



FRANTOIO GENTILESCHI and the SALUMI DEL FRANTOIO

The birth of a new company and a new brand

Milan, 15 June 2011 – The official presentation of the new food company Frantoio Gentileschi to the press and sales force takes place today at the Fonderia Napoleonica. The new company, a joint venture between Grandi Salumifici Italiani, an Italian market leader in cured meats (*salumi*), and Creta Farms S.A., one of Greece's most innovative companies in the international food market, will become one of the major players in cured meats in the Italian market, a new high profile brand for 100% Italian quality products.

FRANTOIO GENTILESCHI

Frantoio Gentileschi has grown out of a joint-venture between two major producers: Grandi Salumifici Italiani, the well-known Italian market leader in cured meats (*salumi*) and Creta Farms, one of the most active food companies in Greece, with a wide net of international presence. . In keeping with international recommendations to limit one's daily consumption of saturated fats in favor of polyunsaturated and mono-unsaturated fats (World Health Organization), Frantoio Gentileschi has introduced the innovative recipe of Creta Farms patent, that makes it possible to replace animal fats with the precious nutrients contained in extra virgin olive oil. Introducing *Salumi del Frantoio*: rich in flavor, low in animal fats.

SALUMI DEL FRANTOIO

Evaristo Rota, General Manager of Frantoio Gentileschi, presented the characteristics and objectives of the joint venture to the press and to trade representatives, underscoring in particular the advanced technology and innovative aspects of the new line of meat-based products (cured and sliced meats) taking the name of *I Salumi del Frantoio*.

"We are very proud to introduce a range of absolutely innovative products to the Italian market that will revolutionize the nature of salumi," commented Evaristo Rota, General Manager of Frantoio Gentileschi. *"Indeed, the new products have a characteristic that definitively distinguishes them and makes them truly unique: a lower content of animal fats with respect to the market standard, with extra virgin olive oil partially taking their place[...]* This surprising result was achieved by applying Creta Farms patent to the production process that in no way alter the flavor or taste with respect to the traditional product. The result is a product that is particularly low in animal fats while not having the shortcomings typical of diet products. Quite the contrary, thanks to the use of extra virgin olive oil, it is even richer in flavor. Together with the selection of the leanest meats as ingredients, the perfectly calibrated measurements and doses, varying by product, are the true innovation, protected by eleven patents that prevent anyone else from creating products with analogous characteristics."

The new line, positioned in a premium segment of good, tasty, flavorful—and naturally, more healthful—products, will be distributed via the large scale retail outlet (*Grande Distribuzione Organizzata – GDO*) channel starting at the end of June with the following products: Cotto Rustico [old fashioned fine sliced ham], Mortadella, Pollo Arrosto [roasted chicken], Tacchino Arrosto [roasted turkey], pure pork sausages, chicken and turkey sausages.

PARTNERS

"The launch of this new brand represents an important venture for us," Giovanni Luppi, Vice President of Grandi Salumifici Italiani, *"both in terms of image and regarding financial investment. But we believe that our Group, as a leader in the sector in Italy, must guarantee consumers a range of products that is always new and up to date, products that satisfy the continuing evolution of taste and the nutritional requirements of the public. A capacity for innovation is coded into our entrepreneurial DNA, as are the seriousness and commitment with which we seek to improve the quality of our products and our passion for the world of salumi."*

The next to comment by the President of the new Company Helmut Senfter is *"I Salumi del Frantoio are our 'magical' response to the consumers' need for cured meats that satisfy their taste buds while contributing to their health. This is a very special market positioning because it is unique to a product that provides the authentic and traditional flavor of salumi, the quality of a safe and sure product and a heightened regard for health without falling into the category of*



special purpose products. We are convinced about great potentials of this projects and this is the reason why we invested much economical resources to guarantee a proper launch on the Italian market. Even more, with my personal nominee as a President of the newco, we remark the willing to take part to the company's development. I am hopeful that our expectations for success will be fulfilled and that our demanding and informed target consumers will appreciate the new line."

Emmanouil and Konstantinos Domazakis, President and Co-President, respectively, of Creta Farm contributed the testimony of those who have successfully developed and marketed analogous products all over the world. *"We are very proud that the process of innovation that we have been developing and refining for years regarding local products in our country and on the global level is now available to the largest producer of cured meats in Italy. Since the birth of our company in 1970 on the island of Crete, we have maintained the goal of offering consumers a range of top quality products featuring concern for health and flavor, drawing inspiration from our luxuriant olive groves and the longevity of the inhabitants of Crete. After years of research and development we have succeeded in patenting a production process using extra virgin olive oil (EVOO) which has allowed us to extend the boundaries of Greece all the way to the US markets, where our products have won approval from the preeminent world associations for the prevention of cardiovascular disease"*

NUTRITIONAL ASPECTS

Samantha Biale was also present at the encounter in the role of expert on human diet. She is a featured nutritionist on the *Linea Verde* television program on RAI Uno and on the show *Sportello 100Unico* regularly broadcast on Radio 101. Having attentively followed the birth of the new product line, Biale provided a direct and concrete explanation of the characteristics of these products and the needs of consumers. *"While on the one hand, salumi have always carried very positive connotations, such as ease of preparation, flavor and versatility, on the other, they are erroneously perceived as being positively sinful, a threat to health because of their high salt and fat content. But what may come as a surprise is that salumi—provided they are of high quality and eaten up to three times a week as part of a balanced diet rich in fresh vegetables—have always been included in the guidelines of our dearly beloved Mediterranean diet. Obviously, the crucial factor is high quality, ensured by adhering to the rigorous production standards that characterize the best salumi in the Italian tradition. And if this high initial quality is augmented by the nutritional enhancements that characterize the new line of I Salumi del Frantoio, such as the choice of particularly lean meats and the addition of an excellent extra virgin olive oil, which replaces harmful saturated fats with the precious benefits of mono-unsaturated fatty acids, the final product deserves the seal of approval regarding maintenance of one's figure and health that many food-loving consumers and traditionalists have long awaited!"*

SCIENTIFIC OPINION

"The development of innovative products such as these, which facilitate the adoption of a proper dietary lifestyle while remaining tasty and 'non-punitive', will also be received quite favorably by the scientific community. This is particularly true for primary prevention of cardiovascular diseases, thanks to the reduction in harmful saturated animal fats in favor of olive oil," affirmed Dr. Massimo Uguccioni, famous Italian cardiologist and member of the board of ANMCO (Association of Italian Hospital Cardiologists). *"Precisely during the annual ANMCO convention, which just closed in Florence, some 3,500 Italian cardiologists had the chance to get a preview of the Salumi del Frantoio products, which generated strong curiosity and interest regarding their nutritional benefits as well as, of course, their flavor."*

For additional information:

Francesca Mioni – Burson Marsteller

Francesca.mioni@bm.com – ph. (+39) 02-72143.539 – mob. (+39) 349-7668031