



# Since 1970, our Family Cuisine

Fresh cut salads and vegetables and ready-to-eat fresh meals



# Our company

We are an **Italian food company**, founded in **1970** and managed by the **Zerbinati family** for over **50 years**. Today we are market leaders in the production of Fresh-cut salads and vegetables, as well as fresh ready-to-eat meals.

Our expertise in raw materials, commitment to high-quality standards, continuous technological innovation and dedication to environmental sustainability have always been our driving force.

We are committed to bringing the unique taste of traditional recipes to the Italian tables, with an innovative touch, always designed and prepared with extreme care and passion.



# Our numbers

We think big, in our small way

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The key to our success lies in the spirit of innovation and business vision together with the courage to face challenges and projects that are ahead of their time and trends: qualities that continue to define the brand today.

These are the ingredients that allow us to have an increasingly high brand awareness and established reliability on the market.



Italian Family company



+200 employees, 50% female



+48M € revenue 2025



over 45M of technological investments in the past 15 years.



5 markets covered (fresh cut salads, fresh soups, vegetable burgers, cooked vegetables and ready-to-eat meals)



BRC – IFS – ORGANIC  
Certifications



# Our environment comes first.

We were the first company - in our market - to publish a **Sustainability Report**

Our commitment and passion for the Environment are detailed in our **Sustainability Report**, a tool that aims to clearly inform our stakeholders and customers about the company's strategic and operational approach to sustainability.

Our main focus is the development of solutions such as the use of eco-sustainable packaging and attention to promote a fully transparent supply chain.





## Our production plants

2 production plants for a widespread service

All our plants are managed through a **sustainable use of water resources, raw materials, and energy**; we constantly study for the **improvement of the environmental impact** in all its forms.

In 2022 we installed solar panels on all plants.

We have 2 production plants, certified IFS, BRC e BIO with 25 production and packaging lines.

- **CASALE MONFERRATO (AL)**: headquarters and production plant of fresh cut salads and vegetables.
- **BORGO SAN MARTINO (AL)**: head office and production plant of ready meals.





# Our employees

Training and information are essential for safety at work.

We use personal protective equipment (PPE) and all our operators follow strict hygiene and behavioral procedures, also required by the certifications to which we respond.

## Our team, our added value

More than 200 employees, almost 50% female, committed every day to prepare our products in the best way possible. Every single member of the team is adequately trained with specific courses (more than 150 hours per year) for each function, because each of us has an important responsibility for the success of our products.

# Our territory

## Our earth, our people, our Monferrato.

We are born in the Monferrato and since 1970 we owe everything to our environment and to the people who are part of it. Our large family is made up of more than 200 collaborators, committed every day to preparing our products in the best possible way.

Over the years we have promoted projects in support of significant realities for the territory itself and its citizens.

Banco Alimentare Piemonte, Croce Rossa, Protezione Civile Locale, Dynamo Camp, Agriturismo (for school project) are just some of the organizations we support.

We support the sport too. We are the t-shirt sponsor of Monferrato Basket A2 (men's basketball team) and support other charitable events in our area.



Croce Rossa Italiana



# Our products

More than 70 references produced using more than 500 tons of fresh vegetables every day.

- **Freshness:** all our fresh cut vegetables are processed and packaged to preserve the freshness of the product. 24 hours from field to fork.
- **Semplicity:** our ready meals have a short label and are prepared with fresh vegetables.
- **Quality of raw materials:** selected ingredients, Italian extra virgin olive oil and no preservatives.
- **Love for tradition** recipes inspired by the Italian culinary tradition, projected towards the future
- **Service:** our vegetables are already washed, ready to be consumed or cooked. Our ready-to-eat meals just need to be heated for a few minutes in the microwave. Our aim is to offer to our consumers fresh products, giving them more free time.
- **Respect for the Planet:** we always care about our environment: from the recipe to the packaging everything is studied in a sustainable way.



# Our products



## READY-TO-EAT MEALS

**Lunch Box:** fresh multigrain salads mixed with vegetables

**Risotto Giusto!:** the typical Italian dish prepared with local rice and vegetables. .



## VEGETABLE BURGERS

**Crock:** burgers and croquettes prepared with lentils and vegetables, with super crunchy breadcrumbs. Source of fiber and protein.

**Burger'Z:** plant-based burgers prepared with vegetables and quinoa.

A new way to enjoy vegetables!



## SOUPS, PUREED SOUPS AND SIDE DISHES

Simply prepared like at home, with fresh vegetables, selected ingredients and Italian extra virgin olive oil.

## FRESH CUT SALADS AND VEGETABLES

24 hours from field to fork, ready to be eaten or cooked.





# Soups, pureed soups and side dishes

Recipes prepared with fresh vegetables, a short list of ingredients, selected beans and cereals and only Italian extra virgin olive oil. We produce all the soups and pureed soups in a «single-serving» size; in Italy we are LEADERS in the production of single-serving fresh soups.

All the packs are 100% recyclable, reusable and microwavable and perfect for practical and quick use.



+ 20 recipes



We are ITALIAN LEADERS IN THE SINGLE-SERVING SIZE SOUP SEGMENT



310g SIZE → high FLEXIBILITY and VARIETY





# Vegetable burgers and croquettes

Burgers and croquettes prepared with vegetables and lentils: tasty, gourmet and healthy.

A new way to enjoy vegetables!

**Crock** → 6 recipes with vegetables and lentils, coated in a crunchy breadcrumb crust.

**Burger'Z** → 3 recipes prepared with quinoa, vegetables and selected ingredients.



9 UNIQUE recipes on the market



2 EXTRA CRUNCHY coatings: cornflake crumbs for the Crockburger and a rustic crumb for the Croquettes.



2 NEW recipes with CRISPY rice breadcrumbs



Plant-based SOLUTIONS with selected ingredients





“Lunch Box” packaged in an eco-friendly tray with wooden fork



1st BRAND FOR GROWTH in the Italian market



Lunch Box: ready-to-eat  
Risotto Giusto!: ready in a few minutes in the microwave



# Ready-to-eat meals

A complete pocket-size offer, ideal also for an out of home meal.

**Lunch Box** → multigrain salads with vegetables and beans, inspired by the classic «packed lunch» people prepare the day before for a meal away from home. Healthy and nutritionally balanced.

**Risotto Giusto!** → traditional Italian risotto, available in 4 different recipes with vegetables and selected local ingredients. Creamy, tasty and healthy.





# Salads and vegetables

A wide range of mixed and single salads, as well as ready-to-cook options, ideal for original combinations and innovative products.

Available in different sizes, to meet every need.



Among the first to create fresh-cut products in Italy



1980 our first fresh-cut products were produced.



24h from field to fork





Thanks!