



1899-2019: 120 YEARS OF PASSION FOR TOMATOES

To mark the company's anniversary, Francesco Mutti retraces the key moments pivotal to its success and outlines goals for the near future: quality, sustainability and innovation.

Parma, 19 September. 48 hours spent fully immersed in the heart of the Food Valley to showcase the gastronomic tradition of the land in which the company is so deeply rooted: Francesco Mutti wanted to share this experience with some of the 95 countries in which the brand is present today because *"the quality of tomatoes depends on the land, and to understand the value of it, you need to see the fields in which they are born and grow, understand the people involved, weigh up the distances and times between harvesting and processing and put your trust in weather, hoping that it's on your side. Because everything plays out around 80 miles away from the factory with 2 months' worth of harvesting"* – explained **Francesco Mutti** at the opening of the event.

The Mutti family has been running the company for more than 100 years. Since **1899**, the year of the **first tomato processing campaign**, the scenario and role that the company plays at an international level may have changed, but the values that go hand in hand with the Group's history remain vital: there is no end point to the journey in sight, only new challenges.

Today, as in the past, the company continues to pursue a vision anchored in tradition, yet strives for innovation to be the driving force behind its high-quality, 100% Italian produce: *"One of the company's strengths is having a long-term outlook when it comes to the pursuit of quality and investing in produce"* – explains **Francesco Mutti**, recalling how in **1951**, the launch of **aluminium tubes containing tomato concentrate** catapulted the company to the top of the canning industry, overcoming the initial mistrust for a format which had only been reserved for toothpaste up until that point, and was highly innovative compared to the traditional tin-based alternative in use prior. This was a revolution spearheaded by Ugo Mutti, which won customers over due to the fact that this format was very practical and easy to store.

Today, these small innovations add up to a proud 120 year-long history, resulting in a company that dominates the Italian market, ending 2018 with a 16.7% increase in turnover (to 308 million Euro) and seeing further global growth equal to 13% in the first half of this year. The company also has a strong presence on the **international market**, where the Group has recorded double-digit growth and generates 33% of its entire turnover. In 2018, Mutti was the top brand in Europe, with a market share of 10.6% (+0.6 points on 2017), more than two times that of the nearest competitor. The group takes the top position in 7 European countries: France, Sweden, Denmark, Norway, Finland, Slovenia and Italy, with three new market entries in France, Slovenia and



Denmark, and significant growth in Sweden (16.2% market share, +2.4 points on 2017), in Norway (20.9%, +1.7 points) and Finland (23.3% and +1.4 points). Germany also represented an important growth market for the Group, and the brand established itself as the second largest power on the local market, thanks also to sizeable marketing and advertising investments. Outside of Europe, the group's growth continues in Australia, the USA and other key countries such as Canada and Israel.

“As well as being a leading company in terms of our numbers, which is definitely very important, our most ambitious goal is to establish ourselves as a leader in quality, both in Italy and abroad. We want to be a brand whose products are considered some of the very best by customers” – explains **Mutti**. These are the reasons why investment in innovation, raw materials and supply-chain agreements, as well as human resources and communications, continues.

Mutti began by changing the rules of the industry and continues to do so today, with the aim of introducing new standards to supply chains, processing and manufacturing, and aspiring to be the very best in terms of quality and food safety. At the heart of all this is the company's responsibility to the land and the surrounding community. *“These two days exploring food and wine through the ancient flavours of Parma, from its tomatoes to the Parmigiano Reggiano cheese and Parma ham, have been a way of paying homage to the land of our roots, which remains the beating heart of what we do because it's where we sow, harvest and process our unique tomatoes”* – concluded Mutti.

Mutti SpA

Mutti, the historic company based in **Parma**, is a **leader in the processing of tomatoes**. In **1899**, Marcellino and Callisto Mutti began the very first tomato processing campaign. Since then, relying on the fundamental values of **authentic Italian quality** and **tradition** together with **respect for supply chains and the land**, the Mutti family has dedicated itself entirely to **100% Italian tomatoes** used to make tomato concentrate, purée and pulp—products that, today, are renowned throughout the world. The desire to **innovate**, which has been part of the company's DNA since its inception, has led to a gradual expansion of its range, which includes a wide range of ready-to-use sauces. Today the Mutti Group, which **celebrates its 120th anniversary this year**, is present in **95 countries worldwide**, with a **consolidated net turnover of 308 million Euro in 2018**, up 16.7% over the previous year. The Group's historic and commercial headquarters is located in **Montechiarugolo** (Parma) and has expanded gradually over time to satisfy all different tastes. In 2016 Fiordagosto, a plant located in **Oliveto Citra (Salerno)** dedicated to producing typical southern Italian varieties, such as long tomatoes and cherry tomatoes, was acquired. In November 2017, Mutti purchased the CO.PAD.OR plant in **Colecchio**, establishing new company Pomodoro 43044 srl, with a production capacity of 300,000 tons.

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