

THE ITALIAN FOOD MAGAZINE

BUYER'S • GUIDE

MANAGING DIRECTOR: ANGELO FRIGERIO

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COVER STORY

Everyone to the table!

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In caso di mancato recapito inviare al CMP di Milano Roseno per la restituzione al mittente previo pagamento resi.

/ EDITORIAL

BACK TO THE FUTURE

by Angelo Frigerio

Amazon is reportedly ready to eliminate the 'Just Walk Out' technology from its physical grocery stores, Amazon Fresh. Theoretically, this system, which relies on a complex system of cameras and sensors, should allow customers to pick up items and leave the store without going through a checkout, with charges made directly to their app afterwards. However, as reported by several American media, it seems to have relied so far on constant monitoring by around a thousand 'off-site cashiers' (specifically located in India), who physically reviewed the video recordings to verify payments. As a result, payments were often notified with significant delays. That is to say, 'slaves' who allowed the system to work: what an advanced technology!

This revolution within a revolution will take place in all 27 Amazon Fresh stores in the United States that use the 'Just Walk Out' technology, out of a total of 44. But beyond the absurdity of remote cashiers, it seems the decision is linked to a low satisfaction rating from consumers. In replacement, 'Dash Carts' will be implemented: smart carts integrated with sensors that allow for checkout without passing through a cashier once filled with items, and also provide a real-time notification of the purchase. We will see if and how the new technology will work.

Amazon also announced that it is launching a new retail format under the Whole Foods Market brand. It will be called 'Daily Shop' and is designed to be a smaller store, aimed at meeting the needs of shoppers in high-density urban areas, offering a more compact and efficient alternative. These 'quick-shop' stores, which will have a surface area between 650 and 1,300 square meters, are designed to better exploit urban real estate properties. The first store of this type is scheduled to open by the end

of the year on the Upper East Side of Manhattan, followed by other stores in New York.

But wait, isn't this essentially a revamped version of local grocery stores? The kind run by John or Jane Doe, who call their clients by name, and give their advice on what products to buy?

But let's stay on Amazon. Remember Amazon Go? It's the name of the completely automated and cashier-less store. Well, the Seattle company closed as many as eight stores in the US in 2023 (leaving 23 remaining). Amazon is reportedly considering abandoning urban stores in favor of those in suburban areas. The idea is to cater to people who leave the city to return home from work. If this plan doesn't succeed, Amazon Go might even disappear entirely this year.

Let's leave the United States for a minute and land in Italy. Once upon a time, there was Coop's supermarket of the future. It was designed by the world-famous architect Carlo Ratti for Expo 2015 and subsequently moved to the Bicocca Village shopping center in Milan. The goal of this futuristic store was to integrate new technologies with a warm and welcoming environment. 52 interactive screens (six suspended above the fresh produce counters) with virtual labels were transferred from Expo 2015. It was possible to point at a fruit or vegetable, and information about the product would automatically appear on the display. Alternatively, scanning the barcode would reveal the nutritional values of a product. Coop Lombardia invested 4.5 million euros in the store. Opened in December 2016, it definitely closed on January 30, 2022.

All these examples show how fallible and misleading certain predictions and choices for the supermarket of the future can be. To quote a slogan from '68, the traditional store "lives and fights alongside us."

IL VECCHIO CHE AVANZA



Amazon sarebbe pronta a eliminare dai suoi negozi fisici di generi alimentari – gli Amazon Fresh – la tecnologia nota con il nome di 'Just Walk Out'. In linea teorica, grazie a un complesso sistema di telecamere e sensori, questa metodologia dovrebbe consentire ai clienti di prelevare gli articoli e uscire senza passare dalle casse, ricevendo in seguito un addebito direttamente sull'app. In realtà, come riportano diversi siti d'informazione americani, pare che il sistema si sia basato fino a oggi su un monitoraggio costante da parte di circa un migliaio di cassieri 'fuori sede' (più precisamente localizzati in India), che controllano fisicamente le registrazioni video per certificare il pagamento. Pagamento che, per questa stessa ragione, viene spesso notificato con grande ritardo. Quindi degli autentici 'schiavi' che ne controllano il funzionamento: alla faccia della tecnologia più avanzata.

La rivoluzione nella rivoluzione avverrà in tutti e 27 i negozi Amazon Fresh negli Stati Uniti che usano la tecnologia 'Just Walk Out', su un totale di 44. Ma, al di là della follia dei controllori in remoto, sembra che la decisione sia collegata a un basso indice di gradimento espresso dai consumatori. In sostituzione, verranno implementati i 'Dash cart': carrelli intelligenti integrati di sensori che una volta riempiti di articoli permettono di fare check-out sen-

za passare dalle casse, ma anche di vedere in tempo reale il riepilogo della propria spesa. Vedremo se e come funzionerà la nuova tecnologia.

Sempre Amazon fa sapere che sta lanciando un nuovo format commerciale con l'insegna di Whole Foods Market. Si chiamerà Daily Shop, ed è concepito per essere un negozio di dimensioni ridotte, orientato a soddisfare le esigenze degli acquirenti delle aree urbane ad alta densità, offrendo un'alternativa più compatta ed efficiente. Questi negozi 'quick-shop', che avranno una superficie compresa tra i 650 e i 1.300 metri quadrati, sono pensati per sfruttare meglio le proprietà immobiliari delle città. L'apertura del primo punto vendita di questo tipo è prevista per la fine dell'anno nell'Upper East Side di Manhattan, cui seguiranno altri negozi a New York.

Ma come? Non si tratta forse di una versione riveduta e corretta dei negozi di prossimità? Quelli dove c'era una volta, e c'è ancora, il signor Mario e la signora Maria che gestiscono la bottega, conoscono tutti i loro clienti e ti consigliano al meglio sui prodotti da acquistare?

Ma restiamo su Amazon. Ricordate Amazon Go? È il nome del negozio completamente automatizzato e senza casse. Ebbene, la company di Seattle ha chiuso nel 2023 ben otto punti vendita negli Usa (ne restano 23). Amazon starebbe valu-

tando la possibilità di rinunciare ai negozi urbani a favore di quelli in periferia. L'idea è di rivolgersi alle persone che lasciano la città per tornare a casa dal lavoro. Se questo piano non dovesse funzionare, Amazon Go potrebbe scomparire addirittura quest'anno.

Lasciamo ora gli Stati Uniti e atterriamo in Italia. C'era una volta il supermercato del futuro di Coop. Era stato progettato dall'archistar Carlo Ratti per Expo 2015 e trasportato successivamente nel centro commerciale Bicocca Village, a Milano. L'obiettivo dell'avveniristico punto vendita era integrare le nuove tecnologie con un ambiente caldo e accogliente. Per l'occasione furono trasferiti da Expo 2015 i 52 schermi interattivi (sei sospesi sopra i banchi dei freschi) con etichette virtuali. Era possibile indicare un frutto o un ortaggio e in automatico sul display si potevano vedere le informazioni sul prodotto. Oppure bastava scansionare il codice a barre per conoscere i valori nutrizionali di un prodotto. Per il negozio, Coop Lombardia aveva investito 4,5 milioni di euro. Il negozio, aperto nel dicembre 2016, venne chiuso domenica 30 gennaio 2022.

Tutti esempi che dimostrano quanto siano fallaci e ingannevoli talune previsioni e scelte per il supermarket del futuro. Per dirla con uno slogan del '68, il negozio tradizionale 'vive e lotta insieme a noi'.

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/ NEWS

Rizzoli Emanuelli inaugurates new production hub in Tunisia to process anchovies



Massimo Rizzoli

Rizzoli Emanuelli, among the oldest companies in the fish preserve sector, has inaugurated a new production facility in Kelibia, Tunisia, with the objective of consolidating the growth and expansion plan, thus increasing production capacity and further strengthening the company's positioning in the premium sector. The plant is dedicated to the manual processing of anchovies of the prized *Engraulis encrasicolus* species, fished exclusively in the Mediterranean and Cantabrian seas. The new 1,500-square-meter hub plans a capacity of 4,200 tons of fresh fish and will employ about 60 people. The decision to open production units close to the fishing site is dictated by the desire to ensure processing within a maximum of eight hours after fishing, which takes place in the open sea relying on ancient methods.

Rizzoli Emanuelli apre un nuovo polo produttivo in Tunisia per la lavorazione delle alici

Rizzoli Emanuelli, azienda storica nel mercato delle conserve ittiche, apre una nuova struttura operativa in Kelibia, in Tunisia. Obiettivo: consolidare il piano di crescita e di espansione, aumentare la capacità produttiva e rafforzare ulteriormente il posizionamento dell'azienda nel settore premium. Lo stabilimento è dedicato alla lavorazione manuale di alici della pregiata specie *Engraulis encrasicolus*, pescata esclusivamente nel Mar Mediterraneo e nel Mar Cantabrico. Il nuovo polo produttivo di 1.500 mq prevede una capienza di 4.200 tonnellate di pesce fresco e impiegherà circa 60 risorse. La scelta di aprire unità produttive vicine al luogo di pesca è dettata dalla volontà di garantire la lavorazione entro massimo otto ore dalla pesca, che avviene in mare aperto con l'antica tecnica al cerchio e l'utilizzo della lampara.

60 years of Nutella

On Saturday, April 20, the famous Nutella, Ferrero's product par excellence, turned 60 years old. Nutella is an icon of the 1960s boom and still enjoys excellent health: it is currently made in eleven Ferrero facilities and the 400,000 tons produced each year are sold in more than 160 countries around the world. Nutella ranks eighth among Italian brands (second among food brands, preceded by Kinder, another Ferrero product) in Kantar BrandZ's Top Ten list. To mark its 60th anniversary, Nutella unveiled a series of new limited-edition jars featuring special dedications.

60 anni di Nutella

Sabato 20 aprile la celebre Nutella, prodotto Ferrero per eccellenza, ha compiuto 60 anni. Il prodotto è un'icona del boom degli anni Sessanta e ancora oggi gode di ottima salute: al momento è realizzata in undici stabilimenti Ferrero e le 400mila tonnellate prodotte ogni anno sono vendute in oltre 160 Paesi in tutto il mondo. Nutella si trova all'ottavo posto dei brand italiani (il secondo tra i marchi alimentari, preceduto da Kinder, un altro prodotto Ferrero) nella Top Ten di Kantar BrandZ.

Per il sessantesimo anniversario dalla nascita, Nutella ha presentato una serie di nuovi vasetti in edizione limitata, caratterizzati da dediche speciali.

King's (Rigamonti) launches new payoff and expands range to include all Italian deli specialties

King's, a historic company of the Rigamonti Group, among the market leaders in the production of San Daniele PDO and Parma PDO hams with 106 million in sales in 2023 (+13% over 2022), presents itself with a renewed brand identity and an entire portfolio of new products: from cooked hams to the new line of Mortadellas under the name Piazza Grande, from roasts to truffle products to salami, bacon and delis. The new pay-off 'La leggenda dei salumi - 1907' is the result of work on the brand identity created by Robilant, which is accompanied by the website characterized by an easy and intuitive navigation. Corradino Marconi, CEO at King's, comments: "The new pay-off is the starting point of a now century-old history that wants to redefine the boundaries of this company's production passion."

King's (Rigamonti) lancia il nuovo payoff e amplia la gamma a tutte le specialità della salumeria italiana

Importanti novità per King's, storica azienda del Gruppo Rigamonti. Tra i leader di mercato nella produzione di prosciutti San Daniele Dop e Parma Dop con 106 milioni di fatturato nel 2023 (+13% sul 2022), si presenta con una identità di marca rinnovata e un intero portafoglio di nuovi prodotti: dai prosciutti cotti alla nuova linea di Mortadelle a nome Piazza Grande, dagli arrostiti ai prodotti al tartufo ai salami, pancette e affettati. Nasce così il nuovo pay-off 'La leggenda dei salumi - 1907', frutto del lavoro sull'identità di marca realizzata da Robilant, a cui si affianca il sito web con una navigazione facile ed intuitiva. Commenta Corradino Marconi, Ad di King's: "Il nuovo pay-off è il punto di partenza di una storia ormai centenaria che vuole ridefinire i confini della passione produttiva di questa azienda".

Italian agrifood: exports at 64 billions in 2023

Made in Italy agrifood exports reached 64 billion euros in 2023, accounting for 10% of Italy's total sales abroad. It is estimated that by the end of 2024 they could record a 6% increase in value, thus closing the gap with Spain. The quality of Italian agrifood products is recognized and appreciated around the world, but credit is also due to all companies in the supply chain. According to a study by the International Trade Centre, in terms of processed food products, Italy is fourth in the world as for competitiveness index. In addition, according to data from World Robotics 2023, the Italian food industry ranks third in the world for robots used in production processes, behind only China and the US. In terms of added value, Italy also performs well, ranking among the first places in Europe.

Agroalimentare italiano: esportazioni a 64 miliardi nel 2023

Nel 2023 le esportazioni del Made in Italy agroalimentare hanno raggiunto quota 64 miliardi di euro, pari al 10% delle vendite totali dell'Italia all'estero. Si stima che entro la fine del 2024 potrebbero registrare un aumento in valore pari al 6%, colmando così il divario con la Spagna. La qualità dei prodotti agroalimentari italiani è riconosciuta e apprezzata in tutto il mondo, ma il merito è anche di tutte le aziende della filiera. Secondo uno studio dell'International Trade Centre, per quanto riguarda i prodotti alimentari trasformati, l'Italia è quarta a livello mondiale per indice di competitività. Inoltre, secondo i dati del World Robotics 2023, l'industria alimentare italiana risulta terza al mondo per robot impiegati nei processi produttivi, dietro solamente a Cina e Usa. Anche a livello di valore aggiunto l'Italia registra buoni risultati, piazzandosi ai primi posti in Europa.

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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

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MAZZA ALIMENTARI S.r.l.
 Via 8 Marzo, 70 - 25013 Carpenedolo (BS) - ITALIA
 Tel: +39 030 969185 - Fax: +39 030 9965705
 E-mail: info@mazzalimentari.com - www.mazzalimentari.com



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/ NEWS

Marella Levoni new president of the Italian Deli meats Valorization Institute



Marella Levoni

Marella Levoni is the new president of IVSI (Istituto Valorizzazione Salumi Italiani – Italian cured meats valorization institute) for the three-year period 2024-2027. Born in 1967, she worked in book publishing until 2000, when she joined the family business in Castellucchio (Mantova province), where she serves as director of external relations and communications. A former councilor of the Institute, she picks up the baton from Francesco Pizzagalli (Fumagalli Ind. Alimentari). “In recent years the Institute has placed the issue of sustainable development at the center. There is still a long way to go for more and more companies in our sector to evolve in their way of doing business. Another challenge we will have to deal with is related to artificial intelligence,” Levoni continued. Other goals of her term include focusing on the promotion of deli meats.

🇮🇹 Marella Levoni nuova presidente dell'Istituto valorizzazione salumi italiani
Marella Levoni è la nuova presidente dell'Istituto valorizzazione salumi italiani (Ivsi) per il triennio 2024-2027. Classe 1967, ha lavorato nell'editoria libraria fino al 2000, quando è entrata nell'azienda di famiglia a Castellucchio dove ricopre la carica di direttrice Relazioni Esterne e Comunicazione. Già consigliera dell'Istituto, raccoglie il testimone da Francesco Pizzagalli (Fumagalli Ind. Alimentari). “In questi ultimi anni l'Istituto ha posto al centro il tema dello sviluppo sostenibile. Il lavoro è tanto, la strada da percorrere è ancora lunga per far sì che sempre più aziende del nostro settore evolvano nel loro modo di fare impresa. Un'altra sfida con la quale dovremo confrontarci è legata all'intelligenza artificiale”, ha continuato Levoni. Tra gli altri obiettivi del suo mandato, c'è anche quello di puntare sulla valorizzazione dei salumi.

US: Washington bans imports of delis aged less than 400 days

A further ASF-related export restriction on Italian cured meat products aged less than 400 days is currently in place. Indeed, US health authorities (APHIS) have communicated that products originating from any restriction zone, including I, cannot be imported. This does not mean that companies with facilities in these zones cannot export. In fact, it is possible to consider products that meet the criteria of the US C01 certificate, with respect to meat products, which includes those with maturations of more than 400 days originating from meat of any origin among exportables, as eligible for export. For fresh meat products or foreign raw material, however, the green light is given only to products outside the restricted zones. The measure thus closes US borders to MEC and domestic hams with less than 13 months of maturation, as well as salami, coppa, pancetta, and cooked hams originating from pigs raised in Zone I.

🇮🇹 Export negli Usa: stop ai salumi con meno di 400 giorni di stagionatura
Arriva un'ulteriore restrizione all'export legata alla Psa per i prodotti di salumeria italiana con stagionatura inferiore ai 400 giorni. Le autorità sanitarie Usa (Aphis) hanno infatti comunicato l'impossibilità di inviare prodotti che originano da qualsiasi zona di restrizione, compresa la I. Ciò non significa che chi ha gli stabilimenti in queste zone non può esportare. È possibile infatti ritenere idonei all'export i prodotti che rispettano i criteri del certificato US C01, relativamente ai prodotti di base carne, che include quelli con stagionature superiori ai 400 giorni originati da carni di qualsiasi provenienza tra gli esportabili. Per prodotti di carne fresca o di materia prima estera, invece, via libera ai soli prodotti esteri alle zone di restrizione. La misura chiude quindi le frontiere Usa a prosciutti Mec e nazionali con meno di 13 mesi di stagionatura, oltre che a salami, coppe, pancette, prosciutti cotti originati da suini allevati in zona I.

Canada stops imports of deli meats from Parma area subjected to new restrictions

The first effects of the new restrictions decided by Brussels are noticeable, with the inclusion of some municipalities at restriction level II (area with infected wild boars). Canada has in fact closed to imports of cured meats produced in the affected municipalities. Davide Calderone, director of Assica, explains to Adnkronos: “There is a lot of concern. As of today, Canada is a closed market for all hams and cured meats that come from Restriction Zone II, which includes municipalities with a high vocation in the sector. The problem becomes more urgent, we are asking for the government and the commissioning structure to decide to intervene by placing fences to safeguard areas with a high pig and production vocation. It is essential to fence.”

🇮🇹 Canada: stop all'import di salumi dall'area parmense sottoposta a nuove restrizioni

Arrivano i primi effetti delle nuove restrizioni decise da Bruxelles, con l'inserimento di alcuni comuni al livello restrizione II (area con cinghiale infetto). Il Canada ha infatti chiuso all'import di salumi prodotti nei comuni interessati. Spiega all'Adnkronos Davide Calderone, direttore di Assica: “C'è tanta preoccupazione. Da oggi il Canada è un mercato chiuso per tutti i prosciutti e salumi che provengono dalla zona di restrizione II che comprende tra comuni ad alta vocazione suinicola. Il problema diventa più urgente, chiediamo che il governo e la struttura commissariale decidano di intervenire ponendo recinzioni per salvaguardare le zone ad alta vocazione suinicola e produttiva. È fondamentale recintare”.

Mutti closed 2023 with a turnover of 665 million euro (+18%)

Italian tomato producer Mutti closed 2023 with a turnover of 665 million euro, reflecting an 18% increase over the previous year. The Italian market records a 10% increase in value (with 312 million euros) while 53% of turnover derives from sales in foreign markets. The main countries to which the Parma-based company exports are France, Sweden, Denmark, Norway, Finland, Slovenia, the Netherlands, Australia and Germany. In the US, Mutti is the leading Italian brand. “These figures project us towards a 100 million euro investment plan for the five-year period 2024-2028,” comments Francesco Mutti, CEO of the eponymous family business.



🇮🇹 Mutti: nel 2023, fatturato a 665 milioni di euro (+18%)

Mutti, specialista nella produzione di derivati del pomodoro, chiude il 2023 con un fatturato totale di 665 milioni di euro, in crescita del 18% rispetto all'anno scorso. In Italia si segnala un aumento a valore del 10% (con 312 milioni di euro) mentre il 53% del fatturato deriva dalle vendite sui mercati esteri. I principali Paesi in cui l'azienda parmense esporta sono Francia, Svezia, Danimarca, Norvegia, Finlandia, Slovenia, Paesi Bassi, Australia e Germania. Negli Usa Mutti è la prima marca italiana. “Questi numeri ci proiettano verso un piano di investimenti da 100 milioni di euro per il quinquennio 2024-2028”, annuncia Francesco Mutti, amministratore delegato dell'omonima azienda di famiglia.

The EU plans to increase agrifood exports to China

Despite tensions between the Chinese market and the EU due to protectionist policies, European Agriculture Commissioner Janusz Wojciechowski sees the possibility of growth for European agrifood exports to China in sectors such as meat (poultry, beef and pork) and dairy products. "My intention is to avoid as much as possible that agriculture pays the price of other sectors, which can sometimes happen," he explained during the diplomatic visit to Shanghai. "Unlike other sectors, the free market in agribusiness is an important tool for ensuring food security and supply everywhere". In 2023, EU exports to China were worth 14.6 billion euros, -8% compared to 2022, while imports from China to the EU were -15%, 8.3 billion euros. However, the increased search for high-quality food by middle-class consumers may be a growth opportunity for European agrifood exports to the Asian country.

L'Ue intende aumentare l'export agroalimentare verso la Cina

Nonostante le tensioni tra mercato cinese e Ue dovute a politiche di protezionismo, il commissario europeo per l'Agricoltura, Janusz Wojciechowski, vede la possibilità di crescita per l'export agroalimentare europeo in Cina in settori come carni (pollame, manzo e maiale) e prodotti lattiero-caseari. "La mia intenzione è evitare il più possibile che l'agricoltura paghi il prezzo di altri settori, il che a volte può succedere", ha spiegato durante la visita diplomatica a Shanghai. "A differenza di altri comparti, il libero mercato dell'agroalimentare costituisce uno strumento importante per garantire la sicurezza alimentare e l'approvvigionamento ovunque". Nel 2023, le esportazioni Ue verso la Cina valevano 14,6 miliardi di euro, -8% rispetto al 2022, mentre le importazioni dalla Cina all'Ue hanno registrato -15%, 8,3 miliardi di euro. L'incremento della ricerca di alimenti di alta qualità da parte di consumatori della classe media può però costituire una possibilità di crescita per l'export agroalimentare europeo nel Paese asiatico.

Sugar tax: how widespread is it in the world?

The WHO encourages countries to implement taxes on sugary products. According to data released by the WHO in December, 108 national taxes on sugary drinks are already in force worldwide, which – according to data from a study published in the journal *Jama Network Open* – apply to 51% of the world's population. But why a specific tax on sugary drinks? They are among the products considered to be most responsible for the increase in obesity, which is why it is believed that it is necessary to levy an additional tax on top of the tax on all foods, in an attempt to dissuade customers from buying them and push companies to revise the formulation of the products, in order to avoid taxation. Yet very different solutions are adopted in different countries, which often raise criticism from producers: businesses point out the possible loss of jobs and earnings, as well as the limited effectiveness in cases of taxation applied only at local level. In Italy, the tax was originally introduced by the Budget Law for FY 2020 and subsequently postponed several times. As of today, the entry into force is scheduled for 2025.

Sugar Tax nel mondo: quanto è diffusa?

L'Oms continua a spingere i Paesi affinché applichino delle tasse sui prodotti zuccherati. Secondo i dati rilasciati dall'Oms a dicembre, in tutto il mondo sono già in vigore 108 tasse nazionali sulle bevande zuccherate, che – secondo i dati di uno studio pubblicato sulla rivista *Jama Network Open* – si applicano al 51% della popolazione mondiale. Ma perché introdurre una tassa specifica sulle bevande zuccherate? Sono tra i prodotti considerati maggiormente responsabili dell'aumento dell'obesità, per questo motivo si ritiene che sia necessario applicare una tassa ulteriore rispetto a quella di tutti gli alimenti, nel tentativo di dissuadere i clienti dall'acquisto e spingere le aziende a rivedere la formulazione dei prodotti, per evitare la tassazione. Tuttavia, nei vari Paesi si adottano soluzioni molto diverse tra loro, che spesso sollevano le critiche dei produttori: le aziende sottolineano infatti la possibile perdita di posti di lavoro e di guadagno, oltre all'efficacia limitata nei casi di tassazioni applicate solo a livello locale. In Italia l'entrata in vigore della legge approvata nel 2020 continua a essere rimandata: ad oggi l'entrata in vigore è prevista al 2025.

Granterre Group, positive balance in 2023. Maurizio Moscatelli appointed new CEO

Positive balance in 2023 for Granterre Group, among the leaders in the production and trade of cured meats and aged cheeses. The shareholders' meeting, which took place in Modena, approved the consolidated financial statements, which ended December 31, 2023, with revenues rising to 1,576 million euros, 459 millions of which derived from foreign markets. The meeting also appointed Ivano Chezzi, already vice president, as chairman of the parent company. While Milo Pacchioni, outgoing chairman, takes over as vice. Maurizio Moscatelli, until yesterday general manager of Caseifici Granterre and coordinator of the Granterre Group's sales and marketing policies, is the new CEO. He replaces Giuliano Carletti, who has led the group since its foundation in 2019 and is now leaving the company to retire.

Gruppo Granterre, bilancio positivo nel 2023. Maurizio Moscatelli è il nuovo Ad

Bilancio positivo nel 2023 per Gruppo Granterre, tra i leader nella produzione e commercializzazione di salumi e formaggi stagionati. L'assemblea dei soci, che si è riunita a Modena, ha approvato il bilancio consolidato, chiuso al 31 dicembre 2023, con ricavi in aumento a 1.576 milioni di euro, di cui 459 milioni derivati dai mercati esteri. L'assemblea, inoltre, ha nominato Ivano Chezzi, già vicepresidente, come presidente della Capogruppo. Mentre Milo Pacchioni, presidente uscente, assume la carica di vicepresidente. Maurizio Moscatelli infine, fino a ieri direttore generale Caseifici Granterre e coordinatore delle politiche commerciali e marketing del Gruppo Granterre, è il nuovo amministratore delegato. Sostituisce Giuliano Carletti, che ha guidato il gruppo dalla sua nascita nel 2019 e che ora lascia l'azienda per la pensione.



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/ DISCOVER

Vitello Tonnato: one recipe, dozens of variations



Photo credit: "Vitello tonnato" by Jules is licensed under cc by 2.0.

UNA RICETTA, DECINE DI VARIANTI

I diversi metodi di cottura della carne: lessata, stufata o sottovuoto. Gli ingredienti della salsa: maionese o uovo sodo? La storia e le numerose versioni di un piatto storico divenuto celebre negli anni Ottanta.

The different cooking methods for the meat: boiled, stewed or vacuum cooked. The ingredients of the sauce: with mayonnaise or hard-boiled eggs? The history and the multiple versions of a historical dish that became popular in the Eighties.

For many, Vitello Tonnato is the symbol of the opulent recipes of the Eighties. When, in the Italian home-cooking, cream and sauces were undisputed queens of several preparations. The thin veal escalopes, stewed with a mayonnaise and canned tuna-based cream, were definitely suitable for the rich taste of that epoch. Not to mention the plating: the sauce was generously spread on huge platters, to create a canvas on which carefully carved vegetables were symmetrically placed. And yet, the origin of the dish would date back to a couple of centuries earlier. And its authorship would be contested among at least two regions: Piedmont and Lombardy.

The first who wrote about the origin of Vitello Tonnato was the essayist Luca Cesari, highlighting the historically identified similarity between veal and tuna meats. In fact, in the 19th century, more than a recipe suggested to treat meat just like fish, which was considered not so delicious at the time, and to have it undergo a short phase of salting, to be followed by boiling and oil-preserving. Felice Luraschi, in 'Il nuovo cuoco milanese' – literally translated, 'The new Milanese cook' – proposed then, in 1853, to serve it with a sauce with veal broth, onion, anchovies and capers, thickened with bran flour. In the near Piedmont region, in fact, the use of anchovies as meat seasoning was quite diffused already in the 18th century, thanks to the flourishing trade of fish preserves with the neighboring Liguria.

And what about tuna? The recipe of the Vitello Tonnato that we know nowadays was proposed for the first time in 1862 by Angelo Dubini, doctor and Milanese researcher who published a cooking book titled 'La cucina degli stomachi deboli' – 'cooking for delicate stomachs' – in which he suggested three different versions. One of these recommended to stew the veal (not to boil it!) and to serve it cold, without preserving it in oil before, accompanied to

a minced anchovy and tuna sauce diluted with oil, lemon juice and meat gravy. At the time, the presence of tuna in the sauce was probably determined by the development of the preserves industry, that made it available in every house.

Pellegrino Artusi, father of the Italian cooking book par excellence, promulgated his version of the veal with tuna sauce, too: he added capers preserved in vinegar to the seasoning with tuna, anchovies, oil and lemon juice, using it to marinate the meat one or two days after the boiling. In one of the several reissues of his manual, Artusi proposed another version of the tuna sauce, with hard-boiled eggs. Interestingly, some consider this variation the original Piedmontese one.

Nevertheless, to date, the most diffused version of Vitello Tonnato provides for the use of mayonnaise. Here's why: it appeared on 'Il cucchiaino d'argento' in the Fifties. The manual, one of the most famous of the time, suggested to add a spoonful of mayonnaise to the tuna sauce to make it creamier and velvety. This variant is diffused in every home and in restaurants, too, since then. Great chefs don't agree unanimously, though.

For Dennis Panzeri, chef of the restaurant La Piola – the dining place dedicated to the Langhe region cuisine together with the three-star-prized Piazza Duomo in Alba (province of Cuneo) – the eye of round of Fassona beef has to be steam vacuum-cooked at 65°C to keep the meat as tender as possible. The sauce, instead, has to be strictly made with mayonnaise, with the addition of tuna preserved in oil blended with anchovies, white wine and a really generous amount of capers. Davide Scabin has a totally different opinion about the cooking of the meat. Like Ada Boni in her 'Il talismano della felicità' – 'The happiness talisman' – he lets the meat brown in a pan together with the typical ingredients of the sauce: after simmering with white wine and addition of milk, he stops stewing the meat, blending the gravy to obtain the seasoning, thickening it with hard-boiled egg yolks. Matteo Baronetto of the Torinese restaurant Del Cambio proposes two versions of Vitello Tonnato. In both cases the meat is vacuum-cooked at low temperature, after a previous browning. The sauce is proposed in a classical version with mayonnaise, tuna preserved in oil, capers, anchovies, lemon juice and extra-virgin olive oil. The other variant is more similar to Artusi's, with a brunoise of celery and carrots, veal gravy, a hard-boiled egg yolk, tuna preserved in oil, salted anchovies and desalted capers. So, it is clear that there is no single traditional recipe. All the opposite. Green light to creativity and new combinations, then, such as the one – well-known by now in Italy – by Antonino Cannavacciuolo: 'Tonno Vitellato'. That is, Vitello Tonnato upside down – a cube of fresh tuna fish with a veal sauce on top.

Elisa Tonussi



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/ SCENARIO



What's the future of the Italian charcuterie?

The current period is one of the most difficult for the sector. African swine fever, inflation, uncertainties in international trade impose a change of approach. Highlights from Assica's conference at Cibus 2024.

The event, promoted by Assica and our website alimentando.info, entitled 'Italian charcuterie: challenges for the future, amid uncertainties in international trade and rising production costs' was held on 9th May in the Plenary Hall of Fiere di Parma. Besides the general performance of the sector in numbers, under the lens were the main obstacles that companies are facing in the present context. Speakers included Davide Calderone, director of Assica; Luigi Stimolo, BMTI market area manager; Mariella Ronga, from Ismea's Supply Chains and Market Analysis directorate; Francesco Pizzagalli, president of Assica. After the conference, participants to the panel discussion were Marco Limonta, CPG director Circana; Mauro Lusetti, president ADM; and Marco Perocchi, head of corporate banking Crédit Agricole Italia. Angelo Frigerio, director of alimentando.info, moderated.

The impact of the African swine fever on the industry

Davide Calderone opened the event, presenting the numbers of the national pig supply chain, a segment that includes 200 companies, 4,000 farms and 43 denomination of origin productions, worth 15 billion euros on an annual basis. "The export value is over 2 billion a year. It is still possible to grow in foreign markets", he said. As for 2023, there was +0.7% in production, corresponding to +6.7% in value. But then the African swine fever, manifested by 1,980 detected cases of infected wild boars, changed the game. In 2024, despite government allocations of 25 million euros to cope with the difficulties generated by the epidemic, the sector is still concerned. "So far, there have been losses related to export of about 500 million euros in two years,

NATIONAL PIG SUPPLY CHAIN: AFRICAN SWINE FEVER IN NUMBERS	
Infected wild boars since January 2022	— 1,980
Surface of the restriction zone (Sardinia excluded)	— 25,000 km ²
Fencings in Liguria and Piedmont	— 150 km
Funds allocated (2022-2024) for damage compensation to the companies	— 25 million €
Biosecurity funds 2024 (Agriculture Legislative Decree)	— 20 million €
Units specialized for the control of wild animals	— 177
Export towards other countries lost every year	— 240 million €

QUALE FUTURO PER LA SALUMERIA ITALIANA?
 Quello attuale è uno dei periodi più difficili per il settore. Peste suina africana, inflazione, incertezze nel commercio internazionale impongono un cambio di approccio. Gli highlights del convegno di Assica a Cibus 2024.



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/ SCENARIO

and if things do not improve, the risk would be to suffer further losses of 60 million euros per month,” Calderone said. In fact, pork exports in the first two months of 2024 were down 6.1% compared to the same period in 2023. Companies that used to export to countries such as Canada and the United States are struggling the most. Some have already been forced to provide payroll subsidies for their employees. “From a health scare, the swine fever risks becoming a social alarm,” added Francesco Pizzagalli, president of Assica.

The analysis of the value distribution

In a context characterized by price increases at all stages of the supply chain, the dynamics of Italian charcuterie can be better understood by surveying the data of two example products. Mariella Ronga, Ismea Supply Chains and Market Analysis directorate, presented the results of the research project in collaboration with Assica regarding the distribution of value within the national pig supply chain. The core of the study was the analysis carried out on cooked hams and PDO raw hams: “The analysis highlighted the importance of supply chain relationships and the distribution of value from the stable to the deli counter”. Luigi Stimolo, Market Area manager of BMTI (Borsa Merci Telematica Italiana, Italian Telematic Commodity Exchange), on the other hand, spoke about internal dynamics, as well as domestic and international market scenarios, highlighting how “some of the critical issues that have involved the pig sector in recent years, including price increases and issues related to rising production costs, have subsided in the first part of 2024”. However, he emphasized that it is essential to find out the actual remuneration for all actors in the chain. This is a work that has to be done by the CUN (Commissione Unica Nazionale), that deals with the formulation of market trends and indicative prices on a national level.

The large-scale distribution's point of view

Mauro Lusetti, president of Associazione distribuzione moderna and Conad, expressed the views of the large-scale distribution: “Our excellences grow strong if they can count on a domestic market that supports their investments. In addition, I think that Italian industrial agribusiness companies must cooperate with the institutions and the other components of the supply chain, in order to continue their growth. Long-term plans encouraging their aggregation into national groups should be put in place. These should be of a size that is adequate to be competitive in international markets”. In this sense, help could come from the credit system: “We support the sector of the production of cured meats, pork slaughtering and the processing of other meat products with conviction and important market shares. Listening tables with producers have been created exactly to further investigate the immediate needs of the sector and to look for the best solutions and the most appropriate financial instruments to support the entire supply chain”, said Marco Perocchi, head of corporate banking at Crédit Agricole Italia.

The approach for the future

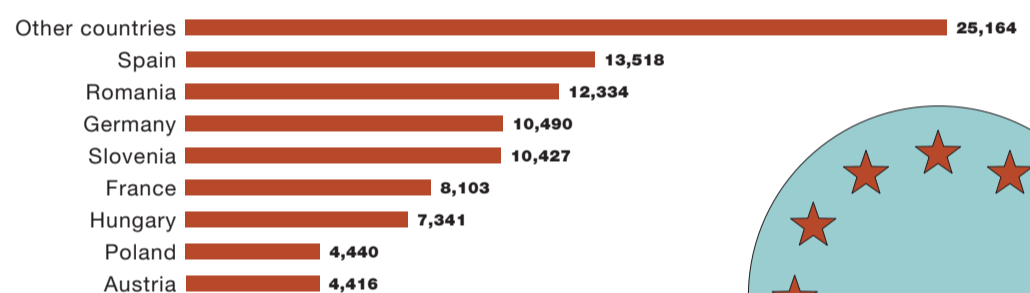
In order to cope with the complexity of the current situation, including ASF, geopolitical crises and still high inflation, “the worst thing to do, for a company operating in a world like the charcuterie, is to continue reading reality with the same glasses that were used five, seven or eight years ago”, Pizzagalli said. “What is needed is the ability to look at this new situation in a concrete way, implementing the necessary changes and taking advantage of the tools to achieve them”. In pursuit of this goal, he insisted on the need to create a sustainable business model, while focusing on technological innovation at the same time. “The possibility of facing the future must come through the ability to build a supply chain system”, he added. He therefore called for a path of relations between industries and retailers, along with a more direct dialogue with politics and institutions: the entire pig supply chain needs extraordinary aid and new forms of access to credit to ensure the survival of the sector. Which should be revised, economically, from the point of view of value distribution. Giving birth, at the same time, to a sustainable supply chain system and rethinking the role of PDO and PGI production.

Elisa Rota

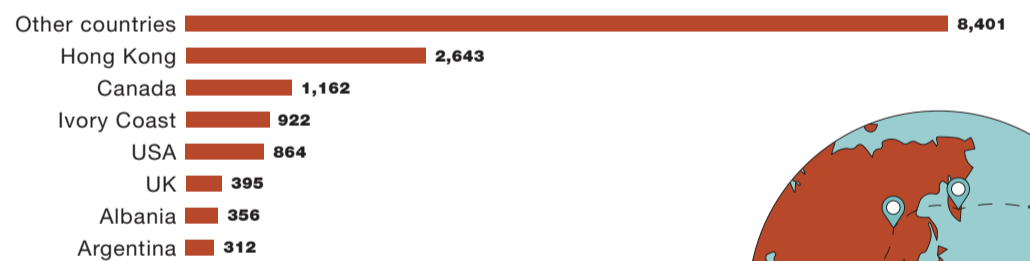
WHAT IS THE POSITION OF THE CONSUMERS?

Italians seem to be willing to continue buying cured meats, which prove to be among the most important products in their consumption. This is what emerges from the Circana analysis presented by Marco Limonta, Consumer Packaged Goods director, who pointed out the purchasing choices in his speech. “In a market that recorded a general volume decline of -0.9% in 2023, cured meats stood out for their positive performance in all distribution channels, including discount stores (+0.2%). This is especially true narrowing the field to hypermarkets, supermarkets and small free service (+1.7%)”. These are numbers that could be explicable given the lower price increases compared to the average consumer packaged goods. However, “categories with high prices (such as bresaola) have been the most affected by the inflationary environment, while others, with lower prices (such as mortadella), have been rewarded.” Preferences regarding where to buy cured meats have changed: recent months have seen a recovery in the deli counter (+4.6%), favored over free service (-0.3%). In contrast, take-away has struggled, with a -2.7% drop in volume.

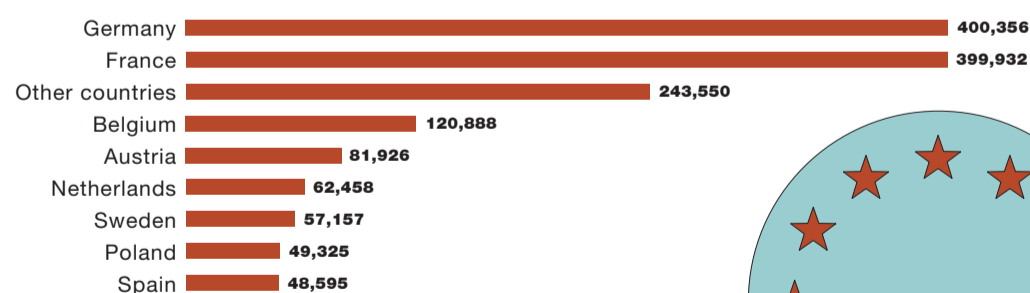
EXPORT PORK MEAT IN THE EU (2023 – million €)



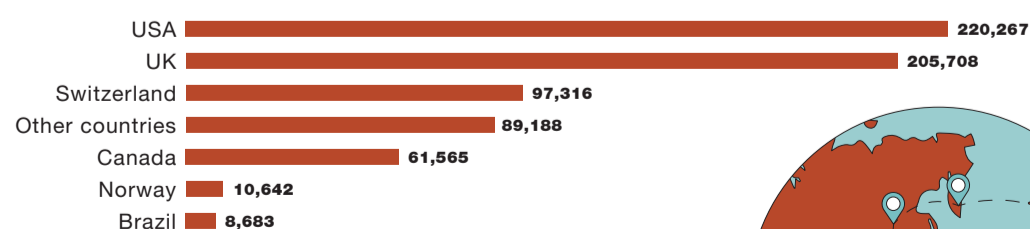
EXPORT PORK MEAT OUTSIDE EU (2023 – million €)



EXPORT CURED MEATS IN THE EU (2023 – million €)



EXPORT CURED MEATS OUTSIDE EU (2023 – million €)



Source: Assica's economic department based on ISTAT data

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/ INTERVIEW

“Europe needs more realism and less ideology”

In this interview, Italian minister of Agriculture, food sovereignty and forestry Francesco Lollobrigida underlines the importance of synergies between exhibitions in promoting quality Italian F&B products on international markets.

Our exports could reach over 100 billion euros. Let's take the next three years as a reference: what is the room for growth in Italian agrifood production?

The future of Italian agrifood production depends on the ability to continue to innovate and invest while remaining faithful to our identity and traditions. A feature that makes our nation a successful model everywhere. There's a tangible presence of Italy, of our companies, of technological innovation, research and the element that sets us apart globally, which is quality. All over the world there is a great desire for Italian productions, to understand how we produce, to align with our standards. We need to establish ourselves even more internationally by focusing on quality. This is why we work daily with ITA Agency, especially with president Matteo Zoppas.

The debate on the transformation of trade shows sees operators engaged in discussing formats, content and calendars.

How do you ideally envision the partnership between Cibus and Tuttofood?

The alliance between Cibus and Tuttofood proves that exhibitions have finally realized that they do not have to wage war against each other, but rather they have to work in synergy. Uniting efforts is the goal Meloni's government wants to achieve. Only by working in this direction we can reiterate the reputation of our excellence on international markets. Every time I attend a trade fair, I get to visit hundreds of companies, talk directly to each entrepreneur, ask them about their needs and discuss what the government can do to make us more competitive.

You recently formulated the idea of a EU observatory for agricultural prices. What features should it have and who should it safeguard?

During one of the latest Agrifish meetings in Brussels, Italy called for the creation of an observatory on price transparency within supply chains. The goal is to combat the distortions that have weighed on farm finances in recent years. It is necessary to assess whether someone is taking advantage of their dominant position. In Italy we perform very tight controls and I think, above all, all the law enforcement agencies that have outlined a strategy to prevent other states that do not respect the environment or workers' rights, from importing products into Italy at prices that our farmers cannot bear.

Ahead of the imminent European elections, your government action so far has been very clear towards Brussels. At times, however, it still seems difficult to make common cause with other member countries. Do you think it will change with the new Parliament?

I hope the EU elections will lead to a different Europe, a more realistic

Francesco Lollobrigida, minister of Agriculture, underlines the extraordinary role played by exhibitions for the promotion of quality Italian products. And he hopes for a leading role for Italy also in forthcoming EU politics.

“GUARDIAMO A UN'EUROPA PIÙ REALISTA E MENO IDEOLOGICA”

Intervista a Francesco Lollobrigida, ministro dell'Agricoltura, della Sovranità Alimentare e delle Foreste. Che rimarca la straordinaria rilevanza delle fiere per la promozione dei prodotti italiani di qualità. E auspica un ruolo da protagonista per il nostro Paese anche nell'Unione Europea.



Francesco Lollobrigida

and pragmatic, and less ideological one. If there had been a little more realism in the work of the EU Commission during these five years, several problems we are assessing today would be less severe. The goal of the Meloni government as far as agriculture is concerned is to protect our development model, reconnecting the relationship between the farmer and the environment. It would be madness to continue to propose increasingly rigid rules that induce us to import from other countries that are less eco-friendly. We also need a greater Italian presence in the EU Commissions: I am talking about those who formally write the laws and measures. In Agriculture, for instance, out of 50 managers, only four are Italian and not in top positions. We have already formalized a request to the Commission to at least prepare interpellations for vacant positions. Italy must be a protagonist in EU politics.

The topic of cultured meat is still very 'hot'. Brussels does not see eye to eye with Italy. How do you intend to protect Italian consumers?

Our position on cultured meat has been clear since the beginning. We are the first nation in the world that does not ban research but applies the precautionary principle, preventing the marketing and production of something we still know very little about. 14 nations in Europe have officially supported Meloni government's position, five others have done so in discussions. There are already nations in which a legislation similar to Italy's has been submitted. France and Slovakia have announced they aim to apply the same model as Italy. In the US, there are already states that prohibit cultivated meat's promotion, trade as well as production. Not only is Italy not isolated, but it can be at the forefront with respect to protecting our agricultural supply chains and the consumers who want to buy quality products. Lab-grown food is a potential danger to health, jobs, the environment, culture and the identity of the European Union. Italy is not satisfied with providing food for all, but wants good food for all.

Andrea Dusio

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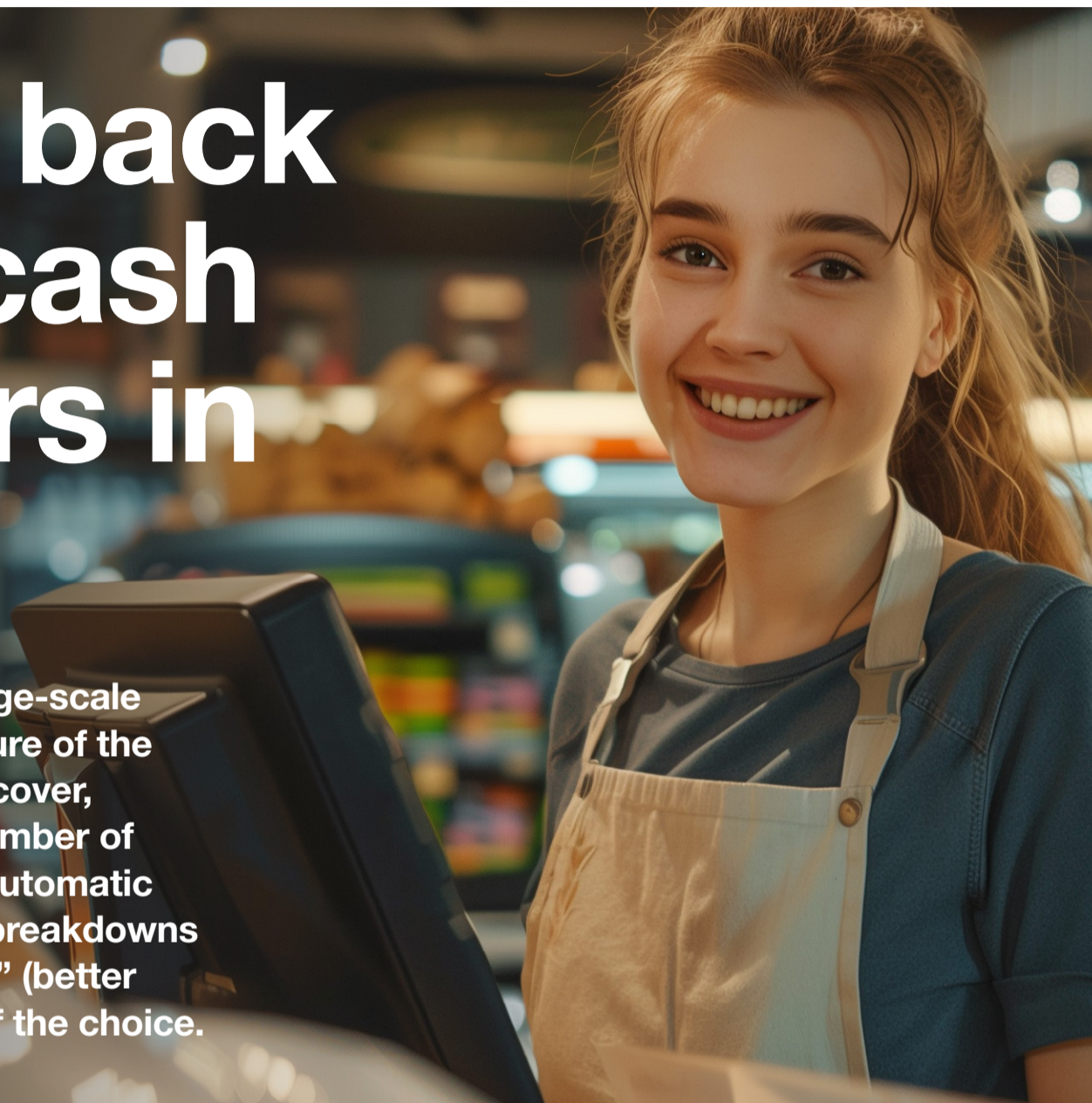
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/ ZOOM

Staff is back to the cash registers in the US

The store chains of the large-scale distribution record the failure of the self-checkout and run for cover, reducing drastically the number of purchasable items at the automatic cash desks. Bottlenecks, breakdowns and “inventory differences” (better said: thefts) at the origin of the choice.



Did you read our director's editorial? An example of strong rethinking of the strategies that the large-scale distribution has tried to implement in the last years inside the retail surfaces comes from an article on Wall Street Journal, which warns the consumers: “Caution, purchasers, retailers are rethinking your work as comptrollers”. The allusion is, clearly, to self-checkout technologies applied to limit the costs, but that have proved to be a double-edged sword. Some retailers, in fact, are dealing with a sharp increase in thefts. Some others have to manage bottlenecks at the automatic cash desks that arouse complaints by the customers and a heavier duty for the staff, who has to intervene in person all the time.

Target, for example, has limited the number of items that customers can bring to the cash desk. Five Below has reduced the number of automatic cash desks. Walmart has discarded the self-checkout aisles in several stores on the basis of staff and customer feedback. “When automatic cash desks were introduced for the first time, they were destined to smaller orders”, declared Paul Simon, spokesperson of Schnucks. “Then things changed: they could be used for all kinds of items. But a reconsideration is necessary”. Schnucks limits now the access to its self-checkout aisles to those who have to pay no more than 10

products. Even if the main intent is to improve the customer service and the efficiency of the cash desks, Simon has declared that the business expects also a reduction of thefts. “The new threshold will help limiting the costs and keeping lower prices for our customers”, he stated.

The use of automatic cash desks recorded a speedup during the Covid-19 pandemic, when it was necessary to limit to the maximum the contact with other people. Nevertheless, the adoption of the self-checkout cash desks has determined a tremendous growth of what the large-scale distribution store chains define as “inventory differences”, a term used to classify the losses due to thefts, lost stocks or damaged goods. In some cases, customers make mistakes. Or, more simply, they steal. And retailers have to face a dilemma: to reduce the costs of labor or to reduce thefts?

According to a survey conducted last year by LendingTree on 2,000 purchasers, about one fifth of the people who

used automatic cash desks declared that they accidentally took an item without paying it. And 15% admitted they stole a product on purpose. On social media, some users posted videos of customers who scanned an article of a lower price instead of the right one. “In the past, shoplifting was mostly invisible”, stated David Johnston, vice president of the goods protection and detail sale operations at National Retail Federation. “Nowadays, we witness attempted robberies that are increasingly cheeky”. After having reduced the number of items that can be paid using self-checkout lines, Target immediately registered a halving in shoplifting. Walmart has chosen a different strategy, designing self-checkout aisles for Walmart+ customers, who pay 98 dollars yearly as subscription fee which identifies a kind of ‘premium’ service that is not accessible to anyone. “We believe that these changes will improve the in-store purchasing experience and will give our associates the chance to offer a more customized and efficient service”,

stated Charles Crowson, spokesperson of the retailer chain based in Bentonville, that already years ago had to disable the weight sensors at automatic cash desks, because they activated too many messages warning “wait for assistance” – bothering both customers and staff.

Last but not least, the example of Dollar General, discount chain based in Tennessee boasting almost 20,000 sales points in the US and Mexico. In 2022, Dollar General stated that self-checkout was so appreciated by customers that it made some shops completely automatized. One year later, managing director Todd Vasos decided to back off. “We relied too much on self-checkout in our stores”, he said, announcing the choice of making self-checkout an accessory payment method while discarding automatic cash desks in the shops with the highest inventory dissimilarities and limiting the scannable items to five in the other sales points. So, it is an across-the-board about face. The shop without staff doesn't work, not even as far as cash desk operations are concerned. The human factor counts a lot. Also as deterrent for robberies. But after all, no special effort was needed to grasp it – who would feel safer in a deserted shop surveilled by scanners and cameras than in a shop where you can rely on the staff?

Andrea Dusio

USA, SI RITORNA IN CASSA

Le insegne della Grande distribuzione registrano il fallimento del self checkout e corrono ai ripari, riducendo drasticamente il numero di articoli acquistabili alle casse automatizzate. Colli di bottiglia, disservizi e “differenze inventariali” (leggi furti) all'origine della scelta.



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/ INTERVIEW



“Real luxury is whispered

Our visit at Mandarin Oriental Lago di Como, in Blevio, is the occasion for a long chat with the manager of the resort, Samuel Porreca. We talked about the innovations for the 2024 season. But also about the ever-evolving trends of the hospitality industry.

Samuel Porreca



Roaming in the halls and gardens of the resort Mandarin Oriental, Lago di Como is like moving inside a postcard. Nothing looks out of place. There's a botanical garden, refined in every single detail by the garden designer Patrizia Pozzi; there's an amphitheater and a centuries-old Lebanese cedar tree, in the shadow of which meditation and yoga lessons take place; there are a restaurant and a bistro where you can taste a cocktail or Italo-Japanese delicacies while enjoying the view on the lake. There's even a floating pool that merges with the surrounding. And, of course, the rooms, 73 in total – of which 49 are suites – and two outstanding private villas, each one endowed with the best comforts and a terrace with view on the lake. The complex is framed by the mountains defining the borders of Lario lake. It is not surprising that travelers sojourning in this facility – mostly American – choose to come back. The allure is overwhelming. And the management does their best to offer a flawless stay that's also tailor-made. We had the chance to enjoy Mandarin Oriental, Lago di Como's 'whispered luxury' for a couple of hours in the company of Samuel Porreca, general manager. He illustrated all the innovations for the 2024 season, which started last 26th March. And we talked about the hospitality trends, which are constantly evolving, just like the travelers' needs.

What's the strategic vision of Mandarin Oriental, Lago di Como?

Our resort discloses as a leisure and peace oasis, where the guests can relax, enjoy the landscape and nature, but also discover the destination through unique experiences. At Mandarin Oriental, luxury is whispered.



and tailor-made”

What are the expectations about the season that has just started?

This year, about 4,000 arrivals are expected. Year after year, our target is more and more ambitious, but the projections are positive. Hence, we are confident that the occupation will always be high.

What innovations will you offer to your guests?

The main change in the 2024 season concerns the experiences selection, which is exclusively designed for our guests. Ranging from water sports – like SUP and wakeboard – to yoga and fitness lessons under our centuries-old cedar tree, up to activities ‘beyond the lake’. We offer unique activities to allow our guests to experience the destination authentically: cooking lessons, biodynamic wine tastings and walks following unusual paths. Our team Sports & Adventure manages all this.

How important is the gastronomy when building your guests’ experience?

Our customers are international and they look for a diverse gastronomic experience. When the facility opened in 2019, the restaurant was immediately awarded with one Michelin star. Nevertheless, type of service and access of the starred restaurant didn’t suit our guests’ needs, who prefer a convivial, informal atmosphere. For this reason, we have

chosen to revolutionize the gastronomic concept together with the chef Massimiliano Blasone. Today, at the restaurant L~ARIA you can taste a refined Italian cuisine with strong Japanese influences. The atmosphere is relaxed. We’ve hit the nail on the head: customers love it.

What about the rest of the food offer?

Our gastronomic offer is completed by CO.MO Bar & Bistro, which offers a selection of specialties of the Italian and international cuisine, and Nami Cafe, that serves snacks and beverage. During the day, the guests of the bistro can even taste a pizza selection prepared thanks to Ape Pizza, a pizza oven on an Ape Car! For those who wish to discover the local cuisine, however, we have a list of addresses that we can suggest to our guests.

How much do online reviews weigh for a facility such as yours?

A priori evaluations have to be made, since much depends on the type of customers and structure. For middle-price-range Mandarin Oriental hotels with more rooms, online reviews are definitely an important evaluation tool after the stay, but also – and most importantly – a way to attract more customers. Here in Como, instead, we want to offer a service that’s more tailor-made. In this case, word of mouth works definitely better than online reviews. It happens

thanks to friends, travel advisors, a personal assistant who helps programming the journeys and who has a contact network to suggest to the customers.

In your opinion, what are the most influential trends in the future, in the hospitality sector? How are hotels conforming to these changes?

Trends are ever evolving. Therefore, I think the customization of the offer is important. It is not always easy – and to be taken for granted – in the hospitality groups, because the trend is towards the levelling out of the services in the facilities worldwide. But travelers have different needs and expectations, even choosing facilities of the same group, according to place and time they move in. Our duty is to conform. Let me give you a banal example.

Of course, tell us.

All the great players in the sector invest great resources in customer expectation, so that needs and expectations of their customers can be satisfied in advance. In this way, for example, knowing that you like sparkling water, we will be able to offer sparkling water to you right from the start, if you will ever stay in a Mandarin Oriental hotel in the world. But what if you would rather have natural water that day? Now guests are much less creatures of habit than before, their needs are ever evolving. The future of hospitality is in the creation of tailor-made stays. This aspect also concerns the gastronomic offer: the chef who doesn’t do a dish off the menu is out of fashion.

What sustainability strategies do you adopt?

Years ago, Mandarin Oriental has chosen to discard all kinds of single use plastic pack. We even entrusted external

companies the auditing activities that take place twice a year, to certificate that there’s no trace of single use plastic packs in our facility. We have a completely electric vehicle fleet and we worked with the chef so that the raw materials of our menu are ethical and sustainable. Moreover, our ‘sustainability champions’ regularly schedule meetings to attract the interest of Mandarin Oriental, Lago di Como’s employees about the actions to take to be always sustainable. We do it with our suppliers, too.

In what way?

Guiding them towards a more conscious approach to the environment. For example, we did it with Beretta bakery, a real institution in Como, with which we’ve been collaborating for some years. The bakery produces a typical dessert called Nuvola. Since we desired to promote the local community, we decided to offer this risen product to our guests. But it was packed in a plastic wrap. With the collaboration of the Beretta family, we designed then a biodegradable pack allowing to preserve the quality of the product.

What are the future plans and the projects in the pipeline for Mandarin Oriental, Lago di Como?

Every year, we have been proposing innovations, also structurally: last year we presented the new floating pool and the spa, while this year an extension of the dock was completed, together with the redesigning of almost 30 units in the higher part of the resort, inserting a welcome lounge, too. Other changes are in the pipeline next year, but I can’t reveal them! Still, I can anticipate that we will be able to present innovations at least for the next three or four years.

Elisa Tonussi

“IL VERO LUSSO? SUSSURRATO E SARTORIALE”

La nostra visita presso il Mandarin Oriental Lago di Como, a Blevio, è l’occasione per una lunga chiacchierata con il general manager del resort, Samuel Porreca. Abbiamo parlato delle novità per la stagione 2024. Ma anche dei trend, in costante evoluzione, del settore alberghiero.

/ THE COMPANY



The Bacchini Family

Pastificio Bacchini: fresh pasta made simple

With a brand solely dedicated to the U.S. market, the Italian frozen food company Surgital has one main mission: to support local chefs making delicious first courses in an easy, quick and practical way. Its hallmarks? Top quality ingredients and a catalogue full of products - all coming with the highest level of convenience.

If there is one food specialty that makes you immediately think of Italy, that is certainly pasta. Indeed, it is in the heart of the Emilia-Romagna Region that the myth of fresh pasta was born. Is it long, short or filled, artisanal pasta just requires three, simple ingredients: eggs, water and flour. And yet, the secret of its goodness lies in the process, whose secrets are handed down from generation to generation. This is also true for the Bacchini family, owner of Surgital Spa, leading Italian producer of frozen fresh pasta, ready meals and sauces. Exclusively for the U.S. market, the company has created a dedicated brand, Pastificio Bacchini, which provides local restaurateurs with authentic Made in Italy products, and with the expertise they need to replicate the pleasure of a good Italian pasta dish, in an easy and practical way.

People from Emilia-Romagna

The story of Pastificio Bacchini starts with an ancient family recipe and the experience of four generations of pasta makers living in Emilia-Romagna, where the best-known formats of pasta were invented. "We had a dream, and it has never changed: to bring our traditional delicious fresh pasta to tables all around the world. Authentic pasta from the old Italian trattorias, but also more refined and innovative, developed for high-end restaurants", the Bacchini family explains.

40 years ago the company chose deep-freezing as its method of product conservation, thanks to the undiscussed advantages it provides: no use of preservatives, and a shelf life of up to 24 months. But which are the secrets to a perfect pasta dough? "Knowledge forms the first ingredient", the family highlights. "Then add experience, the ability to build machines that can repeat the work of human hands, the selection of raw ingredients, the intuition to use deep-freezing, and you have the quality we are recognized for by the best restaurants in Italy and around the world."

Modern company, artisan soul

Is it small pasta, long pasta, filled pasta, gnocchi or oven-baked pasta, Pastificio Bacchini's obsession for quality translates into a meticulous selection of raw ingredients and careful processing of the doughs and fillings. Among classic recipes and new combinations, the product catalogue is incredibly rich and

A chef's best friend

For the summer season, Pastificio Bacchini suggests some of its most successful recipes:



FIOCCHI WITH CHEESE AND PEAR

4-5' cooking time
A best-seller in the U.S., made with a bunch of delicious ingredients: dehydrated pear, cheeses (robiola, Grana Padano DOP, Taleggio DOP), ricotta, and breadcrumbs.



GIGANTI WITH RICOTTA AND ASPARAGUS

6-7' cooking time
A 'giant' format of filled pasta, for dishes that will catch both eyes and palate, particularly appreciated for wedding caterers.



CAULIFLOWER LINGUINE - PLANT BASED

1' cooking time
A long pasta shape, and a modern (and light) alternative to classic durum-wheat pasta: it is made with cauliflower flour, also known for its high fiber and low fat content.

PASTIFICIO BACCHINI: PASTA FRESCA SURGELATA PER GLI CHEF D'AMERICA

Il brand di Surgital dedicato al mercato a Stelle e Strisce ha una grande mission: agevolare gli chef nella preparazione di gustosi primi piatti in modo facile e veloce. I suoi punti di forza? Ingredienti attentamente selezionati, una vera 'ossessione' per la qualità, un catalogo ricco di prodotti e un altissimo livello di servizio.





diversified. "At Surgital, we purchase our raw ingredients, personally evaluating their quality", the company's International Marketing Specialist, Arianna Testi, explains. "We process them directly in our facilities using manual methods that are able to preserve their individual aromas and flavors, different tastes and textures, and thanks to the durum wheat semolina in the dough we can guarantee excellent performance and an astonishing level of resistance to cooking."

Over time, Surgital has obtained the most important certifications regarding

food safety, respect of the environment, and corporate social responsibility.

Exclusives for the U.S.

Pastificio Bacchini's mission is to bring to America a perfect combination of tradition and innovation, making it really easy for Chefs to put the best quality Italian fresh pasta on their client's table. "Our goal is to make their kitchens more efficient, reducing food cost: thanks to individual quick-freezing you can use only the amount of pasta you need, avoiding waste", Arianna Testi affirms. "This makes Pastificio Bacchini's products ex-

remely convenient and easy to prepare, and therefore suitable for all cuisines".

Practical packaging, clean label, a reliable distribution on a national scale and secure logistics are just some of the plus the company can grant to its American customers, directly from its local branch, Surgital America, and a network of distributors from the East to the West Coast.

"Our range is developed to satisfy the requirements of all types of kitchens and to meet the tastes and preferences of a very wide consumer base," the Marketing Specialist adds. "We have diversified our offer in order to provi-

de the right products for high-end restaurants, where it is important to offer exclusive Italian ingredients and highly sophisticated combinations, and for more traditional restaurants, without forgetting the needs of kitchens serving large numbers of guests at the same time, such as events catering and collective catering, or hotels, where high quality Italian pasta dishes can now be included on the menu. After all, there is nothing better than sharing a good dish of Italian pasta with one's family and friends."

Federica Bartesaghi

www.inalpi.it



INALPI WORKS EVERY DAY TO MAKE ITS OWN CONTRIBUTION TO ACHIEVE THE 17 GLOBAL GOALS DESIGNED BY THE UN IN THE "SUSTAINABLE DEVELOPMENT GOALS", IN FAVOUR OF SOCIAL, ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY.

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/ FOCUS ON

The dawn of a wine revolution

From no- and low-alcohol options to groundbreaking mixology experiments, the 2024 edition of Vinitaly showcased an array of innovative products, poised to make their debut in the U.S.

3,700 American professional operators participated in the 2024 edition of Vinitaly (Verona, April 14-17), Italy's most important wine fair and one of the most significant on an international scale. Out of a total of 30,000 registered foreign operators from 140 countries, attendance from the U.S. saw an 8% increase, confirming itself as the largest international one. It is no coincidence that the United States is the leading outlet market for Italian wines, with a value that approached 2 billion euros in 2023. This is certainly a significant figure, which nevertheless recorded a notable drop (-13% in volume) compared to the previous year.

Thus, Italian wineries have risen to the challenge by developing products more in line with new demands, favoring light and immediate wines suitable for various consumption occasions and increasingly less season-dependent. The undisputed stars of this 56th edition of the fair were de-alcoholized wines, with several 'conventional' wineries debuting in this new but promising business, despite the challenges: de-alcoholization is not yet regulated by law in Italy, much to the producers' dismay. Alongside de-alcoholized wines, the low-alcohol wine segment is growing enormously, even in the red wine category.

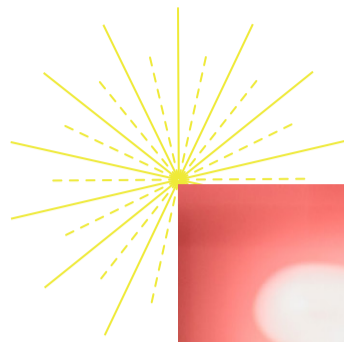
A third major trend targeting younger consumers of legal drinking age (LDA) is the fusion of wine with mixology, resulting in innovative and unexpected pairings. Here are some of the new proposals seen at Vinitaly, ready to capture the tastes of consumers worldwide, starting with the United States, where Italian wineries will land on October 20 and 21 for the very first edition of Vinitaly USA, at Navy Pier in Chicago.

Italian NoLo wines fly to the U.S.

They represent 28% of total purchases of Italian wines in the United States, but we are not talking about Prosecco or Chianti. We are talking about low-alcohol products: 651 million dollars in revenue in the American retail market in 2023 for Italian red, white, sparkling, and flavored products classified as low-alcohol wines, ranging between 7 and 2% (data from NielsenIQ).

Regarding the no-alcohol segment, it is still a niche market, but in the span of two years sales in the U.S. have doubled, reaching 62 million dollars according to the UIV (Unione Italiana Vini) Observatory. Italian zero-alcohol products on U.S. shelves are still few: sales amount to just 4.5 million dollars but have grown by 39% compared to 2022. As mentioned above, the de-alcoholized wine segment appears to be both the most dynamic and the most challenging for Italian wineries.

"The low-alcohol segment can represent an opportunity, especially where traditional products struggle," says UIV Secretary General Paolo Castelletti. "Today, to make low-alcohol wines, Italian producers have three options: use wine as a base for flavored beverages, produce wines from partially fermented musts, or – if they want to proceed with de-alcoholization – outsource the production process to competitor European countries." Regarding the inability of Italian wineries to autonomously proceed with de-alcoholization, he adds: "UIV has been urging regulatory intervention to regulate a production that the European Union authorized over two years ago."



CANTINA DI CARPI E SORBARA

A cocktail that brings together the young world of mixology and the traditional one of Lambrusco: it is made with Lambrusco di Sorbara 'Homage to Gino Friedmann' and GhirlanGINa, a gin produced in Modena and made with a selection of botanicals that recall the typical aromas of Lambrusco grapes. The name? 'Gina 'n' Gino', of course.



MIONETTO

The big news from Mionetto is Mionetto Aperitivo 0% Alcohol Free, made according to a natural recipe based on citrus fruits and selected botanicals. The perfect ingredient to create a Mionetto signature Spritz - 100% alcohol free - thanks to the combination with the brand's alcohol-free sparkling wine, which is enjoying great commercial success.

LA NUOVA ERA DEL VINO ITALIANO

Dalle opzioni a zero o ridotto contenuto alcolico agli esperimenti in ambito mixology: le principali novità presentate in occasione di Vinitaly (14-17 aprile 2024), che si preparano a fare il loro debutto nei mercati mondiali. A cominciare dagli Stati Uniti.





PICCINI 1882
The winery presents some novelties for consumers asking for fresh, fruity wines with low alcohol content. These are 'Eleven,' a line of two labels - a white and a red wine - named after the alcohol content of the wines: 11% vol. The same alcohol content belongs to another great novelty from Piccini 1882: 'Slim', a Chianti Docg.

CANTINE SGARZI LUIGI

Called 'Zero SL Zero' is Cantine Sgarzi Luigi's 100% alcohol-free line, which includes two still wines and two sparkling wines, made from de-alcoholized wine with natural flavors added. Also part of this range is Spritz Orange, a non-alcoholic alternative to the classic Spritz.



ITALIAN WINE BRANDS
Barbanera, the Tuscan winery of the Italian Wine Brands group, launched Rirò, from the New Generation Barbanera line. A Rosso Toscana Igt that, thanks to its freshness and versatility, is designed to be drunk also cold, on ice, or served in creative cocktails.



SCHENK ITALIA
Schenk Italia presented one of its latest innovations: Primitivo ICE from Masso Antico, a wine to be served and enjoyed chilled, at a temperature of 10-12°C, featuring a 'magic' label that changes color according to the temperature.

A business ready to take off

According to a UIV survey presented during Vinitaly, the decline in wine consumption in the U.S. is connected to a generational shift. "Low-alcohol wines," said Carlo Flamini, head of the UIV-Vinitaly Observatory, "have become a leading choice in the evolution of American tastes over the past few years, now worth about 1 billion dollars. Additionally, there will be an increasing focus on other types of wines catering to a predominantly young target group that is mindful of their diet: for example, low-sugar wines have seen astronomical growth over the past five years, from 10 million dollars in 2019 to 270 million in 2023."

Latest IWSR data show strong growth for the U.S. no-alcohol market, with overall volumes rising by +29% in 2023 (compared to 2022), well ahead of low-alcohol (+7%). This growth was mainly driven by no-alcohol beer/cider – which accounts for 81% of servings, up by 30% – while no-alcohol wine volumes increased by +18%. Demand is particularly strong among younger legal age cohorts, with Millennials accounting for 45% of no-alcohol consumers in 2023. However, this figure is down by 51% from 2022, due to an increase in the share of LDA Gen Z consumers (17% in 2023, compared to 11% in 2022). The most significant barrier to their consumption? Availability, with 47% of no/low buyers in 2023 mentioning it as a factor preventing more frequent consumption (up from 36% in 2021).

/ INTERVIEW

“We protect the Italian



The market of PDO and PGI cheeses. The Italian sounding problem. The innovation and the future of products of designation of origin. This, and much more, in an interview with the president of AFIDOP – Associazione Formaggi Italiani DOP e IGP – Antonio Auricchio.

In 2023, more than 500,000 tons of designation of origin cheeses were produced for a market worth about 5 billion euros. These are Grana Padano, Parmigiano Reggiano, Mozzarella di Bufala Campana, Gorgonzola and Pecorino Romano, just to name the most consumed. But there are dozens of PDO and PGI productions. And they are more and more appreciated by Italian and foreign consumers for the quality and trackability they guarantee. But it is exactly abroad that the market of Italian designation of origin cheeses is mined by several imitations, against which it has to be protected with every possible means. We talked about this and much more with Antonio Auricchio, president of AFIDOP – the Association of Italian PDO and PGI cheeses – in an interview.

Let's start with some data: what's the value of the market of designation of origin cheeses in Italy?

Counting PDO and PGI, there are 55 designation of origin cheeses in Italy. There are the great consortia, such as the ones of Parmigiano Reggiano, Grana Padano, Mozzarella di Bufala Campana and Pecorino Romano. But there are also small activities producing gems, as I love to call them, that are still extremely appreciated and consumed. I'm talking about cheeses such as Strachitunt, Formai de Mut or Casciotta di Urbino. It is a market worth more than 5 billion euros. And it can still grow, thanks to the food

and wine tourism, in which I strongly believe. Cheeses are, in fact, ambassadors of their territory: the tourist visiting La Sila tastes some Caciocavallo Silano, the one on vacation in Sardinia gives a try to Fiore Sardo, and so on.

What are the features of the designation of origin cheeses that are most appreciated by the consumers?

The indications of origin give the consumer a sense of safety, because consortia offer the guarantee of supply chain checks. Moreover, the PDOs have a really important historic meaning. And they are essential for the safeguarding of the territory and its economy. A banal example? The landscape of the Sardinian inland, with the nuraghe and the oak forests, is shaped by the sheep pastures that produce milk for Pecorino Romano, of which the supply chain has a relevant economic impact on the territory. It is for this reason that I stiffen up when I see the Caesar Salad in the US being seasoned with parmesan or with domestic romano (produced with cow milk!) or pizza stuffed with Indian stretched curds! Our mission as AFIDOP is then to make people understand the value of the Italian designation of origin product, also abroad.

Are you promoting activities to support and enhance the Italian cheeses?

At the moment, we are working with the Ministry of Agriculture and with the ITA Agency (Italian Trade Agency for

the promotion of the Italian companies abroad) and we are carrying on studies with FIPE (Federazione Italiana Pubblici Esercizi, Italian federation for the public business) about the use of PDO cheeses in the food service. The results got me steamed up.

What's the reason?

Out of 10 restaurants, four declare to use PDO cheeses, but, of these, only one actually employs designation of origin cheeses. If a guest orders a risotto with Taleggio, they have the right to be served a risotto whisked with real Taleggio, not a similar one! So, we are trying to work in a team with the cooks, so that they become ambassadors of our cheeses. We want to invite them to choose our PDO products: we give them dignity introducing a cheese cart with only Italian offers.

How to fight the Italian sounding problem?

With quality, only. We have to make products that are so good and different to be preferred to their imitation, even if more expensive. It is only through quality that we can win against the 'bad imitations of the great Italian cheeses', that is, an expression that I like more than 'Italian sounding'.

The protection of the brands is necessary, though. How's the situation?

We are carrying out a campaign to protect the Italian brands worldwide with the ITA Agency and, most of all, with the protection consortia. It is our duty to safeguard the Italian genie, that is also conveyed through our dairy gems. My faith in what I'm about to say is firm. One of the best Italian products worldwide is Ferrari, but how many people can actually afford it? Many others instead have the possibility to buy a kilogram of Provolone, Parmigiano Reggiano or Gorgonzola. These are ambassadors of Made in Italy in the same way. Nevertheless, I fear a scenario in which Trump will be elected again president of the US and, subsequently, will reintroduce duties on European products. Just consider that Parmigiano Reggiano exports more than 4 million molds overseas.

Consorzio della Mozzarella di Bufala Campana will present a project employing the artificial intelligence against the imitations. What is your opinion on the matter?

I think it's all grist to the mill. We try to work together, so that this tool, if working, can be used by the other consortia as well. Every means that helps safeguarding the Italian cheeses is much appreciated. Businessmen themselves and their sense of responsibility are involved in this cause. And politics too, of course.

“TUTELIAMO I GIOIELLI CASEARI ITALIANI”

Il mercato dei formaggi Dop e Igp. Il problema dell'Italian sounding. L'innovazione e il futuro dei prodotti a denominazione d'origine. Questo, e molto altro, in un'intervista con il presidente di Afidop, Antonio Auricchio.



dairy gems”

So, union is strength...

Absolutely. And the EU should have this quality as well. But not all member countries are interested in protecting the great cheeses. Instead, they insist on the introduction of Nutriscore, the traffic light signal that I find ridiculous. Just like the one on the street, the red light on a pack invites the consumer to stop, to avoid buying that product. But what information does it actually provide? The consumers who want to know what they eat are not correctly informed with this tool.

What's your point of view on the new PDO/PGI regulation?

It definitely has several positive and interesting aspects. For example, it has given the consortia more protection and control freedom. But I think some aspects connected to the right distribution among manufacturers and the agriculture sector have to be improved, so

that the whole supply chain benefits from it. It is the case of the aging experts of Parmigiano Reggiano, for example: the success of a long aging mold is not only credit of the manufacturer it was bought from, but also of who aged it.

How will the dairy sector evolve in the coming five years?

While the Italian and European market is basically stagnating, even if there are growth perspectives in the East countries, it is in the rest of the world that the horizon is becoming more interesting. In particular, looking at the Far East. For example, China is starting to appreciate our cheeses. India, then, is a potential consumer bucket, counting almost a billion and a half inhabitants. We are also becoming stronger in the Japanese market. But it will be necessary to discuss the prices: our cheeses are not competitive.

If the future is in the East, what do you think about the crisis in the Suez Channel?

I'm really concerned, because the first consequences can already be perceived in the prices of the whey and whey powders. They have fallen dramatically in Europe, since the export is impossible: with the Suez Channel being blocked, the circumnavigation of Africa or air transport are unthinkable because of the exorbitant costs.

Will it be necessary to innovate PDOs? How?

Since one of the most important markets worldwide is and will be India, we will have to modify the procedural guidelines and allow the use of vegetable rennet. Or, looking at Muslim countries, it will be necessary to use rennet from ritually slaughtered calves. So, in the future the PDOs will have to be less traditional and more contemporary.

Elisa Tonussi

WHAT'S AFIDOP?

AFIDOP is the association of the Italian PDO and PGI cheeses: it groups the protection consortia of cheeses of protected designation of origin. Most of the consortia were constituted in different times to safeguard the fundamental features of these products which are tightly connected to their territory of origin. The consortia protect the typicity and the use of the denomination for the products together with their production through surveillance and quality checks. They promote them, too. AFIDOP represents cheeses from nearly all the Italian regions in the most varied typologies: from fresh to aged, from raw curd to half cooked, cooked or stretched, from cow milk cheeses to the ones produced with milk from sheep, buffalo or goat. AFIDOP includes the greatest productions, the ones overcoming a million quintals, but also the ones that can reach just a few hundreds. It is a really vast panorama, then, and widely representative, that can bring an unrivalled quality message worldwide.



Genuine like mountains.
Natural like milk.

Since 1925, our family company has been handing down for generations an ancient cheese-making tradition.

Today, in accordance with this heritage from the past, we manufacture our cheeses using cutting-edge technologies and respecting a short supply chain: essential to safeguard our territory and guarantee the high quality of our products.



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/ THE COMPANY

www.berneri.it

Bernerri: quality all “round” since 1910

For more than a century, the company has specialized in aging and trading Grana Padano PDO and Parmigiano Reggiano PDO. Over the years, with the aim of expanding internationally, it has enriched its range with a variety of other made in Italy cheeses.

Founded in 1910, Berneri has always been committed to promoting made in Italy across the world. The company, which specializes in the aging and trade of Grana Padano PDO and Parmigiano Reggiano PDO, is run by the Berneri family, which, from generation to generation, has handed down the vast know-how for the delicate cheese aging process. An operation which takes place by selecting the best 'caselli' (ed: dairies) in the provinces of Mantua, Cremona, Brescia, Bergamo and Piacenza for Grana Padano PDO; and in the provinces of Parma, Reggio Emilia, Modena and the area south of Mantua for Parmigiano Reggiano PDO.

The same attention is dedicated to the collaborations with cheese factories, most of which have been ongoing for over 50 years, “our strength also lies in our ability to have been able to weave relationships of trust with the producers. Together with the dairies, we follow the entire process from raw materials selection directly up to the final product,” the company emphasizes.

Ongoing innovation

In recent years Berneri has been pursuing a significant corporate renewal, as evidenced by the inauguration of the new warehouse area in Lallio (Bergamo) in April 2024. An investment strongly desired by Giorgio and Francesco Berneri, two generations working in close synergy looking to the future. “We have been able to increase the capacity of the Bergamo warehouse from 40,000 to over 60,000 wheels, and thanks to the implementation of new state-of-the-art machinery, we can further diversify our offer,” the company explains.

In addition, the use of the best innovations enables to optimize production processes in compliance with the highest quality standards set by both the Grana Padano PDO and the Parmigiano Reggiano PDO Consortium, as well as to operate in an environmentally sustainable way by trading more than 80,000 wheels of hard PDO cheeses with the help of external warehouses located in the renowned areas of the Parmigiano Reggiano Consortium.

Grana Padano PDO traceability

Speaking of quality standards, the project implemented with the producer of Grana Padano PDO BG 506, Caseificio Torre Pallavicina, stands out: blockchain and smart contract for supply chain traceability of Grana Padano PDO. The program, implemented for the first time by the two partners, is a true ID for the wheels produced by the Bergamo-based dairy. A further quality guarantee for the consumer who, through Qr Codes, is able to trace the entire supply chain.

Bernerri and Torre Pallavicina can therefore guarantee the product's safety and quality in compliance with the production disciplinary of Grana Padano PDO, starting checkpoints within the dairy as well as at the farms and during milk transportation, informing managers in real time about deviations in the production process, identifying the location of the finished product for the pur-



pose of any 'recall' or complaints and, finally, making real-time reporting of the production process available.

Watchword: internationalization

The Berneri family's desire for growth eventually made it possible to achieve one of the most important goals: to cross national borders and land on the European and extra-EU markets. To date, the company has a presence in five continents and has been able to work closely both with small importers as well as the most important representatives of the world's large-scale retail trade, as not only seasoners but also selectors of Italian cheese excellences.

“The Berneri world,” the company explains, “indeed, is not only represented by hard cheeses but we also offer a wide range of made-in-Italy dairy products in order to best meet the needs of our customers, offering them a tailor-made service. In the future, we aim to expand more and more overseas with frozen pasta filata cheeses.”

A full range for retail & Horeca

The range that the Bergamo-based company markets worldwide includes Grana Padano PDO aged from 10 months up to the 'Riserva' variety; Parmigiano Reggiano PDO 12, 24, 30 months and over 40 months; organic Parmigiano Reggiano PDO; Italian hard cheese and hard cheese produced in Italy; as well as hard cheeses produced within the EU.

The assortment of hard cheeses includes cuts suitable for the Horeca world and retail: from the whole wheel through the half, the quarter, the eighth and the sixteenth wheel, the kilogram and all the small formats from 500g to 200g (variable or fixed weights) to the grated cheese line of both PDO and non-PDO cheeses packaged in 5kg, 1kg up to 100g bags.

In addition to hard cheeses, the company exports Taleggio PDO Selezione Berneri; Gorgonzola PDO both sweet and spicy; Asiago PDO; Provolone PDO and Pecorino Romano PDO in classic versions and with truffle, spicy or with pepper.

Last but not least, the range includes all the cheeses from the geographical area where Berneri is based: Bergamo and the Orobic Pre-Alps. Through the collaboration with Latteria di Branzi, Berneri distributes typical Branzi cheese and Formai de Mut dell'alta Val Brembana PDO.

Lucrezia Villa

BERNERI: QUALITÀ A TUTTO TONDO DAL 1910

Da oltre un secolo l'azienda bergamasca è specializzata nella stagionatura e nel commercio di Grana Padano Dop e Parmigiano Reggiano Dop. Negli anni, con l'obiettivo di espandersi oltreconfine, ha ampliato la propria gamma includendo numerose altre eccellenze casearie made in Italy.



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10 years of Mercato



The format, conceived by the entrepreneur Umberto Montano to enhance the artisanal food shops, celebrates its first important anniversary. The events for this occasion. And the new openings.

Davide Longoni's risen bakery products. Agie Zhou's Chinese dumplings that you can find in his Ravioleria Sarpi. Joe Bastianich's smashed burger, in the right way as it should, according to the American tradition. You can taste this and much more by picking something chosen from some of the kiosks in Mercato Centrale in Milan. In this area, that is located just next to Milan Central Station, you can literally have a tour in the food and beverage world. After all, its area covering 4,500 square meters is a heap of what the city can offer. But there's more: Mercato Centrale is available not only in Milan, but there are other three locations – Florence, where the first was opened in 2014, Turin and Rome. A new one, the fifth, is scheduled to be opened soon in Bozen, while the first opening abroad will be in Melbourne, just in the year of the 10th anniversary from its foundation. But what is Mercato Centrale? It is, in a nutshell, a place where you can eat and do the shopping. Here, accurately selected taste artisans are offered a dedicated space to guarantee a high-quality offer. It is a model allowing craftsmen to avoid taking charge of the business risk. But at the same time, it creates the conditions to cultivate and give value to talents. A high degree of innovation and dynamism derives from the rotation of the shops – an added value of Mercato Centrale itself.

The idea

How did Mercato Centrale come about? The inventor and founder of the project Mercato Centrale is Umberto Montano, entrepreneur who has been involved

in the vast food service panorama in Florence for more than 40 years. The idea appeared in his mind in the first years of the 2010s, observing the slow disappearing of the artisanal food shops (and of the good practices connected to them) from the city center. Transforming that heritage in opportunity has become his mission. 2013 saw the meeting with the group Human Company of the family Cardini-Vannucchi, a leader in Italy in open-air tourism, who became later co-founder of the project. After having won the public tender for the allocation of spaces of the historical indoor market in Florence, the first location of the format was inaugurated on 23rd April 2014. In 2016, Mercato Centrale opened in Rome and in 2017 in Turin. In 2021, then, it was the turn of Milan. In the shopping mall I Gigli in Campi Bisenzio (province of Florence) another format of retail experimentation was opened: Ai banchi del Mercato Centrale. After all, the format is popular: in its first 10 years, several locations attracted 60 million visitors, among which 14 million only in 2023. In fact, the markets are opened all day, everyday. All shops have a cash register, so you can purchase from each one separately and take away or eat directly on site, without additional costs at the tables of the location. Of course, there is space for the beverage offer, too: for those who intend to consume on site, it is possible to order something to drink by calling the wait staff or through a QR code. For those in a hurry, there's the option 'no queue', that allows to order online and to pick up food and beverage at the selected shop.

MERCATO CENTRALE'S NUMBERS

77 million revenue in 2023

60 million visitors in 10 years

100 active shops

1,200 jobs created



Umberto Montano

Centrale

10 ANNI DI MERCATO CENTRALE

Il format, ideato dall'imprenditore Umberto Montano per valorizzare le botteghe alimentari artigianali, festeggia il suo primo importante anniversario. Gli eventi per celebrarlo. E le nuove aperture.



The anniversary

Given the celebration of its first 10 years, Mercato Centrale's agenda is full of events. It has opened with Disquisito, three days of talk and education experiences to tell the Italian food and wine world from 19th to 21st April in Turin. At this event Mercato Centrale decided – for the first time – to extend its narration to the audience interested in a new way of talking about food with the new editorial project Nutroglicerina, a crossmedia mag by Mercato Centrale, which will see the collaboration of different partners of the publishing industry, culture and much more. There will be celebrations in every location of Mercato Centrale: besides the artisans' productions, there will be music and entertainment with special guests, artists and free immersive experiences. The first celebration took place in Turin, in conjunction with Disquisito, Friday 19th April. Then, Florence on 30th May, Milan in the second half of September and finally Rome, in November. For its anniversary, Mercato Centrale intensifies its education activities with a calendar that's full of masterclasses, show-cooking events, talks, tastings and laboratories among the shops. Moreover, with the project of social inclusion 'Bottega scuola – Il buono fatto bene' Mercato Centrale reserves a training course for food and beverage related jobs to asylum applicants and political refugees. The aim is double: on the one hand, building concrete occupation opportunities, on the other, protecting and transmitting the tradition heritage of which Mercato Centrale is the container.

The new openings

For its 10th year, Mercato Centrale inaugurates its first location beyond the Italian borders. The opening of Mercato Centrale Melbourne is scheduled for the autumn: 5,000 square meters in the heart of the country seat of the federated state of Victoria, south east of Australia. Provided with an accurate selection of artisans, not only Italian, the project was born is a partnership with the Australian entrepreneur Eddie Muto, already owner of the group Barman & Larder and known in Australia for having launched several formats of hospitality and food service. Mercato Centrale Melbourne will stand inside the historical McPherson's Building, in the heart of the business district of the city, and it will host 18 shops distributed on two floors, a restaurant, a Neapolitan pizzeria and a distillery, besides a polyfunctional area dedicated to cultural events and much more.

A new opening is also scheduled for spring 2025 in Bozen, inside Waltherpark, the great requalification project signed by architect David Chipperfield, in an area between the railway station and the historical center of the city. With a surface of about 4,000 square meters and a terrace with view on the Dolomites, the new Mercato Centrale in Bozen will welcome 15 artisanal shops, an artisanal beer factory, a wine shop, a dairy, a restaurant and a pizzeria. Research and selection of the artisans are underway. Many irons in the fire to lay the foundations for the next 10 years of Mercato Centrale.

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Ucima: 40 years of partnership with the agribusiness



The association of Italian packaging machines manufacturers celebrates the important anniversary with a series of initiatives for the businesses in the sector. A branch, the one of packaging, that is strategic for the national f&b. And it is also a leader worldwide. The comment by the president, Riccardo Cavanna.

Founded in 1984, Ucima, the Association of Italian manufacturers of packaging machines, fills 40 in 2024. Its role has been clear and defined since the start: supporting the Italian companies in the sector – both includes around 180 brands – and encouraging the development and promotion of the Italian packaging, that nowadays boasts a leadership position internationally.

“This important goal”, tells Ucima’s president, Riccardo Cavanna, “will be not only an occasion to celebrate the past and the results achieved, but also to project towards the future with enthusiasm and determination”. In fact, the project Ucima40 provides for a series of innovative activities that, during 2024, will actively involve all the businesses in the sector. The project aims at telling the story of the branch and its protagonists through the development of new communication channels, such as podcasts, videos and special events. Offering thus an in-depth view on the challenges and achievements that have characterized these 40 years of effort and innovation. “Special attention will be dedicated to the future of the sector as well”, adds the president, “with the aim of telling it to the new generations through the words of the ones who promoted it, while actively contributing to the growth of the made in Italy packaging”. In this way, Ucima40 intends to diffuse culture in a high-tech branch, transmitting the records and the perspectives of the Italian packaging world. The activities of the Ucima40 project will accompany the whole 2024 and they will be characterized by a series of appointments both in Italy and abroad. The peak of these celebrations will be an event night scheduled for next October, at the presence of all the main stakeholders of the sector.

PACKAGING MACHINES STILL SCORING A RECORD: THE EXPORT OVERCOMES 9 BILLION

The Italian packaging technology sector overcomes 9 billion for the first time: according to the pre-consolidated data of MECS - Manufacturing Economic Studies of Ucima, in 2023, the total turnover of the sector was 9 billion and 50 million euros, an increase of 6% compared to 2022. “If consolidated data will confirm these numbers, it will be the third consecutive record after 2021 and 2022”, states the association. In detail, the market of Italian packaging machines manufacturers is driven by export, which is worth 81,3% of the turnover. 2023 was closed with a revenue of 7,36 billion. The growth in the markets abroad is +12%, compared to 2022. Positive trends are registered everywhere: considering the period from January to August, North America grew by 25% compared to the same period in the previous year; the European Union grew by 17%, Asia by 22% and South America by 31%. The domestic market is decreasing: it stops at 1,68 billion, -14% compared to 2022. The expectations for 2024 were already positive in the end of 2023, since 8,2 months of production were guaranteed – another record. “In 2023, we left behind the problems in the components once for all”, affirms Ucima’s president, Riccardo Cavanna. “In this way, our companies have been able to dedicate themselves exclusively to taking orders

and delivering them, conquering this new record result. Nevertheless, the orders have registered a decrease in these last months, compared to 2022. Probably, there will be an adjustment during 2024. But the Italian market has suffered the inflation crisis and the lack of certainties in the theme Industry 4.0. The end sector needs assurance, as well as ours, and a new plan supporting both demand and offer. In this sense, 6,3 billion of RePowerEU destined to Industry 5.0 are good news, but we want to really understand how the funds will be allocated and according to what rules”. In the world, the leadership position goes on, given the export data: “What I’d like the most to highlight is the fact that, all over the world, companies operating in the f&b, pharma, tissue and cosmetics keep on asking for technologies and solutions made in Italy, thanks to quality, reliability and innovation that we can guarantee. About innovation, – concludes the president – some of our businesses have already implemented artificial intelligence solutions on the machines: this is the challenge of the next years and Ucima is ready to do its part staying by the side of the companies to help them identify the best development and internationalization opportunities”.



UCIMA: DA 40 ANNI PARTNER DELL'INDUSTRIA ALIMENTARE

L'associazione dei costruttori italiani di macchine per il confezionamento celebra l'importante anniversario con una serie di iniziative rivolte alle aziende del settore. Il comparto del packaging è leader su scala mondiale. Il commento del presidente, Riccardo Cavanna.



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La Bella Contadina: 25 years of cheesemaking tradition

From breeding farm to modern dairy: the Caserta-based cooperative society is among the leading producers of Buffalo Mozzarella PDO. The secret of its success? A careful selection of raw materials.

Located in the heart of the 'Mozzarella di Bufala Campana PDO' production area in Grazzanise, province of Caserta (Campania region), La Bella Contadina has become - over the past 25 years - one of the major producers of this local dairy specialty.

Starting in 1950 as a breeding farm, La Bella Contadina turned in 1998 into a modern company producing fresh cheeses and stretched-curd cheeses: mozzarellas, burratas, and ricottas, all exclusively made with buffalo milk. Over time, La Bella Contadina has strengthened its market position, thus becoming one of the leading national producers of Buffalo Mozzarella PDO.

The company exports to both European and extra-European countries: the result of a targeted internationalization strategy and of a constant commitment to maintaining high-quality standards. The production facility, spread over an area of more than 25,000 square meters - of which 10,000 are covered - is equipped with state-of-the-art technologies. Thanks to continuous expansion and innovation, La Bella Contadina boasts today one of the most advanced production facilities in the industry, while maintaining a strong focus on the craftsmanship of the process. An attitude that led La Bella Contadina's production to exceed 6,000 tons per year.

Everything starts from milk

Milk is collected from selected farms or comes from the society's own farms, that is to say a herd of more than 3,500 buffalo heads. Attention to animal welfare and to the quality of the raw materials is pivotal: this ensures uniform and top quality organoleptic characteristics. The secret to the company's continuous growth lies in the search for the best raw materials, through careful checks on the supply chain and collaborations with breeders who respect such stringent quality standards.

The commitment to quality and food safety is evidenced also by the several international certifications obtained, such as IFS, BRC, and FDA. Furthermore, La Bella Contadina strives to meet special consumer needs, offering products like lactose-free mozzarella, specifically designed for those with food intolerances. Sustainability is another priority for the dairy, which adopts green energy practices and uses renewable energies to reduce the environmental impact of production. Where to find La Bella Contadina's stretched-curd products? In a variety of locations, from grocery retail stores - with the company brand or Private labels - to the food service channel and the food industry.

COMPANY ID

Foundation: 1998, Grazzanise, Caserta (Campania Region)

Production: La Bella Contadina offers a wide assortment that includes Mozzarella di Bufala Campana PDO and Buffalo Milk Mozzarella in various formats, as well as Burrata buffalo milk and buffalo milk Ricotta.

Origin of milk: area defined by the Mozzarella di Bufala Campana PDO production disciplinary

Export share of turnover: 40%

Certifications: IFS, BRCS, Organic, FDA



FLAGSHIP PRODUCT
MOZZARELLA DI BUFALA CAMPANA PDO



Buffalo Mozzarella PDO is made from fresh buffalo's milk. Few, simple ingredients are used: buffalo milk, salt and rennet. It is sold in a 125 g pillow bag. Shelf life is 34 days.

LA BELLA CONTADINA: OLTRE 25 ANNI DI TRADIZIONE LATTIEROCASEARIA

Da allevamento a moderno caseificio, la società cooperativa di Grazzanise, in provincia di Caserta, è tra i principali produttori della Mozzarella di Bufala Campana Dop. Il suo ampio assortimento è realizzato a partire da una materia prima attentamente selezionata.



BUFFALO Mozzarella PDO



www.caseificiocooplacontadina.com

/ SCENARIO

Goodbye greenwashing cheaters!



SUSTAINABILITY FINANCIAL STATEMENTS: 94% OF THE INVESTORS IS SKEPTICAL

The greenwashing shadow looms over financial statements as well. Discouraging investors, who are more and more afraid to run into fake environmentalism dynamics. 94% of the investors would be skeptical about the documents testifying the effort and the sustainability results achieved by the companies. The Global Investor Survey report by PWC provides these alarming data, that come from the analysis of the possible impact on trust and business reputation when using a not so transparent communication about criteria and activities carried out in the ESG. The great majority suspects these documents are at greenwashing risk, containing untrue information

The new EU regulation forbids generic environmental declarations and non-certificated trademarks. Fighting premature obsolescence at the same time. Member states have now two years to introduce the instructions. But what are the changes for companies and consumers?

Crackdown on fake environmentalism. On 17th January 2024, the European Parliament has approved a regulation concerning unfair commercial practices and consumers' rights that modifies the previous ones (2005/29/CE and 2011/83/EU). Approved with 593 votes in favor, 21 against and 14 abstentions, the new norm (number 2024/825) commonly known as European directive on greenwashing, was then published on the EU official journal last 6th March. But what are the changes for companies and consumers, concretely? Now, claims concerning the environmental or social impact of a product have to be proved by concrete facts. Moreover, only sustainability trademarks assigned through approved certification systems or created by public authorities will be admitted. The text introduces, more generally, "specific norms to contrast unfair commercial practices deceiving consumers and preventing them from sustainable consumption choices such as procedures related to premature obsolescence of goods, misleading environmental statements (greenwashing), deceiving information about the social characteristics of the products or of the economic operators' businesses, or non-transparent and non-plausible sustainability trademarks".

From a clearer labeling to certified sustainability trademarks: an overview of the key points introduced by the new EU norms that member states will have to bring into being. Publishing the necessary provisions to conform to the directive by 27th March 2026, applying them from 27th September of the same year.

A clearer labeling

One of the key goals of the new norms concerns the introduction of a clearer and reliable product labeling, "forbidding the use of generic environmental indications such as 'eco-friendly', 'animal-friendly', 'green', 'natural', 'biodegradable', 'zero climate impact', 'eco' if they are not supported by proofs", as you can read in the EU Parliament's text. According to what is established by the document, these general statements have to be considered forbidden if no recognized excellence of environmental performance can be demonstrated. Moreover, the legislation will forbid declarations suggesting an impact on the environment that is neutral, reduced or positive by the reason of the participation to emission compensating systems. Also environmental declarations based exclusively on compensating systems for carbon emissions are banned, as well as other deceiving practices.

Only certified sustainability trademarks

The use of sustainability trademarks will be regulated, too, given the confusion generated by their proliferation and the lacking use of comparative data. "Only sustainability trademarks based on approved certification systems or created by public authorities will be admitted", you can read on the greenwashing directive. Among the main certifications: UNI EN ISO 14024 and the European trademark Ecolabel. The first is released by an independent and accredited organism for products with a low environmental impact in their whole life cycle, from production to launch in the market, while the latter attests high environmental standards and promotes circular economy.

Durability at the core

Besides safeguarding consumers through a clearer and reliable labeling, another key goal of the new directive 2024/825 is "enabling consumers to become increasingly aware of the duration of the products. In the future, the information about the warranty will have to be more visible. A new unified symbol will be created to give more visibility to products with a more extended warranty period". In this sense, the new norms of the European Union "forbid unfounded indications about the duration", you can read on the document deposited in the EU official journal, "and the invitations to substitute goods before necessary, together with false declarations about the reparability of a product".

Lucrezia Villa

BYE BYE FURBETTI DEL GREENWASHING!

La nuova direttiva Ue vieta le dichiarazioni ambientali generiche e i marchi non certificati. Oltre a contrastare l'obsolescenza precoce. Gli Stati membri hanno ora due anni di tempo per recepire le disposizioni. Ma cosa cambia nel concreto per aziende e consumatori?

that is not supported by concrete evidence about the real commitment about ESG goals. More specifically, according to the PWC study, more than three investors out of four (76%) wish they had a better report of the real expenses of the companies to attend the sustainability commitment before considering an investment.

Codeword: transparency

More clarity and coherence. These are the wishes of the investors when talking about sustainability reports. With the expectation that the application of more strict regulations and international standards have a more and more relevant key role. "The business reporting has to keep evolving to provide reliable, coherent and comparable information, in which investors and other stakeholders can trust", underlines Ada Rosa Balzan, founder, president and CEO of ARB, joint stock benefit

company specialized in consulting and creation of projects with high scientific value. "Investors, in fact, are increasingly asking specific questions about how companies face these issues in their business strategy, about how they consider risks and opportunities and about what is really relevant for them. The development and writing of a sustainability report according to Balzan "is not a pure report of indicators, but it is a process affirming the values of a business and its governance in the first place, while communicating clearly what it is doing concretely in the ESG. Having a sustainability report written according to the highest international scientific standards and fully respecting both ESG criteria and the 17 principles of the United Nations in the 2030 agenda also helps improving the reputation of the company, fostering the attention of young talents".

How to draft a true sustainability report?

So, how do you draft a sustainability report following the 2023 Agenda criteria that is also true and credible? The ARB experts have written a guide with 10 tips for the companies.

- 1 — Before drafting a sustainability report, you have to do a check-up and a detailed mapping of the perimeter, the possible risks and the key focus of the report;
- 2 — To give value to the report, you have to use data based on a scientific evidence approach, measurable with references and objective recognized tools;
- 3 — The writing of a sustainability report requires a period between 4 and 6 months as minimum: no space for hurry or improvisation;
- 4 — Never omit eventual objectives established in the previous year that were not reached;
- 5 — Involving the stakeholders on the key issues is essential: they

can be hired with several non-standardized methods;

- 6 — Insert infographics for an immediate reading of technical data by everyone;
- 7 — The sustainability report is not an extended business presentation;
- 8 — It has to be written in full respect of the European 'CSRD' directive;
- 9 — The market beats legal obligation: it is often the market that solicits the presentation of the sustainability report for the access to an announcement or for the renewal of a contract, even though there is no legal obligation for all the companies;
- 10 — The sustainability report is a team work, a development path in the business culture that often leads to the institution of a sustainability committee in middle and large-scale companies supporting the governing board in the strategic business choices.



/ THE COMPANY

www.devodier.com

Devodier: quality at the heart of continuous growth

Innovation, sustainability, outstanding deli meats. These three ingredients lie at the basis of the company's success in Italy and abroad. The important recognition from Italy Food Awards, and the brand-new Truffle Prosciutto.

The guarantee of undisputed quality and noticeable market differentiation are the keys to Devodier's sustainable success over time. The Devodier family knows this well, having been recognized for years as a first-class producer in its field, that is to say deli meat production. Headquartered in Lesignano, province of Parma, the company historically stands out for its signature products and the deep knowledge gained along the entire supply chain. The ham collections, totally natural, are aged in ancient wooden cellars capable of imprinting an intense and recognizable flavor, thus determining a strong identity able to earn brand loyalty from consumers all over the world.

Even today, in a world rich in ever-new market challenges, the company acts fast and effectively while firmly maintaining its uncompromising dedication to quality. And the results continue to come both in terms of national and international growth. The company now exports to 30 countries around the world and continues to open new markets every year: Colombia, South Korea, and Dubai are among the most recent ones. Significant international projects have been launched under the Devodier brand and in co-branding with leading distributors. In this latter case, the company has been chosen as a synonym for high quality and 100% natural deli meats typical of Parma for major projects at a European scale, but also outside the EU.

For the company, its clients and partners, differentiation remains the most secure and effective strategic choice to stand out, and this is true both in the most consolidated markets for deli meats and in the most recent ones. This has allowed Devodier to grow year after year, in volume and value, despite the complex market scenario. The secret to such consistent growth is at once simple and unique: a dedication to quality handed down over the years in completely natural production environments.

Market-recognized excellences

Figures prove that the company's recipe to success continues to be a winning one. Devodier has been awarded for two

A TREASURE IN A TRAY: PROSCIUTTO 24 MONTHS & TRUFFLE

The company never stops innovating, as the latest product launch demonstrate. Devodier calls it a "gastronomic fun", originating by the delicate and balanced union of two prized Italian delicacies: Ancient Cellars Devodier Prosciutto, aged for at least 24 months, and the Truffle. A unique fusion - studied and validated through scientific research - where the truffle's biting notes blend with the delicate sweetness and enveloping flavors of Devodier Prosciutto 24 months. A brand-new product and a new step in Devodier's quality-driven growth path.



DEVODIER, LA CRESCITA CONTINUA NEL SEGNO DELLA QUALITÀ

Innovazione, sostenibilità e salumi d'eccellenza. Sono tra gli ingredienti del percorso intrapreso dall'azienda di Lesignano (Parma) in Italia e all'estero. Il premio agli Italy Food Awards e il lancio del Prosciutto 24 mesi & Tartufo.

consecutive years as one of the fastest-growing Italian artisan SMEs across all sectors. More recently, Devodier was named the 'Best Prosciuttificio in Italy' at the Italy Food Awards 2024. This award, recognized as the 'Oscars' of the Italian agri-food and wine sector, underscores the commitment of the best Italian food companies and was assigned through a blind-tasting by a jury of experts. Quality is definitely a commitment that the company undertakes with great responsibility: from products to service, from the relationship with customers to sustainability. With this regard, significant investments in solar and photovoltaic plants, as well as low-consumption machineries, are currently underway, including continuous energy efficiency improvements. In recent years, Devodier also invested in significant supply chain projects, starting from the renowned Organic and High Care lines to the most recent Animal welfare and Antibiotic-free from birth supply chains, which combine the strongest market guarantees while preserving all the authenticity of Prosciutto di Parma PDO, of which the Devodier family is among the historic founders.

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/ COVER STORY



Everyone to the table!

How beautiful is the culinary exchange between the two sides of the Atlantic. A celebration of integration and a perfect portrait of the Italian-American dream.

TUTTI A TAVOLA!

Quella per la buona cucina è una passione tanto italiana quanto americana. E infatti su entrambe le sponde dell'Atlantico, non ci si stanca mai di scriverne, di parlarne, di trasformare buon cibo in buon business. Splendida incarnazione del sogno italo-americano.

The passion for good food is as Italian as it is American. On both sides of the Atlantic, people never get tired of writing about food, talking about food, and turning good food into good business. As Italians, we are particularly interested in what happens on the other side, where just a few weeks ago a New York Times' article celebrated the Italian 'Sunday lunch'. "There's No Meal Better (or Longer) Than an Italian Sunday Lunch" titles the article, which tells the story of Michelin-starred chef Stefano Secchi, a story that mirrors that of many Italian families: a past where grandma's good and abundant cooking gathered the whole family around the table, and a present where the absence of old-style grandmas and weekend getaways make this traditional meeting an increasingly distant memory.

"The Secchis' story - the article reads - is the story of many Italians, and I'm pained to tell it because it's the eulogy for a tradition - il 'pranzo della domenica', or "Sunday lunch" - that so colorfully, calorically and cacophonously mingles Italians' trademark passions: family, food and endless conversation. Sunday lunch also evokes one of my favorite Italian phrases, 'il piacere della tavola,' which strictly means 'the pleasure of the table' (or of the sit-down meal) and has no English analogue because, well, Americans and Brits don't know that pleasure the way Italians do. Does anyone?"

This passion of foreigners - and particularly Americans - for our traditions explains the success of many Italian brands abroad, attracted by the bright lights of Broadway today as a Century ago. One of the most recent stories is that of Antico Vinaio: unlike other similar restaurateurs, its success might be the result of a perfect balance between tradition and modernity.

The American dream

The story of Antico Vinaio is another quintessentially Italian story: a family (the Mazzanti family) taking over a shop in the heart of Florence. The choice to enhance local tradition by offering simple yet luscious dishes (the schiacciata fiorentina, a focaccia enriched with olive oil and salt and filled mainly with cheeses and cold cuts) in an informal style. The second generation (personified by Tommaso Mazzanti, the current owner) decided to carry on the family business, enriching its 'recipe' with a touch of modernity: social media. The success - first local, then international - of All'Antico Vinaio was indeed decreed by TripAdvisor, Facebook, Instagram, and TikTok. The motto 'Bada come la fuma' ('Look how it smokes') in perfect Tuscan dialect, went viral. Queues formed at the entrance, and the arrival of celebrities did the rest.



From Florence, the brand was ready for the big leap: in 2019, in collaboration with Joe Bastianich (restaurateur and famous judge of Masterchef Italy and USA), All'Antico Vinaio landed in New York. The result: 30 days of uninterrupted sold out. The phenomenon repeated in Los Angeles and in Las Vegas, where the format arrived on the past January 26th. A story certainly made of skill, courage, and a bit of luck, as with all things in life. "An all-Italian dream that is coming true," said Tommaso Mazzanti at the inauguration.

And vice versa

Since the grass is always greener on the other side, sometimes the dream is not the exciting America but rather the quieter Italy. CNN tells the story of an American couple who chose to leave the USA to move to a small village in Calabria, Southern Italy, "where Italian

cuisine gets intense," the article reads. "Along with the usual wide range of classic dishes, locals relish spicy foods such as pig blood sausages known as sanguinaccio, and pasta laced with 'nduja chile pepper salami". Calabrian culinary tradition is strong and characterful, seemingly leaving little room for foreign incursions. However, Filipe (Brazilian) and Shannon (Italian-American from Florida) chose to open a restaurant in Santa Domenica Talao, a remote hillside village that's home to barely 1,000 people, offering American classics like Cape Cod-style lobster rolls with mayo, Reuben sandwiches, chicken wings, tacos and burritos, including maple syrup and barbecue sauce, of course.

"My husband and I wanted to raise our 3-year-old daughter Erminia in a small (Italian) town, surrounded by the history and slower-paced, healthy lifestyle it provides," Shannon told CNN. "We didn't move here to seclude ourselves but to really integrate. The locals have supported us in bringing in a new cuisine they have never tried before."

An integration that, more or less consciously, is already underway. For years, Burger joints and All American diners have been flourishing in Italy. Pancakes for breakfast are practically everyone's favorite, as are donuts and hot dogs. To close where we started: countless places now offer the very American 'brunch' (breakfast + lunch) on Sundays. A modern reinterpretation of the beloved 'Sunday lunch'.

Federica Bartesaghi

THE COMEBACK OF 'SGROPPINO'

As early as 2016, the New York Times dedicated an article to this "Italian slushie for adults only," made with lemon sorbetto, vodka, and Prosecco and consumed after meals as a refreshing and digestive. Sgroppino indeed comes from the Venetian dialect sgropin, which comes from the verb 'sgroppare', which means to untie a knot, naturally in the stomach. This year, the Times has returned to talk about it, highlighting its taste, versatility, and potential in the mixology field.

The fact is that if you say Sgroppino in Italy, you are immediately catapulted into the 1980s. In the last 40 years, the habit of ordering this digestive-dessert has almost disappeared, except in some trattorias. Now it

seems to be back in fashion, at least among Americans, partly thanks to a story that seems to have roots in the Sixteenth Century when it was already present on the tables of Venetian aristocrats as an interlude between first and second courses and between fish and meat dishes. A fact of which probably less than 1 in 1,000 Italians is aware of, but which adds so much charm to this old-fashioned habit. Who knows, maybe Sgroppino will make a comeback in Italy too, perhaps appearing on the menu of some starred restaurant or trendy Milanese cocktail bar. Could the same fate await 'pasta panna e prosciutto' (pasta with cream and ham) or 'filetto al pepe verde' (steak with green peppercorn)?



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www.fattoriegarofalo.it



/ REPORTAGE

Cibus 2024 breaks all records

Hosted by Fiere Parma from 7 to 10 May, the numbers of the 22nd edition exceeded all previous ones: 3,000 brands and 75,000 visitors from all over the world. With Italian and international buyers lining in queue outside the booths to be welcomed. One of the only off-notes: services and logistics, exacerbated by the rain on the first day.



THE ORGANIZATION

A war machine. The team led by Antonio Cellie, CEO Fiere Parma, has won the challenge against the market. Leaving some imperfections for what concerns services apart, the 2024 edition of Cibus can be archived as one of the most successful. Well done, keep it up until Tuttofood 2025!

SCORE: 9/10

THE ITALIAN BUYERS

Cibus once again proves to be a benchmark for the Italian business community: buyers from the large-scale distribution, the Horeca sector and specialized shops have had the chance to experience the top-notch of the made in Italy F&B concretely – and much more. We've seen lines of buyers standing in front of the booths, awaiting to be welcomed: something truly unprecedented.

SCORE: 9/10

THE EVENTS CALENDAR

Companies and buyers know little to nothing of the events calendar for the next years, except for the dates of the next Tuttofood editions (2025-2026) and Cibus (2027) present on some posters. Some believe Cibus will disappear, almost everyone ignores the two consecutive editions of Tuttofood. Given the importance of the agreement between Fiere Parma and Fiera Milano, the next steps should be communicated better and more efficiently.

NO SCORE

INTERNATIONAL BUYERS

As far as international buyers are concerned, Fiere Parma has done an excellent job: thanks to the support by ITA Agency, Cibus halls have seen the presence of buyers and importers from all over the world, with relevant amounts from Europe, but also from distant areas such as Asia. The presence of so many foreign operators in Parma – a location which is not so easy to reach – proves that the incoming of Cibus really has no rivals.

SCORE: 10/10

SERVICES AND LOGISTICS

The rain during the first day exacerbated the limits that many exhibitors reported. Nothing new, of course: muddy parking lots – furthermore, with cars left three kilometers away –, never ending queues at the entrance, uncovered passages to move from one hall to the other. Wi-fi, moreover, was not free for the exhibitors (who had already spent a notable sum to participate). About the toilets, they should be upgraded: the number is limited. Yet as far as cleanliness, no relevant issues are to be signaled.

SCORE: 5/10

TURBOCIBUS! L'EDIZIONE DEI RECORD

L'evento di Fiere Parma, in scena dal 7 al 10 maggio scorsi, ha fatto il botto. Mai visti così tanti operatori del settore: 3mila i brand e 75mila i visitatori da tutto il mondo. Buyer italiani e stranieri hanno fatto la fila agli stand in attesa di essere ricevuti. Permangono, però, perplessità su servizi e logistica, oltre a una generale confusione in merito al calendario fieristico dei prossimi anni.



TESPI MEDIAGROUP'S AWARDS

A success, in the eyes of both audience and critics. The Awards by Tespi Mediagroup have been, once again, a strategic rendezvous for the sector. An actual jury composed of 101 buyers and chaired by Raffaella Scarsi of Gulliver conferred the prizes to the best marketing and product communication proposals.

SCORE: 10/10

THE SNOOPS

The snoops, present at the exhibition just to nibble while strolling from a booth to another, were definitely too many. Among them, families with children – also babies –, couples of all ages and floods of youngsters. All this not only during the last day, but also on Thursday. Who really wants to do business can't afford to waste too much time.

SCORE: 5/10



Acetificio Marcello De Nigris – The booth



Acetificio Mengazzoli – From left: Elda Mengazzoli and Martina Giovannini

GRANORO: PASTA 'DEDICATO' PAYS HOMAGE TO 'SPAGHETTI ALL'ASSASSINA'
 Granoro has brought to Cibus pasta from a 100% made in Puglia supply chain and marries one of the most popular pasta dishes of the moment, counted among the icons of Bari cuisine, Spaghetti all'Assassina. The premium line 'Dedicato', the pasta born from the selection of wheat among the 130 high-quality varieties existing in Puglia, without pesticides or glyphosate was accompanied by a selection of 100% made in Puglia ingredients for the preparation of Spaghetti all'Assassina.



ADR La Sassellese – Gianni and Agata Gualco



Alcar Uno – From left: Ludovico Levoni and Matteo Barbieri



Asolo Dolce – The team



Assisi Salumi – Alessandro Siena



Avesani – Alessandro Chiarini



Bayernland – Thomas Siller



Brazzale – From left: Giovanni Brazzale, chef Gennarino Esposito and Roberto Brazzale



Bernerri – Andrea Mercorio



Casalasco - De Rica – The booth



Biscottificio Verona - Marini – Claudio Rizzi

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Casearia Monti Trentini – Maria Vittoria Finco and Eduardo Huby



Caseificio La Bella Contadina – The team

MARTINOROSI ENRICHES ITS RANGE WITH MANY NEW PRODUCTS

At Cibus MartinoRossi presented many new innovative products. Among them is the expansion of the plant-based range: the line for large-scale retail outlets under the Beamy brand was enriched with the Mix for legume-based purees and the Preparation for vegetable egg alternatives – also available in formats for the Food Service channel, under the MartinoRossi Professional brand –; the brand-new Goodly range for breakfast (consisting of three gluten-free products: Large flake oats, Whole grain oats for porridge and Granola with cocoa); the latest innovations in the specialty Corn Corvino, with new flavors of 100% shortbreads; and beers. With the Mr.Beans brand, the company also introduced the first chocolate spread which is allergen-free and with 100% Italian legumes.



Caseificio Longo – From left: Edoardo Giacometti and Claudio Montanaro



Caseificio Palazzo – The team



Caseificio Valcolatte – Giovanni Alberto Ghilardelli and Barbara Bonetti



Cavalier Umberto Boschi – Alessio Tomaselli and Giulia Pastarini



Clai – Gianfranco Delfini



Corte Parma – Marco Tanzi



Delizia – The team



Devodier – Michele Devodier



Fattorie Garfalo – Luca Vinci



Fileni – Elisabetta Properzi and Daniele Giorgione

GRANA PADANO PDO CONSORTIUM PRESENTS THE PROJECT 'IL GUSTO DELLO SPORT' AHEAD OF 2026 WINTER OLYMPICS
 The colors of the five Olympic rings inspired the project 'Il gusto dello sport - a unique experience between flavors and performance' conceived by the Grana Padano PDO Protection Consortium, sponsor of Milano Cortina 2026 Winter Olympics. The goal of the project is to create a gastronomic compilation dedicated to the five circles that will continue until the Tuttofood 2025 edition in Milan. Three recipes will be created for each of the continents, united by the color of the corresponding circle in the Olympic symbol. Davide Oldani, 2-starred Michelin chef, commented: "Together with Grana Padano PDO, we enhance the quality and sustainability of raw materials, respecting the environment at every stage of their production chain and the processing of the dishes."



From left: Renato Zaghini (president of the Grana Padano Consortium), Mirella Parmeggiani (marketing and communication Grana Padano Consortium), Deborah Compagnoni (skier) and Stefano Berni (Grana Padano Consortium managing director)



Fiorani (Inalca) – Valeria Fiorani



Fiorentini Alimentari – From left: Simona Fiorentini and Adriana Gasco



Fontana Ermes – Gianluca Zanetta



Fraccaro Spumadoro – The team



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Fumagalli – Arnaldo Santi



Gianni Negrini – The team



Gorgonzola Consortium – Antonio Auricchio



Grana Padano Consortium – The booth



Granoro – From left: Arcangela Sigrisi and Roberta Anelli



GranTerre – Maurizio Moscatelli



Gusto al Cubo (Botalla, Prosciuttificio Capanna, Birra Menabrea) – From left: Andrea Bonino, Vittorio Capanna and Franco Thedy



Icam – The team



Ifex – Alberto Bianco

THE NEW ORGANIC LINE BY ACETIFICIO MENGAZZOLI

Acetificio Mengazzoli at his booth at Cibus presented a preview of the new Organic Line, comprised of organic vinegars characterized by the aromaticity of apple and pomegranate, the full and versatile taste of wine vinegars and the delicate aroma of condiments. The novelty is also distinguished by the company's commitment to environmental sustainability: for years Acetificio Mengazzoli has indeed implemented several practices aimed at limiting its environmental impact, including the reduction of plastic, also implementing the use of RPET plastic for everyday products, and reducing the weight of glass bottles.




Igor – Giulia Leonardi



Il Fornaio Del Casale – The team



Inalpi – The team



Jomi – Domenico Campitiello



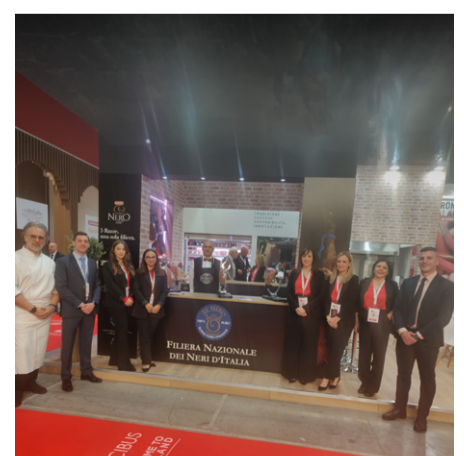
La Felinese – Lisa Spotti and Davide Aschieri



Lattebusche – From left: Matteo Bortoli and Antonello Santi



Latteria Sociale Mantova – From left: Vincenzo Allena, Claudia Deodati and Alessandro Bassani



Madeo – The team



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MartinoRossi – Stefano Rossi



Mazza Alimentari – From left: Giovanni Mazza, Mariachiara Mazza and Nicola Barilli



Molino Filippini – From left: Luciano Corgnati, Luisella Piccapietra and Laura Lainati



Molino Naldoni – From left: Giovanni Ruggiero, Pietro Ciotola and Vania Chiozzini



Montavecchio – From left: Paolo and Leonardo Gherardi



Mottolini – Lorenzo Mottolini



INALPI AT NOMISMA'S ROUNDTABLE ON HEALTH AND SUSTAINABILITY. LOLLOBRIGIDA VISITS THE BOOTH
 Inalpi participated in Nomisma's FMCG Packaging Observatory roundtable, 'Health, nutrition and sustainability: the evolution of the food sector and the role of packaging', held on the first day of Cibus 2024. The event was attended by Ambrogio Invernizzi, president of Inalpi. To meet the growing market demand for healthy and sustainable products, Inalpi has launched Protein+ high-protein slices with postbiotics fortified with zinc and selenium and the lactose-free wrapping yogurt line, packaged in fully recyclable paper jars. Italian Agriculture Minister Francesco Lollobrigida visited Inalpi's booth: "Inalpi is one of the companies that represent Italy and make made in Italy so recognized in the world, which also represents an element of growth for our economy."



Italian minister of Agriculture Francesco Lollobrigida visited Inalpi's booth



Negri – Giuliano Trevisani, Marina Gialdi and Filippo Barbolini



Neri Industria Alimentare – The team



Newlat – Giuseppe Mastrolia



Parma Is – Igor Furlotti



Parmacotto – Gaia Gualerzi



Parmigiano Reggiano Consortium – The booth



Pedon – Matteo Merlin



Prosciutto di Parma Consortium – Alessandro Utini



Prosciutto Toscano Consortium – Emore Magni



PARMA IS (PARMAFOOD GROUP) INVESTS IN READY MEALS. GIULIO GHERRI: “OUR GOAL? TO BRING MADE IN ITALY INTERNATIONALLY”

“We decided to jump into the ready meal segment after seeing that, abroad, it is ever more common to use the microwave during the lunch break at work, instead of going to a restaurant,” explains ParmaFood Group’s CEO Giulio Gherri. “Employees, in short, want to eat quickly and then get back to business. So our idea was to offer them excellent quality ready meals”. The ultimate goal, Gherri explains “is to bring the real made in Italy to the whole world, from the United States to Japan. I always say that I don’t sell products, but rather emotions in the form of food products: made in Italy allows Italian emotions to be brought to other countries.”

The ready meals ‘Fresche Idee Chef’ indeed take advantage of HPP’s technology. As a matter of fact it allows to prepare products cooked at low temperature, unpasteurized, at the same time guaranteeing that the quality of all the ingredients remains unchanged. “These products,” continues Gherri, “are then packaged in Darfresh and elegantly plated, as if they were ready to be put on the table. The HPP treatment also enables the products to have a shelf life up to 40 days. By microwaving them for two minutes, consumers end up with a quality lunch as if they were at a restaurant; they may even find themselves asking: “Who’s the chef?”.





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Raspini – Emilia Lisdero



Sagem – Michele Grigolini



Sgamaro – Federico Gris and Martina Durighello



Sori – From left: Luigi Vitale, Antonio Sorrentino and Giovanni Boncompagni



Sosio – Umberto and Alessandra Sosio



Sterilgarda – The booth



Surgital – From left: Massimiliano Bacchini and Gian Luigi Scaliari

FATTORIE GAROFALO INTRODUCES 'CAREMELLA DI BUFALA'

A buffalo mozzarella filled with 100% buffalo milk ricotta. This is the new product that Fattorie Garofalo, among the largest producers of Mozzarella di Bufala Campana PDO, launched at Cibus 2024. 'Caramella di bufala' is designed to satisfy even children's taste buds. The mozzarella pack itself has graphics and colors inspired by the world of children in order to capture their attention. It is offered in a 125-gram format.



Tedesco – The team



Terre Di Puglia – From left: Nicola Visaggio, Luciana De Bellis and Massimo Sadino



Terre Ducali – Igor Furlotti



The Bridge – Marco Negro Marcigaglia and Eva Pfeffer



Valentino – From left: Liberato and Giancarlo Valentino



Valle Fiorita – Francesca Anchora and Francesco Galizia



Veroni – Maria Vittoria Zini



IDB - Industria Dolciaria Borsari – The team



Vicenzi – Gianfranco Cavazza



Zanetti – The booth

A neapolitan Masterpiece

A Neapolitan pizza characterized by a light dough, a fluffy crust and air pockets: 100% "Made in Italy".

Haven't you always dreamt of it? It's here now and the name's Smorfia, a unique mix of selected Italian wheat only, chosen as the perfect flour for a traditional Neapolitan pizza by the most expert pizza chefs and approved by the Verace Pizza Napoletana Association.



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Welcome, Gourmet à Porter

Parmacotto Selection presents its new 'flavour boutique'. The menu features a variety of gourmet panini created by Michelin-starred chef Andrea Ribaldone. The first opening in Lugano, Switzerland, and more will follow.

In the heart of Lugano, Switzerland, the first Parmacotto Selection concept store, 'Gourmet à Porter', opened its doors. The project is part of a broad international development plan pursued by the Group, which is based on a diversification strategy that leads it to explore new and innovative concepts. In this case, the goal is to offer an exclusive gourmet panini selection, aimed at those seeking unique flavors and top-quality ingredients in a grab-and-go format.

"This first Parmacotto Selection retail concept, inaugurated in the center of Lugano, fulfills one of the goals outlined in our Group's mission, which speaks of tradition, brand values, and the desire to promote Italian food excellence and culture worldwide," says Andrea Schivazappa, CEO of Parmacotto Group. "This new retail project portrays the path we aim to follow, not only in Switzerland but also in other countries and cities around the world, where we plan to open new concept stores to become an increasingly global brand."

An official presentation of the new format to global market operators took place during Cibus, held in Parma last May.

An extraordinary flavour experience

Gourmet à Porter has been designed to be a true 'flavour boutique' offering a carefully selected menu, with few refined ingredients, which heightens the quality of the products of Parmacotto Selection: prime cuts from black pig and veal

raw materials create intense flavour experiences that have in common deli meats as their central character, the absolute star of panino. The value of this experience is enhanced by precise rituals: the preparation on the spot, with especially crispy fresh bread, softened with a thin layer of butter.

The ambition of the store opened in partnership with the Swiss department store chain Manor, in Lugano, is to become a point of reference for those who want to indulge in a tasting experience, either a simple or sophisticated one. The gourmet panini menu created by Michelin-starred chef Andrea Ribaldone includes: Cruditè, I Ham, La Strana Coppia, Le Roi, Toast & Roll, Felino & Friends, Il Vitellone, Duetto, Mortadella Fusion, and Il Principe.

"The final goal," adds the CEO, "is to bring together our premium deli mets with other simple yet high-quality ingredients, to share the taste of excellence in a convenient format that that will enchant the public."

BENVENUTO, GOURMET À PORTER

Parmacotto Selection presenta la sua nuova 'boutique del gusto'. Il menu propone una selezione di panini gourmet creati dallo chef stellato Andrea Ribaldone. La prima apertura a Lugano, in Svizzera, in partnership con la catena di grandi magazzini svizzeri Manor.





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Ca.Form launches a new line of protein products that includes: protein cheese in slices 110 g; protein cheese in cubes 150 g; protein cheese in julienne 150 g; protein ricotta light in 250 g. With a high protein content and reduced percentage of fat, the ready-to-use pack makes them a perfect snack after a workout.

- Ingredients**
Skimmed milk, salt, rennet.
- Shelf life**
60 days
- International certifications**
FSSC, IFS, Organic

GRANAROLO
www.granarolo.com



GRANAROLO BENESSERE HIGH PROTEIN BURRATA LIGHT

Granarolo High Protein Burrata Light is the first high protein burrata of the fresh cheese market, a taste explosion of cream, ricotta cheese and mozzarella fraying that makes it soft and creamy. Granarolo high protein burrata light is lactose-free, low in fat and with 17g of protein per pack. A rich goodness suitable for everyone.

- Ingredients**
Pasteurised milk (IT), UHT cream (IT) 15%, ricotta 15% (pasteurised cow's milk whey (UE), salt, acidity regulator: citric acid), salt, acidity regulator: citric acid; microbial rennet.
- Packaging details**
125 g, plastic cup
- Shelf life**
22 days

IL PASTAIO - PATARÒ
www.pataro.it



PATARÒ GNOCCHI PRO

Naturally high protein chickpeas gnocchi: the unique recipe of all Patarò gnocchi (naturally gluten-free, without eggs, without milk and derivatives), combined with chickpeas (completely soy free). This combination allows to increase the protein intake of the dish, is suitable for all diets and rich in taste as all the Patarò gnocchi.

- Ingredients**
Chickpea puree 74% (water, chickpeas 24%), potato flakes, potato starch, pea proteins, salt.
- Packaging details**
400 g, paper pack with plastic bag inside
- Shelf life**
60 day
- International certifications**
BRC, IFS

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www.tonitto.com



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- Packaging details**
Paper round cup 250 g
- Shelf life**
2 years
- International certifications**
BRC, IFS, AEO, Organic, Fairtrade, Brgs, FDA, Smeta, USDA Organic, Jas, Sedex, VeganStar-K Kosher, EcoVadis, Rainforest Alliance, IT V3W5M CE



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Ingredients

Tomato pulp 32%, sunflower-seed oil, carrots, onions, celery, extra virgin olive oil, texturised soy 5%, double tomato concentrate 4%, salt, corn starch, sugar, basil, modified corn starch, natural flavors, dehydrated rosemary, pepper, acidity regulator: lactic acid (vegetable).

Packaging details

Ambient Line 190 g glass jar; chilled line 150 g plastic cup.

Shelf life

Ambient Line: 18 months; chilled Line: 4 months

International certifications

Vegetarian Society Approved

MARTINOROSSI
www.martinorossipa.it



BEAMY - DRY MIX FOR PLANT-BASED EGG ALTERNATIVES

The dry mix for plant-based egg alternatives made from legumes has a short label, is gluten-free, allergen-free, GMO-free, low-fat and a source of protein. Strongly versatile, it is ideal for preparing both sweet and savory plant-based recipes such as omelets, scrambled 'eggs', as well as custard and pancakes. The mix requires the simple addition of cold water and vegetable oil to obtain a mixture ready to be cooked according to the desired recipe.

Ingredients

Yellow lentil flour, bamboo fiber, flavourings, stabilizer: methylcellulose, pea protein, stabilizer: carrageenan.

Packaging details

60 g (equivalent to 6 eggs), paper recyclable packaging.

Shelf life

12 months.

International certifications

Vegan OK.

MOLINO ROSSETTO
www.molinosrossetto.com



PLANT BASED BOLOGNESE RAGÙ MOLINO ROSSETTO

Molino Rossetto Plant Based Bolognese Ragù, made with pea proteins, is perfect for those that look for innovations but don't give up on traditional flavours, seek a vegetable and sustainable alternative to meat, want to reduce the intake of animal proteins and have little time but like cooking at home. This product helps saving 9'000 L of H2O and 49 Kg* of emissions in the air (*compared with the equal production of 100 g of proteins of animal origin (beef).

Ingredients

Pea proteins

Packaging details

Paper pack

Shelf life

12 months

THE BRIDGE
www.thebridgebio.com



BIO OAT DRINK BANANA CACAO

With low-fat cocoa powder and banana puree, the new Oat Banana Cacao is the company's first drink with fruit puree and it is an ideal alternative for a healthy snack during school or, in general, for a break during the day. Available in the practical to-go format, it is functional for both families and canteens.

Ingredients

Spring water, banana puree* (14%), oat*(10.5%), sunflower oil*, fat-reduced cocoa powder* (0.8%), sea salt. *= organic.

Packaging details

250 ml

Shelf life

12 months from packing date

International certifications

ICEA Organic IT BIO 006, AB Agriculture Biologique



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Ingredients

Pasteurized buffalo milk*, buffalo cream* (40%), whey, salt, rennet.*Origin: Italy.

Packaging details

125g / 200g. Plastic pot, plastic top film.

Shelf life

24 days from production.

CASEIFICIO PALAZZO
www.caseificiopalazzo.com

**BURRATA DI ANDRIA PGI**

Burrata is a fresh pasta filata cheese, similar to mozzarella but with a heart of cream and mozzarella ribbons with a softer, creamier texture and a characteristic apex closure. Burrata is hand-processed by filling the pasta filata sachet, with a creamy stuffing made of mozzarella ribbons and UHT cream, called stracciatella. The filled sachet is then carefully closed, cooled and packaged.

Ingredients

Pasteurised cow's milk, UHT cream, whey starter, salt and rennet.

Packaging details

120 g cup with lid.

Shelf life

15 days.

International certifications

IFS, BRC, Halal.

DELIZIA
www.deliziaspa.com

**BURRATA DELIZIOSA**

Deliziosa's burrata is a top quality product that comes from the Apulia region, in Southern Italy. It consists of thin outer layer of stretched curd cheese and, on the inside, a soft center of cream with thin shreds of mozzarella that melt in the mouth. Every Deliziosa burrata is unique because it is handcrafted by master cheese-makers who only work with the very best local raw milk.

Ingredients

Pasteurized cow's milk, UHT cream 41%, acidity regulator: lactic acid, salt, rennet.

Packaging details

150 g, packaged in a thermoformed polypropylene cup with heat-sealed plastic film.

Shelf life

21 days.

International certifications

BRC, IFS, Organic.

CASEIFICIO PREZIOSA
www.mozzarelladiseriate.it

**FIOR DI LATTE FOR PIZZA GOURMET CUT**

Produced from milk collected in the Bergamo area with self-produced ferment which gives the gourmet cut Fior di latte a delicate taste with low salt content, ideal for high-end pizzas.

Ingredients

Cow's milk, salt, rennet and lactic ferments. 100% Italian milk.

Packaging details

Packaged in a PET tray closed with heat-sealed plastic film in a 2.5 kg protective atmosphere.

Shelf life

30 days at +4°C.

International certifications

BRC, IFS, FDA.

FATTORIE GAROFALO
www.fattoriegarofalo.it

**BURRATA 100% BUFFALO MILK**

Fattorie Garofalo's buffalo milk burrata is made only with 100% buffalo milk. It is obtained by exclusive processing and it is filled with spun cheese strips and fresh buffalo milk, to give creaminess and softness to the product.

Ingredients

Pasteurized buffalo milk, buffalo milk cream, natural whey culture (contains milk), salt, rennet.

Packaging details

Cup 125 g.

Shelf life

22 days.

International certifications

PDO, Organic, IFS, BRCS, ISO 14001, ISO 9001.

SORÌ ITALIA
www.soritalia.com

**FIOR DI LATTE APPENNINO CAMPANO**

The Fior di Latte Appennino Campano is a fresh stretched-curd cheese, characterized by its slow maturation which gives it a unique flavor and aroma. Prepared with artisan craftsmanship, is ideal for pizza because of its resistance to heat, making it ideal for cooking at high temperatures.

Ingredients

Pasteurized cow's milk, lactic ferments, salt, rennet.

Packaging details

In a cup. Gross weight: 440 g - Net weight: 200 g.

Shelf life

20 days.

International certifications

BRCGS, IFS, ISO, Sedex, Halal.

CASEIFICIO LA BELLA CONTADINA
www.caseificiocooplacontadina.com

**MOZZARELLA DI BUFALA CAMPANA PDO**

Buffalo Mozzarella PDO made from fresh buffalo's milk.

Ingredients

Buffalo milk, salt, rennet.

Packaging details

125 g in pillow bag.

Shelf life

34 days.

International certifications

IFS, BRCS, Organic, FDA.

COOPERLAT SOC. COOP. AGRICOLA
www.trevalli.cooperlat.it

**TREVALLI BONTÀ DEL PARCO BURRATA**

Fresh stretched-curd cheese in the form of a sack filled with a mix of soft frayed stretched curd and cream. Made with 100% Italian milk, it has a white colour, a smooth surface and soft consistency. The taste is sweet and sapid, with an enjoyable lightly-sour note. The smell is delicate and recalls fresh cream, fresh milk and butter.

Ingredients

Milk, UHT cream (25%), salt, rennet, lactic ferments.

Packaging details

Gross weight: 325 g - Net weight: 315 g.

Drained net weight: 100 g: Peelable plastic cup with sleeve.

Shelf life

21 days.

International certifications

IFS, ISO 9001-2015.



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HPP ITALIA technology at the service of **Italian food**. An innovative cold pasteurisation process thanks to which the treated food retains its precious nutritional and organoleptic elements intact. Products treated with **HPP** are: **Fresh and nutritious - Avoid food waste - Have a longer shelf life.** www.hppitalia.it



ITALO, italian character

Italy is a country rich in beauty, creativity, exceptional flavors and unique products. Italo, a Botalla cheese which thanks to its delicate taste and its marked personality, has become the symbol of flavor which unites without any compromises. For every table.



A FAMILY PASSION

www.botallaformaggi.com