



*Crunch  
& Match*

**CROUTONS**

**FOR SOUPS AND SALADS**



To enrich dishes with **flavor** and **wellness!**

# Why choose Molino Filippini crutons?

The crutons are produced in the Molino Filippini gluten-free facility, on a dedicated extrusion line.

The **Crunch & Match range** has been developed to meet the needs of health-conscious consumers without compromising on taste and crunchiness.

All products in the line share **distinctive features** that define their positioning focused on both **flavor** and **wellness**:

- Made from **corn**
- **Not fried**
- With **olive oil**
- **120 g**
- **Gluten-free**, suitable for various dietary needs
- **Vegan**



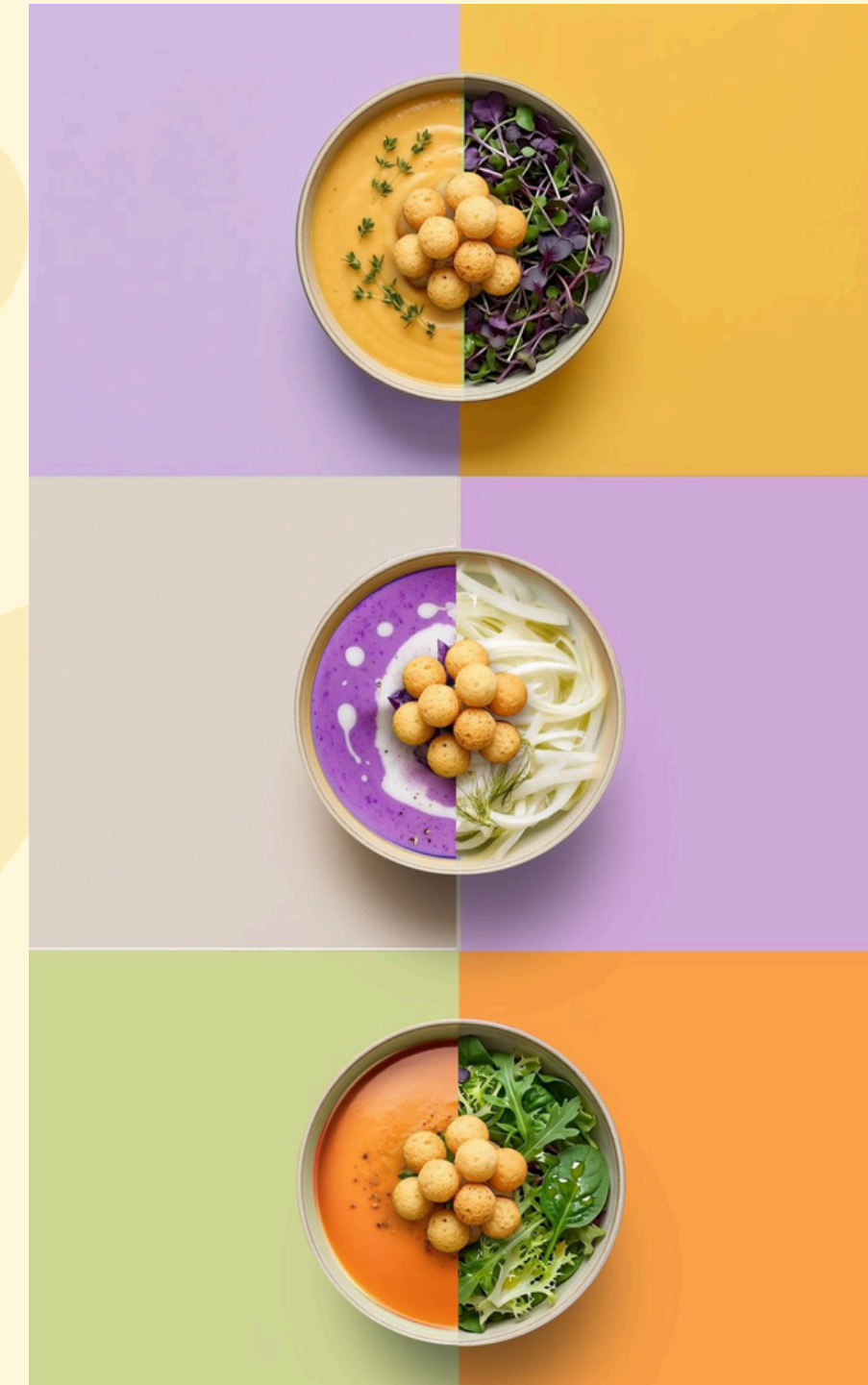
# Differentiation

- ✓ **Accessible Gluten-Free**  
A bridge between standard croutons and specialized gluten-free options.
- ✓ **Corn-Based**  
Distinctive taste and texture profile compared to traditional “toasted bread” croutons.
- ✓ **Not Fried**  
A clear, immediately perceivable process benefit at shelf level.
- ✓ **3 Mediterranean Flavors**  
Transform the product from a simple commodity into a high-value ingredient or topping.



# Category Benefits

- ✓ **Trade-Up for the Croutons Category**  
Adds value to the category without positioning itself in the extreme premium segment.
- ✓ **Expansion of the Buyer Base**  
Targets both gluten-free consumers and general shoppers (curiosity, wellness, desire for variety).
- ✓ **Higher Turnover During Key Periods**  
Supports sales during peak moments:
  - Autumn/Winter → soups and creamy dishes
  - Spring/Summer → salads
- ✓ **Lowering the Gluten-Free Price Barrier**  
An accessible and competitive offering compared to leading specialist brands.



# Crunch & Match

## The croutons line for salads and soups

Making croutons a culinary creativity tool: not just for appetizers, but also for soups, salads, and bowls.

Each flavor comes with “recommended pairings” on the pack.

A single crouton can be the start of it all: the crunchy note in a creamy soup, the twist in a salad, the perfect crunch for an impromptu bowl.

With Molino Filippini, every pairing is the perfect match of creativity and deliciousness.



# Perfect for Every Occasion

- 1. Open*  
the pack
- 2. Match*  
it with whatever  
you like
- 3. Crunch!*  
and taste!



**Salads**



**Soups**



**Aperitifs**

**Add crunch in seconds**



# Target

The Crunch & Match line targets a broad and diverse audience, united by a focus on high-quality ingredients and a balanced eating style.

The gluten-free, corn-based croutons meet a variety of consumption needs:

## **Wellness-conscious young adults (25–40 years)**

Active, informed and tuned into healthy trends. They consume salads, bowls and quick soups for lunch or after sports activities.

## **Quality-Oriented Consumers (30–45 years)**

They use croutons to enhance light dinners and homemade wellness-focused dishes.

## **Gluten-Free Consumers (18–60 years)**

Gluten intolerant or sensitive. They seek safe yet tasty alternatives suitable for every occasion.

## **Conscious Families (35–55 years)**

Purchase decision-makers attentive to the needs of all family members. They choose versatile, inclusive products suitable for everyday meals.



# The Crunch & Match Range



# Molino Filippini Croutons with Olive Oil

## Main Ingredients

- Whole Corn Flour
- Olive Oil 4.5%

## The Flavor

Balanced and delicate flavor, where the fragrance of corn meets the rich, aromatic notes of olive oil.

Crispy and light, they enhance both simple preparations and more gourmet recipes.

*Choose your MATCH!*

### Easy Match

Salad with cherry tomatoes and mozzarella

+

Creamy pumpkin soup with seeds

### Match Wow

Microgreens and Balsamic Vinegar

+

Cannellini Bean Cream with Herbs de Provence



# Molino Filippini Croutons with Rosemary

## Main Ingredients

- Whole Corn Flour
- Olive Oil 4.5%
- Rosemary

## The Flavor

Fragrant croutons with a corn base that highlights the fresh notes of rosemary. Crispy and light, they enhance salads, creamy soups, and more refined recipes with a distinctive Mediterranean touch.

*Choose your MATCH!*

### Easy Match

Mixed salad with sun-dried tomatoes and fresh cheese

+

Creamy pea soup with seeds

### Match Wow

Red cabbage salad with farro, apples, walnuts, and fresh ricotta

+

Carrot, Ginger & Orange Cream



# Molino Filippini Croutons with Tomato & Basil

## Main Ingredients

- Whole Corn Flour
- Olive Oil 5%
- Tomato and Basil

## The Flavor

Crispy and flavorful croutons with a corn base that enhances the taste of tomato and the vibrant aroma of basil.

A versatile touch for fresh salads, soups or creative recipes.

*Choose your MATCH!*

### Easy Match

Lettuce, cherry tomatoes, cucumbers, julienned carrots, and feta cubes

+

Creamy tomato soup with red onion and basil

### Match Wow

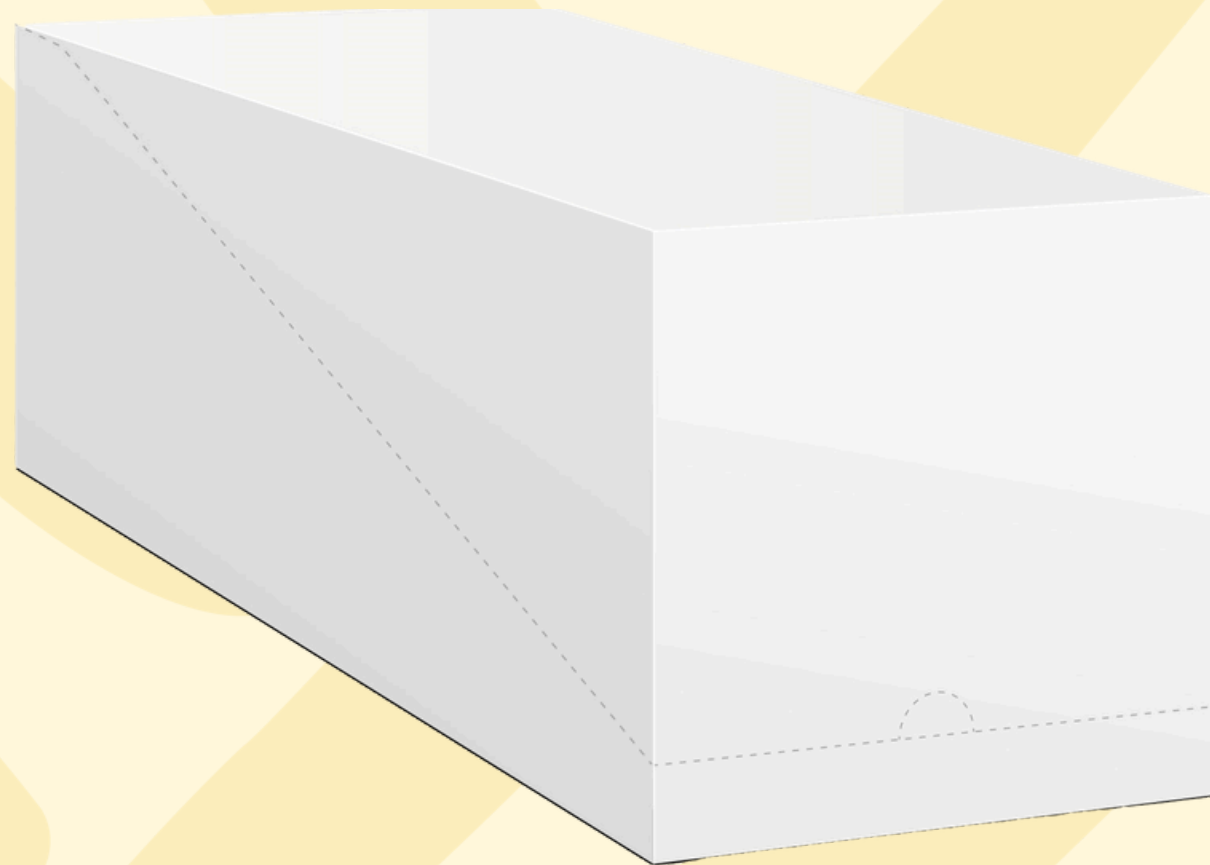
Arugula, quinoa, mango, avocado, and toasted seeds

+

Creamy white bean and zucchini soup



# Logistics



Net Weight	Package Dimensions (HxDxW) mm	Box Dimensions (HxDxW) mm	Packages per box	Cartons per Pallet	Dimensioni Pallet (cm)	Shelf Life
120 g	215 x 70 x 110	240 x 380 x 230	10	80/10x8 layers	80x120x180h	12 months



# Private Label

Tailored solutions for our customers

Molino Filippini offers the possibility to produce croutons under Private Label, ensuring **quality and taste**.

## Benefits:

- **Certified Quality:** gluten-free, corn-based, not fried, and made with olive oil.
- **Production Flexibility:** ability to adapt volumes and packaging to customer needs.
- **Comprehensive Support:** from product and packaging design to logistics and delivery.





MOLINO  
**FILIPPINI**  
*Che gusto la vita*

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