



Joint Press Release

INALCA (Cremonini Group) ACQUIRES THE MANZOTIN BRAND
The well-known canned meat brand remains solidly Italian

Genoa/Castelvetro di Modena, 29th January 2016.

Generale Conserve S.p.A., an Italian company specialising in canned food, and **Inalca S.p.A.**, a company of the Cremonini Group leader in Europe in the production of beef, signed an agreement governing the sale to Inalca of Manzotin, the historic brand of canned meat.

Manzotin is a brand with more than half a century of history launched in the '60s. Thanks to the decision of the two Companies, the acquisition ensures that the **Manzotin brand** continues to be a trademark “Made in Italy” under all aspects.

In fact the two companies confirm that the passage is the valorisation, optimisation and the concentration of their **respective integrated supply chains**.

The final conclusion of the agreement is expected by March.

Inalca S.p.A.

*The Cremonini Group Company, European leader in beef production and distribution of food products abroad, is **one of the few Italian companies to oversee the entire production chain**. In 2014, the company reported revenues of 1.49 billion Euro, of which 50% in exports. It has an international presence with **11 manufacturing plants** (6 of which in Italy, 2 in Russia, 2 in Angola, 1 in Algeria) and **21 logistics distribution platforms** (6 in Russia, 4 in Angola, 3 in Algeria, 3 in Congo, 3 in the Democratic Republic of Congo, 1 in Mozambique, 1 in Ivory Coast). Inalca sells annually more than 500,000 tons of meat, produces 100,000 tons of hamburgers, 200 million cans, with 7,200 product references and 3,000 employees.*

Generale Conserve S.p.A.

*The second company in the tuna oil market with nearly **17% share in value**, closes the year 2015 with net sales of 187 million Euro, in continuous increase on previous years. The company's turnover is developed by about 60% from its own brands (ASDOMAR, undisputed leader **in the premium market**, has a share in value in the overall tuna oil market of about 7%), and the remaining 40% from Private Labels. In December 2013, the historical brand of the Italian agro-food industry, De Rica, joined the portfolio of Generale Conserve, with the **aim of managing the entire supply chain, as created for the ASDOMAR brand**.*

For more information

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