

Worldwide: Conserve Italia to attend Marca 2016

Conserve Italia - European leader of processed fruit and vegetables with over 550 thousand tons of processed produce by over 3,300 employees and a turnover exceeding €1 billion - is once again taking part in Marca 2016 (BolognaFiere, 13-14 January 2016), the international exhibition-conference dedicated to the private label sector.



The fair involves the entire industrial and distribution world with many B2B events, workshops, conventions and round tables. This will be a record year, as 21 big labels will take part as well as 528 producers.

Conserve Italia has been attending the fair ever since its first edition, though this year it will have an even bigger stand (Hall 25 - Stand B53-C54) where it will display all its products, made for the main Italian and foreign distribution chains with the best raw materials and employing the best productive and logistics systems (thanks to the experience gained with the industrial brands of the group - Valfrutta, Cirio, Yoga and Derby Blue).

"Of course R&D focuses on the industrial brands in order to create an innovation that can capture the interest of consumers. the benefits of said research also involve private labels, so as to help distributors develop products that are better than the ones of their competitors," explains Andrea Colombo, retail and private label manager for Conserve Italia.

It is precisely this approach, combined with a constant cost control, that sparked the strong positive trend registered by Conserve Italian in the private label sector, which enabled it to almost double its turnover over the past ten years.

"Conserve Italian meets the interests of the Italian food chain and aims at identifying new outlet markets for its partners. It is for this reason that we are developing new premium product lines in the tomato, jam and fruit juice segments. In general, private label production is very important for Conserve Italia to absorb the raw material collected from its partners, optimise production lines and strengthen the partnership with distributors," concludes Colombo.

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