoted by Wwf which analysed 173 companies settled in Europe, United States, Canada, Australia, Malaysia, Indonesia and Singapore. The report also highlighted that the company from Alba (Cn), which achieved 20 points on a maximum of 22, managed to demonstrate that it is possible to create a sustainable supply chain in order not to destroy forests. During the analysis, Wwf not only examined the use of only 100% sustainable palm oil in the supply chains, but also other activities which demonstrate the all-round company's engagement. For example, the support to small landowners and communities, but also the protection of biodiversity in the areas which are more endangered by an irresponsible expansion of the oil palm cultivation. The other companies in the top five of the Wwf Scorecard are Edeka, Kaufland, L'Oréal and Ikea.

Olio di palma: secondo il Wwf è Ferrero l'azienda più virtuosa

Ferrero è l'azienda più virtuosa e attenta al tema dell'olio di palma sostenibile. A dichiararlo è la nuova edizione del 'Palm Oil Buyers Scorecard', lo studio promosso dal Wwf e che ha preso in esame 173 aziende dislocate in Europa, Stati Uniti, Canada, Australia, Malesia, Indonesia e Singapore. Dal report è emerso che solamente l'azienda di Alba (Cn), che ha ottenuto un punteggio di 20 punti su un massimo di 22, è riuscita a dimostrare che è possibile creare una filiera sostenibile che non vada a distruggere le foreste. Nelle sue analisi il Wwf ha preso in considerazione non solo aspetti basilari quali l'utilizzo di 100% di olio di palma sostenibile nelle filiere, ma anche azioni complementari che dimostrino l'impegno a 360 gradi. Tra queste, il sostegno ai piccoli proprietari terrieri e alle comunità, la protezione della biodiversità nelle zone più a rischio per l'espansione irresponsabile della coltivazione della palma da olio. A completare l'elenco delle prime cinque aziende delle Scorecard Wwf ci sono Edeka, Kaufland, L'Oréal e Ikea.

AVIAN FLU: NEW BREEDING GROUNDS IN POLAND. EU STRENGTHENS PROTECTIVE MEASURES

European countries have unanimously passed the Commission's proposal to strengthen protective measures against highly pathogenic avian flu in four States: Poland, Slovakia, Hungary and Romania. As a matter of fact, on 31st December 2019, the Hpa1 virus, subtype H5N8, has been reported for the first time in Poland and it has affected ducks, geese, turkeys and hens in some poultry farmings. Now the number of breeding grounds in these four Countries raised to 16. The new protective measures proposed by the Commission aim at defending European and other Countries, ensuring the preservation of trading without endangering the safety of the citizens.

Influenza aviaria: nuovi focolai in Polonia.

L'Ue rafforza le misure di protezione

I Paesi Ue hanno approvato all'unanimità la proposta della Commissione europea di rafforzare le misure di protezione dall'influenza aviaria ad alta patogenicità in quattro Stati: Polonia, Slovacchia, Ungheria e Romania. Il 31 dicembre scorso, infatti, il virus Hpa1, del sottotipo H5N8, è stato segnalato per la prima volta anche in Polonia e ha colpito anatre, oche, tacchini e galline in diversi allevamenti avicoli. Sale così a 16 il numero totale di focolai registrati in questi quattro Paesi. Le nuove misure di protezione volute dalla Commissione mirano a proteggere il resto dell'Ue e i Paesi terzi, garantendo il proseguimento degli scambi commerciali senza compromettere lo stato di salute.

LAGO PRESENTS THE MINI ROLL WAFERS RANGE



Lago Group, leading Italian company in the confectionery business with two factories and a consolidated turnover over 52 million euro, presents the new Mini Roll Wafers range: rolled wafer bites, filled with soft cream, and available in four different flavors (cocoa, hazelnut, coconut and lime), in 125 g bags.

Lago presenta la gamma dei Mini Roll Wafers

Lago Group, azienda italiana leader nel settore dolciario con due stabilimenti produttivi ed un fatturato consolidato di oltre 52 milioni di euro, presenta la nuova gamma Mini Roll Wafers: cannoli ripieni di una soffice crema, disponibili in quattro gusti diversi (cacao, nocciola, cocco e lime), venduti in confezioni da 125 grammi.

EATALY: NICOLA FARINETTI IS THE NEW CEO

Oscar Farinetti leaves the leadership of Eataly to his son Nicola. His family holds 60% of the company's share and he also confirms that Eataly is not for sale. This was explained in an interview to Oscar Farinetti for the Corriere della Sera. "Eataly", he explained, "has revenues for 620 million euro, franchise included. The Ebitda approaches 5% and the net profit reached a number between 5 and 10 million. During the last year we grew by 10%, in particular 3% made with the existing stores and the rest with the new ones". Eataly's founder has also stated that they "need new energies", so he decided to involve his son Nicola, who will "have the power of a ceo". The other son, Francesco, will be responsible for Green Pea, a new project expected to start in August 2020. The youngest son, Andrea, "will take care of farms". As for the shareholders, he continues, "Farinetti's family keeps 60% of the shares, Giovanni Tamburi's Tip holds 20% and Miroglio's family owns a similar percentage. And one of them, Luca Baffigo, will help us with the new 100 openings, becoming vicepresident".



THE ITALIAN FOOD MAGAZINE

Managing director: ANGELO FRIGERIO
Edited by: Edizioni Turbo Srl - Palazzo di Vetro
Corso della Resistenza, 23 - 20821 - Meda (MB)
Tel. +39 0362 600463/4/5/9
Fax. +39 0362 600616 - e-mail: info@tespi.net
Anno 8 - numero 3 - febbraio 2020

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

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

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

Responsabile dati: Angelo Frigerio
Corso della Resistenza, 23 - 20821 Meda (MB)

ALL CHOCOLATE CHEESECAKE, THE INNOVATION PRESENTED BY PASTICCERIA QUADRIFOGLIO

Specialized in the production of ready-to-drink sorbets and custards, as well as chilled and frozen pastry and ice creams, the Emilia Romagna-based Pasticceria Quadrifoglio presents the new Chocolate cheesecake, "the perfect mini cake for Choco-lovers", said the company. Hence, the product weights just 350 grams, and is made of a chocolate mousse on a base of cocoa biscuits and decorated with chocolate curls.

Cheesecake al cioccolato: la novità di Pasticceria Quadrifoglio

Specializzata nella produzione di gelato e sorbetti, crema pasticcera, dessert freschi e pasticceria congelata, l'emiliana Pasticceria Quadrifoglio presenta ora una nuova Cheesecake al cioccolato, "la mini-torta perfetta per gli amanti del cioccolato", spiega l'azienda. La referenza pesa solo 350 grammi ed è realizzata con una mousse al cioccolato su una base di biscotti al cacao e decorata con riccioli di cioccolato.



Eataly:

Nicola Farinetti nuovo ceo

Oscar Farinetti cede il comando di Eataly al figlio Nicola. E conferma che la società, di cui la famiglia detiene il 60%, non è in vendita. Sono alcune delle notizie contenute in un'intervista di Oscar Farinetti al Corriere della Sera. "Oggi Eataly", spiega Farinetti, "ha un perimetro di ricavi, compreso il franchising, di 620 milioni. Ha un Ebitda vicino al 5% e un utile netto che si colloca tra i 5 e i 10 milioni. Nell'ultimo anno siamo cresciuti del 10%, il 3% con i negozi già esistenti e il resto con le nuove aperture". Il fondatore di Eataly ha poi aggiunto che "servono energie fresche", perciò ha deciso di coinvolgere il figlio Nicola, che "avrà i poteri del ceo". L'altro figlio, Francesco, si occuperà di Green Pea, il nuovo progetto che partirà ad agosto 2020. Il figlio più giovane, Andrea, "si occuperà delle aziende agricole". Per quanto riguarda la composizione dell'azionariato, prosegue, "la famiglia Farinetti conserva circa il 60%, la Tip di Gianni Tamburi ha circa il 20% e una quota analoga è nel portafoglio della famiglia Miroglio. E uno dei suoi esponenti, Luca Baffigo, verrà a darci una mano, con la carica di vicepresidente, proprio per le 100 nuove aperture".

THE PASTA MAKER RUSTICHELLA D'ABRUZZO PRESENTS THE 'HEALTHY FOOD' LINE

Rustichella d'Abruzzo has developed a 'Healty Food' line. Durum wheat semolina spaghetti enriched with highly selected ingredients: plant extracts of ancient origins, rich in nutrients useful for the well-being of the body. "Healthy Food is the line of healthy, tasty, light and highly digestible pasta that manages to take care of our wellbeing and our health thanks to the countless beneficial and functional properties that it has inside", said the company in a statement. "We took advantage of plants, roots, berries and algae of countless properties that for centuries have had very important functions for different cultures".

Lo specialista della pasta Rustichella d'Abruzzo presenta la gamma 'Healthy Food'

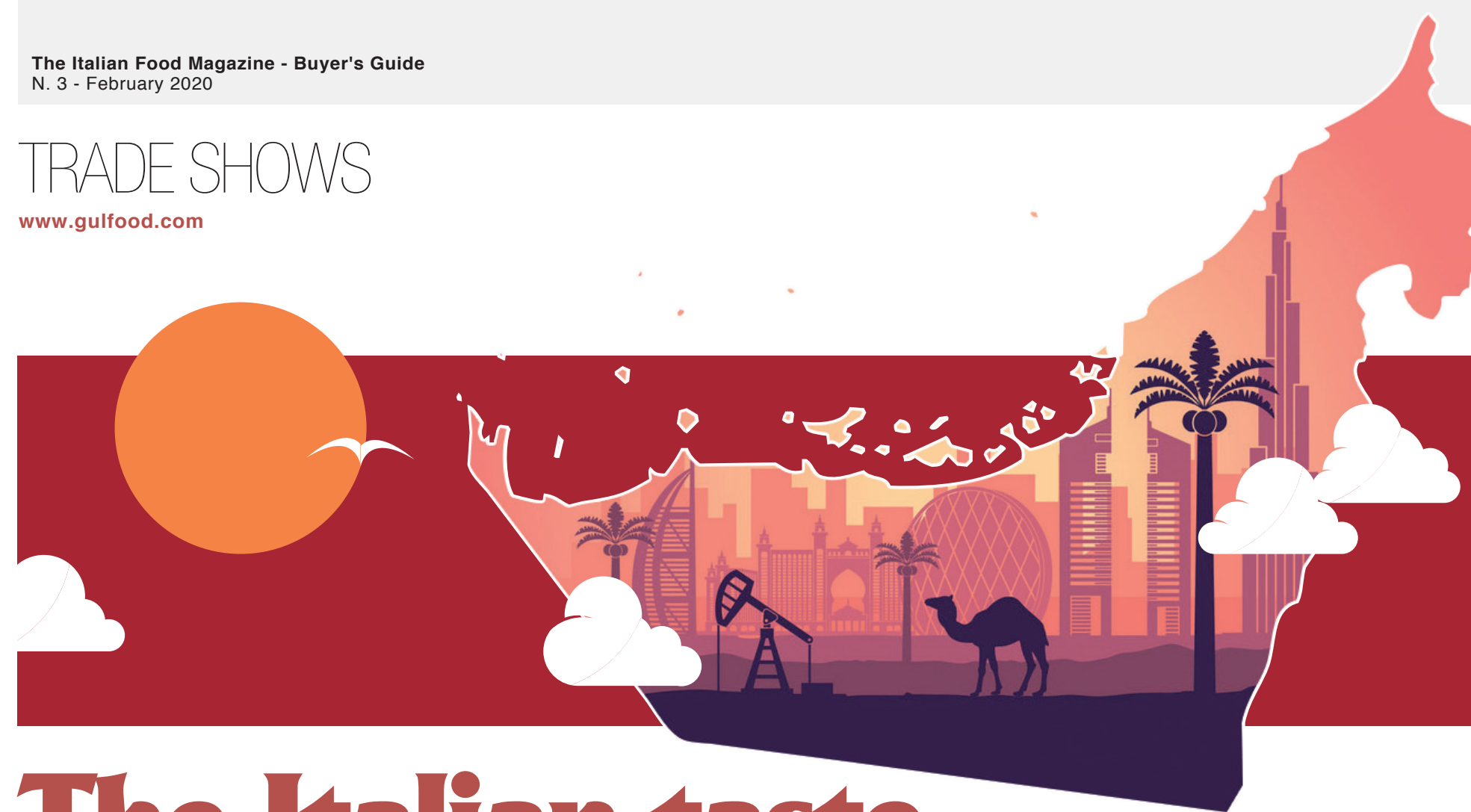
Rustichella d'Abruzzo ha sviluppato una linea 'Healty Food'. Spaghetti di semola di grano duro arricchiti con ingredienti altamente selezionati: estratti vegetali di origini antiche, ricchi di sostanze nutritive che contribuiscono al benessere fisico. "Healthy Food è un linea di pasta sana, gustosa, leggera e altamente digeribile che fa bene alla salute grazie alle sue innumerevoli proprietà benefiche e funzionali", spiega l'azienda. "Abbiamo preso il meglio di piante, radici, bacche e alghe dalle innumerevoli proprietà che per secoli hanno svolto funzioni molto importanti per tante culture".



TRADE SHOWS

www.gulfood.com

Federica Bartesaghi



Il gusto italiano atterra a Dubai

Oltre 100mila visitatori e 5mila espositori sono attesi a Dubai, dal 16 al 20 febbraio, per l'edizione 2020 di Gulfood, la 25esima. Di seguito, un'anteprima delle novità di prodotto che saranno presentate dagli espositori italiani alla kermesse numero uno per l'industria agroalimentare mondiale nella regione Mena (Medio Oriente e Nord Africa).



The Italian taste lands in Dubai

A preview of the product innovations that will be showcased by our exhibitors during the 25th edition of Gulfood, from 16 to 20 February 2020 in the United Arab Emirates.

THE HALAL FOOD MARKET

Halal Food has seen a major evolution in the past years, driven by technology and the development of halal hubs. Apps are linking consumers with halal restaurants and brands while a new halal traceability platform connects the entire supply chain from producers to auditors and certifying bodies, the Global Islamic Economic report highlights.

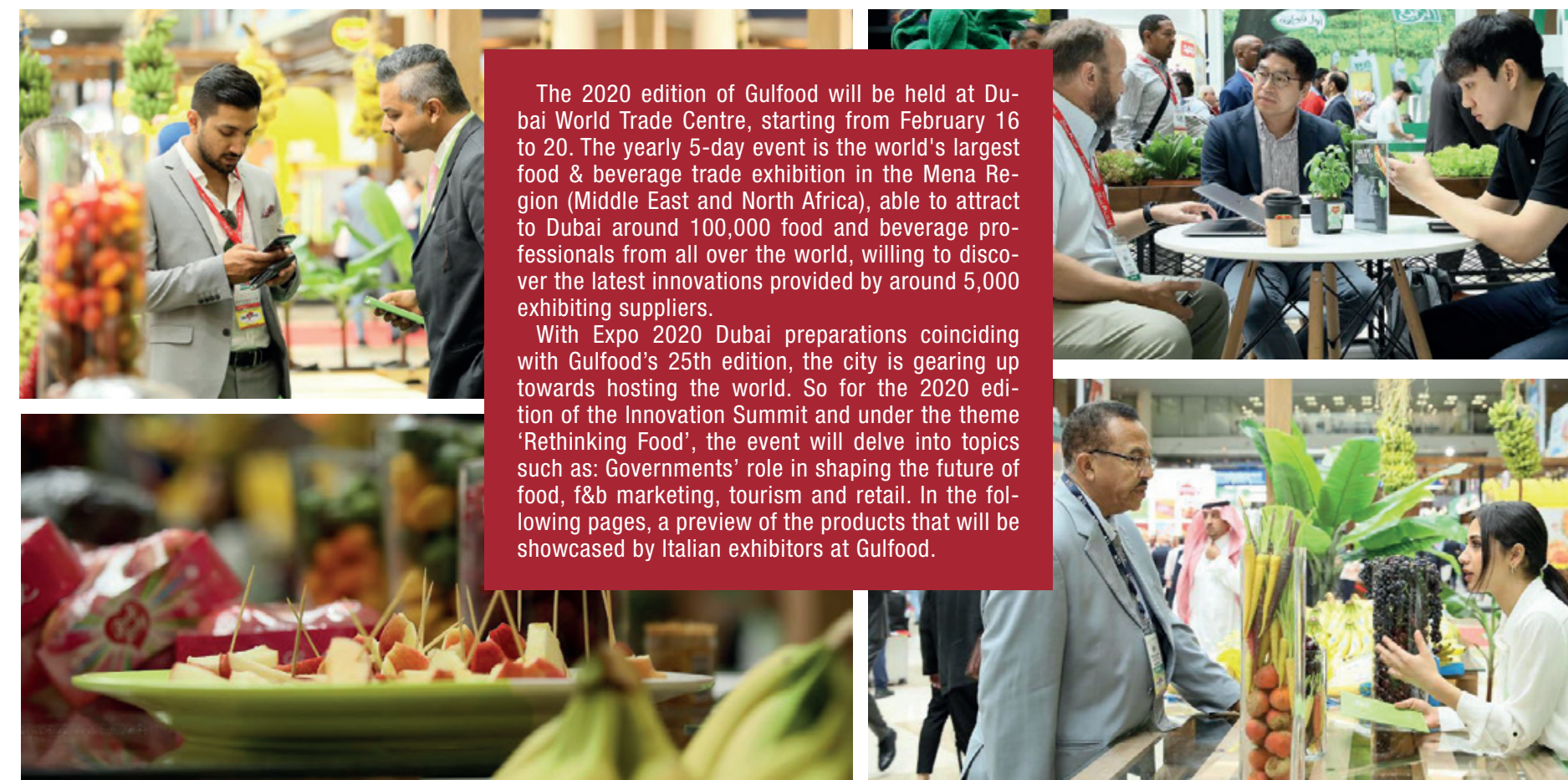
Muslim spend on food and beverage was valued at 1.4 trillion dollars in 2018 and forecast

to reach 2.0 trillion dollars by 2024. Consumer packaged goods (Cpg) businesses around the globe are actively seeking new avenues of growth, and the increasing participation of multinationals in the global halal food industry - led by sizeable companies such as Nestlé, Cargill, BRF and Abbott - signals the important role of the Islamic economy in driving growth for businesses of all sizes.

Halal certification continues to remain fragmented throughout the world, with sustainability not

yet a core component of the certifying process. Initiatives are underway to better unify global halal trade, such as through the Dubai-based International Halal Accreditation Forum (IHAf) and Malaysia's International Halal Accreditation Board (IHAB). Malaysia and Indonesia are also working more closely on halal standards, driven in part by Indonesia's decision to require all domestic production of food and related products and services, as well as imports, to be halal certified.

follow



The 2020 edition of Gulfood will be held at Dubai World Trade Centre, starting from February 16 to 20. The yearly 5-day event is the world's largest food & beverage trade exhibition in the Mena Region (Middle East and North Africa), able to attract to Dubai around 100,000 food and beverage professionals from all over the world, willing to discover the latest innovations provided by around 5,000 exhibiting suppliers.

With Expo 2020 Dubai preparations coinciding with Gulfood's 25th edition, the city is gearing up towards hosting the world. So for the 2020 edition of the Innovation Summit and under the theme 'Rethinking Food', the event will delve into topics such as: Governments' role in shaping the future of food, f&b marketing, tourism and retail. In the following pages, a preview of the products that will be showcased by Italian exhibitors at Gulfood.

THE GLOBAL ISLAMIC ECONOMY

There is around 1.8 billion Muslim consumers around the world. And by 2030, the global Muslim population is expected to reach 2.2 billion (+29.4%), growing at about twice the rate of the non-Muslim population, with an average annual growth rate of 1.5% for Muslims and 0.7% for non-Muslims. While culturally diverse and geographically distributed, they drive a huge market opportunity across a range of lifestyle products and services, impacted by Islamic faith-inspired ethical needs.

In 2018, this share of the world population spent approximately 2.2 trillion US dollars across the food, pharmaceutical and lifestyle sectors, that are impacted by Islamic faith-inspired ethical consumption needs. This spending reflects a healthy 5.2% year-on-year growth and is forecasted to reach 3.2 trillion US dollars by 2024, at a Cagr of 6.2%, at least according to the 2019/2020 edition of the State of the Global Islamic Economy Report.

The report highlights that the Islamic economy has established an increasingly important footing in the global economy, driven by increasing Muslim consumer demand for dedicated products and services based on Islamic law. Several countries have taken the lead in establishing robust ecosystems, with Malaysia leading this report's edition, followed by the United Arab Emirates, Bahrain and Saudi Arabia.



Pure and simple handmade Bresaola.



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

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

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



Quality is the key



TRADE SHOWS

www.gulfood.com

THE HALAL FOOD INDUSTRY IN A SNAPSHOT

• Global Muslim spend on food and beverage has increased by **5.1%** (Cagr) in 2017 from **1.30 trillion** dollars to **1.37 trillion** dollars in 2018

• Spend is forecast to grow by **6.3%** per year to reach **2.0 trillion** dollars by 2024

• Indonesia, Turkey and Pakistan are the top three countries by spend

• Across regions, halal is an important dietary restriction to **48%** of consumers in the Middle East and Northern Africa, **12%** in the Asia Pacific, and **1 to 4%** across other regions (Nielsen)

• **76%** of Muslims consider religion to be “very important”

• **96%** of Muslim travelers consider halal food to be critical (Comcee)

• **66%** of consumers are willing to pay more for ethical products

• Oic (Organisation of Islamic Cooperation) imported **184 billion** dollars in halal food and beverage, with intra-Oic trade low at **34 billion** dollars

• Halal regulation lacks global alignment and falls behind global benchmarks

Source: State of the Global Islamic Economy Report 2019/2020

NEWS FROM THE MARKET

• UAE and China signed trade and investment agreements totaling **3.4 billion** dollars, as part of China's Belt and Road initiative, including an agreement to create a **1 billion** dollars food manufacturing and processing plant in Dubai.

• Malaysia signed a memorandum of understanding (MoU) with Japan to develop halal trade as a part of the halal silk route, which is Malaysia's initiative to strengthen the halal value chain globally; a similar MoU was signed with China in 2018.

• Australia's leading supermarket chain, Woolworths, launched its Al-Sadiq halal brand, available in **20** stores in communities with high Muslim populations.

• Cargill, a global leader in halal manufacturing, has committed to a **200 million** dollars investment in Pakistan to produce a range of products, including edible oils and animal feed.

• Ferrero Rocher (of the Italian brand Ferrero) seeks to grow in the halal food market, with **33** products and **19** plants already certified halal.

Source: State of the Global Islamic Economy Report 2019/2020

GIACINTO CALLIPO CONSERVE ALIMENTARI- www.callipo.com

Callipo tuna steaks in olive oil



Product description

Yellowfin tuna in glass jar is a new line designed to emphasise 'transparent' quality, as an alternative to traditional cans. It is produced with carefully selected raw materials processed in Italy. It is characterized by tender, solid, light pink and low fat flesh. Callipo tuna steaks are the only in the market to be prepared with iodized salt Presal, which acts as a 'protection', subject to a specific technological process maintaining iodine levels constant even after cooking.

Ingredients

Yellowfin tuna 'Thunnus albacares', olive oil, iodized protected salt Presal (Italian marine salt, potassium iodate 0.007%).

Shelf life

5 years.

Packaging details

280 g, glass jar.

International certifications

BRC, IFS, ISO 9001, ISO 14001, FDA approved, Dolphin safe.

Hall: Shk Saeed 1 • Booth: S1-D46

BACCO www.baccosrl.com

La Golosa Crunch - pistachio crunch cream



Product description

A magic encounter between the classic 'Golosa' pistachio cream and a cascade of cocoa biscuit grain for a crunchy taste from the first taste.

Ingredients

Sugar, oil and non-hydrogenated vegetable fats (sunflower oil, palm fat, palm kernel fat), pistachio paste 15% (pistachio 99%, colorants: chlorophyll 0.5%, curcumin 0.5%), powdered skimmed milk, choco biscuit pieces 5% (wheat flour, sugar, vegetable fat (palm), powdered egg yolk, glucose syrup, cocoa powder, raising agent: sodium bicarbonate, powdered skimmed milk, flavouring), whey powder, emulsifying sunflower lecithin, flavouring (vanillin).

Shelf life

15 months.

Packaging details

200 g, glass jar.

International certifications

UNI EN ISO 9001, ISO 14001, IFS, BRC Food Standard.

Hall: Shk Saeed 1 • Booth: S1-B17

ASOLO DOLCE www.asolodolce.it

Bonboncini apricot glazed



Product description

Special small puff pastries glazed with apricot.

Ingredients

Wheat flour, vegetable margarine (palm oil, water, salt, emulsifier: E 471, acidity regulator: E 330, flavourings), icing 25% (sugar, egg white, egg white powder, vanilla natural flavouring) apricot decoration 2% (sugar, apricots 30%, glucose-fructose syrup, concentrated lemon juice, starch, gelling agent: E440; thickener: E410), butter, skimmed milk powder, glucose syrup, salt.

Shelf life

12 months.

Packaging details

70 g, tray and packaging foil.

International certifications

BRC, IFS, FDA.

Hall: Shk Saeed 1 • Booth: S1-E55

BOTTEGA BALOCCO – ITALIAN BAKERY 1927 - www.bottegaballoco.it/en

Cuor di Zenzero - Italian Fine Pastry



Product description

The pungent taste of ginger, subtle lemon and delicious white chocolate in an exquisite Italian fine pastry with a spicy flavour, in the shape of a heart. An exotic recipe enclosed in an elegant and refined dress, characterized by a double facing, for a perfect display on the shelves.

Ingredients

Ginger, lemon, white chocolate, eggs from free-range hens, Italian passion.

Shelf life

12 months.

Packaging details

Available in the 100 g case and in the 100 g and 200 g flow packs.

Hall: Shk Saeed 1 • Booth: S1-C21

HALAL FOODS

CONSUMER OPPORTUNITY

\$1.37 TRILLION of spending by **1.8 BILLION** Muslims on food and beverage (2018 est.)

5.1% year on year growth **6.3%** Projected CAGR growth 2018-24 to **\$1.97 TRILLION** by 2024



\$210 of Food & Beverage exports to OIC* BILLION countries 2018

52 COUNTRIES with 'Halal' regulations

All estimates by OIC/Standard Research & Advisory except for Islamic Finance sector provided by Refinitiv Islamic Finance indicators data 2018 (IFIB). (Standard) countries, Halal and related products exports based on ITC Trademap 2018 data; Investments (figures and individual details) are based on a detailed scan of the Zephyr Muslim market estimates & analysis. Projections were determined by regressing historical annual growth of the relevant industry metrics on GDP growth for each country, database between 2018 and 2019. Enablers data, if shown, is based on Sovereign Wealth Institute (SWI) Assets; the 2019 Bain Private Equity Report (Dry Powder), showing high correlation. IMF Outlook Oct 2018 Database for baseline projections. OIC=Organization of Islamic Cooperation; * member mostly Muslim-majority; and Bloomberg News (2018).

Source: State of the global Islamic Economy Report 2019/2020

AGROMONTE www.agromonte.it

Agromonte ready to use pasta sauces



Product description

Agromonte's ready to use cherry tomato pasta sauce uses only high-quality ingredients while maintaining the traditional Sicilian taste. The product is transformed by using natural methods and has a very low acidity level which does not alter the sweet taste of the cherry tomato.

Ingredients

Ready to use cherry tomato pasta sauce: cherry tomato (97%), extra virgin olive oil, salt, carrot, onion, basil, celery, sugar.

Ready to use cherry tomato pasta sauce with basil: cherry tomato (82%), basil (4%), carrot, onion, extra virgin olive oil, celery, salt, sugar.

Ready to use cherry tomato pasta sauce with hot pepper: cherry tomato (88.7%), extra virgin olive oil, hot pepper (2.5%), carrot, onion, salt, garlic, basil, celery, sugar.

Shelf life

36 months.

Packaging details

Glass jar, 360 g.

International certifications

Kosher, Halal, BRC Food, IFC Food, Bio, USDA Organic.

Hall: Shk Saeed 1 • Booth: S1-B3

BISCOTTIFICIO VERONA www.biscottificioverona.com

Tiramisu complete kit

Product description

The kit box contains all the ingredients to prepare the typical Italian classic Tiramisu (6 portions) in 10 minutes: tray, ladyfingers, mascarpone cream preparation, instant coffee, cocoa powder.

Ingredients

Ladyfingers (100 g): wheat flour, sugar, eggs 26%, raising agents: ammonium hydrogen carbonate, sodium hydrogen carbonate; glucose syrup, natural flavourings. Mascarpone cream filling mix (110 g): sugar, glucose syrup, no-hydrogenated vegetable oil (coconut oil), skimmed milk powder, modified starch, corn starch, maltodextrin, thickener: E404; milk protein, dehydrated mascarpone 1% (milk), flavourings, emulsifiers: E472a, E471; stabiliser: E340ii. Cocoa powder (8 g): cocoa, acidity regulator: E501i, E330. Instant coffee (5 g). Allergens: wheat (gluten), eggs, milk. May contain traces of soy and nuts.

Shelf life

12 months.

Packaging details

220 g, carton box.

International certifications

IFS, BRC, Bio.



Hall: Shk Saeed 1 • Booth: B13

RIGAMONTI SALUMIFICIO www.rigamontisalumificio.it

Bresaola della Valtellina PGI



Product description

Bresaola di Valtellina PGI (Protected geographical indication) is produced from the punta d'anca, a prime cut of bovine hindquarter, and with the finest spices and flavourings. Its manufacturing is fruit of a Century-old tradition which preserves the authenticity and freshness of the product, its taste and organoleptic qualities. Bresaola is rich in protein, low in fat, and is an important source of potassium and vitamins B1, B6 and B12.

Ingredients

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

Shelf life

Whole piece 120 days; half piece 120 days; pre-sliced 75 days.

Packaging details

The whole piece and half piece and packed under vacuum. The pre-sliced is packed in a protective atmosphere.

International certifications

Halal Italy, only from cattle bred on grassland and outdoors, Gluten free, UNI EN ISO 14001, IFS Food, BRC.

Hall: 5 • Booth: A5-40 (at Truebell)

follow

TRADE SHOWS

www.gulfood.com

HDI HOLDING DOLCIARIA ITALIANA - SORINI - www.sorini.it

Biscuits Crunchy Brownies



Product description
Milk chocolate filled with milk cream and cocoa brownies with crunchy biscuits.

Ingredients
Milk chocolate (cocoa solids 29% min., milk solids 14% min.) milky cream (43%), cocoa biscuits (6%), brownies (4%).

Shelf life
18 months.

Packaging details
200g. Net weight: 7.05 oz.

Hall: Shk Saeed 1 • Booth: S1-D13

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

Savoiardi lady finger



Product description
A traditional product from Piedmont: light biscuits that are perfect to soak in milk in the morning, for a sweet breakfast, or with zabaglione, to prepare one of the most classic desserts: Tiramisu. Savoiardi can also be used as a base to make a spoon dessert, as in the case of the Trifle, or to decorate an elegant dessert, such as the Charlotte.

Ingredients
Wheat flour, sugar, eggs (28%), raising agents: ammonium hydrogen carbonate - sodium hydrogen carbonate - disodium diphosphate, natural flavourings.

Shelf life
12 months.

Packaging details
200 and 400 g.

International certifications
BRC, IFS.

Hall: Shk Saeed 1 • Booth: S1-D47

ICAM CIOCCOLATO www.icamprofessionale.com/it/

Agostoni Gran Cru Pachiza



Product description
The Pachiza Cru cacao from the Pachiza area, in Peru's Hualaga Valley, produces a superior quality chocolate with a taste that strokes the palate and arouses emotions through its intense and refined taste. A product characterized by a light and pleasant cocoa acidity, immediately followed by a full milk flavour which reveals at the end a delicious fruity note accompanied by an aftertaste of coffee and vanilla.

Ingredients
39% Cocoa Cru Pachiza, 35% sugar, 30% cocoa butter.

Shelf life
18 months.

Packaging details
4 kg, 3 sacks.

International certifications
Kosher, halal, gluten free.

Hall: 1 c/o Gianni&Gelato • Booth: E1-50

LAICA www.laica.eu

Assorted Boules

Product description
Pralines of fine milk chocolate, white, rose and extra dark chocolate that contain cream fillings, cereals and grains. The delicious Laica boules enclosed in the new bags completely dedicated to their classic goodness. Taste and imagination for a unique and timeless pleasure.

Shelf life
12/18 months depending on the type of boule.

Packaging details (material & weight)
100 g, 450 g and 1 kg bags.

International certifications
BRC, IFS Food, BRC, UTZ, Fairtrade, Rspo, Kosher, ISO 22000, Sedex.



Hall: Shk Saeed 1 • Booth: S1-B36

IGOR www.igorgorgonzola.com

Gran Riserva Leonardi Selection



Product description
The Leonardis are delighted to introduce their Gran Riserva Leonardi, a premium Gorgonzola characterized by a sweet flavor and intense aromatic nuances: the proud result of a dedicated craftsmanship and careful selection.

Ingredients
Whole cow's milk (98,26%), selected milk enzymes (1,5%), selected penicillium mould (0.01%), dehydrated sea salt (0,21%), animal rennet (0,002%).

Shelf life
59 days.

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

International certifications
ISO 22000, BRC, IFC.

Hall: 2 • Booth: D2-41

MASTER www.mammaemma.it

Potato gnocchi stuffed with tomato and mozzarella

Product description
Stuffed gnocchi made from 100% real fresh potatoes; steam cooked with the peel to keep intact all the nutritional values of the potato. Combined with only natural ingredients, these gnocchi are made with no preservatives or additives and can be cooked in three minutes directly in a pan.

Ingredients
Steamed potatoes 57%, wheat flour type '0', tomato paste 6%, mozzarella 4%, ricotta cheese spread, potato starch, eggs, salt, basil, butter, sunflower oil.

Shelf life
60 days (fresh), 18 months (frozen).

Packaging details (material & weight)
Weight: 350 g. Primary package: neutral film. Secondary package: cardboard. Packaged in a protective atmosphere.

International certifications
ISO 22:000, BRC, IFS, Icea.



Hall: Shk Saeed 1 • Booth: S1-C9

MENZ&GASSER www.menz-gasser.it

Jam in jar

Product description
The range of products specifically developed for 'Jam in jar' includes honey and a creamy and smooth jam in the classic flavors (apricot, strawberry, cherry, forest fruit and peach) with 50% fruit content. 'Jam in jar' is the new jam dispenser that represent a complete, modern, clean and sustainable solution giving a touch of elegance to the breakfast buffet.

Ingredients
Fruit, sugar, gelling agent: pectin, acidity regulator: citric acid.

Shelf life
18 months.

Packaging details
Glass jar, stainless steel, wood.

International certifications
Kosher, Halal, Vegan/vegetarian.



Hall: Shk Saeed 1 • Booth: S1-C22

MOLINO PASINI www.molinopasini.com

Pala & Pinsa



Product description
Molino Pasini Pala & Pinsa is a high-performing mix, obtained by a meticulous selection and combination of flours, ideal both for high hydration dough and for dough made using the 'ancient technique'. The resulting product will be a crunchy pinsa, still soft inside, with a unique taste and easy to digest thanks to the presence of rice flour.

Shelf life
9 months.

Packaging details
10 kg paper bag.

International certifications
BRC, IFS Food, ISO22000:2005, FSSC 22000, Kosher.

Hall: Za'abeel 3 • Booth: Z3-C17

MOLINO DI FERRO www.molinodiferro.com

Pasta 'Le Veneziane'



Product description
Le Veneziane gluten-free corn pasta is ideal for gluten-intolerant people, athletes - since it is a great source of slow-release energy for exercise - and all those who follow a healthy, natural lifestyle. A meticulous selection of the finest Italian corn is used to produce Le Veneziane pasta, which remains consistently firm during cooking and holds onto sauce wonderfully. It comes in a range of shapes from short-cut to fettuccine and spaghetti, as well as small pieces.

Ingredients
Corn flour, emulsifier: mono and diglycerides of fatty acids of vegetable origin.

Shelf life
24 months.

Packaging details
Coex 20, carton.

International certifications
BRC, IFS.

Hall: Za' Abeel • Booth: Z2-B53

MORATO PANE www.moratopane.com

Grissini olive oil

Product description
Morato Grissini start from the union of Italian taste and elegance. With the craftsman look of the authentic rolled Italian breadsticks, they are perfect to accompany many dishes, during meals, or for aperitives and starters. Available in three different flavours: classic olive oil, with sesame seeds, with rosemary and green olives. Morato Pane product range also includes bread chips and bread sticks: a crispy and healthy snack, baked in the oven and not fried.

Ingredients
All Morato products are made with noble and natural ingredients, without preservatives and only with olive oil.

Shelf life
12 months.

Packaging details
Grissini 125 g, aluminium film to protect the product inside the paper box.

International certifications
BRC, IFS.



Hall: Shk Saeed 1 • Booth: S1-C25

MOLINO NICOLI www.molinonicoli.it/en/company.html

Oat Hearts

Product description
Oat hearts, organic and gluten free extruded cereals free from all 14 declarable allergens. Rich in beta-glucans from oat which help reduce cholesterol; made just with 100% natural ingredients, vegan and sugar free. Perfect for a healthy snack on-the-go or fitness breakfast.

Ingredients
Ingredients: gluten free oat bran* (65%), corn flour* (35%), antioxidant: rosemary extract* (*organic).

Shelf life
12 months.

Packaging details
Stand up bag 200 g recyclable in paper.

International certifications
Organic, BRC, IFS, Gluten free, SGS.



Hall: Za'abeel 2 • Booth: Z2-C80

NUTKAO www.nutkao.com

Nutkao Organic



Product description
Nutkao Organic is made from raw materials sourced only from controlled, traceable and certified organic suppliers, cultivated with totally natural methods and free from contamination. Nutkao organic brings out the best in the organoleptic qualities of organic cocoa butter, a blend of the best fruits obtained with maximum respect for the environment and eco-sustainability.

Ingredients
Cane sugar, vegetable oils (sunflower, coconut), hazelnuts, skim milk powder, low fat cocoa powder, vegetable fat (cocoa butter), emulsifier: sunflower lecithin, natural vanilla flavor.

Shelf life
18 months.

Packaging details
Round glass jar.

International certifications
Organic, OU.

Hall: Saeed Hall - Block 04 • Booth: S1-C43

TRADE SHOWS

www.gulfood.com

PASTA BERRUTO www.pastaberruto.it

Berruto pasta cup - Maccheroncini pomodoro e mozzarella

Product description

The original Berruto pasta cup is 100% made in Italy with selected ingredients, free of dyes and preservatives. Five tasty, quick recipes typical of the Italian tradition: Maccheroncini pomodoro and mozzarella, Fusilli al pesto, Penne all'arrabiata, Fettuccine alla carbonara and Tagliatelle with mushrooms.

Ingredients

Pasta (durum wheat semolina) 71,4%, potato starch, cream, tomato 4,3%, salt, grated cheese, milk proteins, sugar, onion, processed cheese powder (dehydrated cheese (mozzarella cheese 0,8% of the finished product), emulsifying salt: sodium phosphate, whey), garlic, flavourings, herbs. No added glutamate, no palm oil.

Shelf life

14 months.

Packaging details

Plastic and paper, easy to separate.

International certifications

ISO 9001:2000, Gsfs - Global standard for full safety, IFS Food, Organic, Halal, Kosher.



Hall: Shk Saeed 1 • Booth: S1-C39

UNIGEL DI CLAUDIO ZANAGLIO & C www.unigel.it

Schiocco



Product description

The combination of croissant and bread gave birth to Schiocco, the unique laminated bread. Ideal as a snack filled with sweet or savoury ingredients, to accompany meals, and stuffed for a quick but satisfying lunch. Crunchy on the inside and soft on the outside, Schiocco offers the delight of a dessert with the calories of bread, it contains only one quarter the fat of a croissant.

Ingredients

The mixture is the same of the bread (water, flour, salt, yeast) plus margarine.

Shelf life

12 months.

Packaging details

A box contains from 45 to 128 pieces of Schiocco, according to the size (35, 65 or 100 g). Made by corrugated cardboard.

International certifications

BRC, IFS.

Hall: Shk Saeed 1 • Booth: S1-A20

PASTIFICIO ANTONIO PALLANTE www.pastareggia.it

Pasta Reggia – premium line ‘La Ruvida Italiana’



Product description

Bronze die pasta made from 100% Italian durum wheat semolina and pure water, with high protein content.

Shelf life

24-36 months.

Packaging details

500 gm single bag.

International certifications

Halal, Uni En Iso 9001:2008, Uni En Iso 9001:2008 - Ing, Uni En Iso 22005:2008 (sito), Uni En Iso 22005:2008 (supply chain), Iso 22000:2005, IFS Food version 6, BRC issue 6, Srl-Loc 2018 pap, Kosher.

Hall: Shk Saeed 1 • Booth: S1-C56

VERGANI SECONDO www.vergani.it

Choco Sticks



Product description

Mini chocolate sticks assortment (dark 85%, dark 70%, extra fine milk).

Shelf life

24 months.

Packaging details

180 g bag.

International certifications

BRC, IFS, ISO 9001, Haccp.

Hall: Shk Saeed 1 • Booth: S1-D33

PASTIFICIO DI MARTINO GAETANO & F.LLI - www.pastadimartino.it

PGI Gragnano Pasta



Product description

Di Martino Gragnano Pasta is made from selected 100% Italian durum wheat semolina and the purest local spring water. The bronze die extrusion and the slow drying process at low temperature help making it fall under PGI (Protected Geographical Indication) Gragnano Pasta. The result is a rough and tasty product, able to perfectly hold sauces and return the intense aroma of wheat. Consumer's wide choice ranges from whole wheat, to organic, to regional and original products, up to the vintage hand-wrapped line, for an amount of over 120 pasta shapes. In 2017, Pastificio Di Martino started a collaboration with the high fashion brand Dolce & Gabbana, that signs the pack of the historical pasta factory.

Shelf life

2 years.

Packaging details

500 g, polypropylene.

International certifications

Kosher.

Hall: Shk Saeed 1 • Booth: S1-D34

PASTIFICIO RANA www.giovannirana.it

Raviolo Verdure Dell'Orto

Product description

Fresh egg pasta filled with carrots, broccoli, asparagus, peas, spinach and onion. Frozen product.

Ingredients

Filling 60%: ricotta (whey, milk, cream, salt), carrots 11%, broccoli 10%, asparagus 10%, peas 10%, mascarpone cheese, spinach 8%, onion 4%, butter, Parmigiano Reggiano cheese PDO*, breadcrumbs (soft wheat flour, water, salt, yeast), salt, extra virgin olive oil, vegetable fibers, basil, garlic, sunflower oil, black pepper. Pasta 40%: soft wheat flour, eggs 27%, durum wheat semolina. (*Protected Designation of Origin).

Shelf life

18 months.

Packaging details

Cardboard (box) with 2 packs in plastic of 1 kg each.

International certifications

IFS, BRC.



Hall: 5 • Booth: A5-40

RISO SCOTTI www.risoscotti.com

Riso Vital - S! with rice



Product description

A brand new line of products based on rice and lactose-free ingredients. It includes: Shortbread cookies with hazelnut cream; Cookies with rice, chocolate, cocoa, and hazelnuts; Shortbread cookies with rice and chocolate; Cookies with rice; Biscuits with dark chocolate bar; Spreadable cream with hazelnuts and cocoa, containing rice; Multicereal cookies; Bars of rice and corn flakes with dark chocolate chips, vitamins and iron; Bars with rice and corn flakes and red berries, enriched with vitamins and iron; Crunchy muesli with dark chocolate chips; Crunchy muesli with red fruits; Spicy-flavored rice snack; Cheese-flavored rice snack; Cheese-flavored corn and rice snack; Pizza-flavored corn and rice snack.

Ingredients

All products have a clean ingredient list, without milk proteins, hydrogenated fats, preservatives and colorants, palm oil.

Shelf life

10-18 months.

International certifications

Aiii (Italian Association for lactose intolerants).

Hall: 5 • Booth: A5-40

VICENZI www.matildevicenzi.com

Bite size flaky pastry cookie with raspberry filling

Product description

With their crispness and delicate flavour, the Millefoglie d'Italia puff pastries are the symbol of Vicenzi's fine Italian pastry tradition. In order to make the thin layers forming the dough fragrant, the essential ingredient used by Matilde Vicenzi is a veil of butter applied among the folds of the pastry dough. The traditional recipe requires that the dough is gently folded back on itself many times obtaining a delicious and fragrant pastry composed of well 192 layers. This is only possible through a slow process.

Ingredients

Wheat flour, raspberry filling, sugar, butter, vegetable margarine, salt, flavourings.

Shelf life

12 months.

Packaging details

Available in various pack sizes and premium solutions.

International certification

ISO, Halal, IFS Food, BRC.



Hall: Shk Saeed 1 • Booth: S1-B27

WITOR'S www.witors.it

Chocolate Sweets

Product description

Snacks, cookies, truffles, bites, chocolate praline, tablets.

Ingredients

Total customization is possible.

Shelf life

15 months.

Packaging details

All kinds of packs: bags, carton and plastic gift boxes, doypack, flowpack.

International certifications

BRC, IFS, UTZ, Halal, Fairtrade, Respo, ISO, Organic.



Hall: Shk Saeed 1 • Booth: S1-D43

The original **Trinketto** **AMERICAN GRAPE FLAVOUR**

No COLORINGS
GLUTEN FREE

BRCs Food Safety CERTIFIED
IFS Food

Casa del Dolce dal 1950

CASA DEL DOLCE S.p.A.
FARA GERA D'ADDA (BG) ITALY - T. +39 0363 399044
info@casadel dolce.it - www.casadel dolce.it

FOLLOW US:
f @ in



MARKETS & DATA

Good Morning Vietnam

The country’s food processing industry is striving to attract foreign investment. Because despite excellent growth perspectives, food safety and the creation of high-added value products remain key issues.

Vietnam’s large population (97 million people), strong economic growth, growing middle class with higher concerns about hygiene and food safety, as well as rapid development of the food service and modern retail food sector are contributing to re-shape the market and the demand of its consumers. In 2018, Vietnam’s gross domestic product (Gdp) continued its strong growth at 7.1% (World Bank), while it was expected to decelerate to 6.5% in 2019 due to a number of factors, including the African swine fever (ASF) outbreak. First detected in February 2019, ASF has spread to all 63 provinces in Vietnam and led to the death and culling of about 5.9 million pigs or about 22% of the total swine population, pushing prices to record highs.

Nevertheless, the country’s economic growth is still far beyond the average for other members of Association of Southeast Asian Nations (Asean), driven by robust inflows of foreign direct investment following a series of free trade agreements that Vietnam has signed with diverse trading partners.

Despite the significant incentives offered to investors by the local Government - especially to projects with advanced and environment-friendly technologies -, foreign investment in the food processing industry remains modest compared to other industries, at about 3% of total investment. Despite trade is getting easier, to be competitive in highly developed markets Vietnam’s food industry has to comply with strict food security and quality requirements. For this very reason food processing - and by processing adding further value - is an important trend that the Vietnamese industry is facing right now.

Need for state-of-the-art technologies
Speaking at a conference on investment promotion in the food processing industry on the past November

Good Morning Vietnam
Con i suoi 97 milioni di abitanti, una sostenuta crescita economica e una sempre più consistente classe media attenta alla sicurezza alimentare e alla salubrità degli alimenti, il Vietnam rappresenta un terreno fertile per i grandi investitori internazionali. Complice anche la recente ratifica di importati trattati di libero scambio. Nonostante la produzione alimentare del Paese sia in rapida crescita, tuttavia, c’è una forte carenza di tecnologie capaci di garantire il livello qualitativo, di sicurezza alimentare, nonché il valore aggiunto necessario a soddisfare gli elevati standard internazionali. Cresce, di conseguenza, la richiesta di tecnologie capaci di colmare questo gap.

14 in Hanoi, Deputy Director of the Vietnam Trade Promotion Agency, Hoang Minh Chien, noted that despite “Vietnam’s food processing industry has huge potential in terms of both the domestic market and exports”, the sector still has bottlenecks in the production value chain - including low processing technologies able to keep food fresh, healthy and safe - and erratic supply of raw materials. Chien explained that Vietnam’s agro-forestry and aquatic products processing industry has enjoyed an annual growth rate of 5-7% between 2013 and 2018. “As a result - he said - its exports grew by 8-10% a year to a record of 40.02 billion US dollars last year, making Vietnam one of the biggest agricultural, forestry and aquatic products exporting countries in the world.” These products are exported to over 180 countries and territories, including EU, the US and Japan.

During the same conference Matthias Ehrtmann, representative of Eurocharm, the European Chamber of Commerce in Vietnam, said that the country has great tropical fruits, but only exports 10-15% of fruits and vegetables in processed form because “no processing means no added value.” According to Mr. Chien, Vietnam has set an export target of 65-70 billion dollars for agriculture, forestry and fishery products by 2030, but in order to meet this target processing technologies should reach at least



Global Trade

World exports of consumer-oriented products to Vietnam totaled 14.6 billion dollars in 2018 (Trade Data Monitor), up 5% over 2017. The top-five export items and their respective global shares were: 1) fresh and processed vegetable (2.6 billion dollars, 18% share); 2) beef and beef products (2.5 billion, 17%); 3) fresh fruit (2 billion, 14%); 4) tree nuts (1.8 billion, 12%); and 5) dairy products (0.8 billion, 6%).

PRODUCTS PRESENT IN THE MARKET WHICH HAVE GOOD SALES POTENTIAL

Fresh produce, meat and meat products, poultry, seafood, milk and dairy products, condiments and sauces.

PRODUCTS NOT PRESENT IN SIGNIFICANT QUANTITIES, BUT WHICH HAVE GOOD SALES POTENTIAL

Pork meat, cheese, ice cream, sweets and snacks, wine, craft beer, frozen and dried fruit, live seafood (geoduck, lobster, king crab, fish, oyster), cooked and prepared shellfish, frozen wild salmon.

PRODUCT NOT PRESENT BECAUSE THEY FACE SIGNIFICANT BARRIERS

Edible white offal (pork, beef, and chicken), citrus aside from oranges, strawberries, and certain kinds of seafood.

Source: Usda – United States Department of Agriculture

reasonably advanced levels. “Therefore, enhancing cooperation with partners who have modern technologies is among the important solutions,” he said.

According to Lê Hong Minh, director of Vietrade’s Investment Promotion Centre for Industry and Trade, foreign investment in the food processing sector is estimated at 11.2 billion dollars, for 717 projects. “These investments often focus on quick capital recovery projects such as processing agricultural products, beer and liquor and seafood processing. [...] Most foreign investors in the food processing industry are from Asian countries and territories such as Thailand, Taiwan, Malaysia, South Korea, and China. Despite offering preferential policies, we have not been able to attract investment from countries with strong food processing industries like Japan, the US, Australia, and EU members.”

Food safety and healthy food are the populations greatest concerns

Most urban Vietnamese (around 79%) are willing to pay higher prices for healthier foods, according to a study conducted by Kantar in September 2019 in Hanoi, Ho Chi Minh City, Da Nang, and Can Tho. In addition, 88% of respondents claim that they read product labels to ensure they avoid unhealthy foods. “We are seeing Vietnamese consumers switch to healthier lifestyles, which include eating and drinking habits,” Kantar said. Vietnamese eating habits are also changing. Consumption of fat, sugar and red meat is decreasing, while that of fiber, white meat and dairy are increasing, according to Kantar data collected from June 2018 to June 2019. According to official figures, the country consumes 5.4 million tons of meat a year, with pork accounting for 70%. A Vietnamese consumes only nine kilograms of chicken a year compared to 30 kg by Thais and 35 kg by Singaporeans, according to the Ministry of Agriculture and Rural Development.

Consumers’ awareness of food safety issues has greatly improved due to the proliferation of social networks. Warnings and reports of unsafe food and food poisonings are regularly shared on Facebook and other social media networks. Since brand awareness is still limited, Vietnamese food shoppers associate a product’s country-of-origin as a key indicator of quality, and most food products imported from developed economies are welcomed for their safety.

The integration of modern and traditional retail

Vietnam’s total retail goods and services revenue in 2018 was approximately 191 billion dollars, up 11.7% over 2017. Small, traditional retailers still dominate Vietnam’s food retail sector, but modern retail channels are expanding in response to growing consumer demand. According to data issued by the United States Department of Agriculture (Usda), the number of



MARKETS & DATA

modern grocery outlets jumped from around 1,000 in 2013 to nearly 4,000 in 2018. Yet, traditional wet markets and small independent stores are still dominant in the Vietnam retail scenario: sales revenue generated by traditional retailers in 2018 was estimated at 43 billion dollars (92% of total grocery retail sales).

Competition in Vietnam's food retail sector is extremely high, not only between modern food retailers and traditional retailers, but also between modern food retailers themselves. In 2019, two leading international chains, Auchan and Shop&Go, terminated their operations in the country and were sold to two local companies, Saigon Co-op and Vincommerce, respectively. In addition to international retailers, the domestic brands Fivimart, Maximart, and G7 Mart have ceased operations.

The rise of e-commerce

E-commerce has rapidly surged in Vietnam over the past three years, from 4.0 billion dollars in 2015 to 7.8 billion in 2018, according to the Vietnam E-commerce and information technology agency. Notably, food and beverages are among the top 10 product categories purchased online. Vietnam's high internet penetration rate (70% of the population in 2018, according to World Bank), prominent role of social networks - especially Facebook, with about 45 million users in 2019 (46% of the total population) - high smartphone penetration rate, and the proliferation of fast delivery services are the main drivers for the country's e-commerce development.



TOP 10 VIETNAMESE RETAILERS

1. Aeon Mega Mart
2. MM Mega Market
3. Big C
4. Co.op Mart
5. Lotte Mart
6. Vinmart
7. Circle K
8. 7 Eleven
9. Bach Hoa Xanh
10. Satra Food

Vietnam Food Industry

Net revenue of food manufacturing (2015)
14.5 billion dollars

Exports of fruits and vegetables (2018)
3.8 billion dollars

Source: Usda - United States Department of Agriculture (TDM; GATS; Vietnam's GSO, Vietnam Customs, Post Vietnam, IMF)

Net revenue of beverage manufacturing (2015)
4.6 billion dollars



Export of cashew nuts (2018)
3.4 billion dollars

Exports of fishery products (2018)
8.8 billion dollars



end



IL LATO **NATURALE**
DEL **BUSINESS**

32° salone internazionale
del biologico e del naturale
32nd international exhibition
of organic and natural products

THE **NATURAL**
SIDE OF **BUSINESS**



FOOD



CARE & BEAUTY



HOME & GREEN



an event by



www.sana.it

IN COLLABORAZIONE CON
IN COLLABORATION WITH





Daniele Battisti

ZOOM

The Mediterranean diet is the number one in the world

Compared to other 35 eating patterns, it is the most complete and balanced, as well as the easiest to follow. The results of an American study.

For the third year running, US News & World Report confirms that the Mediterranean diet is the best in the world. A group of nutritionists and dietary consultants analyzed strengths and weaknesses of the 35 most popular eating patterns and chose the most balanced one.

The ranking was established taking into consideration seven categories, in which each diet was rated on a scale from one to five: nutritional completeness, how easy the diet is to follow, the potential for long- and short-term weight loss, the safety and possible side effects, and the potential to help prevent illnesses like heart disease and diabetes. The Mediterranean diet was named not only the overall best diet, but the easiest diet to follow, the best at preventing diabetes, and the best plant-based diet.

A survey conducted by Harvard University and an American think-tank created a diet according to the eating habits of people from the Mediterranean area. Yet call it diet would be an understatement. The Mediterranean diet is a set of principles for proper nutrition. In fact, the Italian diet differs completely from the Greece one, and the Spanish one as well. Nevertheless, they share a lot of common traits: a large consumption of fish, fresh produce, whole flours, dried fruit and seeds has been identified. All foods rich in vitamins, fiber and polyphenols that help 'good aging' by preventing diabetes, cancer and cognitive decline.

Even the heart benefits from the Mediterranean diet: foods such as vegetables, olive oil and fish lower bad-cholesterol levels while providing the fats necessary for a balanced diet. The wide range of foods allowed provides with great freedom of choice and does not require you to count the calories consumed.



La dieta mediterranea: numero uno al mondo

Per il terzo anno consecutivo US News & World Report conferma la dieta mediterranea come la migliore in assoluto nel mondo. Un gruppo di nutrizionisti e specialisti della medicina ha analizzato i punti di forza e di debolezza dei 35 metodi di alimentazione più diffusi e ha scelto quello meglio strutturato. La classifica è stata stilata tenendo in considerazione sette parametri, per ognuno dei quali ogni dieta ha totalizzato un punteggio da uno a cinque: completezza nutrizionale, attuabilità, perdita di peso nel breve e nel lungo periodo, sicurezza, effetti collaterali e prevenzione di malattie come diabete e del cuore. La dieta mediterranea non solo ha raggiunto la prima posizione generale ma è anche stata premiata come la migliore a prevenire il diabete, la più facile da seguire e la meglio strutturata tra quelle a base vegetale.

The top five

(the Flexitarian and Dash diets both ranked second place; while the Volumetrics Diet, MIND Diet and Mayo Clinic Diet all ranked fifth place)

1. Mediterrean Diet

It is thought that those who live in areas overlooking the Mediterranean Sea have a longer life and better health. This is linked to a diet poor of red meats, sugars and saturated fats that generally cause cardiovascular diseases and the development of cancer. In addition, it helps keeping body weight control.

2. Flexitarian Diet

The Flexitarian is a marriage of two worlds: flexible and vegetarian. Born in 2009, the diet wants to combine health benefits associated with vegetarianism with the pleasure of eating meat. Adhering to this diet helps preventing the development of heart diseases, diabetes and cancer.

2. Dash Diet

DASH: Dietary Approaches to Stop Hypertension. The purpose of the diet is to lower blood pressure and tension. The most helpful food in this regard are fruits, vegetables, whole grains, lean meats and low-fat dairy products: thanks to the high content of potassium, calcium and fiber, they help fight high blood pressure. Following it means lowering the consumption of salt and foods high in saturated fat.

4. WW (Weight Watchers) Diet

Weight Watchers is a program that monitors the progress of the diet. The program builds on WW's SmartPoints system, which assigns every food and beverage a point value, based on its nutrition, and leverages details about food preferences and lifestyle to match each member to one of three comprehensive ways to follow the program. Once you have entered the data of what you have eaten, the system assigns a score to the meal and monitors your eating habits.

5. Volumetrics Diet

Like the Mediterranean diet, this is more of an approach to eating rather than a structured diet. Penn State University professor, Barbara Rolls, identified four levels of food's energy density. Each food falls into one of the levels: the first two must always be present (vegetables, fruit, low-fat milk, cereals, lean meats and legumes), the third (pizza, cheese, bread, ice cream) moderately and the fourth appears at a minimum in the diet (candies, chocolate but also butter and oil).

5. Mind Diet

This diet follows both the Mediterranean and Dash diets, eliminating the most harmful foods for brain health. The name stands for Mediterrean-Dash Intervention for Neurodegenerative Delay. According to data from the National Institute on Aging study, the diet, which has been developed by nutritionist Martha Clare Morris, saw Alzheimer's risk decrease by 53% in those who adhered to it closely.

5. Mayo Clinic Diet

Conceived by the Mayo Clinic in Minnesota, the diet has been structured for those suffering from prediabetes and type 2 diabetes and aims to lower blood sugar levels. It consists of low calorie foods. Also useful for those who want to lose weight thanks to the low calorie content.



CIBUS

20TH INTERNATIONAL
FOOD EXHIBITION

PARMA

11/14 MAY 2020

WELCOME TO FOODLAND

www.cibus.it | cibus@fiereparma.it | Follow CIBUS on:    

FIEREdiPARMA

FEDERALIMENTARE
Servizi s.r.l.



FOCUS ON

PDOs and PGIs: a 14-billion-euro business

According to the Qualivita Atlas of protected foods, 822 products out of 299 are Italian. A highly performing, yet a little 'selective' business: 88% of turnover is generated by 15 brands.



The PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) quality system is the protagonist of the Qualivita Atlas, presented in Rome on the past December in collaboration with Treccani. The event was attended, among the others, also by Teresa Bellanova, Italian Minister of Agriculture, and Paolo De Castro, coordinator S&D Agricultural commission of the European parliament.

In the world of geographical indications and traditional specialties, Italy plays a strategic role and owns 299 out of 822 foods protected by the EU. Moreover, our country managed to use this great resource as a driving force for both the economy and its territories. Which is hard to believe, if we consider that in 1992 it still represented a tiny market niche. Now, PDOs and PGIs generate a revenue of about 7 billion euro, which translate into 14.7 billion euro of sales. On the global market, the sales of these products are worth 3.5 billion euro. Since 2009, the sector's turnover has been growing at a record rate: +46% in production and +63% in consumption. Abroad, sales have more than tripled in the last decade.

A market dominated by few

Despite the impressive framework, there are some big issues. The greatest limit is that just a few of the players play a key role in the market. Data show that the podium is composed respectively by Grana Padano, Parmigiano Reggiano and Prosciutto di Parma; the top 15 brands generate 88% of the turnover in consumption and own 95% of export. The other 284 are left with just a tiny

share of the market. Thanks to the strong connection with the territory, PDOs and PGIs have evolved a lot in the last years, until becoming a fundamental part of the supply chain and involving industries of a certain size. "Now, in sectors like pasta and vinegar – explains Mauro Rosati, director of Fondazione Qualivita - many companies that used to hit the market just with business brands have chosen PGI Pasta from Gragnano and PGI Balsamic Vinegar from Modena, which gave an important contribution to the development of these designations".

Growth project for the 'little' ones

Cesare Baldrighi, president of Origin Italia (the association of 66 Consortia for the protection of PDOs and PGIs), said: "Even more significant is the recent decision of a multinational company such as Coca Cola to sell a Fanta made with PGI red oranges from Sicily. Something unthinkable just a few years ago". In spite of these exceptions, which are a sign of the sector's dynamism, the majority of its value is generated by just a few companies. The first six PDO products (Grana Padano, Parmigiano, Prosciutto di Parma, Balsamic vinegar, Buffalo mozzarella and Prosciutto San Daniele) represent

almost 70% of total revenue. "These data are important, but they do not depict every aspect of the market", says Rosati, "not everything can be like Parmigiano, Grana Padano or Prosciutto di Parma, but their importance has to be evaluated according to the effect they have on their territory. For example, liquorice from Calabria will never reach a turnover of a billion euro, but some companies are developing important growth project, which are especially significant for an economically depressed area like South Italy. And we could say the same thing about PGI chocolate from Modica, which has now a potential revenue of 25 million euro".

International success

Another significant element which emerged during last years is the curiosity developed for this sector by foreigners, with important consequences on the territories where these goods are produced. In order to fight forgery and make Italian foods even more known abroad, it is fundamental to sustain free trade and international agreements. Baldrighi explains: "Too often the negotiations with other countries focus on the lists of products protected by agreements, such as Ceta with Canada and Epa with Japan. Instead, they don't take into account that, on one side, these agreements contain bureaucratic simplifications and price reductions which are just as important as PDO brand protection, while, on the other side, they created laws about origin denomination in faraway countries. And this represents a huge step compared to just a few years ago".

Dop e Igp: un business da oltre 14 miliardi di euro

Il settore dei prodotti agroalimentari Dop e Igp è il protagonista dell'Atlante Qualivita, presentato insieme a Treccani il 12 dicembre a Roma. Nel segmento delle indicazioni geografiche, l'Italia riveste in Europa un ruolo strategico, con 299 prodotti tutelati sugli 822 protetti nella Ue. Oltretutto, il nostro paese è riuscito a distinguersi per la capacità di farne un traino per l'economia e i territori. Se non è un miracolo, poco ci manca, considerato che nel 1992 erano ancora una piccola nicchia di mercato. Oggi, invece, i prodotti Dop e Igp sviluppano un fatturato all'origine di circa 7 miliardi di euro, che diventano oltre 14,7 al consumo. Interessante il giro d'affari all'estero, pari a 3,5 miliardi. Numeri da record anche per l'aumento di fatturato dal 2008 a oggi, in crescita del 46% alla produzione, e del 63% al consumo. Ottime notizie poi sul fronte export, dove le vendite sono più che triplicate nell'ultimo decennio.



Picture, in the middle: Teresa Bellanova, Italian Minister of Agriculture

PDO AND PGI: TOP 15 PRODUCTS (MILLION EUROS)

Source: Qualivita

Pdo Grana Padano	2,913
Pdo Parmigiano Reggiano	2,338
Pdo Prosciutto di Parma	2,227
Pgi Balsamic vinegar from Modena	975
Pdo Prosciutto San Daniele	787
Pdo Buffalo mozzarella from Campania	730
Pdo Gorgonzola	568
Pgi Bresaola from Valtellina	453
Pgi Mortadella from Bologna	433
Pdo Pecorino Romano	347
Pgi Speck from South Tyrol	259
Pdo Apples from the Non-Valley	250
Pgi Apples from South Tyrol	238
Pgi Pasta from Gragnano	179
Pdo Asiago cheese	170

NUMBER OF GEOGRAPHICAL INDICATIONS

Source: Qualivita

822 protected foods in EU

299 are Italian

14.7 billion euro turnover

3.5 billion euro export

+46% in the production revenue
from 2008 to today

A FEW BIG COMPANIES DRIVE THE SECTOR

Source: Qualivita

The top 15 brands own:

88% of revenue

95% of export

RIGAMONTI

Qualità dal 1913



Certified products
halal
italia

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.



NEW