

# ITALY at

## nordic organic food FAIR

Malmö

15-16 November 2023

STAND E61

[madeinitaly.gov.it](http://madeinitaly.gov.it)



Ministry of Foreign Affairs  
and International Cooperation

ITCA<sup>®</sup>  
ITALIAN TRADE AGENCY

  
THE EXTRAORDINARY  
ITALIAN TASTE



ITALIAN TRADE AGENCY

Made in Italy Export Promotion Department

graphics by nucleo grafica@ice.it | Vincenzo Lioi, Irene Caterina Luca & Alessia Greco

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# ITALIAN TRADE AGENCY



ICE - Italienska Statens Utrikeshandelsbyrå  
Italienska Ambassadens  
sektion för Handelsutbyte

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🏠 <https://www.ice.it/en/>

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🐦 @itastockholm

🌐 Italian Trade Agency - Stockholm

📷 @Itastockholm

📺 Italian Trade Agency

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and mediumsized businesses.

Using the most modern multichannel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.



**T**he Week of the Italian Cuisine in the World, which is held from 13th to 19th of November this year, is a great opportunity to raise awareness of the Italian gastronomy (history, territories, traditions) on foreign markets by promoting Italian quality agri-food products. One of the key themes of this edition of The Week of the Italian Cuisine in the World is the Mediterranean Diet, as a model for a balanced and sustainable lifestyle.

To this end, Flavia Giordano, food writer, Italian cuisine expert and owner of Spaghetti ABC - the first Italian cooking school in Malmö, intends to support this valorisation process in an interactive and informative way, through a creation of three different cooking demos and guided tastings on the theme *“Mediterranean Diet, the well-being of taste”,* at

*the Nordic Organic Food Fair, Stand E61.*

During the two days of the exhibition

(15<sup>th</sup> and 16<sup>th</sup> of November), Flavia Giordano will create three different cooking demos and will lead the public in tasting the recipes created, while presenting some of the products of 10 Italian agri-food companies exhibiting at the Fair.

## PROGRAM

**“Mediterranean Diet, the well-being of taste”.**

STAND E61, Nordic Organic Food Fair 2023, Malmömässan

- November 15<sup>th</sup>, 15.00 - 15.30  
*Cooking demo 1 - Minestrone*
- November 16<sup>th</sup>, 11.30 – 12.00  
*Cooking demo 2 - Risotto with vegetables*
- November 16<sup>th</sup>, 15.00 - 15.30  
*Cooking demo 3 - Piadina*

During each cooking demo, one recipe will be explained and prepared onsite. The visitors will learn more about the history of that recipe and the culture connected to it, with a focus on the Mediterranean Diet and the UNESCO heritage.



## **T**he Week of the Italian Cuisine in the World, November 13-19, 2023

### **Dining with the Italian cuisine: well-being with taste**

Events in Scandinavia organized by the Italian Trade Agency - Stockholm Office in collaboration with Italian Embassies in Helsinki, Oslo, Stockholm and Copenhagen.

- November 13<sup>th</sup>, 08.00 am, Perho Culinary, Tourism & Business College, Helsinki  
Cooking masterclass at Perho Culinary, Tourism & Business College (Helsinki) in collaboration with the Italian Chef Academy from Rome
- November 13<sup>th</sup>, 6 pm, Perho Culinary, Tourism & Business College, Helsinki  
Gala dinner at Perho Culinary, Tourism & Business College in Helsinki
- November 15<sup>th</sup>, 5.30 pm, The flying culinary circus, Oslo  
Gala dinner with a cooking show for guests of the ho.re.ca sector and importers of Italian food and wine in Norway

- November 15<sup>th</sup>, 10.00 am, Stockholms Hotell- och restaurangskola, Johanneshov (Stockholm)  
Cooking masterclass at Stockholms Hotell-och restaurangskola (Johanneshov, Stockholm) in collaboration with the Italian Chef Academy from Rome
- November 15<sup>th</sup>, 6.00 pm, PS Matsal, Stockholm  
Gala dinner at the PS Matsal restaurant in Stockholm
- November 17<sup>th</sup>, 10.00 am, Hotel- og Restaurantskolen, Valby (Copenhagen)  
Cooking masterclass at Hotel- og Restaurant-skolen, (Valby, Copenhagen) in collaboration with the Italian Chef Academy from Rome



Week of the Italian Cuisine in the World



WE ARE HERE



# ITALIAN COMPANIES



CAMPANIA

SICILY

APULIA

VENETO

LAZIO

	PANCAZIO	LOMAN Frutta Secca di Sicilia	AGRIMPERIALE Scent of Apulia	ANTICO MOLINO ROSSO	DEANOCCIOLA
	E61 - A	E61 - B	E61 - C	E61 - D	E61 - E
	E61 - F	E61 - G	E61 - H	E61 - K	E61 - J
	IJOBOSCOVIVO	MONASTERO	GIROLOMONI	AZIENDA AGRICOLA DE PALMA	ORTOFRUTTA TERRE DI ECOR

LOMBARDY

EMILIA ROMAGNA

MARCHE

APULIA

VENETO



# THE MEDITERRANEAN DIET

More than just a food list,  
it is about cultural identity.

'Mediterranean Diet' is a new label for an ancient tradition.

It was coined in the mid-1970s by American scientists Ancel and Margaret Keys when, along with their studies, they discovered that this type of diet would boost one's health. In 2010, UNESCO approved the listing of the Mediterranean Diet in the Intangible Cultural Heritage of Humanity, recognising with this definition the traditional practices, knowledge and skills that have been passed down from generation to generation in many countries of the Mediterranean basin. The Mediterranean Diet is more than just a food list or a nutrition label. It is a lifestyle that includes a series of skills, knowledge, rituals, symbols, and traditions concerning cultivation, harvesting, fishing, conservation, cooking. Above all, it is about the sharing and consumption of food, where men and women are playing an essential role in preserving the traditions by teaching the culinary secrets to children and future generations. Preferring a greater consumption of olive oil, cereals, legumes, seasonal fruit and vegetables with the right amounts of unrefined foods, also allows to use natural resources, such as soil and water, in an ethical way, and respects the environment by reducing greenhouse gas emissions.







# INDEX

ITALIAN TRADE AGENCY	3
THE WEEK OF THE ITALIAN CUISINE IN THE WORLD (PROGRAM)	4
THE MEDITERRANEAN DIET	8
<b>ITALIAN COMPANIES</b>	
AGRIMPERIALE SCENT OF APULIA	12
ANTICO MOLINO ROSSO	13
AZIENDA AGRICOLA DE PALMA	14
DEANOCCIOLA	15
GIROLOMONI	16
IOBOSCOVIVO	17
LOMAN SRL FRUTTA SECCA DI SICILIA	18
MONASTERO	19
ORTOFRUTTA TERRE DI ECOR	20
PANCRAZIO SPA	21
ITALIAN ORGANIC	22

# ITALIAN COMPANIES

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# AGRIMPERIALE SCENT OF APULIA

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☎ +39 0883 1978044

✉ export@agrimperiale.it

🌐 <http://www.agrimperiale.it>



Italian Short Supply Chain for Retail & HoReCa lines | 100% Italian, Organic and natural ingredients | International Patent, Winner “Italy Food Awards 2023”.



# ANTICO MOLINO ROSSO

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37060 Buttapietra VR [ Italy ]
- ☎ +39 045 6660506
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- 🌐 <http://molinorosso.com>
- 🌐 <http://spigabuona.com>



Antico Molino Rosso is a company that produces organic stone ground flours in Verona Italy founded in 1993.

Organic flours for bread, pizza, pasta, pastry and organic gluten free flours.

The Mill has two production plants.

Our certifications are: Organic ICEA, Gluten Free CSQA, IFS22000, Biodiversity friend, FDA, USDA Organic.



# AZIENDA AGRICOLA DE PALMA



🏠 s.p.231, km 1.900

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✉ sales@agricolturabiodepalma.com

🌐 <http://www.aziendagricoladepalma.com>

Our organic farm covers 65 hectares of olive groves and almond groves north of Bari, Southern Italy.

The predominant varieties are Coratina olive and Filippo Cea almond.

We follow every stage of production with scrupulous attention to obtain a high quality product in full respect of nature.

Extra virgin olive oil and almond have an antioxidant effect and are rich in proteins and minerals. Essential to our well-being.



# DEANOCCIOLA



🏠 Località la Valle snc  
01035 Gallese VT [ Italy ]

☎ +39 0761 405760

✉ info@deanocciola.com

🌐 <http://www.deanocciola.com>

Deanocciola is the brand of Dea Società benefit. Our production plant meets the highest food-safety standards, and we have these certifications: Organic, BRC, IFS, FDA, Kosher, Fairtrade, UTZ.

Deanocciola Organic Spreads boast claims such as vegan, gluten free, dairy free, sugar free, protein.

We manufacture organic spreads under our brand Deanocciola, and our great creativity and flexibility makes us your reliable partner especially for your Private Label.



# GIROLOMONI

🏠 Via Strada delle Valli 21  
61030 Isola del Piano PU [ Italy ]

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🌐 <http://www.girolomoni.it>



More than 300 members and a fully integrated 100% organic supply chain: we grow the wheat, grind it in our mill and produce pasta in the factory adjacent to the mill.

We control and trace the entire process, from seed to finished product, for the highest quality guarantee.

We use 100% paper packs, class “A” certified, and we are IFS (Higher Standard) certified.

In 2023 we became the only 100% Italian agri-food chain guaranteed Fair Trade, thus being able to produce guaranteed “fair trade” pasta.





# IOBOSCOVIVO

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21029 Vergiate VA [ Italy ]

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🌐 <http://www.ioboscovivo.com>

Thanks to the vast “know-how” of the mycologic area, IoBoscoVivo was born in 2013 and decides to enhance its scientific research and to entre the section of healthy food, creating products with medical mushrooms, above all the Shiitake mushroom (*Lentinula edodes*).

Today the company offers a range of more than 50 products, divided in 3 lines based on different lifestyles and needs, all rich in Vitamin D.



ORGANIC SUPERFOOD SOLUTIONS

Healthy, Tasty & Green

made with  
healthy  
mushrooms



rich in  
**VITAMIN D**

# LOMAN SRL FRUTTA SECCA DI SICILIA



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96100 Siracusa SR [ Italy ]

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✉ info.loman@gmail.com

🌐 <http://www.mandorleloman.it>

Loman srl sells Sicilian almonds and other dried fruit and typical products.

The factory, in the province of Syracuse, allows the company to process high quality almonds.

The company today is a constantly growing reality in terms of turnover. In addition to this quantitative growth, attention is paid to the qualitative profile, in full compliance with HACCP regulations, production traceability and organic certification.



c/da Spinagallo 10/A  
96100 Cassibile - Siracusa  
Tel. 0931/718742  
info.loman@gmail.com  
www.mandorleloman.it



Lavorazione e commercializzazione  
frutta secca e prodotti tipici siciliani

Visite guidate aziendali con degustazione

# MONASTERO

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🌐 <http://www.aziendamonastero.it>



Investing on the natural fertility of its fields since 1932, the Negri's family is profoundly committed to guarantee close interaction between its agricultural products and natural biological cycles.

Our products benefit from the official certification of organic production, while firmly anchoring its roots to the local agronomic tradition.

Monastero's sixteenth-century courtyard represents therefore a unique place to re-discover the authentic.



# ORTOFRUTTA TERRE DI ECOR



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🌐 <http://www.ortofruttaterrediecor.it>



Organization of organic producers  
of fresh fruits and vegetables

Ortofrutta Terre di Ecor is an organisation of about 30 Italian farms specialized in the production of organic and biodynamic fruits and vegetables.



# PANCRAZIO SPA

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Pancrazio Spa, established in 1930 in Cava de' Tirreni, are leading manufacturers of high-quality organic canned soups, pulses and tomatoes.

Extensive certification guarantees clients' satisfaction and includes; UNI EN ISO 9001, B.R.C., H.A.C.C.P., Integrated Crop Management of Tomatoes, ORGANIC, KOSHER, FDA Registration, Halal, VEGAN, SEDEX Smeta 4 Pillars, and JAS e ISO1401.



ITALIAN ORGANIC

**Italian Organic.**  
*Enjoy  
the healthy  
lifestyle.*

Experience, competence  
and commitment in all fields.



**ITA.BIO**  
LA PRIMA PIATTAFORMA DEL BIO ITALIANO NEL MONDO

# THE ESSENCE OF *Italian food.*

## ORGANIC PRODUCTION CHAINS

### ORGANIC PASTA AND GRAINS: THE BEST OF ITALIAN FOOD.

Grains are the foundation stone of the Mediterranean diet, which is considered one of the healthiest diets in the world. Wheat is the essential ingredient of many widely consumed goods, especially bread and pasta, the two icons of Italian food. To comply with European certification standards, pasta has to be made with flour from wheat grown without the use of pesticides or chemical fertilizers, and follow specific processing procedures (such as using only bronze casts to mould the pasta). Moreover, organic farming has made a point of reintroducing plant varieties that had been almost totally abandoned because of their low yields or difficulty of growing, such as Ancient Grains. Their hardiness makes them suitable for organic growing and they make excellent pastas and breads.

### ORGANIC EXTRA-VIRGIN OLIVE OIL: DELICIOUS AND NUTRITIOUS.

Italy is the home of olive oil. This fine agri-food tradition is represented by countless small farms and presses. To be certified organic, the oil has to be extracted from traceable olives which haven't been treated using synthetic chemicals. Only natural fertilizers such as manure may be used, and the methods used at the press have to follow the procedures laid down by EU regulations. Organic extra-virgin olive oil is one of the flagships of new eating trends: it's sustainable, authentic, packed with antioxidants, combats cell aging and is an integral part of a whole host of diets.



**305,871**  
HECTARES OF  
ORGANIC GRAINS

**20,375**  
ORGANIC FARMERS



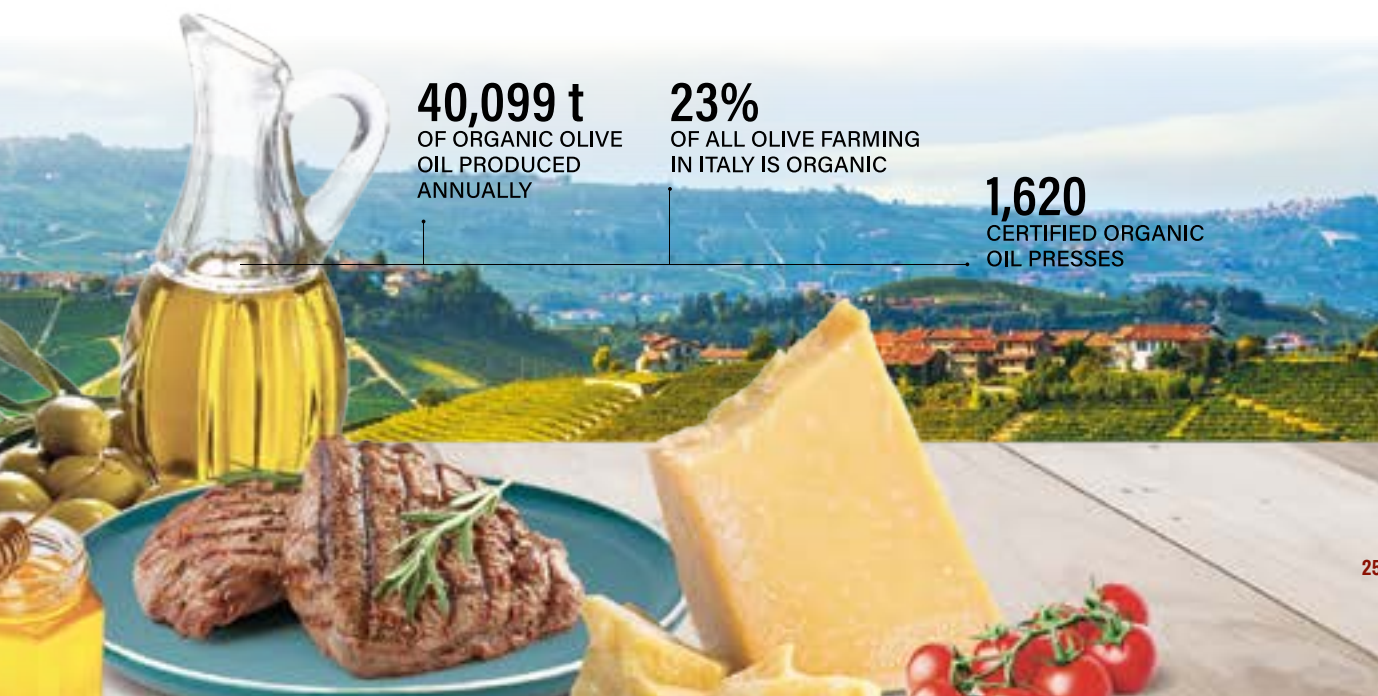
Over the centuries, **Italy has developed a unique food culture**. Thousands of farms have invested in quality and tradition, which are both closely tied to the land and local communities. The uniqueness of certain foods has opened the door to innovation and research. Organic supply chains are the perfect expression of these values: they are **the emblem of the sustainability of the farming system**.

## **ORGANIC BALSAMIC VINEGAR: WORTH ITS WEIGHT, WORTH THE WAIT.**

Balsamic vinegar is an Italian tradition that has been handed down from generation to generation. The base ingredient is boiled grape must made 100% from organic grapes grown without the use of pesticides and using environmentally friendly practices. Each year, part of the mixture is transferred from the large barrels to smaller ones used exclusively for organic balsamic vinegar. The vinegars left to age for a minimum of twelve years are given the label Affinato, while those left for a minimum of twenty-five years, reaching a sweet but intense flavour, are awarded the Extravecchio label.

## **ORGANIC HONEY: NATURE'S SWEETNESS.**

Honey is the symbol of environmental sustainability. To produce organic honey, the beehives must be located at least three kilometres from any source of pollution. This way, the bees can visit wildflowers or organic plants that are free from pesticides and GMOs. The procedures for obtaining organic certification in compliance with European standards are a guarantee of top-quality honey.



## ORGANIC TOMATO SAUCE: THE TASTE OF ITALY.

The queen of Italian cooking, ready to add its flavour to the most iconic pasta dishes. Organic tomatoes contain high concentrations of antioxidants, are free from chemical residues and present excellent nutritional properties. When the tomatoes are being transformed into sauce, no additives or colourings are used, leaving the natural properties of the tomatoes intact.

## ORGANIC MEAT AND PROCESSED MEATS: IT'S ALL GOOD.

Organic meat comes from certified livestock farms where the focus is on animal welfare. The animals live in harmony with natural cycles and are free to graze. Eating organic meat means eating a food that's healthy, safe, and free from antibiotics and chemical residues.

## ORGANIC MILK AND CHEESES: HEALTHY EVERY STEP OF THE WAY.

Organic milk comes from a closely monitored production chain and is produced by animals reared in compliance with organic standards – they have free access to pastures and GMO-free feed. This means maximum welfare for the animals and higher-quality products. Organic milk contains no pesticide residues, antibiotics or growth hormones. This milk is then used to produce organic cheeses, such as the iconic Parmigiano Reggiano and Grana Padano.







# ITA

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