



## Mutti Group: turnover and share continues strong growth in 2018

*The Italian company closed the year with net sales up 16.7% to EUR 308 million.*

*A European market leader, the Group enjoys a 10.6% share of the market, with the brand already in 1st place in 7 European countries.*

*The Group remains strongly committed and continues to invest in the sustainability of the supply chain and in the region.*

**Milan, 20 March 2019** - The Mutti Group posted outstanding results for 2018. Italy's foremost tomato processing concern presented its annual results today in Milan at a meeting with the press.

In particular, the data show how the Parma based company continues to grow, as it has continuously over the last 20 years, with consolidated net turnover up by 16.7% at EUR 308 million.

On the domestic market, in 2018 Mutti consolidated and further strengthened its leadership position in Italy in terms of value, with a 29.4% market share (+0.8 vs. the previous year) - over three times higher than its main competitor - and in terms of volume, with a 21.6% share (+0.8 vs. the previous year). In a difficult market scenario for tomato derivatives, the brand increased its sell-out sales (+2.6% in total volume in Italy) and consolidated its market share in all segments of the sector (polpa, passata, peeled tomatoes, concentrate).

The results are excellent in the tomato-based sauces area: the Company confirms its position as the third largest player in the category, strengthening its competitive position and reaching a volume share of 10.9% (+0.6%), driven by the success of the Datterini Ready to Use Sauce which, five years after its launch, is now the best selling product on the market, in terms of volume and product rotation.

Foreign market results are even more encouraging. Mutti was the no.1 brand in Europe in 2018 and continues to strengthen its leadership at European level in the tomato derivatives market, with a market share of 10.6% (+0.6 points vs 2017), more than twice as high as that of its major competitor. It is now in first place in value in 7 European countries: France, Sweden, Denmark, Norway, Finland, Slovenia in addition to Italy, with France, Slovenia and Denmark being new entries and significant consolidation in Sweden (16.2% value share, + 2.4 points vs. 2017), Norway (20.9% and +1.7 points) and Finland (23.3% and +1.4 points). The Group is experiencing significant growth in Germany as well, with the brand consolidating its position as the second most important contender on the local market, the result of significant marketing and commercial investments.

Outside the European perimeter, growth continues mainly in Australia and the USA, where a new subsidiary was opened at the beginning of 2018 with the aim of strengthening the brand's position on the American market.

In 2018, the Mutti Group confirmed its position as Italy's leading processor in terms of production capacity, and continues to climb the world rankings: 2,845 million quintals of tomato were processed at the Montechiarugolo (Parma) plant, 2 million quintals at the new Pomodoro 43044 production site in Collecchio (Parma) and just over half a million quintals at the Fiordagosto - Oliveto Citra (Salerno) - site dedicated to typical southern specialities, such as plum tomatoes and cherry tomatoes.

*"We have experienced over 20 years of constant growth and our results for 2018 have been more than satisfactory, both in Italy and abroad, despite the contraction of the domestic market," - commented Francesco Mutti, CEO of the Mutti company - "We will continue to strive for the best quality", he added, "in order to continue to enhance and improve this splendid fruit, which is a symbol of Italian cuisine".*



Of the major groups of the sector also present in Southern Italy, Mutti is the first and only one to have completely converted to mechanized harvesting, encompassing 100% of all the types of tomato that are processed, thus eradicating the use of irregular labour, a phenomenon that unfortunately still exists in Southern Italy.

Mutti tomatoes have always been 100% Italian. They originate from certified areas located at an average distance of about 130 km from the production sites, and can be traced back to the farm and its fields, according to the transparency plan regarding the geographical origin of the tomato that the company has always implemented. Starting with the 2019 campaign, Mutti is also working to guarantee exclusive collaboration with 100% ethically certified suppliers.

For almost 20 years, the company has created the "Pomodorino d'Oro", a prize to celebrate the commitment of farmers to produce a tomato that can express the excellence of the Italian food identity. Since then, the concept of product quality has increasingly been expressed in the form of precise parameters of transparency and supply chain responsibility.

*"The Pomodorino d'Oro is an opportunity to celebrate quality with the protagonists of the harvest, to acknowledge the value of our short supply chain and to recognize the constant commitment of our farmers to uphold best practices in the field according to a socially and ethically compliant organizational model. This important award is the symbol of an excellent product, the result of transparency throughout the supply chain as is required by the work and the market, up to the time the label is placed on the product"* - added **Francesco Mutti**.

Since its foundation, MUTTI has been working to improve the sustainability of the "tomato supply chain". In 2010 it started a project with the WWF, which the two companies decided to renew also for the current year, with a project that revolves around the theme of sustainability and biodiversity in the agro-ecosystems of the tomato. A virtuous synergy that between 2010 and 2015, achieved remarkable results in terms of reducing the water footprint - improving the efficiency and effectiveness of irrigation of tomato fields - and a decrease in CO<sub>2</sub> emissions, respectively -4.6% and -27%.

The first phase of the biodiversity project has just been completed, with the analysis of 50 sample companies from the entire Mutti supply chain: 21% of the companies already own ponds and wetlands, while 5% of them have nests for birds. This constitutes a good start, following which the Parma-based company hopes to make great strides forward. This is why it is constantly looking for companies located in Emilia Romagna that are interested in supporting the project through the construction and maintenance of green areas (such as hedges, trees, groves) and shelters, as well as lakes and ponds. The aim is to give some space back to nature, ensure the nutrition and reproduction of wildlife and maintain the biodiversity of the flora and richness of the landscape.

A commitment with which Mutti confirms once again its will to pursue quality objectives linked to the territory, not only preserving it but actively contributing to its development and *doing something more for our land*.

For further information:

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