

TUTTOFOOD INTERNATIONAL FOOD EXHIBITION **MILANO**

5|8 MAGGIO.2025

EXHIBITION SUPPLEMENT



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Table of Contents

From the trade show to the fuorisalone: TuttoFood 2025 paves the way for an integrated ecosystem in agri-food B2B	5	Family tradition meets industrial growth: Abaribi's new challenge begins at TuttoFood	28
Inalpi unveils new mascarpone and strengthens its commitment to a transparent, sustainable supply chain	6	Mielizia out of the box: new consumption occasions, export growth, and sustainability at the heart of its 2025 strategy	32
Icam invests in production capacity and innovation: plant expansion and new launches at TuttoFood 2025	10	Agromonte strengthens exports and invests in low-impact technologies	34
From gluten-free pinsa to Mini Scrikki on-the-go: Morato Group's new launches meet modern and mindful consumption trends	12	From traditional cod to "smart" tuna: Unifrigo Gadus' strategy balances heritage and sustainable innovation	36
Single-serve fresh pasta and sustainability: the growth drivers of Gruppo Milo S.p.A.	14	The evolution of Fagoloso and the challenge of international markets: Grissin Bon looks ahead	40
Olitalia: sustained growth through quality, innovation and sustainability	18	Retail Institute Italy celebrates thirty years at the service of innovation in the sector	42
From instant pasta to global expansion: Pasta Berruto's vision for 2025	20	Tradition and technology: Covim Caffè unveils the future of italian espresso at TuttoFood 2025	48
Pantaleo expands its range with innovative flavors, practical formats, and Zero-Pesticide options	22	Industrie Montali: new product launches and strategic growth between export and sustainability	52
From ready-to-eat solutions to new international markets: Riso Scotti's roadmap for 2025	26		

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From the trade show to the fuorisalone: TuttoFood 2025 paves the way for an integrated ecosystem in agri-food B2B

Milan is gearing up for a new era of TuttoFood. From May 5 to 8, the Rho exhibition center will host the first edition of the show “powered by Fiere di Parma”, the result of an unprecedented synergy between two leading players in the international exhibition industry: Fiera Milano and Fiere di Parma.

“We are about to launch a new TuttoFood powered by Fiere Parma, a project rooted several years ago — a systemic initiative for the country, strongly supported by stakeholders at both Fiere Parma and Fiera Milano,” says Riccardo Caravita, Brand Manager Food & Beverage at Fiere di Parma. As Caravita explains, this collaboration brings together “the world’s leading hardware in exhibition infrastructure — Fiera Milano, with its state-of-the-art venue — and one of the best software solutions in food trade show organization — Fiere di Parma in Europe.” The numbers reflect the ambition behind the project: over 5,000 brands will exhibit, with approximately 20% coming from abroad, thanks in part to a strong international partnership with Koelnmesse, the organizer of Anuga. More than 90,000 visitors are expected, along with over 3,000 top buyers, invited in collaboration with the Italian Trade Agency (ICE). The 2025 edition will focus heavily on product innovation, a key driver for buyer attendance and a vital signal of evolving consumer preferences. The themes also point to the growing importance of sustainable production practices and increasingly conscious consumption. The show layout has been entirely redesigned: 10 exhibition halls will be divided into two main areas — one for ambient products and one for fresh products — to



ensure greater accessibility and a more intuitive visitor experience. Beyond the exhibition itself, a new dimension is taking shape with the launch of TuttoFood Week, an offsite program designed around the theme “Feeding the Future”. “There will be many new features not just within the exhibition, but especially in our fuorisalone, which connects with the city and its unique character. That’s why food will intersect with fashion, entertainment, culture, and art,” adds Caravita. The program includes a rich calendar of B2C and B2B events, starting in the days leading up to the show. With a renewed format, a strengthened international outlook, and a deeper connection to the host city, TuttoFood 2025 is set to become Italy’s leading hub for the food & beverage sector — and a European benchmark for agri-food innovation.

Inalpi unveils new mascarpone and strengthens its commitment to a transparent, sustainable supply chain



At TuttoFood 2025, Inalpi will present a proposition that blends tradition and innovation with a growing focus on sustainability. The highlight of the exhibition will be the launch of Latterie Inalpi Mascarpone, a product that embodies the company's philosophy: enhancing the value of top-quality milk and centrifuged cream sourced from a certified, short supply chain. 'Our mascarpone,' the company explains, 'features a soft, enveloping texture, making it ideal for both home and professional use—from tiramisù and cheesecake to stuffed fresh pasta.' The new product stands out for its 500g plastic tub format, which includes a QR code allowing consumers to explore

Inalpi's sustainability journey in depth. 'We believe that promoting the value of raw materials is a concrete response to the market's growing demand for transparency and quality.'

A sustainable and innovative supply chain

Inalpi's identity is firmly rooted in a short, controlled, and transparent supply chain that involves more than 250 dairy farmers. 'It's a virtuous system,' the company notes from its headquarters in Moretta, 'based on animal welfare, responsible management of water and agricultural resources, milk quality, and respect for human and labor rights.' A distinctive feature of the model is the

milk pricing index, determined by an algorithm developed in collaboration with Università Cattolica del Sacro Cuore in Piacenza. 'It's a one-of-a-kind system in Italy that enables effective planning and forecasting across the entire supply chain.'

Investments and patents for the future

In 2025, Inalpi will continue to invest decisively in innovation and sustainability, as demonstrated by the three patents filed in 2024. The first focuses on recovering and purifying process water, allowing the company to save more than one million cubic meters of water annually. The second targets the reduction of livestock emissions through optimized feed and improved slurry management. The third introduces an objective certification system for raw milk, enabling transparent supplier benchmarking. 'Innovation and sustainability are the cornerstones of our future,' the company states. 'We are convinced that today's investments are the foundation for a better tomorrow.'

International expansion and trade fair presence

Internationalization is another key pillar



of Inalpi's strategy. The company is currently active in 40 countries, with a strong presence in Europe, Asia-Pacific, and the Middle East. 'Being physically present at trade fairs is essential for us,' the company affirms, 'as it allows us to share our vision and strengthen our position in strategic international markets.' In 2025, Inalpi will take part in numerous key industry events, including Marca, Gulfood (Dubai), Foodex (Tokyo), TuttoFood (Milan), PLMA, Anuga, Summer Fancy Food (New York), and THAIFEX (Bangkok).



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Icam invests in production capacity and innovation: plant expansion and new launches at TuttoFood 2025



At the upcoming edition of TuttoFood, Icam will showcase the latest innovations from its Vanini Tasting Experience line—evidence of the company’s ongoing commitment to sensory research and the evolving interpretation of chocolate. The new “Double” products, inspired by iconic desserts such as tiramisu and cheesecake, offer a multi-layered taste experience that combines narrative and flavor in increasingly sophisticated ways. This approach aligns with current trends that emphasize originality and authenticity, appealing to consumers who value high-quality raw materials, supply chain transparency, and the deeper values embodied by the product. The Vanini brand stands out for its exclusive use of traceable cocoa sourced directly from origin countries,

where Icam oversees the supply chain in an integrated and sustainable manner. The company maintains long-term, direct relationships with cocoa farmers, generating value in growing regions through fair and responsible practices.

Industrial growth and production capacity: a long-term vision

A cornerstone of Icam’s 2025 strategy is the expansion of its production facility in Orsenigo (Como). Supported by Intesa Sanpaolo and guaranteed by SACE, the project involves a four-level extension covering over 23,000 square meters, with the stated goal of doubling production capacity by 2027—from 30,000 to 50,000 tonnes annually. This initiative is a key step in the company’s growth journey, aimed at meeting increasing demand



for high-quality, customized products, with a particular focus on international markets.

International expansion and premium positioning

Exports currently account for around 60% of Icam’s total revenue, underscoring the company’s strong international orientation. Icam has built global credibility by combining technical expertise, process innovation, and a high degree of adaptability to meet the needs of diverse clients—particularly within the confectionery industry—across multiple



markets. This flexible, tailored approach has enabled the company to gain a foothold not only in traditional markets but also in high-potential regions. One such example is the Middle East, where Vanini’s premium-positioned chocolate is achieving notable success in terms of brand perception and commercial performance.

A value-driven model

Icam’s model is based on vertical integration of the supply chain, supported by a strategic vision focused on quality, sustainability, and innovation. At its core lies deep knowledge of raw materials and production technologies, enabling the company to manage the entire value chain—from cocoa cultivation to processing—with close oversight at every stage. This translates into a product offering capable of meeting the demands of an increasingly selective market, both B2B and consumer-facing. Icam’s target consumer—reflected in the development of the latest Vanini lines—is conscious, discerning, environmentally aware, and interested in products that combine taste with transparency and social responsibility.

From gluten-free pinsa to Mini Scrikki on-the-go: Morato Group's new launches meet modern and mindful consumption trends



Reaffirming its role as a leading player in the industrial bakery sector, Morato Group is gearing up for TuttoFood 2025 with a robust portfolio of innovations. These include on-the-go formats, health-focused options—such as gluten-free and no-added-sugar products—and an entirely new line dedicated to the foodservice sector. “This year marks the expansion of our most iconic product lines and the development of new innovation platforms,” states Alioscia Marzachi, Group Business Director.

New products for an evolving market

Among the most anticipated launches are the new Mini Scrikki made with

purple corn—naturally colored, crunchy breadsticks ideal for on-the-go snacking. The Roberto brand introduces two new savory snack references: Mini Crocchini with tomato and oregano, and those topped with coarse salt, both available in multipack formats. Nutrifree also refreshes its offering with a gluten- and lactose-free Pinsa, stone-baked to preserve its authentic taste, and ‘Bontà Soffice’, a soft cake with no added sugar. “Our aim is to deliver innovative product variations that align with emerging trends, while staying true to the authenticity of our brands,” Marzachi explains. “These launches go beyond just ingredients and formats—they address consumers’ evolving

needs for convenience and wellness.”

A focus on foodservice: introducing Morato Professional

Morato Group is also investing in the out-of-home channel with the launch of Morato Professional, a new line developed for foodservice professionals. The range includes versatile references such as Pan Bauletto, Pan Carrè, Durum Wheat Loaf, pre-sliced Burger Buns, Rolled Piadina, and Ambient Pinsa. “Morato Professional is designed to meet the demands of foodservice with products that combine quality, efficiency, and reliability,” says Marzachi. “We believe these investments will not only help us meet the expectations of an increasingly demanding market, but also contribute to the sustainable evolution of the sector.”

International growth: from export to direct market presence

In addition to product innovation, Morato’s growth strategy also hinges on its international expansion. In recent years, the Group has made a strategic leap—shifting from a pure export model to a direct presence in key markets. “We’ve chosen to establish a direct



footprint in strategic markets like Spain and France, which has enabled us to grow our export share from 9% in 2018 to 50% of today’s total revenue,” Marzachi highlights. The Group’s international development will continue in 2025, with a focus on Europe and tailored product assortments for each market. “Our dual objective is to strengthen our B2B business by offering specialization and productivity to our partners, and to grow our brands by keeping pace with evolving consumer habits in the bakery category.”



Single-serve fresh pasta and sustainability: the growth drivers of Gruppo Milo



The 2025 edition of TuttoFood will spotlight one of the most prominent trends in the fresh pasta sector: the growing demand for smart, sustainable formats tailored to smaller households. Gruppo Milo is set to unveil its new line, “Centoventicinque,” offering 125-gram single-serve portions designed to meet the need for convenience and waste reduction. Made with 100% Apulian wheat, these products are aimed at singles, couples, and consumers who value quality and sustainability. ‘The Centoventicinque line strikes the perfect balance between innovation and tradition: smart formats that address the rising demand for personalization, sustainability, ease of use, and ingredient transparency, in line with clean label principles,’ says Giuseppe Milo, CEO of the Group. The initial formats include orecchiette, trofiette, strozzapreti, and egg tagliatelle, with fettuccine and

other variants to follow. The carefully designed packaging targets the premium segment of the market.

Focus on craftsmanship and local sourcing

The true added value lies in the artisanal production and 100% Apulian supply chain, which helps reduce emissions and promote local agriculture. The pasta is made with semolina from Apulian durum wheat, complemented by other carefully selected ingredients such as Italian extra virgin olive oil for the baked goods. According to Milo, ‘Each of our products embodies the care of authentic know-how, handed down and refined over four generations,’ referring to a production process that enhances texture, aroma, and the natural simplicity of ingredients.



€10 Million Investment Plan

To support its growth, the company has launched a three-year investment plan worth €10 million. The strategy includes expanding production facilities and adopting low-impact technologies, intelligent automation, and renewable energy sources. The goal is to boost production capacity and process efficiency, with a strong focus on environmental sustainability. In addition to fresh pasta, the Group is developing a new line of baked goods in collaboration with suppliers, featuring innovative textures and flavor varieties.

Exports and key markets

Currently, exports account for 52% of the Group’s total revenue, with fresh pasta representing 45% of that share. Its internationalization strategy focuses on localizing products, packaging, and formats to meet the demands of each target market. ‘We customize our offerings to meet the specific needs of local partners,’ explains Milo, ‘providing tailored solutions and operational flexibility.’ The most established markets include the United States, Spain, Portugal, and Germany. Interest is also growing in Northern Europe, where



consumers’ focus on sustainability and short supply chains aligns well with the Group’s values.

Opportunities in Southeast Asia

Southeast Asia stands out as a high-potential growth area for the Group’s premium product lines. A phased development plan is currently being finalized to capture the region’s increasing appetite for Made in Italy products. The company explains that its approach involves partnerships with selected distributors, targeted product adjustments, and a steadfast commitment to its brand values to ensure consistency between positioning and consumer expectations.





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Olitalia: sustained growth through quality, innovation and sustainability



The 2024 year has been one of solid performance and growth for the Olitalia Group, surpassing € 311 million in revenue and selling over 102 million liters of oil (combined estimates for Olitalia and Acetaia Giuseppe Cremonini, 2024). This success is driven by a diversified strategy focused on expanding exports, developing new products, and strengthening distribution channels. Run by siblings Angelo, Camillo, and Elisabetta Cremonini, Olitalia Group is a leader in the selection, packaging, and marketing of extra virgin olive oil, seed oils, frying oils, and vinegars. With its two production entities — Olitalia and Acetaia Giuseppe Cremonini — the Group has become a benchmark in the industry. Among its most notable

achievements in 2024, Olitalia reaffirmed its position as the preferred oil brand among Italian chefs*, further cementing its leadership in the foodservice sector. The retail segment has also performed exceptionally well, experiencing growth in both market reach and sales volume, thanks to an increasingly comprehensive product range. Olitalia's commitment to research and development is evident in high-quality products like Frienn, a frying oil made from high-oleic sunflower seed oils and natural antioxidants. Designed for professional and home use, Frienn is available in retail-friendly 1-liter bottles made from 100% recycled PET and a 175 ml spray format, ideal for air fryers. For the foodservice industry, it comes in

10- and 20-liter Bag-in-Box formats and a 5-liter tin. A key innovation for 2024 in the foodservice segment is CondiChef, a versatile blend of extra virgin olive oil, high-oleic sunflower seed oil, and a delicate hint of basil. This oil is perfect for both raw and cooked dishes, even at high temperatures.

In the vinegar category, Acetaia Giuseppe Cremonini introduced Dulcis in Agro, a unique sweet-and-sour condiment that combines grape must with 50% fruit juice and pulp. Available in raspberry, fig, apricot, and strawberry flavors, this versatile product enhances both sweet and savory recipes.

Olitalia's innovations will take center stage at TuttoFood 2025, a key event to showcase its latest product developments and its extensive range of oils and vinegars. One of the most anticipated launches is CHEFMania, an innovative squeeze bottle inspired by those used by professional chefs. Made from 100% recycled PET, it is lightweight, shatterproof, and features an adjustable



cap for precise pouring—bringing professional-grade convenience to home kitchens. Additionally, Olitalia will introduce a new 3-liter Bag-in-Box format, an eco-friendly, space-saving design that protects oil from light and oxidation while using less plastic than traditional PET containers.

Finally, the Olitalia Professional line is expanding with SEGRETI DA CHEF, an exclusive range of naturally flavored vinegars, perfect for marinating, seasoning, deglazing, or enhancing dishes. Available in four varieties—Il Mediterraneo, Il Delicato, Il Deciso, and L'Agumato—these vinegars add a creative touch to any recipe.

**Olitalia claim based on research conducted by NielsenIQ in Italy in June 2024. Results at Total Brand Olitalia, on 601 among Restaurants, Pizzerias and Hotel with kitchen. +/- 4 percentage points at 95% confidence level.*



From instant pasta to global expansion: Pasta Berruto's vision for 2025



At TuttoFood 2025, **Pasta Berruto** is set to showcase a compelling story of tradition, innovation, and international ambition. With a legacy dating back to 1881, the company has long been a benchmark for Italian pasta production and will present new product lines that reflect the needs of today's consumers, without losing sight of its deep-rooted heritage. 'We will unveil new products that represent the evolution of our commitment to blending traditional Italian pasta-making with forward-thinking innovation,' says **Stefano Ceppi**, Marketing and Communication Manager and ESG Officer. 'In recent years, we've seen growing demand for quick and convenient meals that don't sacrifice quality. That's why we developed Pots of Italy — the Italian answer to Asian noodles: an instant pasta line made with 100% Italian ingredients, steam-prepared instead of fried, and ready in just minutes. It's designed for those with little time but a strong appreciation

for authentic Italian flavor.' Already recognized with multiple awards, Pots of Italy has found strong success in international markets, demonstrating the appetite for high-quality, convenient Italian food. At TuttoFood 2025, Pasta Berruto will continue to expand this vision, introducing products that align with evolving consumer trends — especially around quality and sustainability. 'Innovation for us goes beyond convenience,' adds Ceppi. 'It also means exploring eco-friendly packaging and production processes that reduce our environmental footprint.'

A comprehensive and evolving product range

At the heart of Pasta Berruto's offering is a wide variety of pasta lines, each designed to meet specific consumer needs. 'We use carefully selected Italian durum wheat and traditional extrusion, which gives the pasta a porous texture that holds sauces beautifully,' explains



Ceppi. 'Our portfolio includes traditional pasta, organic and whole wheat options, gluten-free products, regional specialties like Trofie and Orecchiette, legume- and grain-based pastas, and high-quality lasagna sheets — one of the few companies able to produce them at scale.' This broad selection allows Pasta Berruto to appeal to both traditional pasta lovers and those seeking more modern, health-conscious alternatives.

Growth strategy focused on global and local development

Pasta Berruto's growth strategy for 2025 is anchored in three key pillars: international expansion, strengthening its presence in the domestic market, and maintaining leadership in key global regions. 'Our priorities are clear,' states Stefano Berruto, CEO of Pasta Berruto. 'The U.S. market represents a major growth opportunity, and we're committed to expanding our footprint

by tailoring products to local tastes and building strong partnerships with distributors and retailers.' At the same time, the company is reinforcing its presence in Italy. 'We want to be more deeply rooted in our home market,' Berruto continues. 'That means developing consumer-centric solutions and boosting our distribution network nationally, while never compromising on quality.'

Export: the core of the business

With 95% of its revenue generated from exports, international markets are the company's main growth engine. 'Every market has its own preferences,' says Ceppi. 'Our strength lies in our ability to adapt while staying true to the authenticity of Italian pasta. We're currently focusing on North America, where demand for authentic Italian products and innovations like Pots of Italy continues to rise.' In addition to the U.S. and Canada, the company is actively exploring opportunities in Asia and the Middle East. 'We're expanding both in retail and food service, while participating in key trade shows like Gulfood in Dubai, and others in China and Japan. These events are essential for building our commercial network,' Ceppi concludes. Pasta Berruto's 2025 vision is a balanced one: international growth paired with strong local roots, all underpinned by a steadfast commitment to quality, innovation, and Italian culinary tradition.



Pantaleo expands its range with innovative flavors, practical formats, and Zero-Pesticide options



Oleificio Nicola Pantaleo, a historic Apulian company based in Fasano and active for five generations in the extra virgin olive oil sector, continues to blend tradition with a strong drive for innovation, focusing on quality, traceability, and sustainability. At TuttoFood 2025, the company will unveil a series of new products designed to meet evolving consumer habits. These include an expanded range of flavored condiments, the launch of the new PET-bottled Squeeze line, and a certified 'Zero Pesticide' reference. Specifically, the EVO oil-based condiment selection will be enriched with four new flavors: basil,

truffle, citrus blend, and garlic. 'Our goal is to broaden the selection of ready-to-use solutions for increasingly discerning consumers who value both variety and product functionality,' the company explains. Another key innovation is the launch of the Squeeze Me line, featuring two PET bottle formats (500 ml and 750 ml), inspired by those commonly used in foodservice. The design aims to simplify everyday use—both in the kitchen and at the table—responding to a growing demand for practical and versatile products. On the sustainability front, Pantaleo will introduce a 'Zero Pesticide' product, the result of a carefully curated



supply chain focused on food safety and reducing environmental impact. 'This decision is part of a broader vision aimed at enhancing product quality and protecting consumer health,' the company states.

Focus on sustainable development and digital channels for 2025

Pantaleo's strategic priorities for the coming year include product innovation, expansion of distribution channels, and a stronger commitment to sustainability. The company aims to strengthen its presence across both traditional and digital channels, with a particular focus on e-commerce. 'Our challenge is to reach a wider audience while maintaining the high quality of our oils and selection, and continuing to promote EVO culture,' says CEO Amalia Menna. In addition to distribution, the company plans to actively participate in industry events and enhance its ties to the local territory through initiatives that promote regional traditions.

Export and growth strategies

Exports currently account for around 65% of the company's turnover. Key markets include North and South America as well as Asia—regions that are showing increasing interest in quality, traceability, and sustainability. Northern European countries are also gaining importance. According to Nicola Pantaleo S.p.A., the strategy to strengthen its international presence relies on a combination of trade shows, local partnerships, and the adaptation of product offerings to the specific characteristics of each market. 'Every market has its own dynamics and sensitivities. In the Nordic countries, for example, demand centers on organic and sustainable products, while in Asia, interest in the Mediterranean diet is growing,' explains the CEO. Pantaleo also plans to focus on emerging markets, where the expanding middle class is creating new opportunities for the consumption of premium food products.



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From ready-to-eat solutions to new international markets: Riso Scotti's roadmap for 2025



In a constantly evolving market where consumers demand quick yet healthy and high-quality solutions, Riso Scotti is set to showcase its forward-looking offering at Tuttofood 2025. The company, exhibiting at Hall 6, Stand E19, reaffirms its commitment across multiple strategic areas: product innovation, sustainability, expansion of consumption channels, and strengthening of exports. The group's strategic approach aims to elevate rice not only as a staple of the Mediterranean diet but also as a key ingredient in an increasingly diverse range of offerings tailored to modern lifestyles and dietary habits.

New products for evolving lifestyles
In line with trends in ready-to-eat, meal

prep, and plant-based diets, Riso Scotti presents its new range of “Open, Heat and Enjoy” cups at Tuttofood: steamed rice bases ready in just one minute, shelf-stable and available in four varieties (Basmati, Long Grain, Wholegrain, and Venere). This innovation combines convenience, versatility, and lightness, offering consumers a neutral base to personalize—ideal for quick lunches, lunchboxes, or balanced dinners. Alongside the cups, the portfolio expands with functional products such as Basmati Protein (100% plant-based with 14g of protein from red lentils), Protein Risettes—thin and crunchy rice cakes with 26g of protein per pack—and the new Oro Insalate Cous Cous, made from rice and corn and designed for summer consumption. The offering is completed by Rice Chips in three flavors (Chili & Lime, Sour Cream & Onion, and Spicy Paprika), providing a gluten-free snack



alternative suitable for any time of day. Today, product diversification accounts for nearly 50% of the company's revenue.

Growth, export and new markets

Riso Scotti closed 2024 with a turnover of €330 million, 35% of which was generated abroad—a figure that continues to grow. The Group is now present in over 80 countries, with strong penetration in European and South American markets, including Brazil, where it operates through a dedicated and well-established commercial team. Recently, a Brand Ambassador was also appointed in the United States to strengthen the company's presence in the foodservice sector. One of the most significant industrial projects is the “Danube Project” in Romania, featuring a twin rice mill designed to serve the Eastern European market. It is managed by Valentina Scotti, daughter of company president Dario Scotti. The joint venture with Ebro Foods has further enhanced the company's global footprint, creating productive synergies and opening new commercial opportunities. Future growth efforts will focus on the Middle East and the Gulf countries, where Riso Scotti is intensifying its business relations.



During Tuttofood, a dedicated session with the export team—moderated by Stefania Lorusso—will focus specifically on these markets and the company's expansion strategies.

Sustainability and new consumption channels

Sustainability remains a cornerstone of Riso Scotti's corporate strategy. Since 2020, its active circular economy model—“zero waste”—has delivered tangible results, including a 39% reduction in CO₂ emissions over two years. Among the measures adopted, the pallet pooling system stands out, helping to prevent the felling of over 290 trees and the emission of approximately 290,000 kg of CO₂—the equivalent of seven truck trips around the world. Growth is also being driven by the company's presence in new consumption channels through its subsidiary, Riso Scotti Snack. This division leads the way in vending (30 million units sold in 2023), on-the-go consumption in the travel sector (trains and airplanes), and modern horeca, where it offers frozen rice-based ready meals tailored to foodservice, complementing its more traditional offerings.

Family tradition meets industrial growth: Abaribi's new challenge begins at TuttoFood



Abaribi, a long-standing family business based in Brescia, will make its debut at TuttoFood 2025, showcasing its full range of laminated croissants—the company's flagship product and the perfect expression of an industrial approach rooted in artisanal foundations. This trade show marks a strategic opportunity to present the brand to a qualified audience of operators, buyers, and stakeholders from both Italy and abroad. "TuttoFood represents a valuable visibility opportunity for us: it will be our first appearance in such a prominent setting," says Francesca Abaribi, Marketing Director. "We'll be presenting our full range, including some exclusive new launches. But for us, innovation doesn't mean chasing trends:

we continue to focus on what we know and do best."

A family business with an industrial vision

The company has undergone several stages of evolution to reach its current management structure, led by Marco Abaribi, his wife Daniela Carilli, and their three daughters. Though family-run, Abaribi is a highly specialized enterprise with a clear strategic growth orientation. Today, the company operates two production plants: the original site in Bovezzo and a new facility in Brescia, which became operational in 2023. Both are dedicated exclusively to the production of croissants for the mass retail channel (GDO), traditional trade,

and vending, with growing attention also on export markets.

A well-established recipe

Abaribi's offering is based on a production method that combines advanced technology with slow processes, designed to enhance the product's structural and sensory qualities. "Our recipe was born in a pastry lab. It has been refined over time, but never distorted. We continue to work with the same approach, and we never compromise on quality," says Chiara Abaribi, Production Director.

Extensive range and flexible packaging

The Abaribi range includes classic plain croissants as well as filled varieties—gianduja, custard cream, pistachio, and fruit jams. The "Armonia" line features more rustic-tasting options such as whole grain (plain) and a red fruits version made with a five-cereal dough. Also available are braided pastries, or Trecce, in several versions: yogurt, sultana raisin, chocolate chip, and red berry filling with a multigrain and Greek yogurt dough. All products are individually packaged, available in either bag or carton format, to suit different distribution and consumption needs.

Production expansion and 2025 goals

Abaribi's participation in TuttoFood is part of a broader strategic growth plan. "Our goal is to strengthen our presence across Italy and expand into new international markets, particularly within Europe," explains Francesca Abaribi. "We invested in a second production site to support growth in scale while maintaining our quality-first approach. Today,

we are equipped to serve a broader customer base."

European focus and a direct sales network

The European market is the company's primary target for international expansion, thanks to geographical proximity and similar consumer taste preferences. "Our main focus remains the Italian market, but we are ready to explore new markets where we see significant growth potential for our product," adds Francesca Abaribi. Supporting this expansion is an in-house sales structure complemented by a network of local agents. Participation in major international trade shows—including ISM in Cologne and now TuttoFood in Milan—is part of a broader strategy aimed at brand consolidation, new client acquisition, and the expansion of the company's commercial network.



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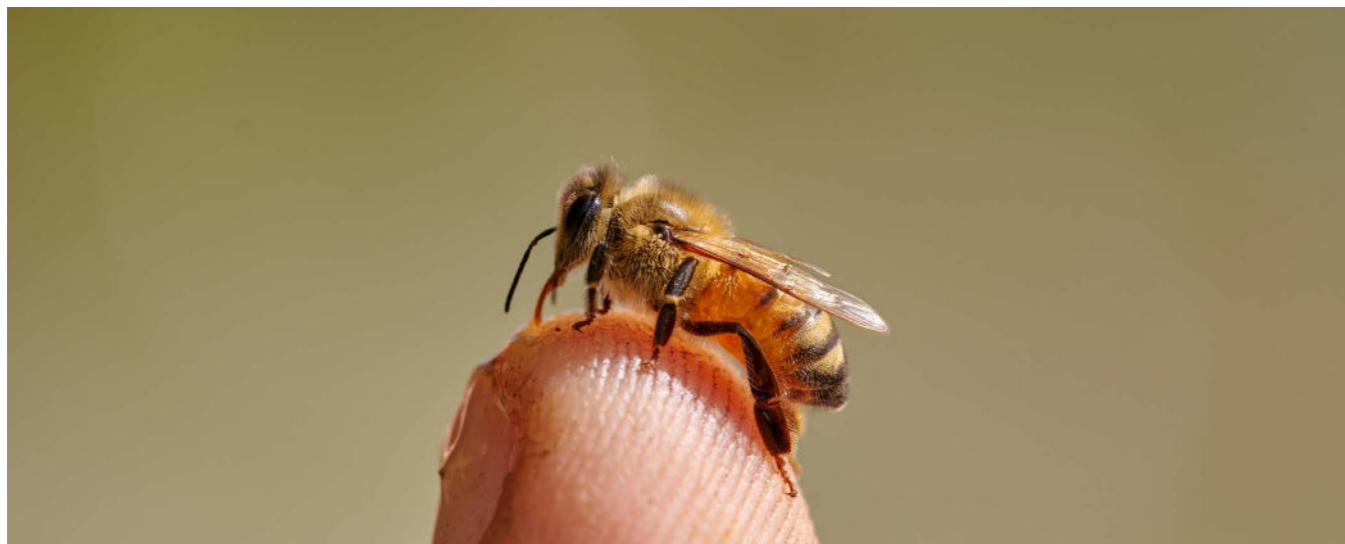
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Mielizia out of the box: new consumption occasions, export growth, and sustainability at the heart of its 2025 strategy



New product lines, experiential marketing, and a growing export footprint: this is how Mielizia, the flagship brand of Conapi, will present itself at TuttoFood 2025. The company is bringing a refreshed offering to the fair, designed to engage a consumer base increasingly attentive to taste, versatility, and sustainability. Among the key innovations is a new line of Italian honeys in 400g glass jars, carefully selected for their sensory characteristics and suggested food and wine pairings. Complementing the range are MIELE+ Balsamico – a blend of honey, propolis, and essential oils of eucalyptus, mint, and lemon for natural throat relief – and the new Organic Honey & Chili Pepper, positioned alongside the well-known Honey & Truffle product to target the gourmet segment. Also launching is a convenient 1kg doypack format, aimed at the HoReCa channel and refill

consumption.

But Mielizia's presence at the fair will go well beyond products. Set along the main avenue, the MIELIZIA APE BAR will offer an interactive and vibrant space, created to promote a bold, unconventional approach to honey consumption. "If you feel like a bee, you're at the right aperitivo" is the tagline of the initiative, which from May 5 to 7 will feature three non-alcoholic cocktails and one alcoholic cocktail, all crafted with honey and pollen. The format also includes two daily masterclasses hosted by Mattia Pastori and the NONSOLOCOCKTAILS team, along with branded gadgets, a photobooth, and product sampling. The goal is clear: to reposition honey as a trendy ingredient, fit for aperitifs, mixology, and new consumption moments. "We want to move beyond the idea of honey as merely a sweetener, mainly used during winter. Our aim is to

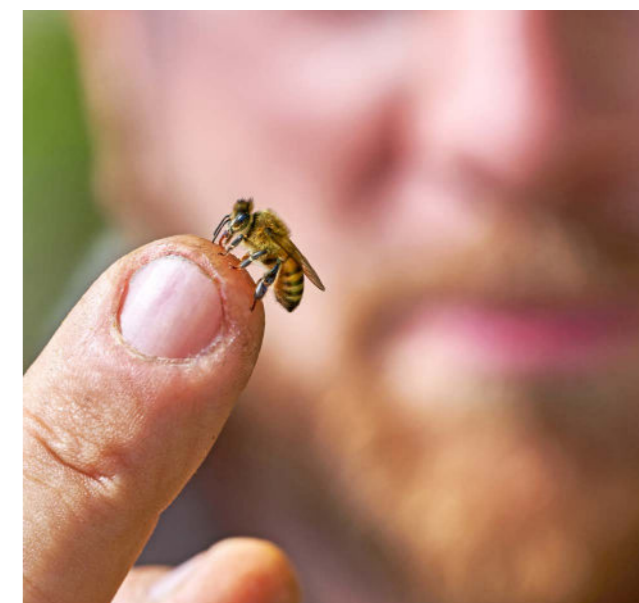
present it as a contemporary product, capable of speaking multiple languages, appealing to diverse audiences, and meeting a variety of needs," explains the Mielizia team. The driving force behind the project remains the supply chain: 100% Italian honey sourced from Conapi's member beekeepers – the largest beekeeping cooperative in Europe. The company continues to focus on certified quality, traceability, and rigorous controls, alongside innovative packaging and a strong commitment to sustainability. Projects currently underway include the construction of a new eco-friendly warehouse, the activation of a photovoltaic system, and, by the end of the year, the release of Mielizia's first voluntary sustainability report.

Export: growth through organic and Italian identity

Internationally, exports now account for 13% of total revenue, with steady year-on-year growth. Mielizia primarily exports organic-branded products to Europe and Asia, where it has built long-standing partnerships with key distributors. The objective is to expand the product range and tap into new segments. North America



and Southeast Asia are now in focus—regions where demand is increasing for high-value Italian foods and traceable supply-chain honey. To strengthen its presence, Mielizia actively participates in international trade fairs and conducts ongoing scouting with local partners. "We are working to consolidate existing markets and open new ones, leveraging three core assets: quality, origin, and storytelling. Italian honey has everything it takes to compete in the most demanding markets," the company emphasizes.



Agromonte strengthens exports and invests in low-impact technologies



Marking its 25th anniversary, Agromonte is set to attend TuttoFood 2025 with a clear objective: to consolidate its presence in the red preserves segment while pursuing new growth opportunities. The Milan trade show will provide a platform to present new projects and highlight the strategic direction for the coming months.

Short supply chain and product authenticity

A key feature of Agromonte's offering is its short supply chain, which ensures tighter control over the quality of raw materials and the timing of processing. Sicilian cherry tomatoes are harvested and processed within a few hours, in line with seasonal cycles and following traditional artisanal recipes. The glass packaging, inspired by the classic

beer-style bottles once used to store homemade tomato sauce, is another element that underscores the brand's identity. For 2025, Agromonte is targeting double-digit growth, driven by continuous product innovation and a stronger market presence. The company aims to consolidate its leadership in the red preserves segment both in Italy and internationally, in a context of rising global demand.

Energy transition and sustainable resource management

Sustainability is a cornerstone of Agromonte's long-term strategy. The company has installed 6,000 square meters of photovoltaic panels at its production site and offices, with plans to expand to 21,000 square meters by 2026—enabling full energy self-



sufficiency. Efficient water use is ensured through drip irrigation systems and advanced purification technologies that allow for the reuse of up to 80% of water. Additionally, tomato processing by-products are repurposed as nutrient-rich animal feed for nearby farms.

Biodiversity protection and educational initiatives

In partnership with 3Bee, Agromonte

has launched a biodiversity preservation project focused on protecting pollinators. This includes the creation of an "Agromonte Oasis" with 200 nectar-rich plants and the development of a three-year educational program in a primary school in the province of Ragusa. The initiative reflects a broader commitment to environmental stewardship and community engagement.

Export growth and strategic markets

Exports currently account for 20% of Agromonte's total revenue and represent a key growth driver moving forward. The company is investing in expanding its distribution network in France, Germany, the United Kingdom, and Belgium, as well as in the United States, Canada, and South America. The objective is to strengthen international market presence while maintaining the same high-quality standards that define the brand in its domestic operations.



From traditional cod to “smart” tuna: Unifrigo Gadus’ strategy balances heritage and sustainable innovation



With nearly 150 years of history – the company was founded in 1878 – Unifrigo Gadus is today a benchmark in the Italian preserved fish industry. Its long-standing tradition has never hindered its innovative drive: a dual focus the company continues to pursue with determination, and one that will be fully showcased at TuttoFood 2025, where new products will be presented in line with emerging market trends and evolving consumer needs.

Product innovations: sustainability meets convenience

At TuttoFood, Unifrigo Gadus will unveil

its first products packaged in 100% recyclable paper, achieving a 90% reduction in plastic usage. Two flagship products lead the way: Marca Scudo® Vitasana Norwegian Desalted Fillet and Excelsior Soaking Cod, both targeting different audiences but united by high standards of quality and sustainability. The Norwegian Fillet stands out for its ready-to-cook format and its MSC and Aticelca certifications, as well as its collaboration with the Norwegian Seafood Council. The Excelsior Cod, on the other hand, celebrates traditional preparation methods and is aimed at more experienced consumers, featuring clear

preparation instructions on the pack. In addition, Unifrigo will introduce a new pouch-packed Tuna available in 65g (with euro slot) and 300g (without euro slot) formats: a practical, space-efficient solution designed for the retail channel, ideal for quick meals and tailored to help mitigate olive oil costs amid ongoing inflationary pressures.

More than just products: a service-driven approach

What makes Unifrigo Gadus a competitive player is not only its wide product range – from cod and stockfish



to tuna and anchovies – but its strong commitment to service. “We act as a transparent bridge between producer and consumer,” the company explains. Consumer behavior analysis, packaging innovation, and a relentless focus on sustainability are the pillars of an offering designed to meet the needs of both modern retail and foodservice with precision and agility.

Looking ahead to 2025: growth, sustainability, and resilience

Unifrigo Gadus’ strategic priorities for the coming years focus on consolidating its growth trajectory. Since 2015, the company’s turnover has doubled, reaching €42 million in 2024. This performance reflects more than just financial results; it is part of a broader ESG roadmap developed in partnership with the University of Naples Parthenope, known as “Project25.” In 2025, Unifrigo Gadus will publish its first Sustainability Report, marking a significant milestone in its structured

commitment to responsible business practices. Key investments will continue in the foodservice sector – with the dedicated Marca Scudo Horeca line – as well as in strengthening its proprietary retail brands Marca Scudo® Genova and Excelsior, a historic Italian label.

Focus on the domestic market

Despite a strong international sourcing strategy – with key products coming from the northern seas – Unifrigo Gadus remains firmly focused on the Italian market. It is here that the company believes it can deliver the greatest added value, not simply by distributing imported goods, but by processing and adapting them to the preferences of Italian consumers. The emphasis remains on service, quality, and sustainability – core values that continue to define Unifrigo Gadus’ vision.



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The evolution of Fagoloso and the challenge of international markets: Grissin Bon looks ahead



At TuttoFood 2025, Grissin Bon is set to unveil two new product launches that reaffirm the Emilia-based company's position as a leading player in the bread substitute category. Innovation remains at the core of its strategy, with the introduction of Fagoloso Integrale and the debut of LeFrescheBiscottate Integrali for the Ho.Re.Ca. sector. "The market is increasingly driven by consumer demand for healthier, more nutritious foods," explains Enrico Cecchi, Commercial and Marketing Director. "Products made with 100% wholemeal flour are fully aligned with this trend." The new Fagoloso Integrale, available in a 250-gram pack, is a source of iodine and fiber, with low sugar content. Meanwhile, LeFrescheBiscottate Integrali are designed specifically for the hospitality sector, offered in convenient two-slice single portions, also made

with wholemeal flour and free from hydrogenated fats. These innovations reflect a clear strategic direction: strengthening brand leadership, expanding private label offerings, and continuing to meet the rising demand for health-oriented products. Notably, Grissin Bon was the first to introduce the four-slice single portion for crispbreads—now an industry benchmark. industry benchmark.

Ongoing innovation, including in packaging

In addition to expanding its wholemeal range, Grissin Bon recently relaunched MiniFagoloso at Cibus 2024 with a completely revamped concept. "The new rounded shape enhances leavening, crispness, and overall flavor. We've reimagined it as a true snack, with packaging that highlights its AFH (away



from home) positioning," says Cecchi. The new multipack contains eight individual portions and is currently available in two flavors: classic and pizza. "We plan to expand the range further in 2025," he adds.

Quality, service and sustainability: the key differentiators

Grissin Bon continues to leverage key strengths to stand out in both B2B and retail markets. "High-quality raw materials, continuous product development, single-portion packaging, and the use of monomaterial wraps allow us to combine efficiency, freshness, and environmental responsibility," Cecchi notes. The ability to develop tailored recipes for private label partners is another competitive advantage, alongside a strong focus on health-conscious offerings—such as low-salt, high-protein, and low-fat products.

Export: focus on Europe and growth in North America

Internationalization is a strategic growth driver for the company. Today, exports account for around 15% of total revenue,

primarily through private label products. Grissin Bon operates in 38 countries, with a strong focus on continental Europe and North America. "In 2015, we opened a production facility in Canada to better serve the North American market, which is still relatively unfamiliar with breadsticks and crispbreads but shows great potential. We are working on reinterpreting breadsticks as a snack format to appeal to markets where they're not part of the culinary tradition," Cecchi explains. In 2024, Grissin Bon established new partnerships with international distributors and commercial partners. The R&D team is also developing new concepts set to launch by the end of 2025.

Roadmap 2025: a sustainable growth path

Looking ahead, the company's priorities are clear: consolidate 2024 product launches, strengthen market share in core areas, and improve profitability, while keeping a sharp focus on innovation, export development, and sustainability. "We aim to make international markets increasingly strategic for our branded products," concludes Cecchi.



Retail Institute Italy celebrates thirty years at the service of innovation in the sector

Retail Institute Italy is celebrating its 30th anniversary as the leading association for the retail ecosystem, bringing together all its key components: retailers, food and non-food companies, service and solution providers. President Marco Zanardi summarizes in this interview the association's long journey, always with an eye toward the future.



From 1995 to 2025: what are the key aspects of Retail Institute Italy's contribution to the sector's development?

Over these thirty years, we have supported the evolution of the sector by actively promoting a culture focused on innovation, continuous training, professional and academic dialogue. We have organized over 800 events and courses, welcomed more than 700 award nomination projects, met 15,000 managers and reached 30,000 professionals through our outreach initiatives. A constant commitment based on relationships, content and knowledge sharing.

What role does the community play in your work?

Our is a unique community in which every member is an active part of change. The human capital—made up of experiences, skills, and visions—is the true strength of the association. We are convinced that only through mutual listening and collaboration can we truly support the growth of the sector.

What have been the key levels for supporting the retail sector?

We have always focused on three fundamental pillars: training, information, and inspiration. Today more than ever, in a context marked by significant changes in market dynamics, technological evolution, consumer behavior and customer interaction, organization, logistics and governance these remain strategic tools for interpreting the present and shaping the future.

What is Retail Institute Italy's role in the current distribution landscape?

We are advocates of a business culture that values sustainability, responsible innovation, and human capital development. We are guided by our founding values: Transparency, Welcoming, Smart & Smile Approach,

Curiosity and Synthesis, Speed and national, european and international contamination.

What is your role at TuttoFood 2025?

Once again this year, we are partners of TuttoFood, in collaboration with Cibus Link Arena. It is a valuable opportunity for high-level discussion on themes related to food and distribution, where we will reaffirm the centrality of retail culture in both the Italian and international economic contexts.

How do you maintain an updated and global perspective on retail?

We have as our main focus the Italian market, but we are strongly present at international level, attending countless international meetings and fairs and constantly monitoring the transnational panorama to identify and share emerging trends and best practices. Our wide network allows us to interact with all the actors of the ecosystem: retailers, manufacturers, service companies, academics and experts.

What are some of the most interesting international trends you've observed?

We continuously analyze global experiences, including innovative store formats, successful omnichannel models, cutting-edge technologies, new forms of consumer engagement, and sustainable practices. In particular, the food retail sector benefits greatly from international insights as it navigates the transition toward more agile, resilient, and sustainable models.

What added value does your global observatory provide?

Our global observatory is expressed through reports, qualitative and

quantitative data, meetings and constant updates that we offer to our members and our community, offering a complete and updated overview. This allows companies to better understand the present and prepare for the future.

INTERNATIONAL CASE HISTORIES

European origin highlighted: Salling Group introduces origin labelling in stores

The Danish Salling Group has implemented new labeling to highlight European products, responding to consumers' growing interest in product origin and the "Buy European" movement. In Bilka, Føtex, and Netto stores, European products are now marked with a star on electronic shelf labels—a way to enrich the shopping experience without limiting the global assortment.

Digital delivery for local food: Co-op launches the Peckish app

Co-op has developed "Peckish," a digital platform designed to support small grocery stores. The app allows stores to manage assortments, pricing, and delivery—also via the Co-op network—integrated with POS systems. A model that connects local retailers to digital consumers while promoting more agile and sustainable commercial practices.

Game experience at checkout: lottery tickets come to Aldi self-checkouts

Aldi UK has begun offering National Lottery tickets through its self-checkout systems, thanks to a partnership with Allwyn. Customers can purchase tickets directly from the touchscreen using a Fast Pay Card. Staff verify age at the point of purchase, ensuring both speed



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and compliance.

Digital solidarity: Lidl UK introduces micro-donations at self-checkouts

Lidl UK has launched “Pennies,” a micro-donation system at self-checkouts. Customers can round up their payment or donate up to 30 pence per transaction. Contributions support charities such as Childline, Age UK, and Macmillan. A simple action that, when scaled, can generate a major social impact.

Contactless retail: REWE launches first cashierless airport store

At Terminal 1 of Frankfurt Airport, REWE has opened a fully automated “REWE To Go” store. Developed in partnership with Lekkerland and Fraport, the store uses artificial intelligence and vision systems to track purchases. Payment is automatically processed using the cashless method selected at entry.

Smart sampling: Asda trials free sample vending machines

At its Pilsworth store, Asda is testing a vending machine for free product samples, activated via the Asda Rewards app. After scanning, customers receive samples while nutritional info is displayed on-screen. The pilot involves Müller’s Frijj milkshakes. This innovation complements traditional in-store promotional efforts.

Circular economy on the road: Sainsbury’s turns food waste into fuel

Sainsbury’s has launched a project to produce biofuel from food waste at its Bristol distribution center. In collaboration with RenECO, non-reusable waste is converted into biogas and then into liquid fuel for its logistics fleet—saving over 3,000 tonnes of CO₂ annually.

Supermarket dating: Penny launches a social media matchmaking show

German retailer Penny has debuted “Dating am Churning,” a social format where singles meet among the supermarket aisles. Broadcast on Instagram and TikTok, the show targets younger audiences, aiming to strengthen emotional brand connection by blending entertainment with value-driven marketing.

MC Sonae’s Multichannel Strategy in Portugal

MC Sonae has strengthened its presence in e-commerce and quick delivery services. Alongside its food division, it has expanded in health, wellness, and beauty through the integration of Spanish company Druni and the consolidation of Wells and Arenal—positioning the group as a key player in the Iberian market. A distinguishing feature of its strategy is customer centricity, expressed through the ‘Cartão Continente’ loyalty program, used by over 80% of Portuguese households.





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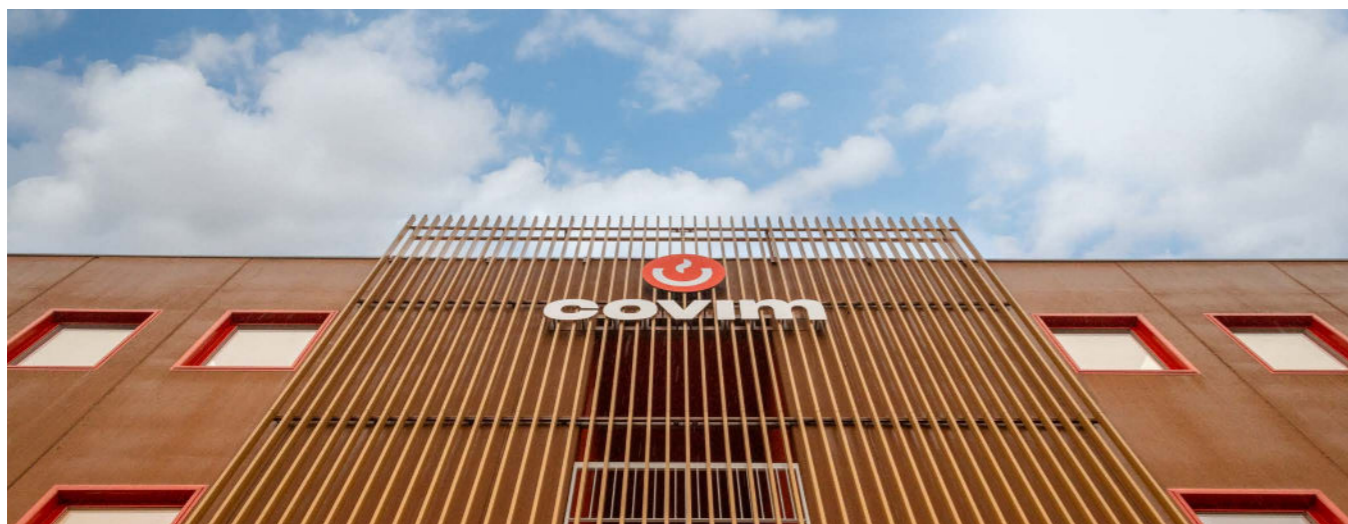
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Tradition and technology: Covim Caffè unveils the future of Italian espresso at TuttoFood 2025



On the occasion of Covim Caffè's participation in TuttoFood 2025 (Hall 10, Stand A51), we interviewed Daniele Picenelli, Area Manager Italy, to explore the company's development strategies and the new product lines that will be presented at the fair. Today, Covim Caffè stands out as one of the most dynamic and well-recognized players in the Italian coffee roasting industry, thanks to its long-standing tradition, strong focus on innovation, and a consolidated presence in both the domestic and international markets. During our conversation, Mr. Picenelli shared the philosophy behind the company, the solutions designed for various distribution channels, and Covim's growing commitment to sustainability and quality.

For international visitors who may not yet be familiar with your company, could you briefly describe Covim's history and what sets you apart from other coffee roasters?
Covim was established in 1969 from

the merger of two historic Ligurian companies. Since then, the company has successfully developed a roasting process that blends tradition with innovation. Today, looking to the future, we distinguish ourselves through our consistent quality, well-balanced blends, and the use of advanced technologies in both coffee production and packaging.

What kind of experience or philosophy do you aim to convey through your coffee?

For us, coffee is a moment of pleasure to be enjoyed anytime, anywhere. We strive to offer an experience that brings a touch of joy, through blends that highlight the aroma and authentic taste of true Italian espresso.

What are the main product lines you will present at the fair?

At TuttoFood 2025, we will showcase a renewed offering that emphasizes product innovation and brand

enhancement. Among the key novelties are new options such as Dolce Gusto-compatible capsules, Oro and 100% Arabica blends, as well as other products developed with increasing attention to environmental sustainability.

Do you offer solutions tailored to different sales channels (Ho.Re.Ca., Retail, Private Label, Vending, etc.)?

Yes, we operate across all major channels: Ho.Re.Ca., large-scale retail (GDO), private label, and vending. We provide tailored solutions for each, ensuring consistent quality across all our blends.

Do you employ innovative technologies or processes in roasting or packaging?

Absolutely. We have invested in a highly innovative and sustainable facility spanning approximately 20,000 square meters, equipped with cutting-edge systems for roasting and packaging. We also use advanced technologies such as laser-guided shuttles to optimize inventory management.

What types of quality certifications have you obtained (e.g., ISO, Organic, UTZ, Rainforest Alliance)?

We have obtained several certifications, including: UNI EN ISO 9001:2015 for quality management, UNI EN ISO 14001:2015 for environmental management, UTZ certification, now part of Rainforest Alliance, for sustainability in coffee production, Organic certification for selected blends.

How do you ensure consistent product quality over time?

We guarantee consistent quality through rigorous controls at every stage of production, from raw material selection to roasting and packaging. Furthermore, we fine-tune our roasting and grinding

parameters based on seasonal variations and the origin of the beans, ensuring a consistently high-quality product.

Do you already have experience in international markets? If so, in which countries?

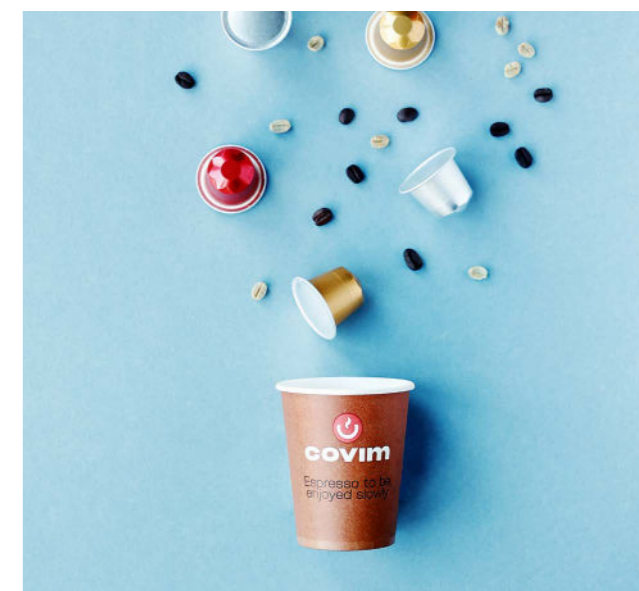
Yes, we export to more than 50 countries worldwide. Most recently, we took part in the Alimentaria trade fair in Barcelona to explore new market opportunities in Spain, where we are currently seeking distribution partners in the retail sector.

Are your packaging solutions multilingual or customizable for international markets?

Our packaging is designed to be adaptable to the specific needs of international markets, with customizable options based on customer requirements and local regulations.

Are you able to tailor your products (blend, roasting level, packaging) to local market preferences?

Certainly. Our experience allows us to understand the unique preferences of each market and to adjust our blends, roasting profiles, and packaging accordingly to meet local tastes and expectations.



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Industrie Montali: new product launches and strategic growth between export and sustainability



With over a century of history, Industrie Montali is preparing for TuttoFood 2025 with a solid identity rooted in tomato processing and a forward-looking approach to evolving markets. Founded in 1910 in Montecchio, Emilia-Romagna, the company specializes in the production of ready-made sauces, condiments, and dressings—all made exclusively with 100% Italian tomatoes. Over the years, the product range has expanded to serve both the retail and foodservice sectors, with a growing focus

on convenience and nutritional quality. The EasyMontali line, for example, is designed to meet the needs of a wide consumer base looking for ready-to-use products free from preservatives, artificial colorings, and gluten. ‘We offer practical solutions, ideal for those with limited time or experience in the kitchen, without compromising on quality or taste,’ the company explains.

New launches at TuttoFood 2025

At this year’s edition of the Milan-

based trade fair, Industrie Montali will introduce a new line of condiments designed specifically for pinsa, a Roman-style flatbread that is gaining popularity both in Italy and abroad. ‘This new range is our response to the growing demand for products that blend tradition with innovation,’ says the company. ‘With these condiments, we aim to meet the needs of consumers seeking new culinary experiences, while still relying on quality ingredients and ease of use.’

Innovation and sustainability as strategic pillars

Industrie Montali has identified technological innovation and environmental responsibility as key priorities for 2025. ‘We are investing in new technologies to enhance our production processes and reduce our environmental impact,’ the company states. ‘At the same time, we’re optimizing our sales channels, with an increasing focus on digital platforms.’ Sustainability is also reflected in product design, which is developed to minimize

waste both in retail environments and in everyday home use.

Export and international expansion

L’export rappresenta circa il 90% della Exports currently account for around 90% of the company’s total output. ‘We have a strong international focus,’ Montali emphasizes. The UK, United States, and Germany remain the company’s core markets, but new strategic areas are gaining importance, particularly in Asia and the Middle East. ‘We’re closely monitoring developments in China, Japan, and the Gulf countries, where demand for high-quality Italian products is on the rise,’ the company notes. ‘To enter or consolidate our presence in these markets, we’re building relationships with experienced local distributors and adapting our offerings to local tastes and regulations.’ In support of this strategy, the company will also be participating in major international trade fairs such as PLMA in Amsterdam and Anuga in Cologne.





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