

COMPANY PROFILE

AU TH EN TIC

food passion



demetrafood.it



Authentic Food Passion because...

_ Respect

We are AUTHENTIC because we respect the land and the seasonality of its products

_ Ingredients

We are AUTHENTIC because we carefully select the freshest, safest and most certified ingredients

_ Passion

We are AUTHENTIC because we put all our passion into the work we do, and are constantly committed to production process innovation

_ Tradition

We are AUTHENTIC because we unite the Italian culinary tradition with a vision of international cuisine

Respect for the land,
the seasons, and those who farm.
For those who demand quality,
certified and safe ingredients.

For over 35 years, we have been selecting,
processing, and commercializing a range of
food specialties for restaurants in Italy
and around the world.

Continuous improvement at both product and
process level is an integral part of our way of working.
Constantly open to market input and **contemporary
taste trends**, we research and develop new products
and concepts to support and grow the business
of food professionals... how?

By providing expertise and knowledge
in the food sector, with strategic partnerships;
by providing marketing-oriented techniques
and up-to-date tools.



From the suppliers
to the customers
through the valorisation
of all the people
and territories that
collaborate with us.



**The taste for innovation. Always.
The taste for innovation
to grow together.**

US

mission

To satisfy the needs of customers through the search for the very finest raw materials, innovation in facilities and equipment, and the provision of adequate technical, commercial and marketing support.

vision

To become a leader for quality and innovation in the production and selection of speciality food products for the modern catering world, and to create value for our stakeholders.



Time Line

A story of Passion from 1987

Foundation.
Professional different experiences but complementary converge into one project giving life to a new company. Demetra is founded, in Talamona in Valtellina.

1987

1992_Expansion into the Horeca sector.

We carried out a restyling of our image and labels. Furthermore, to consolidate our position, we expanded our range of products to the Horeca channel.

92



1998_New facility.

A tangible sign of the corporate reorganization was the construction of our new premises, also in Talamona. A large structure for production dedicated to foodservice.

98

2001_The birth of Demetra Food Academy.

We were one of the first in Italy to create a Food Academy. A place of training for customers and promoters, and a meeting point for the development of knowledge, skills and initiatives.

01

2003_Certificazione ISO.

A confirmation of our reliability and professionalism: ISO 9001 Certification. This certification involved a reorganization and enhancement of most corporate functions. Still present and updated to the 2015 version.

03

2005_New packaging.

Faithful to the mission of bringing innovation to the kitchen, we researched, developed and adopted new product packaging solution introducing the first line of flexible coupled aluminium and polypropylene pouches – totally reliable, protective, and easy to store.

05

2006_Marketing Revolution.

Food is culture, knowledge information. We publish "La Voce di Demetra" and new communication instruments and interaction with customers.

06



future

2024: New Food Academy structure.

A 300 square metre professional kitchen, equipped with the most advanced tools and equipment, created specifically for learning and exploring culinary techniques.

22

2022_Looking to the Future.

The building up of production capacity is followed by the enhancement of sales team along with the focus on marketing communication.

20

2020_Innovation CREM-A-POCHE.

The technological match between the pouch with exclusive design and the DIVA System process.

18

2018_Safety and total Quality.

After years of research, we implemented the innovative DIVA System.

15

2015_Partnership Wiberg.

To enrich the range of products we offer we became the exclusive importers of the brand Wiberg in Italy. Well-known and appreciated in the professional sector for its wide, updated range of excellent spices, herbs and condiments.

11

2011_New facility in Morbegno.

New production facility in Morbegno which houses the labelling packaging, picking and shipping.

07

2007_A winning team.

Determination, resourcefulness and goals. We launched the DTEAM, and the Commercial and Marketing Plan.



HOW

production

ORGANIZED TO GUARANTEE EFFICIENCY & SUSTAINABILITY

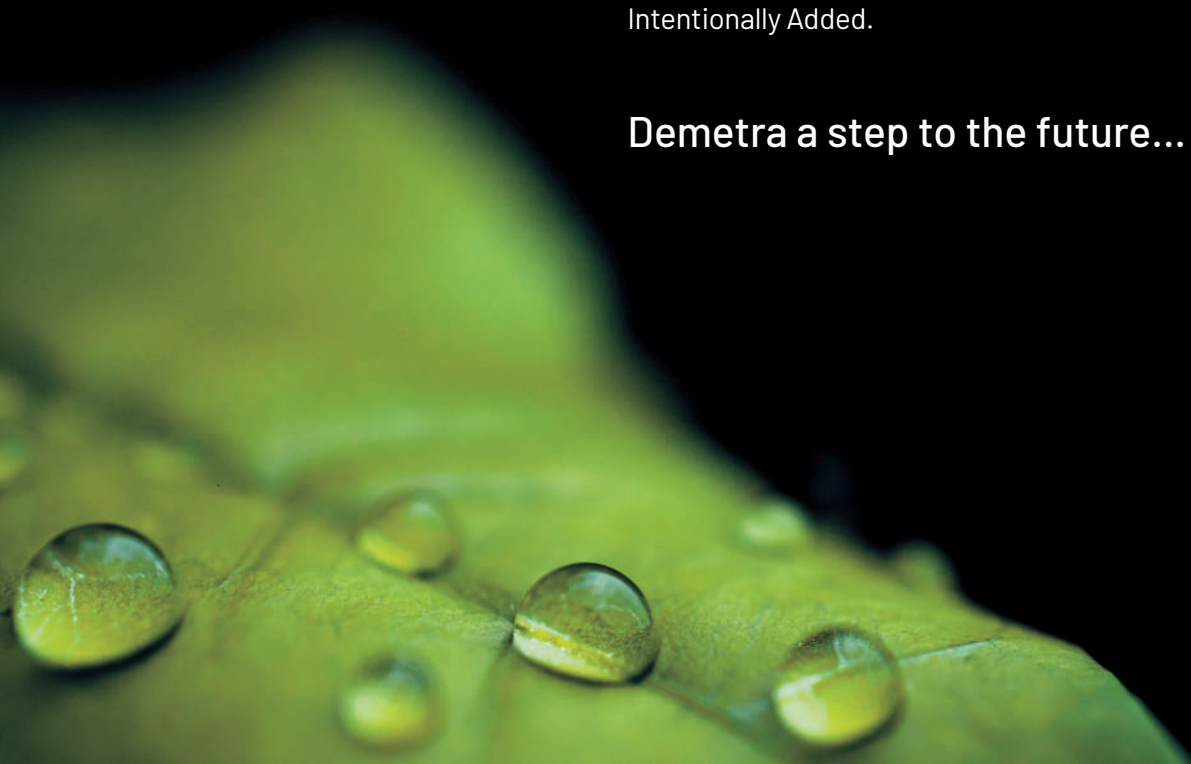
Two modern production facilities in the Talamona-Morbegno area in the heart of Valtellina, land of strong food traditions, operate in perfect synergy in the development and management of the production process.

Our first facility boasts 10,000 square metres organized for the reception and selection of raw materials, quality control, administration, product research and development, and the Demetra Food Academy.

Our second facility boasts 20,000 square metres organized for labelling, packaging, storage, shipping, and automated order preparation lines. This includes 8,500 pallet spaces that allow us to support current and future sales trends, without stock outages.

We are committed to reduced polluting emissions and separate waste collection. Furthermore, we choose suppliers inspired by sustainable development models to protect the environment. All our packaging is made from BPA-NIA materials, that is BPA - Not Intentionally Added.

Demetra a step to the future...



a solid path

numbers

2 **Productive units**
in Talamona and Morbegno

+100 **Employees**

10.000 **Tons of vegetable and mushrooms**
processed

+50 **Gluten free certificated products**
included in the Italian coeliac
association (AIC) handbook

2,8
million **Pouched packaged**
average in 1 year

+8.500 **Pallet places**
available in our logistic unit

100 **Salespersons**
in Italia and around the world

+500 **Distributors**
in Italy and around the world

+50.000 **End customers**
served via distributors and directly in Italy





TECHNOLOGIES & INNO VATI ON

**Technology
is also our highlight.**

At Demetra, technological innovation is a continuous process. To guarantee 100% safe, preservative-free food, with a high service value, we constantly rise to the challenge.

The fruits of our research and development in numerous process improvements, such as the DIVA System, and product improvements, such as new flexible pouches, formats and sizes. We never stop.

AUTHENTICITY DRESSED
AS INNOVATION
**TRADITION TAKES
A NEW SHAPE**



Direct Injection
Vacuum cooking
All in One

DIVA SYSTEM

In 2018, after a few years of development in collaboration with a pool of industrial plant specialists, we created the innovative, Industry 4.0 certified cooking and packaging system, DIVA (Direct Injection-Vacuum Cooking-All-in-one).

A method which, by combining sous-vide cooking with direct steam injection, brings important advantages over traditional systems:



It allows you to **cook at a low temperatures**, in order to preserve all the natural flavours and aromas of the ingredients



It **reduces the amount of oxygen** in contact with the food, avoiding oxidation and, therefore, degradation of the colour and flavour of the food



It minimizes the **loss of natural aromas** of fresh ingredients, preserving them throughout the packaging process



It **minimizes handling of the product**, avoiding additional thermal and mechanical stresses

smart packaging

The importance of the container, as well as its contents.

We were pioneers in packaging our products in extremely resistant pouches, made of food-safe aluminium and polypropylene poly laminate. By choosing the pouch you can count on some advantages compared to traditional packaging:

- _LESS THERMAL STRESS
- _HIGH YIELD
- _OPTIMAL PRESERVATION
- _LESS WEIGHT PACKING
- _REDUCED STORAGE SPACE
- _REDUCED WASTE
- _SEALING SYSTEM INCLUDED





Food quality
and safety are our
dominant values.
Which we apply
in our daily work,
starting with the selection
of raw materials
and ingredients
from trusted suppliers.

QUALITY

Our technicians personally visit and periodically audit suppliers to verify their compliance and reliability. In addition, to meet production needs and food trends, we favour the seasonality of raw materials to guarantee greater freshness and palatability.

There are numerous controls on the supply and internal production chain at all stages, guaranteeing complete traceability, from the raw ingredients right through to the finished product. These controls are performed by staff at our quality control laboratory and using the latest generation automated technology, such as metal detectors and x-ray systems.

WHY

Why choose demetra's quality?

_01

Continuous selection and evaluation of suppliers **according to ISO 9001:2015 and FSSC 22000 standards.**

_02

Internal laboratory for **quality check and R&D.**

_03

Manual selection of raw materials categorized as «sensitive».

_04

Full traceability of ingredients and individual processing steps.

_05

DIVA System for cooking via direct steam injection, under vacuum, and at low temperature.

_06

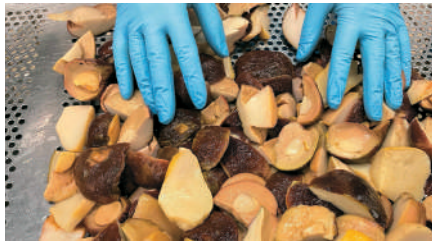
Control of the absence of **metallic foreign bodies by metal detector on filling lines** and on packaged products.

_07

Over **300 daily controls** performed in real time.

_08

More than **4,000 analyzes per year** performed internally or by accredited laboratories.



QUALITY IS OUR RAW MATERIAL

For us, certification represents an important milestone on the path towards the constant improvement of our products.

FSSC 22000 V 5.1
ISO 9001:2015

We are accredited with the Food and Drug Administration under FCE Number 12506 and B.T. Act Registration No. 16687880444.

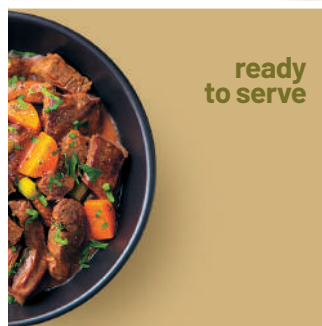


our products

HoReCa

From starters to desserts, our products are created for restaurants, pizzerias, pubs, coffee shops, caterings, chains of restaurants.

Our high-quality semifinished products keep the organoleptic characteristics of a fresh product. They offer flexibility and velocity in the preparation, high standards, guaranteed safety and highest profitability in each course.



Retail

In 2018, we launched the **Sapori Sinceri** line, designed and dedicated exclusively to the consumers. A rich selection of products to rediscover the taste of tradition, with the quality that comes from fresh and genuine products. A variety of food proposals that focus on the commitment of growers and selectors who work every day following the rhythm of the seasons. A sincerity that satisfy all palates: saporisinceri.it.





A range for all palates. Really everyone.

Over 500 Demetra specialities, in different formats, to satisfy all the needs of classic catering and those informal moments of aggregation and conviviality.

An inexhaustible source of inspiration for chefs who, in addition to safety/quality, seek that extra touch that helps them make a difference and always propose something new. All products are without added monosodium glutamate. Also available gluten free, for vegans and traditional flavours.



**RESTAURANT
PIZZERIA
BUTCHER'S SHOP**

WIBERG importer

We are the exclusive importer for Italy, France and Spain of Wiberg. An Austrian leader company in the sectors of Herbs and spices, oils, vinegars and specials condiments. A partnership based on the excellence of more than 180 products divided in 3 subcategories: **À la Carte**, quality restaurants and pizzerias, **Exquisite**, the best of world, **Basic** for catering and big food chain companies.





food academy



Teaching excellence

Demetra Food Academy
offers fascinating
experiences to fuel
the passion of cooking
with Demetra products.

ONE NEVER STOPS LEARNING, TRAINING, AND IMPROVING, ESPECIALLY IN THE KITCHEN

The formats and training programmes are targeted at salespeople and promoters on one hand, and chefs and managers on the other.

Our Academy's team of chef promoters and marketing coaches **create opportunities for discussion and professional growth** through a variety of occasions: trade fairs, tastings, open days, show cooking, demonstrations, lessons and motivational meetings. The sessions take place in the dedicated structure at the Talamona headquarters and in the peripheral locations of partners and customers.

dining around the world

internationalisation

Italian cuisine is known and appreciated internationally,
just like Demetra products.



We are in fact on the tables of the best restaurants in all continents,
present in **over 30 countries** through a sales network of specialised
distributors followed by a sales and technical team of over **100 employees**.

and many plans for the future...

Always under the banner of maximum collaboration
with customers and tasty food market trends.

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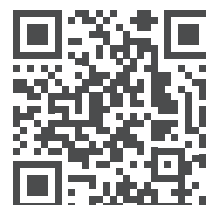
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