together into the future

Biofach Science Day - 12 February 2016
Lorenzo Tonini R&D Manager
Born in Florence in 1978

“Probios” from the Greek: in favour of life

THE GOAL WAS: to spread the use of organic food and vegetarian food in Italy

QUALITY, TASTE AND INNOVATION:
the three pillars reflecting our work in over 35 years
organic raw materials in bulk

our laboratory for Italian specialties

our sister company in Germany
WE DISTRIBUTE IN **51 COUNTRIES**
THE BEST ITALIAN ORGANIC PRODUCTS
DISTRIBUTION CHANNELS

In the Italian market, Probios products are in over 5500 stores.

- Drugstores
- Gourmet shops
- Organic food stores
- Pharmacies
- Supermarkets
- Gluten free shops

*Probios turnover €37M*
ALL PROBIOS BRANDS INCLUDE OVER 800 PRODUCTS.

- Rice products
- Soja products
- Corn products
- Spelt products
- Wheat products
- Kamut products
- Fresh products
- Vegan products
- Products of Tuscany
- Products of Italian tradition
- Snack gluten free
- Products for sport
- Gluten free bread
- Products for breakfast
- Gluten free products
- Cotton products
**AWARDS**

**BIOFACH 2004 (NureMBERG-Germany):**
Mayorice (mayonese made with rice) won the prize as Innovative Products during Biofach International Show. Probios has been the one Italian company awarded in Germany.

**SANA 2012 (BOLOGNA-ITALY):**
Il Biogustaio products receive the award as Innovative Products during Sana Show, the most important organic food show in Italy.

**SIAL 2012 (PARIS-FRANCE):**
Happy Pop has been selected among 3000 products showed during Sial.

**SIAL INNOVATION (PARIS-FRANCE) 2014**
GOvegan has been selected among 3000 products showed during Sial.
INNOVATION IN NUTRITIONAL QUALITY

- 100% organic
- 100% vegetarian
- 400 products gluten free
- 140 products dairy free

- Many of our products are:
  Vegan, egg free, yeast free, palm oil free, low fat or fat free, no sugar added, low salt, high fibre, high vegetable protein (pasta 100% legumes)

- We use ancient gluten free cereals: millet, buckwheat, oat, quinoa, amaranth, sorghum, teff.
70% are MADE IN ITALY WITH ITALIAN RAW MATERIALS

Many of “NON UE” raw materials are fair trade

Many of them in recyclable packaging
Probios is supporter of University of Florence for:

**NUTRITIONAL RESEARCH**
Nutritional effects of a diet based on ancient cereals: millet, buckwheat, oat, quinoa, amaranth, sorghum, teff.

**AGRONOMIC RESEARCH**
Cultivation in Italy of Quinoa and Amaranth

Probios is official food supplier of **Udinese Calcio** *(Italian Premier League football club)* for:

**NUTRITIONAL RESEARCH**
Nutritional effects of an organic diet for professional sport people.
WHAT WE NEED TO INNOVATE

AGRONOMIC RESEARCH
✓ Should be connected to processing and commercial companies.
✓ Invitation to tender for projects suggested by companies.

SCIENTIFIC RESEARCH
✓ Demonstrate the nutritional benefits of lesser known crops, grown only marginally.
✓ Improvement of knowledge / acceptability by the consumer.
✓ Small and medium enterprises must be able to communicate the results. EFSA takes long time to make communication possible.
✓ Only large companies can invest in scientific research and wait a long time to communicate.
WHAT WE NEED TO INNOVATE

RESEARCH IN FOOD TECHNOLOGY
✓ Define products with a high healthy content and comply with European Regulation 834/2007: no palm oil, no animal ingredient, reducing sugars, reducing salt, reducing fat.

RESEARCH IN PACKAGING TECHNOLOGY
✓ define packaging with low impact and good performances in shelf life
WHAT WE NEED TO INNOVATE

CREATE A SYSTEM FOR INNOVATION

✓ Researchs in innovation (agriculture, nutrition, packaging, market trends), should be easily usable.
✓ They should be collected and published on the website of the European Commission: official, easily usable.

REGULATION FOR VEG MARKET

✓ Too many veg associations, each with disciplinary / brand.
✓ Consumer confusion, lack of credibility.
✓ Regulation for define the word "vegetarian" and "vegan".
✓ Regulation for define a European logo
THANK YOU

A PERSON WHO NEVER MADE A MISTAKE NEVER TRIED ANYTHING NEW

Albert Einstein

celebquote.com