



Joint dialogue for Serving People Better

Paolo Zazzi – Europe Customer Marketing

PASTA MEAL: PLEASURE & WELLBEING

- PASTA MEAL IS ONE OF THE MOST PREFERRED FOODS, PERCEIVED AS TASTY AND NATURAL
- PASTA MEAL DELIVERS THE NUTRIENTS THAT ARE ESSENTIAL FOR A BALANCED NUTRITION
- PASTA IS THE CORE OF THE MEDITERRANEAN DIET, THAT IS ONE OF THE HEALTHIEST DIETS



OUR COMMITMENT

TO OFFER FOOD PRODUCTS THAT CONTRIBUTE
TO A NUTRITIONALLY BALANCED DIET AND ARE
ACKNOWLEDGED TO BE OF THE BEST FLAVOUR AND OF THE
HIGHEST QUALITY, MANUFACTURED WITH COMPLETE
RESPECT TO
THE ENVIRONMENT AND MANKIND.



- FOR 127 YEARS WE HAVE BEEN DEVELOPING RESEARCH AND TECHNOLOGIES IN THE PASTA MEAL AND BAKERY PRODUCTS
- ... AND HAS STRENGTHEN CAPABILITIES TO BE SHARED WITH OUR CUSTOMERS TO GROW OUR COMMON BUSINESS



CAPABILITIES SHARING IN:

- SPREADING THE VALUE OF THE AUTHENTIC ITALIAN GASTRONOMY
- HELPING PEOPLE TO UNDERSTAND THE BENEFITS OF A NUTRITIONALLY BALANCED DIET
- ENGAGING RETAILERS IN A JOINT DIALOGUE WITH PEOPLE, TO INVOLVE THEM IN A REAL "FOOD EXPERIENCE"



OUR WAY TO BE SOLUTIONS PROVIDER IN PASTA MEAL

1. SHARE WITH OUR CUSTOMERS OUR CAPABILITY, TO GROW THE PASTA MEAL THROUGH JOINT BUSINESS PLANNING



OUR WAY TO BE SOLUTIONS PROVIDER IN PASTA MEAL THROUGH JOINT BUSINESS PLANNING

- CLARIFY THE OFFER BEING ALIGNED WITH SHOPPERS DECISION AND EXPLOITING THE ASSORTMENT RANGE VARIETY



OUR WAY TO BE SOLUTIONS PROVIDER IN PASTA MEAL THROUGH JOINT BUSINESS PLANNING

- EXPLAIN TO PEOPLE THE GASTRONOMIC ITALIAN CHOICES, MATCHING PASTA SHAPES WITH THE IDEAL PASTA SAUCES, STARTING FROM THE SHELF

Pâtes Longues **Idéales avec** **Sauce Bolognaise** **Pesto alla genovese**

Sauces aux Légumes **Idéales avec** **Farfalle** **Penne** **Fusilli** **Conchiglie**



OUR WAY TO BE SOLUTIONS PROVIDER IN PASTA MEAL THROUGH JOINT BUSINESS PLANNING

- CREATE IN STORE THEATRE WITH AUTHENTIC ITALIAN MEAL SOLUTIONS DRIVING PURCHASES VIA RECIPE SUGGESTIONS



OUR WAY TO BE SOLUTIONS PROVIDER IN PASTA MEAL

1. SHARE WITH OUR CUSTOMERS OUR CAPABILITY TO GROW THE PASTA MEAL THROUGH JOINT BUSINESS PLANNING
2. APPLY OUR PRODUCT KNOWLEDGE IN THE SEARCH FOR INNOVATIVE MEAL SOLUTIONS



OUR WAY TO BE SOLUTIONS PROVIDER IN PASTA MEAL THROUGH INNOVATION

OFFER PEOPLE THE AUTHENTIC ITALIAN PASTA MEAL EXPERIENCE THANKS TO A "PASTA MEAL CENTER" WITH EITHER:

AMBIENT PRODUCTS



ready to eat in 10'

FROZEN PRODUCTS



ready to eat in 1'





OUR WAY TO BE SOLUTIONS PROVIDER IN PASTA MEAL THROUGH INNOVATION

... ABLE TO TRANSFORM POINT OF PURCHASE INTO CONSUMPTION OPPORTUNITY



OUR WAY TO BE SOLUTIONS PROVIDER IN PASTA MEAL

1. SHARE WITH OUR CUSTOMERS OUR CAPABILITY TO GROW THE PASTA MEAL THROUGH JOINT BUSINESS PLANNING
2. APPLY OUR PRODUCT KNOWLEDGE IN THE SEARCH FOR INNOVATIVE MEAL SOLUTIONS
3. DEVELOP LEAN AND SAFE SOLUTIONS FOR THE EXTENDED SUPPLY CHAIN



OUR WAY TO BE SOLUTIONS PROVIDER IN PASTA MEAL THROUGH LEAN SUPPLY CHAIN

- REPLENISH OUR CUSTOMERS WITH JUST IN TIME DISTRIBUTION[®] TO REDUCE THE OVERALL INVENTORY WHILE IMPROVING PRODUCT AVAILABILITY
- SYNCHRONIZE OUR FORECASTING WITH STORE SALES APPLYING CPFR TECHNIQUE
- GRANT TRACEABILITY OF OUR PRODUCTS



THE PASTA MEAL SOLUTION BENEFITS FOR THE PEOPLE

- PLEASURE AND VARIETY OF AN AUTHENTIC ITALIAN MEAL
- SHARE THE ENJOYMENT OF BEING TOGETHER AROUND FOOD
- NATURAL AND HEALTHY NUTRITION



THE PASTA MEAL SOLUTION BENEFITS FOR OUR CUSTOMERS

MANAGE ATTRACTIVE PRODUCTS IN A GROWING PROFITABLE CATEGORY



