



**BUY
AUTHENTIC
ITALIAN
GET MORE!**

Marta Bommezzadri, ItalianFood.Net,
for FMI Connect Chicago- June 20th 2016



MAGAZINE

www.italianfood.net



- NEWS
- ANALYSIS
- COMPANIES
- PRODUCTS



DIRECTORY

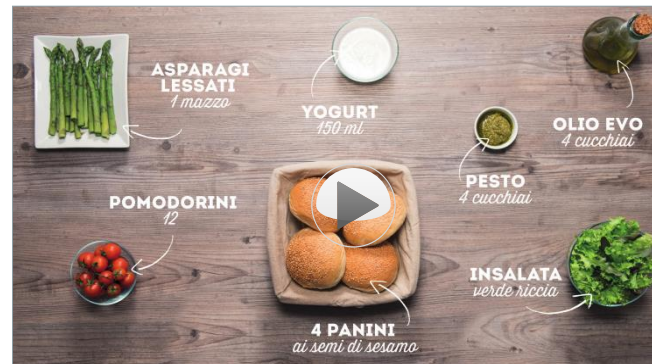


Leading food B2B magazine for 25+ years

Food industry and retail networking hub

The specialist of Food related content projects

- Print, publications, magazines, on-line
- In house professional kitchen



Latest Trends in Italian Food products (1)



HEALTH & WELLNESS

>  GLUTEN FREE
+29,3%

>  SOY AND RICE FOOD
+15,7%

>  WHOLEGRAIN
+13,7%

>  LACTOSE FREE
+4,9%

>  FUNCTIONAL

Latest Trends in Italian Food products (2)



NATURAL

ORGANIC PRODUCTS
20,39%

NUTS
+12,3%

CEREAL, DRIED BEANS
+9,0%

FRESH FRUITS
+8,6%



CONVENIENCE

READY SOUPS
41,7%

READY MEALS
+31,2%

SLICED SALUMI
(COLD CUTS)
+8,9%



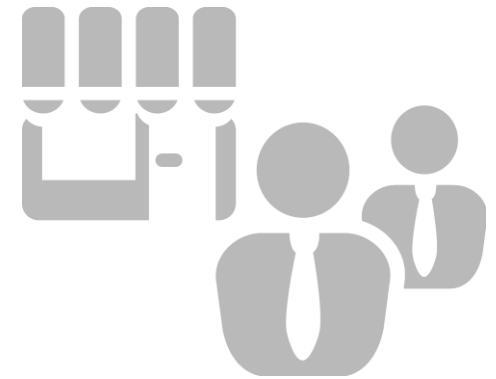
AUTHENTICITY

PDO & PGI PRODUCTS
283 FOOD
523 WINE

THE NUMBER OF
ITALIAN CERTIFIED
PRODUCTS
+20 by 2017



**SO MR. RETAILER,
ARE YOU LEVERAGING
ITALIAN FOOD
TRENDS?**



PASTA



Trends:



● GLUTEN-FREE

● ORGANIC

● AUTHENTICITY

● SPECIAL GRAINS

● ENRICHED WITH
VEGETABLES



BARILLA
Gluten Free
Pasta



DE CECCO
Organic
Pasta



LA MOLISANA
Whole Grain
Pasta



DEL VERDE
Fusilli
With Chickpeas



PEDON
Green Pea
Pasta



MASTER
Fresh Gnocchi filled
with PDO
Gorgonzola

OIL & VINEGAR



Trends:



- SUSTAINABILITY
- ORGANIC

- AUTHENTICITY
- WELLNESS



ZUCCHI 1810
The Art of Blending



PIAVE 1938
Joyl Line



PONTI
Balsamic Vinegar of Modena PGI, HD (High Density)

DAIRY



- LACTOSE FREE
- VEGETAL SUBSTITUTES

Trends:

- SNACK
- AUTHENTICITY



GRANAROLO
Soy Drink



PARMALAT
Montasio PDO



PARMAREGGIO
Parmigiano Reggiano snack with 100%-fruit smoothie and bread sticks



MANDARA
Lactose Free Buffalo Mozzarella



FIORFIORE COOP
Pecorino di Farindola



Trends:

- FRESH NATURAL SOUPS
- VEGAN

- FRESH ENRICHED SALADS
- CONVENIENCE



VIVA
Soup with vegetables and tofu



SACLÀ
Quinoa and Bulgur with tomatoes and olive oil



ORTOROMI
Lunch break with salad, pomegranate and mix of seeds



FRESH VALFRUTTA
Cashews and hemp seeds in salad with four vegetables (kale, green pea gems, chard, and baby spinach)

SAUCES



Trends:



- TASTE
- TOMATO VARIETIES
- CONVENIENCE
- PESTO VARIETIES



PETTI GROUP
*Organic Passata
with Iodized Salt
from Sicily*



MUTTI
*Ready Sauce
with Parmigiano
Reggiano*



SACLÀ
Vegan Ragù



VALBONA
*Dried Tomato in
Balsamic Vinegar
of Modena PGI*



**GIOVANNI
RANA**
*Fresh Pesto with
PDO Basil*

SALUMI



Trends:



- CRUELTY FREE
- ENRICHED WITH VEGETABLES
- REDUCED FAT
- AUTHENTICITY



PROSCIUTTO DI PARMA
Parma Ham
aged 24 months



FUMAGALLI
Benessere
Animale (Animal
Wellness) Line



VERONI
Salame
di Parma



CASA MODENA
Liberamente,
Reduced Fat Ham



IBIS
Ham with
Asparagus and
Flax-seeds



● GLUTEN FREE

● ENRICHED WITH FIBRES

Trends:

● SPECIAL GRAINS

● PALM OIL FREE



ALCE NERO
*Spelt cookies with
Chocolate drops
Organic Evo Oil only*



NT FOOD
*Mini Breadsticks
Lactose-free,
Gluten-free, Palm
oil-free*



COLUSSI
*Crackers
with Sicilian
Salt, Yeast, Palm
Oil Free*



GERMINAL GROUP
*Spelt Cookies with
Organic Germinated
Rice*



AMICA CHIPS
Veggy Chips

BEVERAGE



- WELLNESS
- ENRICHED DRINKS



SAN BENEDETTO
*Green Tea
With Aloe Vera*



VOG
*100% Natural
Apple Juice*

Trends:

- ALL NATURAL



SANTAL PARMALAT
*Fruit Beverage with 20% Milk enriched
with Calcium and Vitamin D*

WINE



Trends:



- AUTHENTICITY
- BIODYNAMIC

- NATIVE WINE GRAPES



ZONIN
Prosecco



SANTA SOFIA
*Amarone
Valpolicella*



NICOSIA
*Etna Rosso
DOC*



**CASCINA
DEGLI ULIVI**
Gavi Biodynamic



PRIVATE LABELS

- PREMIUM
- ECO-FRIENDLY
- BRANDED STORES



TRACEABILITY

- QR CODE ON PACKAGING
- STORYTELLING



CUSTOMER ENGAGEMENT

- SHOPPING EXPERIENCE
- CUSTOMER MAGAZINES



Coop success story – FIOR FIORE IN CUCINA



➤ PREMIUM PRIVATE LABEL
BRANDED MAGAZINE
(MONTHLY)

➤ SOLD IN STORES, 1€

➤ FIRST ITALIAN COOKING
MAGAZINE

➤ INCREASED BRAND AND
STORE LOYALTY

➤ 1.5M+ ENGAGED
CUSTOMERS YEARLY

➤ CREATED AND MANAGED BY
GRUPPO FOOD

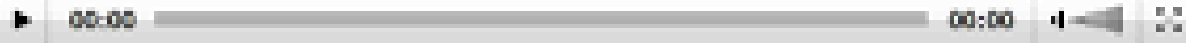
Why Italian Food?

- ✓ Products from Italy are associated with natural and premium products and are also said to be authentic and convenient.
- ✓ The world's consumers are willing to pay more for the sustainability and quality of authentic Italian food & beverage.
- ✓ Consumers of Italian food are expected to reach 800 million globally by 2030.

Why Italian Food in the United States?

- ✓ It's the most popular international cuisine (61% of US consumers say they eat it frequently)
- ✓ In the US food market millennials and foodies set the rule: authenticity drives their shopping
- ✓ When you say Authenticity you say Italian food!

The Consumer of the future





GRAZIE!

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