



PARMAREGGIO
COMPANY PROFILE 2020



BONTERRE GROUP

Parmareggio

Grandi Salumifici Italiani & Parmareggio are part of the same holding:
a total cooperative and italian ownership rooted in Modena, the agri-
food group specializing in the Italian excellences

UNIBON

54%

46%



BONTERRE

Salumifici, Caseifici e Allevamenti



Grandi Salumifici Italiani

Parmareggio

BONTERRE GROUP - IDENTITY CARD

Parmareggio

More than **1 Billions €** as total turnover (2019)

More than **230 Millions €** Export turnover (2019)

3 international branches (Germany France and Austria)

16 production plants

147.720 tons sold (2019)

2.046 employees (2019)

4 P.D.O. (Parmigiano Reggiano, Prosciutto di Parma e San Daniele, Salame Cacciatore)

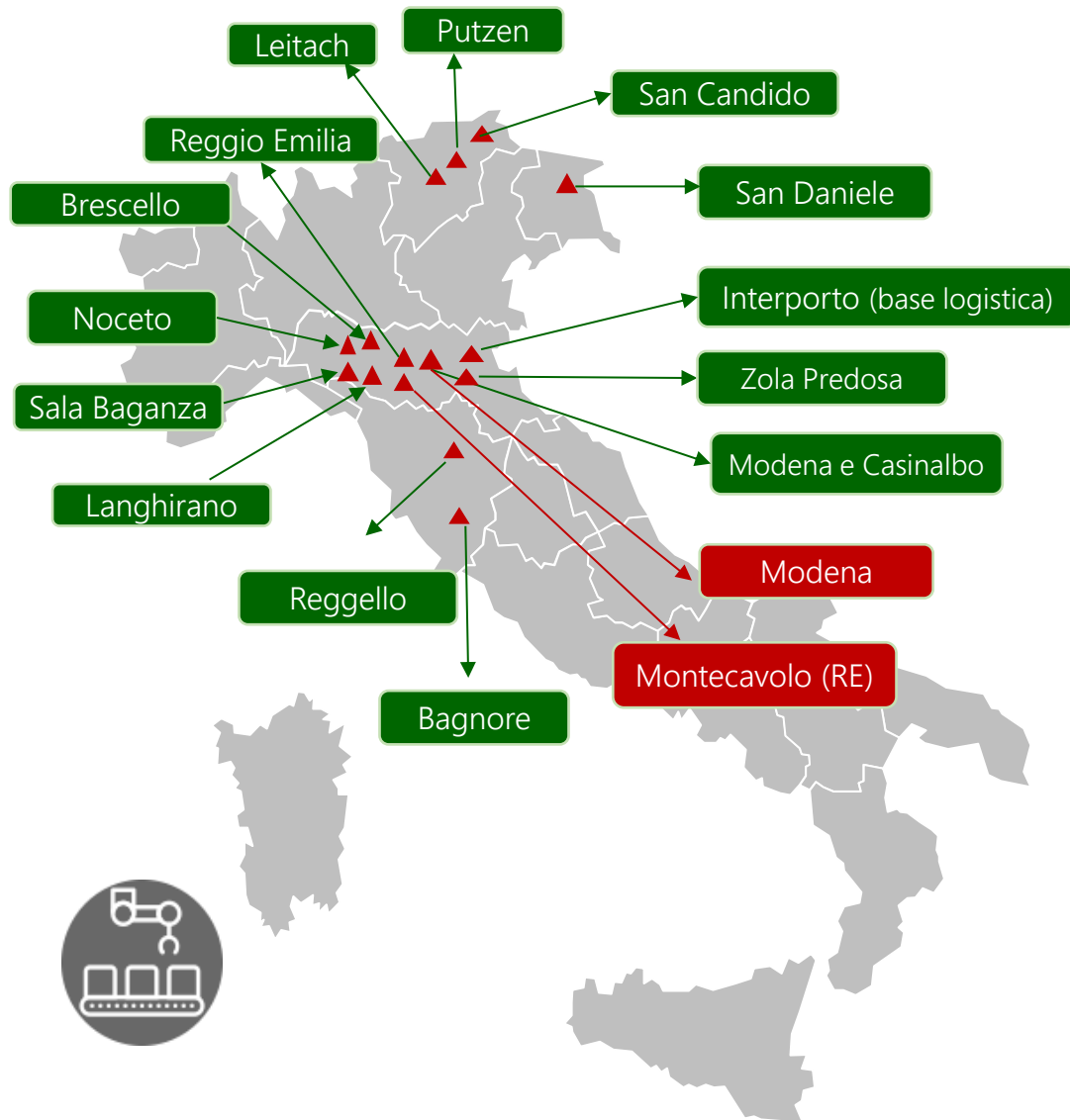
7 I.G.P. products' excellencies (Speck Alto Adige, Mortadella Bologna, Salame Finocchiona, Zampone and Cotechino Modena)

Italian Production **leadership** in cold meats and Parmigiano Reggiano PDO



BONTERRE GROUP – PRODUCTION PLANTS

Parmareggio



MONTECAVOLO – REGGIO EMILIA PLANT



MODENA PLANT and HEADQUARTER



PARMAREGGIO S.p.A. – KEY FACTS



PARMAREGGIO COMPANY was born in Montecavolo di Quattro Castella, amidst the hills of Reggio Emilia, in the Production Zone of Parmigiano Reggiano.

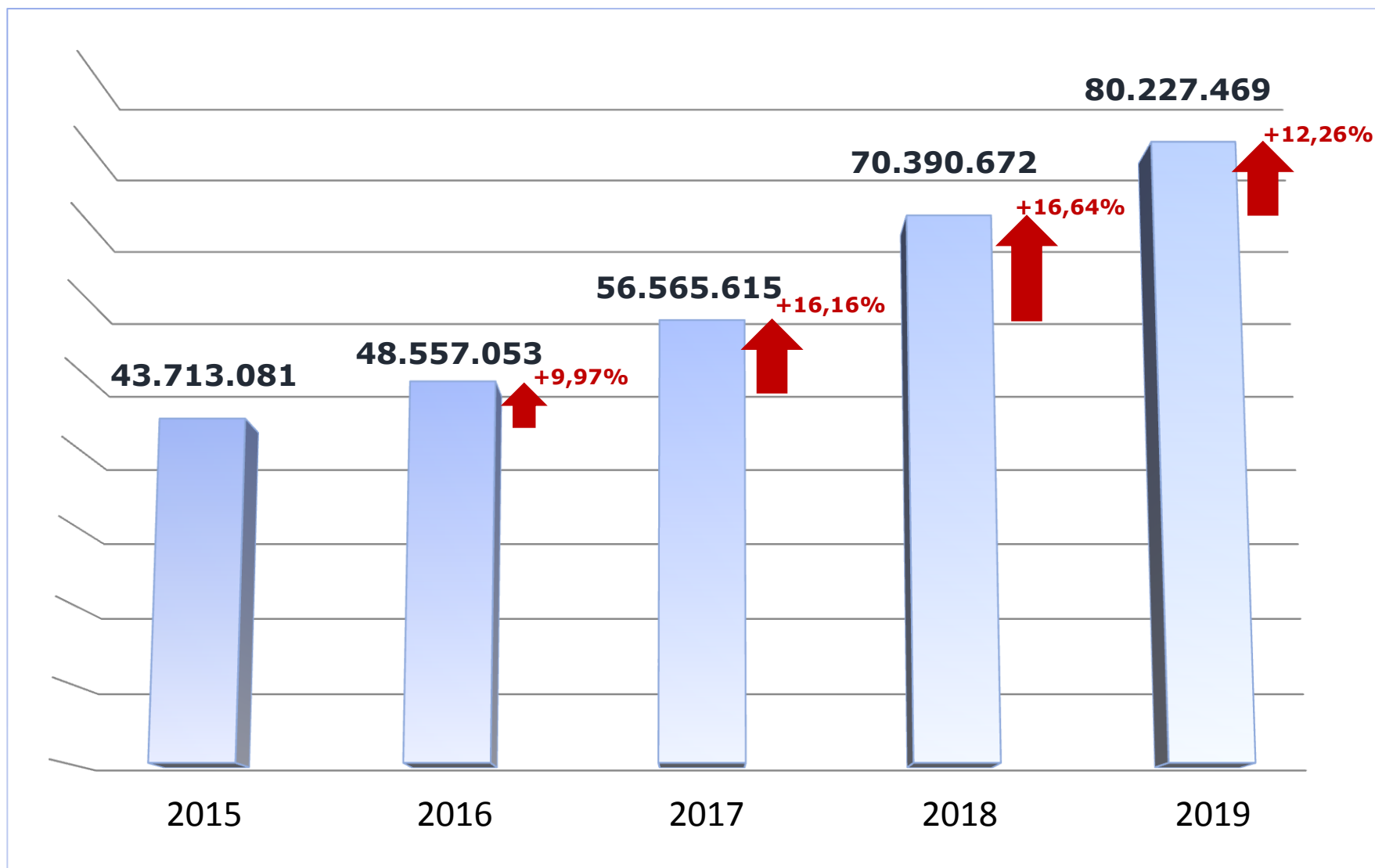
Parmareggio is the heart of an integrated production and sale system headed by Granterre Cooperative Consortium, founded over 60 years ago, which now leads the world's sale of Parmigiano Reggiano PDO cheese.

- ❑ **TURNOVER 2018 (Euro): 365.000.000**
- ❑ **TURNOVER 2019 (Euro): 426.000.000**
- ❑ **PARMAREGGIO BRAND 53% of core business sales**
- ❑ **PRE-PACKED RANGE 80.3% of core business sales**
- ❑ **Annually processed wheels: 624.000 of which 564.000 are Parmigiano Reggiano**
- ❑ **Parmareggio processed the 15 % of the total wheels in Parmigiano Reggiano's area (3.750.000 wheels) in 2019**
- ❑ **Granterre supplied wheels: 381.000 wheels come from our associated farmers (68% of the total Parmigiano Reggiano processed by Parmareggio)**
- ❑ **Employees: 303**



Turnover EXPORT PARMAREGGIO S.p.A.

Parmareggio



PARMAREGGIO – GRANTERRE STRUCTURE

Parmareggio



21 Parmigiano
Reggiano
Dairies



679 farmers

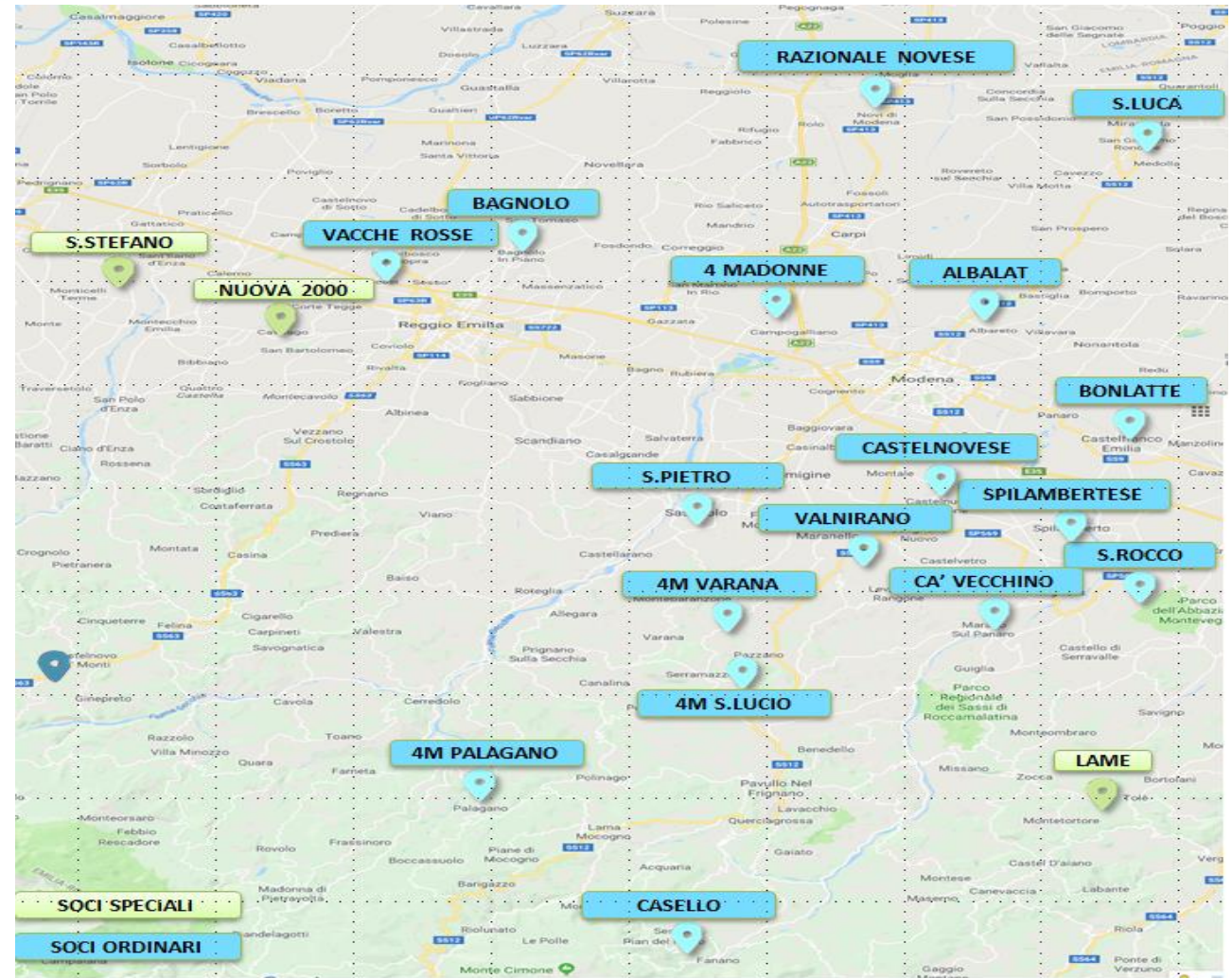
involved in the
Parmigiano Reggiano
supply chain:

- Breeders
- Fobbage producers
- Milks producers



ASSOCIATED DAIRIES 2018- LOCATION

Parmareggio



P.D.O. means that quality characteristics depend essentially or exclusively on the territory in which they were produced



Why choose Parmareggio?



- *Vertical Integration*
- *Quality certifications for production plants and cheese dairies*
- *The specialist and the Italian market Leader in Parmigiano*
- *Marketing oriented*
- *Innovation focused on sustenaibility*



BONTERRE- VERTICAL INTEGRATION

Parmareggio

BONTERRE

Salumifici, Caseifici e Allevamenti

Supply chain control

Parmareggio



Pastures



Breeding



Parmigiano's
Dairies



Parmigiano
Reggiano's
warehouses



Production



Range
and Innovation



Range of
Product

THE RESULT OF OUR DAIRIES

Parmareggio



Latteria Sociale Santo Stefano 1 super gold (30 Months)



4 Gold

- Caseificio Razionale Novese 1 gold (24 Months)
- Latteria Sociale Santo Stefano 2 gold (24 and 30 Months).
- Nuova Cooperativa Casearia Spilambertese, 1 gold (30 Months)



7 Silver

- Bonlatte 2 silver (30 e 24 Months)
- Caseificio Casello Aquaria 1 silver (24 Months)
- Caseificio Razionale 1 silver (30 Months)
- Caseificio Del Parco 1 silver (24 Months)
- Nuova 2000 2 silver (40 e 30 Months)



7 Bronze

- Albalat 1 bronze (30 Months)
- Caseificio Casello Aquaria 1 bronze (30 Months)
- Nuova Cooperativa Casearia Spilambertese, 2 bronze (18 e 24 Months)



QUALITY CERTIFICATION



All the Parmareggio plants are certified according to the following standards

✓ Quality and Food Safety Certifications



✓ Ethical Conduct Policy



✓ Product Certifications



✓ Enviromental and Safety Certifications



SWA (Supplier Workspace Accountability - McDonald Standard)



THE SPECIALIST OF PARMIGIANO REGGIANO *Parmareggio*

Parmareggio is the Brand which offers the widest and most innovative range in Parmigiano Reggiano cheese

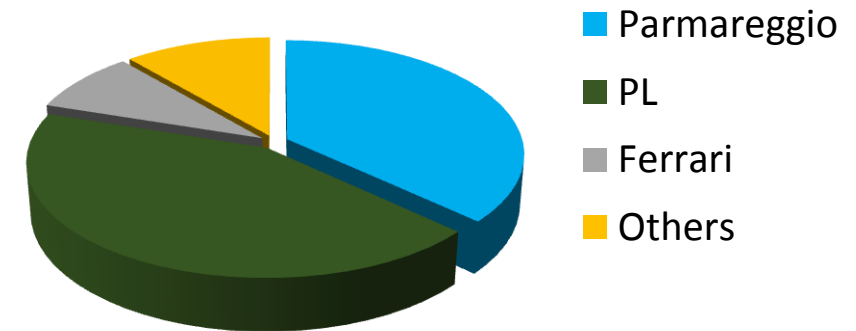
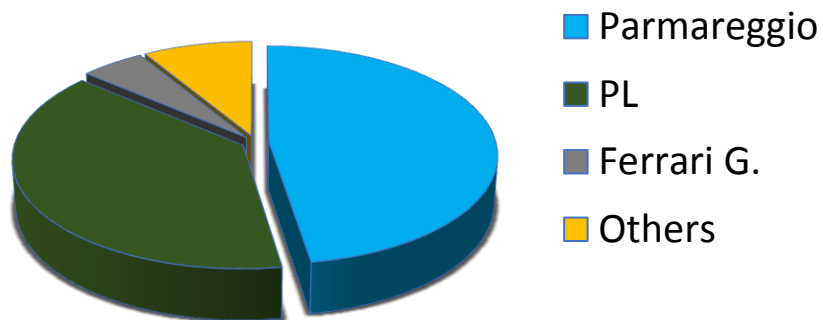


PARMAREGGIO S.p.A.- Italian Market Leader



Italian retail Market Share in value (€):

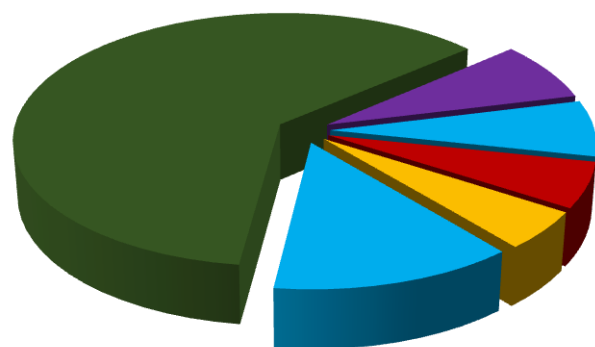
- Parmigiano Reggiano in wedges: 47,5%*
- Grated Parmigiano Reggiano: 37,5%*



PARMAREGGIO S.p.A.- Italian Market Leader

Parmareggio

- Italian Retail Market Share in value for butter (€): 8,4%*



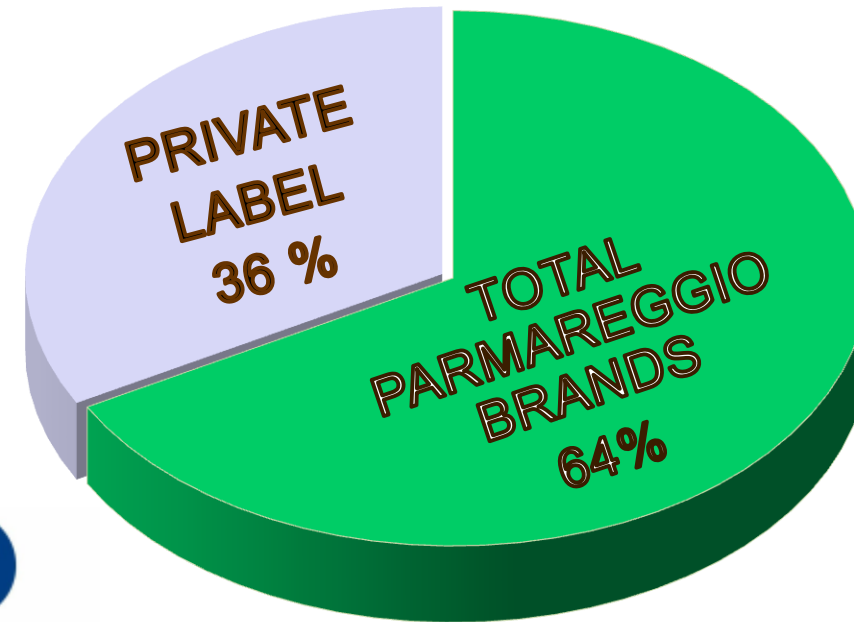
- Parmareggio
- PL
- Lactalis
- Latte-Srsn
- Campo dei Fiori
- Prealpi



PARMAREGGIO AND THE PRIVATE LABEL

Parmareggio

Total private brands in 2019 represent 36% of total volumes sold by Parmareggio SpA.



MARKETING ORIENTED



Parmareggio built up a strategy that provides the conceptual division of Parmigiano Reggiano market in four areas



FOCUSED ON SUSTAINABILITY



Parmareggio's vision is based on 4 topics:

- the own wellbeing
- animal welfare
- sustainability

Parmareggio's concrete projects:

- From January 2020, we have started to produce our main snack product ABC della merenda with a new FSC cardboard packaging to reduce the impact of packaging materials.
- We have also begun to produce Snack&Vai with paper packaging to avoid plastic materials.
- In 2020 our trays will be made from at least 20 per cent recycled plastic.



NEW SYSTEM PACK 2020

Parmareggio

A Brand new logo and Claims on the packaging :

- ✓ **100% NATURAL**
- ✓ **HANDCRAFTED in ITALY**
- ✓ **NO PRESERVATIVES**
- ✓ **LACTOSE FREE** *

Parmareggio



Typical italian taste with the italian food excellences

*The absence of lactose is a natural consequence of the typical Parmigiano Reggiano cheese making process. It contains galactose in a quantity of less than 0,01 g/100 g.



PARMAREGGIO: retail wedges

Parmareggio



PARMAREGGIO: grated & shavings

Parmareggio



PARMAREGGIO: Snack & Stick

Parmareggio



PARMAREGGIO: Formaggini & Fettine

Parmareggio



PARMAREGGIO: Excellencies

Parmareggio



PARMAREGGIO: Organic

Parmareggio



PARMAREGGIO: Butter

Parmareggio



PARMAREGGIO : ABC della Merenda

Parmareggio



PARMAREGGIO : ABC della Merenda- ambient

Parmareggio

AVAILABLE WITH
THE DISPLAY



PARMAREGGIO : ABC della Merenda

Parmareggio

90% ricycled paper

NOVITA'
CONFEZIONE ESTERNA per il
90% da CARTA RICICLATA



PARMAREGGIO : Snack&Vai

Parmareggio

paper packaging

100% TOTALLY
RECYCLABLE
WASTE



THANK YOU FOR YOUR ATTENTION!

