

Press Release

E-COMMERCE: KICK OFF FOR THE COLLABORATION BETWEEN INALCA F&B AND BUSINESS STRATEGIES TO EXPORT THE "MADE IN ITALY" IN CHINA

Also food specialties featured on WeChat with "Absolute Italy Lifestyle"

Castelnuovo Rangone (MO), 13th September 2018 - Shelves of the e-shop *Absolute Italy Lifestyle* – the "Made in Italy" food and beverage e-commerce platform, dedicated to Chinese consumers and promoted on WeChat by Business Strategies and Shanghai Morning Post - are longer today thanks to the fact that the offer of agro-food products has been completed adding to wines, Italian culinary specialties marketed by Inalca Food & Beverage, that are available since today on the platform.

Pasta, sauces, olives, cheeses, juices and milk are just some of the new products included on the largest Chinese messaging platform with over 900 million users, thanks to the collaboration with the Cremonini Group company specialized in the international distribution of the Italian agro-food specialties.

According to **Augusto Cremonini, CEO of IF&B**, *"this is another positive initiative for our company, which shows how Italian companies are able to "create a system" by joining their strengths and skills, putting them at the service of hundreds of food & beverage SMES's producers, always looking for reliable and controlled distribution channels"*.

*"It is a food selection added to the wine range – explains **Silvana Ballotta, CEO of Business Strategies** – implemented after a deep study on consumptions, to offer also products not always available on the Chinese market. A promotional tool for our Country, through which we want to contribute filling the gap in the positioning of our food & wine: Italy's agro-food sector ranks only in 28th place among the competitors"*.

The integrated e-commerce project will initially cover the cities of Shanghai, Hangzhou, Suzhou and Wuxi, then it will expand its distribution nationwide. It will be launched today in Shanghai on the eve of the Wine&Dine Festival (14th-16th September, Shanghai Expo Park), an event dedicated to food and open to Chinese consumers who can taste and buy products for sale on the platform, for the first time.

Created as part of the broader promotional initiative Business Strategies - Shanghai Morning Post *"Absolute Italy Lifestyle"*, the e-commerce program concretizes and completes a work of promotion and positioning of the "Made in Italy" product in China, started with *Taste Italy! Wine Academy*, the first wine school of Italian wine entirely dedicated to Chinese consumers and then landed with dedicated contents and columns in the pages and social networks of the Shanghai Morning Post, the first media in the Chinese metropolis.

QR code to access the *Absolute Italy Lifestyle* platform on WeChat: <https://goo.gl/eXLBmj>

Inalca Food & Beverage is controlled by Inalca S.p.A. (a subsidiary of the Cremonini Group, participated for 28,4% stakes by IQ Made in Italy Investment Company, in turn owned for 50% by CDP Equity, Gruppo Cassa Depositi e Prestiti) and specialized in the international sale and distribution of typical Made in Italy food products. Born in 2012, IF&B has the mission to expand globally through the direct presence in various markets, including the acquisition of small and medium local distributors able to guarantee the coverage of the "last mile distribution". IF&B has a catalogue of over 12,000 SKU representing Italian excellences, with branches in the USA, Australia, Cape Verde, Thailand, Hong Kong, China, Malaysia, Mexico, Canary Islands and Poland.

Business Strategies is a Florentine company engaged in the development on foreign markets of small and medium-sized companies of the agro-food and luxury Made in Italy sectors. The 500 wineries assisted by Business Strategies, which represent all Italian regions, produce a total of over 100 million bottles per year and export 70% into the main foreign markets.

The Shanghai Morning Post is part of the Shanghai United Media Group, an editorial group founded in 2013 through the merger of the city's two major newspaper groups, Jiefang Daily Press Group and Wenhui - Xinmin United Press Group, to speed up the media reform and capitalize on the rapid growth of Internet media. The merger gave rise to the largest media governmental company in China.

Cremonini, with over 16,000 employees and a turnover in 2017 of more than EUR 4 billion, out of which about 35% generated abroad, is one of the largest private food groups in Europe and operates in three business areas: production, distribution and catering. The Group, founded in 1963 by Luigi Cremonini and based in Castelvetro di Modena (Emilia Romagna, Italy), is leader in Italy in the production of beef and processed meat (Inalca, Montana, Manzotin, Ibis) and in the commercialization and distribution of food products to the foodservice (MARR). It is leader in Italy in train stations buffets, vaunts a significant presence in the main Italian airports and motorway catering and is the leading European operator in the management of on-board train catering (Chef Express). It is also present in commercial catering with its restaurants chain branded Roadhouse Restaurant.

For further information

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