



DISCOVER

Granarolo

www.granarolo.it - www.unconventionaltaste.com

The Granarolo Group has entered the world of alternative meat with the 'Unconventional' range, 100% plant-based. Created and produced in Italy, it boasts a very short list of ingredients (only 12, of which the main one is soy, and without any type of preservative). The Unconventional plant-based burger, available in the refrigerated counter, cooks in a pan in a few minutes without the need to add fat. In its practical two-portion 110 g pack, it is a source of fiber and proteins (17 g per serving). After launching the Mini Burgers, in the 6 x 30 g format, in October 2021 the line was enriched with two new fresh products: the plant-based Sausage (90 g x 2) and the plant-based Fillet (90 g x 2). On the occasion of Cibus 2022, last Spring, the Unconventional Outlet was also launched: '0% chicken but 100% flavor', made from wheat and soy, it is rich in fiber and proteins, crunchy and tasty. Not fried but baked in the oven, and available in a 180 g (90 g x 2) format.



Amadori

www.amadori.it



The Amadori Group, a specialist in the poultry sector, enters the plant-based market with the 'Ama Vivi e Gusta' line (Love, live and taste). The line consists of three fresh products - Birbe (nuggets), cutlet and burger - based on pea protein and without soy. The pack is made with 60% recycled plastic. "Contrary to what most people think, the client target is not represented by vegans and vegetarians: over 90% of those who eat these products also eat meat, but have decided to reduce its consumption," Valentina Fioretti, marketing brand manager explains. A new market and a new business vision for the Group, therefore, which could have direct effects on the protein sector. As confirmed by the Ceo, Francesco Berti: "We are the protein company par excellence. In addition to being among the leaders in the field of white meat proteins, we are also entering the world of pink proteins - thanks to the acquisition of Rugger Lenti (historic Italian cooked ham producer, ed). And now, with the 'Ama, Vivi e Gusta' line, we are entering the green protein sector as well." But what has pushed the group in this direction? "Always attentive to the needs of consumers, we have carefully investigated both global and Italian trends. We have therefore worked on this line to give them what they need and we did it by following two important cornerstones: innovation and supply chain work."

MartinoRossi

www.martinorossi.it

Specialized in the production of functional products derived from cereals and pulses, MartinoRossi has launched a line of powdered plant-based mixes based on pulse flours, to which just water and oil have to be added in order to prepare ragù, burgers and vegetable balls. Among the major 'pluses' of the line: the fact of being dry, and therefore storable in non-refrigerated environments, have a shelf life of at least 24 months, and a very short list of ingredients: "MartinoRossi's R&D department has worked with great responsibility to obtain a clean label product," Matteo Angri, R&D manager explains. "The core of which is made up of only four ingredients, and 90% of it is made up of pulses". MartinoRossi mixes are available in three formats: large customizable formats for the industry, designed to be inserted into recipes and production processes; 300 grams packs for Horeca, designed for restaurateurs who want to include plant-based dishes in their menus; and a range of smaller packages (100/130 g) under the Beamy brand, for grocers.



Joy Food - Food Evolution

www.foodevolution.it



Joy Food, known with the 'Food Evolution' brand, is dedicated to 100% plant-based products that recall the conventional ones based on meat: 'ParePollo' (soy strips) 'PareManzo' (soy stew) and 'ParePancetta' (diced soy). "We have recently added to the line two burgers, ParePollo and PareManzo, and we are currently working on the creation of ready-made dishes", explains the Ceo, Alberto Musacchio. "Our frozen products are distributed, so far, in some large-scale grocery retail chains. But our goal is to grow also in the Horeca channel, creating tailored recipes for restaurants that want to include this type of product in their menus." The company is the only one in Italy to have a High Moisture Wet Extrusion plant, whose technology allows to stretch the protein cell mechanically and create a meat-like texture without the need for any binders.



FelsineoVeg

www.felsineoveg.com

With the Good&Green line, Felsineo offers several recipes for the plant-based market: from plant-based cold cuts to plant-based cubes, up to vegetable burgers. Particularly rich is the offer in the segment of plant-based cold cuts with the 'Biologica' (Organic) lines which include different types of products: 'Delicate', with lupine and fairtrade pepper; 'Gourmet', which recalls traditional flavors like raw ham, salmon, roast chicken, spicy salami, turkey and truffle; and the new 'Gluten Free' ideal for those suffering from coeliac disease, flavored with turkey and raw ham. Also in the ingredients sector, Felsineo is on the shelf with the sweet bacon-flavored plant-based cubes, suitable for the preparation of many recipes. "The products of the Good&Green line are made according to the innovative Mopur (registered) production process," Arnaud Girard, sales & marketing director explains. "An exclusive recipe that requires the use of sourdough and organic flours based on cereals and pulses capable of giving plant-based cold cuts captivating flavors and aromas and a unique texture." Felsineo products are available for both grocery retailers and the Horeca sector.



the end



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.



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www.botallaformaggi.com