



COMPANY PROFILE



TAILOR - MADE IN ITALY

WHO WE ARE



Coop Italian Food is the international branch of Coop Italy created to export the excellence of Italian food worldwide.

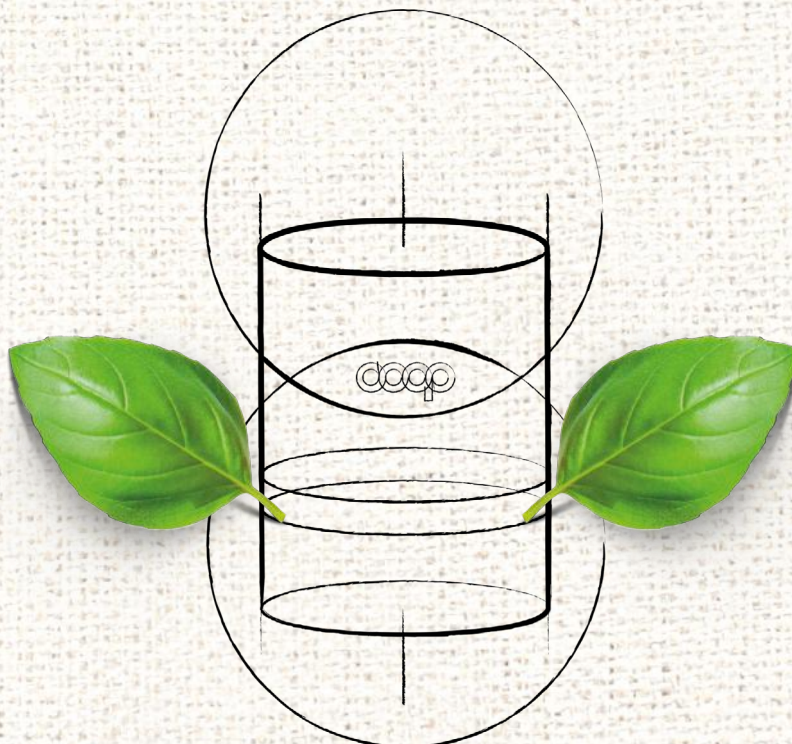
Set up in 2015, **Coop Italian Food** makes available to its partner the most powerful and reliable network nowadays operating in Italy able to drive its partners through the complexity of the Italian Food market to build an **authentic Made in Italy food program.**

The group has grown rapidly and today it operates across Europe, North America Middle and Far East in **more than 18 countries**, with Headquarters in Italy, a branch in the USA and a network of agents that operate in different Middle-Far East countries and in Australia.

The strength of the group has its roots in the mother company **Coop**, **first Italian retailer** with a **history of over 160 years** behind it.

From the very beginning the goal of the cooperative was to buy wholesale and resell consumer staples at cost price to Members, to protect consumers' purchasing power.

Price competitiveness and high attention to quality are the core of **Coop** strategy and of its success. Today, **Coop Italian Food** provides its clients this experience and knowledge.



COOP ITALY KEY FACTS

COOP IS ITALY'S LARGEST RETAILER AND HAS BEEN PROVIDING ITALIAN FOOD TO ITALIANS SINCE 1854.



RETAILER IN ITALY

14.2%

MARKET SHARE

8

MIO WEEKLY CUSTOMERS

14.8

BILLION TOTAL TURNOVER

6,8

MILLION MEMBERS

2,100

STORES

59,900

EMPLOYEES



COOP PRIVATE BRAND IS AN INTERNATIONAL BENCHMARK IN THE PRIVATE LABEL MANAGEMENT

4,500

SKU'S RANGE

7%

MARKET SHARE

500

NO. OF SELECTED SUPPLIERS

2.7

BILLION TOTAL TURNOVER

THE MULTILAYERS BRAND ARCHITECTURE OF COOP
PRIVATE LABEL IS GOVERNED BY **STRICT QUALITY AND
SAFETY REQUIREMENTS:**



NO GMOs



NO Colourants



NO Hydrogenated Fats



NO Palm Oil



NO Artificial Aromas



Restricted use of:
Additives
Preservatives
Mycotoxines
Allergens
Pests
Tropical oils



AND INCLUDES AN **INCREASING NUMBER OF PRODUCT
LINES** TO MEET THE CHANGING NEEDS AND REQUESTS
FROM THE MARKET



Healthy



Ecological
and Organic



Premium



Gourmet



Fairtrade



Baby

MISSION

To be the point of reference for international players who want to develop an **high-quality and authentic Italian food program**.

Choosing **Coop Italian Food** as a partner means having a one-stop shop international source to rely on, which gives access to:

- the largest selection of **authentic Italian products** in the market
- a network of **over 500 qualified producers**, following the strictest rules and regulations in the preparation of their products
- seeing as we are the **biggest buyers of Italian food and beverages** in the world, you benefit from our sourcing power
- a **long successful history** in the private label sector



CORE VALUES

CONSUMERS' HEALTH AND WELLNESS
Maximum commitment to **safety** and **quality** through certified quality system, service and control certifications and severe production guidelines.

ETHICS AND RESPECT OF WORKERS' RIGHTS
Suppliers are required to comply with an **ethical code of behaviour** based on the SA8000 standard.

SUSTAINABILITY AND ECOCOMPATIBILITY
To minimize waste of resources and reduce **environmental impact**.



PASSION
For good food, respect for the **biodiversity** of our land and respect of the recipes and traditions that ties our products to the territories and their typicalities.

FLEXIBILITY AND COMMITMENT TO OUR CUSTOMERS
To properly fit their **business** tasks.

VALUE FOR MONEY
The **largest Italian food & beverage** purchasing volumes guarantees the best value-for-money ratio to defend your consumers **purchasing power**.

AUTHENTICITY : 100% MADE IN ITALY PRODUCTS
Guaranteed by **traceability** of the supply chain, products **control**, inspections at the factory, advanced tools to prevent frauds.

Certified quality system: ISO 9001:2015

Service and control certifications: Bureau Veritas Italia and CSQA

Sustainability and ecocompatibility:



A UNIQUE PARTNER FOR A COMPLETE SERVICE

Italy has a unique food heritage and a huge number of food specialties. There are thousand of highly skilled manufacturers, but most of them are not prepared for facing international trading.

Coop Italian Food is the reliable partner to count on to face this complexity. **Discover our services:**



SOURCING

A consolidated team of expert buyers daily negotiate with a network of over 500 highly skilled producers (IFS and/or BRC certified) - already selected by **Coop** for its own brand - to provide the most competitive and efficient commercial conditions.



QUALITY ASSURANCE

A strict policy for quality assurance and product safety based on a certified quality management system guarantees the highest quality standards and continuous monitoring of production processes, in the respect of strict technical specification.



PRODUCT & PACKAGING DEVELOPMENT

A dedicated product managers team is committed in developing product cut-out on your needs: any kind of packaging, with the availability of different packing material and label graphic can be developed.





LOGISTICS

An efficient logistic network managed by a skilled operational team provide worldwide daily shippings with any kind of transportation and a groupage option.



REGULATORY & LEGAL

We offer you support on the label compliance according to your country regulations.



SUPPLY CHAIN

A skillful team of supply chain experts efficiently handle all your orders and custom duty operations.



MARKETING AND CUSTOMER CARE

We put at your serve our communication and marketing structure, and our consolidated experience in brand promotion for support you in the selling and advertising of Italian products.



TAILOR - MADE IN ITALY

We want your **Made in Italy experience** to be unique distinctive and to properly fit your budget and business tasks.

Coop Italian Food is your tailor-made turn key solution. A single interlocutor able to provide you the access to the reachest proposal of **Italian food products** available today, at the best purchase conditions and with the with the most stringent quality guarantees.

Flexibility is our watchword and our teams are at your disposal to hone with you the solution that best suits the needs of your target market.





MADE IN ITALY, MADE FOR YOU.

A unique supply styled on your needs and the finest local partner are what you need to perfectly fit the complexity of **Italian Food Market.**



ITALIAN
FOOD

BUSINESS MODEL

We designed a structured network of **more than 500 producers specialized in typical Italian products**. They have been producing them since always, following our unique tradition.

As your business partner, **Coop Italian Food** is offering the following **3 potential solutions**.

This gives you the maximum flexibility for your marketing strategy:



COOP PRODUCT RANGE

«AS IS»

We design more than 4,500 Coop-branded products, you only need to choose the ones that fit your **Italian food program**.



OUR INTERNATIONAL BRANDS

We created a product line to meet the taste of each country target. We will open you the doors of **Made In Italy's tradition** to you through the expertise of our producers.



RETAILER OWN BRAND

Have you already got an **Italian food line**? We can help you turn it into a real one! We will provide you with **Italy-produced food packed** into your own brand.

COOP PRODUCT RANGE “AS IS”



LABEL COMPLIANCE

In a world overcrowded by unreliable Italian products, a wide selection of the **n°1 Italian private label** range is available to you.

We design different product lines responding to multiple consumer demand in terms of price and positioning: gourmet, organic, free from, healthy or mainstream to fit any budget. Each product is manufactured according to **the most severe and restrictive quality standard** and requirements never giving up to the taste and the authenticity in the respect of the tradition and local production.

You can get the product in the original italian version or we are able to **translate the label into your language according to your country regulations** if needed.

OUR INTERNATIONAL BRANDS



Fiorfiore in italian means “the best of the best”.

Discover our Fiorfiore collection that comes from **Italy's endless culinary history** and make it yours .

A selected portfolio of **authentic italian local specialities** crafted with artful passion by skilled producers, the best of the best Italy has to offer.

RETAILER OWN BRAND



PRODUCT & PACK CUSTOMIZATION

We are able to make your **Italian food line** a real one by providing authentic products from **the best Italian producers**. We will assist you at every stage of the range development process.



100% ITALIAN

There is nothing in Italy we love most than **our food tradition**. Every dish has a unique and old story. Art and culture are deeply connected with food and how we eat it. Food is not just something that feeds us, but is an important moment to create connection with people we love.

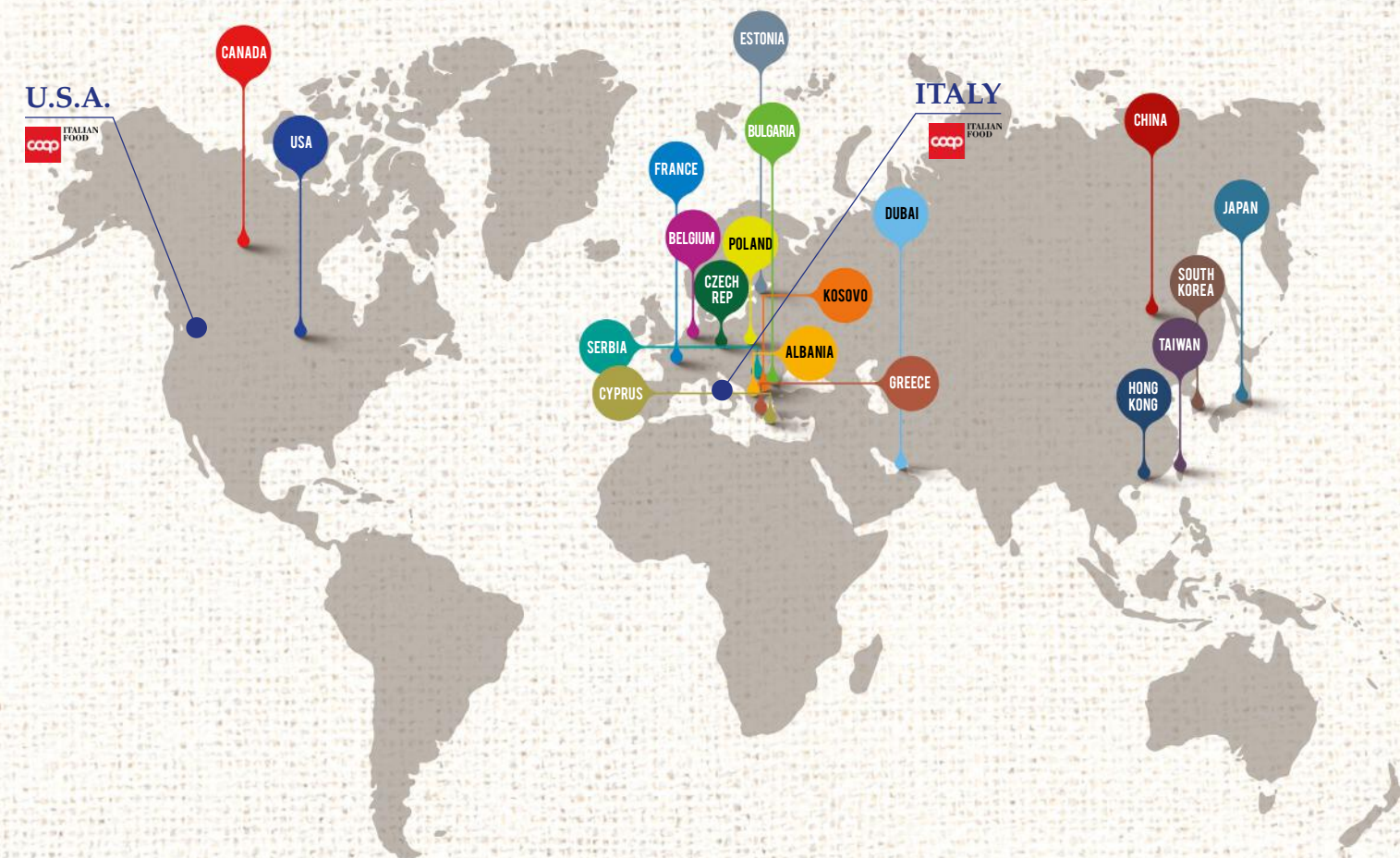
Since 160 years Coop Italia provides Italian food to Italians. Every Italian, no matter the generation he belongs to, has at least one memory with a **Coop product** on the table: the history of **Coop** is intertwined with **the history of Italy**.

We choose the best of **Italian gastronomic culture** to embroider an **authentic culinary experience**.

We are the expert of Italian food and we want to make you an expert as well in your own country.







PRODUCT'S SUPPLY

U.S.A.-ITALY HEADQUARTERS



COOP ITALIAN FOOD
www.coopitalianfood.com



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