

Fresh like
an ice cream,
creamy
like a yogurt



THE
N°1
SORBET
IN ITALY



100% pleasure
100% vegan
100% allergens
free

With true
fresh
fruit



Delight
No added
sugar



A journey
to the Origins
of pleasure



Family
pleasure



Natural
and
Authentic



HAPPINESS MAKERS SINCE 1939

FOLLOW US



WWW.TONITTO.COM



PREMIATA GELATERIA ITALIANA.

CONTENTS

| | |
|--|-----------------------|
| Intro - Happiness Makers | <i>pag. 4</i> |
| Tonitto 1939 founding principles | <i>pag. 6</i> |
| Our business model: Happiness Everywhere | <i>pag. 18</i> |
| Tonitto 1939 Retail (Brand & Private Label) | <i>pag. 24</i> |
| Tonitto 1939 Out of Home | <i>pag. 44</i> |





*“Happiness Makers
for three generations”*

Luca Dova

Massimiliano Dovo

INSPIRED BY HAPPINESS

Since its foundation more than eighty years ago, Tonitto 1939 sees ice cream as **“a moment of pleasure and happiness”** that strongly binds the company to its customers.

Albeit Tonitto 1939 has evolved over the course of **three generations**, this bond’s profound impact lasted, bringing light and strength to every major steps in the course of **Tonitto’s history** and being the force underneath the company values.

Respect for raw materials and for the original Italian ice cream preparations, a look towards contemporary needs of consumption: those things kept the company faithful to its origins, today Tonitto 1939 relies on four core principles that inspire its future and preserve its heritage:

- **AUTHENTICITY**
- **GOODNESS**
- **SUSTAINABILITY**
- **INNOVATION**

1

INSPIRED BY AUTHENTICITY



We leverage our past and our experience to improve ourselves every days from generation to generation.

Authenticity is what Tonitto 1939 recognizes itself in: it's a **principle that binds the company to its foundation**, at the time when its founder Antonio Dovo - called "**Tonitto**" by his friends and recognized with this name by his customers - started a **small artisan business in Genoa**, in the heart of the Italian Riviera.

A nickname that rapidly became the company's trademark under the helm of Antonio's son, Alfredo, when he brought along his father's teachings, transitioning the company to the **industrial scale** and holding the flag of authenticity high. A flag that also passed hands to Luca and Massimiliano, Antonio's grandsons: today they carry the authenticity flag **around the world**, together with the name Tonitto, which preserves the company's founding principles.

TIMELINE

THE FOUNDATION

THE LOCAL EXPANSION

THE NEW FACTORY

A NATION-WIDE LEADER



2 INSPIRED BY GOODNESS

Goodness, more than anything, it's what defines an ice cream: it must be good! According to Tonitto's standards, goodness is the defining **factor of quality**.

For this simple reason, goodness - and therefore quality - are paramount to the company.

To keep on reaching the higher level of quality, the company has been investing in two core assets: the **"Tonitto clean label"** and the **"happiness protocol"**.



We meet the **highest industry standards in food production**, constantly certified by:

- BRC (reaching the highest level since 2003)
- IFS (reaching the highest level since 2003)

and we have many more certifications according by different matters.

CLEAN LABEL

Clean Label stands for two important things: first and foremost, that everything within product's ingredient list is **100% natural**; then, that every recipe requires the **lowest number of ingredient possible**, an effort that took years in refinement - from selecting raw materials to designing new industrial techniques - and now spreads through the company's full line-up.

HAPPINESS PROTOCOL

On the other hand, the "Happiness Protocol" defines the process which Tonitto 1939 makes sure goodness meets its standards every time. It **involves the entire company**, from top to bottom, and reaches out to its community, so that Tonitto 1939 can always **double-check** its choices while moving towards our customers.

STEP 1

Tonitto Experts

STEP 2

Tonitto Owners

STEP 3

Tonitto Community

CLEAN LABEL STANDARDS

- NO CHEMICAL ADDITIVES
- NO COLORANTS
- NO HYDROGENATED FATS
- NO GMO
- NO ARTIFICIAL FLAVORINGS



TONITTO 1939 HAPPY FAMILY

3 INSPIRED BY SUSTAINABILITY

Tonitto 1939 works hard to **share happiness** by refining its products, and happiness is for the people. But, as a modern company, Tonitto 1939 also knows it must stretch the reach of its purpose to **protect the environment** as part of its **social responsibility**. A safer and healthier World is “for the people” too.

Therefore, since 2017, the company is committed to the “**UN Sustainable Development Goals or Agenda 2030**” on five specific chapters:

- **Clean and accessible energy:** Tonitto 1939 chose early to develop electricity from **green-energy sourcing** and was among the first to instal photovoltaic panels to reduce its carbon footprint, as the production plant shifted to renewable energy to reduce carbon-dioxide emission by over 150 tons every year.

We're focused on technology because it drives innovation, especially in the food production sector. Our plant has been designed to deliver high performance and quality consistency over time, allowing us to reach important target.

- **35 MILLIONS OF LITERS / YEAR**
- **4 PRODUCT LINES**
- **FULLY AUTOMATED**





• **Responsible production and consumption:** the company's production plant is also able to reduce its water waste by more than 50% through **recycle and re-use of grey water**; moreover on that chapter, the company also shifted on **sustainable packaging materials** such as **recycled cardboard** and **R-PET**, from certified sources since 2019.

• **Good health and well-being:** Tonitto 1939 is proud to mention its long lasting efforts aimed at consumer health improvement through a variety of projects such as **clean label**, **short label**, a complete list of **vegan ice creams**, and a newly introduced line of “**free from**” products.

• **Zero hunger and Zero poverty** – Tonitto 1939 is actively **partnering with fair trade associations**, in particular with Altromercato – an NGO associated to World Fair Trade Organization - to source raw materials from ethical trade and to pursue the fight against poverty and for equity.



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS DEVELOPED BY TONITTO



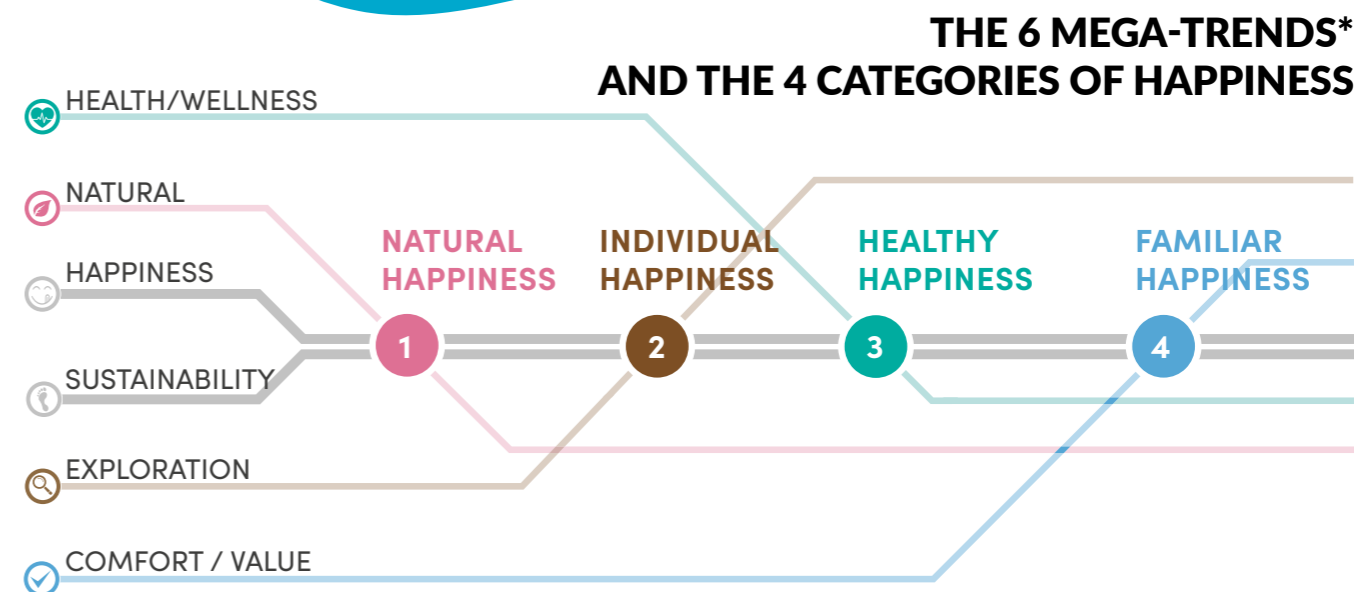
4 INSPIRED BY INNOVATION

Tonitto 1939 strongly believes its product must meet the needs and trends of consumers. In fact, its offering is designed over the 6, most relevant mega-trends* for the category. The resulting analysis of this mega-trends allowed Tonitto 1939 to identify the 4 Pillars of Happiness, which connect to an equal number of consumer segments. Natural, Individual, Healthy and Familiar.

*based from Global Data

THE 4 PILLARS OF HAPPINESS

- **NATURAL**
(naturalness and authenticity, pleasure and sustainability)
- **INDIVIDUAL**
(experience/exploration, pleasure and sustainability)
- **HEALTHY**
(health and wellness, pleasure and sustainability)
- **FAMILY**
(convenience and practicality, pleasure and sustainability)



*BASED ON GLOBAL DATA SOURCE

DELIVERING HAPPINESS TO EVERYONE, EVERYWHERE

Tonitto's purpose is to bring happiness to everyone, everywhere. Our agenda clearly shows this passionate approach in everyday choices aiming to bringing a moment of happiness both at home and away from, under our own brand as well as PL, in Italy and all around the world.

| | HOME | | OUT OF HOME | |
|----------------|-------|--------|-------------|--------|
| | ITALY | EXPORT | ITALY | EXPORT |
| TONITTO BRANDS | | | | |
| PRIVATE LABEL | | | | |



Natural happiness



Healthy happiness



Individual happiness



Family happiness



Available Formats

TONITTO BRANDS

We are proud to provide some of the major Retail groups with our premium quality **Gelato and Sorbetto**, making it possible to share our **Italian tradition** with many different people all over the world.



PRIVATE LABEL

Happiness is what distinguishes the collaboration between our company and some of the **top european retailers**: high quality standards, strong commitment to performance and a wide range of solutions make a long way to a successful and fruitful relationship when it comes to Private-label products.



TONITTO 1939 FOR ALBERT HEIJN

Our top customer Albert Heijn has developed a top premium **Gelato and Sorbetto line**, with many different Italian traditional recipes, like Stracciatella or Tiramisù. Premium ingredients together with our long, skilled experience and craftsmanship ended up with a premium Private Label line, filled with Italian history of Gelato and Sorbetto. With Albert Heijn we cover the full spectrum: from premium price, to products priced for every occasions till lines built for daily pleasure sharing.



- MOKKA • NOUGAT • SPAGNOLA
- CIOCCOLATO PRALINATO • TIRAMISÙ
- STRACCIATELLA • PISTACCHIO • NOCCIOLA

TONITTO 1939 HISTORY SUPPORTS THE AUTHENTIC ITALIAN PROMISE



YOGURT AL LIMONE • YOGURT NATURALE
YOGURT AI FRUTTI DI BOSCO



SORBETTO AL LIMONE • SORBETTO AL MANGO
SORBETTO AI FRUTTI DI BOSCO

TONITTO 1939 FOR DUNNES STORES

Irish group Dunnes Stores developed a **PL called Simply Better**, with top italian raw materials like IGP Piedmont hazelnut and Sicilian Lemon. Italian tradition is part of Gelato and Sorbetto, and Tonitto's experience enriches the **natural flavour and pureness of ingredients**.

ALPHONSO MANGO & PASSION FRUIT
RASPEBERRY • SICILIAN LEMON



TONITTO AT HOME

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE AT HOME

IL SORBETTO™
MANTECATO LENTAMENTE



Il Sorbetto is the **N° 1 in Italy**, chosen by those who are attentive to the naturalness of the ingredients. Prepared according to the classic Italian recipe, **without milk and derivatives**, with a selection of fruit, traced and controlled along the entire supply chain. Slowly creamed, Il Sorbetto has a soft and velvety consistency; its rich taste is the natural one of fruit. The Sorbet does **not contain preservatives and GMOs** and is available in the following flavors: Lemon, Tangerine, Mango&Passion, Forest Fruits, Raspberry, Blueberry and Blackberries, Lime&Ginger, Strawberry&Pomegranate, Blood Orange&Ginger. From today in the new ones: Chinotto, Lemon&Mint, Spritz. The packaging of Il Sorbetto has become more sustainable as it is not only **recyclable** but also **recycled (R-Pet)**.

PRODUCT LINE



Lemon



Tangerine



Mango&Passion



Forest Fruits



Raspberry



Blueberry&Blackberries



Lime&Ginger



Strawberry&Pomegranate



Blood orange&Ginger



Chinotto

ON DEMAND



Lemon & Mint

ON DEMAND



Spritz



example in Private Labels

TONITTO AT HOME

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE AT HOME

lo stecco SORBETTO

MANTECATO LENTAMENTE

Stecco Sorbetto is as good as “Il Sorbetto”, N° 1 in Italy in its category, but it is even easier and more practical to consume.

The stick is made according to the recipe of “Il sorbetto”, with a selection of fruit, traced and checked along the entire supply chain. Slowly stir, Stecco Sorbetto has a soft and velvety consistency; its rich taste is the natural one of true fruits.

Stecco Sorbetto does **not contain milk and derivatives, preservatives and GMOs**. It is available in the flavors: Raspberry, Lemon, Mango&Passion and from today Red Orange.

PRODUCT LINE



Red Orange



Raspberry



Lemon



Mango&Passion



FIRST PLACE
NEW ENTRY

TONITTO AT HOME

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE AT HOME

origini
VIAGGIO ALLE ORIGINI DEL PIACERE



Origini is the premium ice cream line for the refined and ethical consumer. It is composed of **exclusive ingredients** (Single Origin) cocoa and sugar from **Altromercato**, the main **Fair Trade** reality in Italy. Gourmand recipes especially designed to enhance the combination of fine ingredients such as pink salt from Hymalaia, chocolate cru from Togo or cashews from Vietnam. These are combined with excellent raw materials from fair and sustainable supply chain for Southern producers thanks to the partnership with Altromercato. Origini consumer is attentive to individual pleasure, high quality, trends and are sensitive to ethical and social issues. The products in the Origini line **do not contain preservatives and GMOs**. They are available in the following variants: Chocolate with Cashew Nuts, Chocolate with Lemon and Ginger, Caramel with Himalayan Salt and from today the stick Dark Chocolate with Mango&Passion Fruit.

PRODUCT LINE

NEW



Dark Chocolate with Mango & Passion Fruit



Chocolate with Cashews



Chocolate with Lemon and Ginger



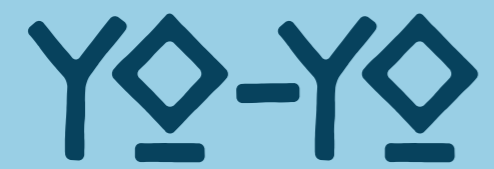
Caramel with Himalayan Salt



example in Private Labels

TONITTO AT HOME

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE AT HOME



FRESCO COME IL GELATO, CREMOSO COME LO YOGURT



YO-YO is the yogurt ice cream that all lovers of yogurt are looking for. Because it is **fresh like ice cream, creamy like yogurt.**

Its preparation, which takes place through a **“Greek style”** production process, allows to achieve a good and pleasant creaminess. Based on yogurt and natural raw materials, it is also the right choice for those who want to follow a healthy and natural lifestyle. The typical consistency of yogurt is now in ice cream, for a characteristic pleasure to be enjoyed even after a meal, as a dessert. The YO-YO products do **not contain preservatives and GMOs.** They are available in the following variants: Yogurt and Raspberry, Yogurt and Hazelnut, White Yogurt and from today the stick Yogurt and Forest Fruits.

PRODUCT LINE



Yogurt and Forest Fruits



FIRST PLACE NEW ENTRY



Yogurt and Raspberry



Yogurt and Hazelnut



White Yogurt



example in Private Labels

TONITTO AT HOME

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE AT HOME



Linea is ice cream for those who are **attentive to the diet** or for those who cannot take sugar. It is **without added sugar**, slightly sweetened with stevia extracts and free from saturated fats. Its recipe is designed exclusively to enhance the natural sweetness of its ingredients. Linea ice cream is the ideal choice to combine the pleasure of an excellent italian ice cream together with specific dietetic needs. The products of the Linea sub-brand do **not contain preservatives and GMOs**. They are available in the following variants: Cocoa and Fiordilatte Varigated, Black Cherries and Fiordilatte Variegated, Tonitto 1939 Cream.

PRODUCT LINE

NEW



Fiordilatte stick icecream with Cocoa Syrup



Cocoa and Fiordilatte Variegated



Black Cherries and Fiordilatte Variegated



Tonitto 1939 Cream



example in Private Labels
Also available in High Protein Version

TONITTO AT HOME

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE AT HOME



Gaia is the **first hypoallergenic ice cream, 100% vegetable**, ideal for those who are lactose intolerant, gluten-free or for those who follow a “plant based” diet. Lactose-free, gluten-free (because oat-based), the Gaia ice creams do **not contain proteins of animal origin, gluten and unsaturated fats and GMOs.**

The products of the Gaia line are available in the following variants: Cocoa Variegated, Coffee&Caramel “Affogato”, Mango&Passion “Affogato”. Completely hypoallergenic, the products of the Gaia line represent a real novelty on the market.

PRODUCT LINE



Cocoa Variegated

Coffee&Caramel “Affogato”

Mango&Passion “Affogato”

ON DEMAND



example in Private Labels
Also available in High Protein Version

TONITTO AT HOME

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE AT HOME

COPPA FAMIGLIA
Storie di gelato



The Coppa Famiglia is the classic traditional ice cream for Italian ice cream lovers, such as it used to be. The characteristic taste and texture refer to the tradition of classic Italian ice cream. Its recipes have been the traditional ones since Tonitto 1939 ice-cream shop opening, notably reviewed to meet modern consumer needs, bringing stories of award-winning ice creams to the table of consumers with the convenience of an everyday price. The Family Cup does not contain preservatives and GMOs. It is available in a wide range of flavors: Meringue, Genoese Cream, Tonitto 1939 Cream, Choco-Mint Cream, Choco Stracciatella Mix, Black-Cherry Fiordilatte Mix and from today Cassata, Tiramisù and Yellow Vanilla.

PRODUCT LINE



Meringue



Genoese Cream



Tonitto 1939 Cream



Choco-Mint Cream



Choco Stracciatella Mix



Black-Cherry
Fiordilatte Mix



Cassata



Tiramisù



Yellow Vanilla



example in Private Labels

TONITTO AT HOME

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE AT HOME

PRODUCT LINE



Chocolate



Cassata



Black-Cherry
Fiordilatte Mix



Lemon



Panna cotta



Special Format
for Picard Francia

example in Private Labels

NEW

mini COPPA FAMIGLIA



The Coppa Famiglia is the classic traditional ice cream for Italian ice cream lovers, such as it used to be. The characteristic taste and texture refer to the tradition of classic Italian ice cream. Its recipes have been the traditional ones since Tonitto 1939 ice-cream shop opening, notably reviewed to meet modern consumer needs, bringing stories of award-winning ice creams to the table of consumers with the convenience of an everyday price. The Family Cup does not contain preservatives and GMOs. It is available in a wide range of flavors: Chocolate, Cassata, Black-Cherry Fiordilatte Mix, Lemon, and Panna cotta.

TONITTO AT HOME

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE AT HOME

NEW

COPPA FAMIGLIA

limited edition



The Coppa Famiglia is the **classic traditional ice cream** for Italian ice cream lovers, such as it used to be. The characteristic taste and texture refer to the **tradition of classic Italian ice cream**. Its recipes have been the traditional ones since Tonitto 1939 ice-cream shop opening, notably reviewed to meet modern consumer needs, bringing stories of award-winning ice creams to the table of consumers with the convenience of an everyday price. The Family Cup does not contain preservatives and GMOs. It is available in a wide range of flavors: Black-Cherry Fiordilatte Mix, Licorice, White Cream and Straciatella.

PRODUCT LINE



Black-Cherry
Fiordilatte Mix



Licorice



White Cream



Straciatella



example in Private Labels

TONITTO AT HOME

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE AT HOME

GRAN COPPA FAMIGLIA

Storie di gelato



The Gran Coppa Famiglia is the ice cream for those who can never get enough. It is the **genuine Italian ice cream**, capable of satisfying everyone thanks to its packaging which can contain up to **four variations of ice cream**. The characteristic taste and texture refer to the tradition of classic Italian ice cream. Its recipes have been the traditional ones since Tonitto 1939 ice-cream shop opening, notably reviewed to meet modern consumer needs, bringing stories of award-winning ice creams to the table of consumers with the convenience of an everyday price. It is available in a wide range of taste variants combined four to four: Hazelnut, Nougat, Cream, Cocoa; Hazelnut, Tiramisu, Cream, Stracciatella; Lemon, Melon, Watermelon, Coconut; Cherry Cream, Eggnog, Pistachio, Cocoa; Truffle, Coffee, Fiordilatte, Caramel.

PRODUCT LINE



Hazelnut, Nougat, Cream, Cocoa



Hazelnut, Tiramisu, Cream, Stracciatella



Lemon, Melon, Watermelon, Coconut



Cherry Cream, Eggnog, Pistachio, Cocoa



Truffle, Coffee, Fiordilatte, Caramel



example in Private Labels

TONITTO EVERYWHERE

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE EVERYWHERE

The inimitable taste of **real Italian ice cream**, perfectly decorated and **ready to be served** all over the world. This is the secret in Mantecato's success, which carries forward the seal of authenticity Tonitto's artisanal ice cream has been boasting since 1939. It does **not contain flavours, dyes, preservatives or GMOs**.



CREAMY LINE



Chocolate



Cream



Hazelnut



Pistachio



Stracciatella



Vanilla



5 L

SPECIAL LINE



2,5 L



After Eight
ORIENTAL MINT



Bacio
PRALINÈ CHOCOLATE



Matcha



Spritz Sorbet



Black-Cherry Fiordilatte Mix



Tiramisù



Coffee



"Macchiato" Coffee



White Yogurt



Black Cherry Yogurt



Caramel



Malaga
RUM



Hazelnut Yogurt



Mango Passion Yogurt

FRUITS LINE



2,5 L



Coconut



Strawberry Dairy
FRANK



Raspberry



Tangerine



Mango



Mango Passion



Blackberry Blueberry

WITHOUT MILK



Lemon



Strawberry



5 L





HEALTHY LINE



2,5 L

Chapter 1: Vegan/Dairy Free (Oat, Almond, Soy)
Chapter 2: No Added Sugar



Cream



Variegato Chocolate



Variegato black-cherry



Soy
White soy



Coffee Caramel
OAT-based variegato

TONITTO EVERYWHERE

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE EVERYWHERE

From the research of the most selected raw materials “Bag in Box” comes to life, a blend that allows everyone to produce good, simple, creamy and always fresh ice-cream with a **few simple steps** and without adding any ingredients. With a single gesture you can now craft an authentic italian ice cream in **20 different flavours!**

Our mixtures are finished and **ready to use**: just defrost it. There is nothing else to add: no water, no milk, no other semi-finished ingredient.

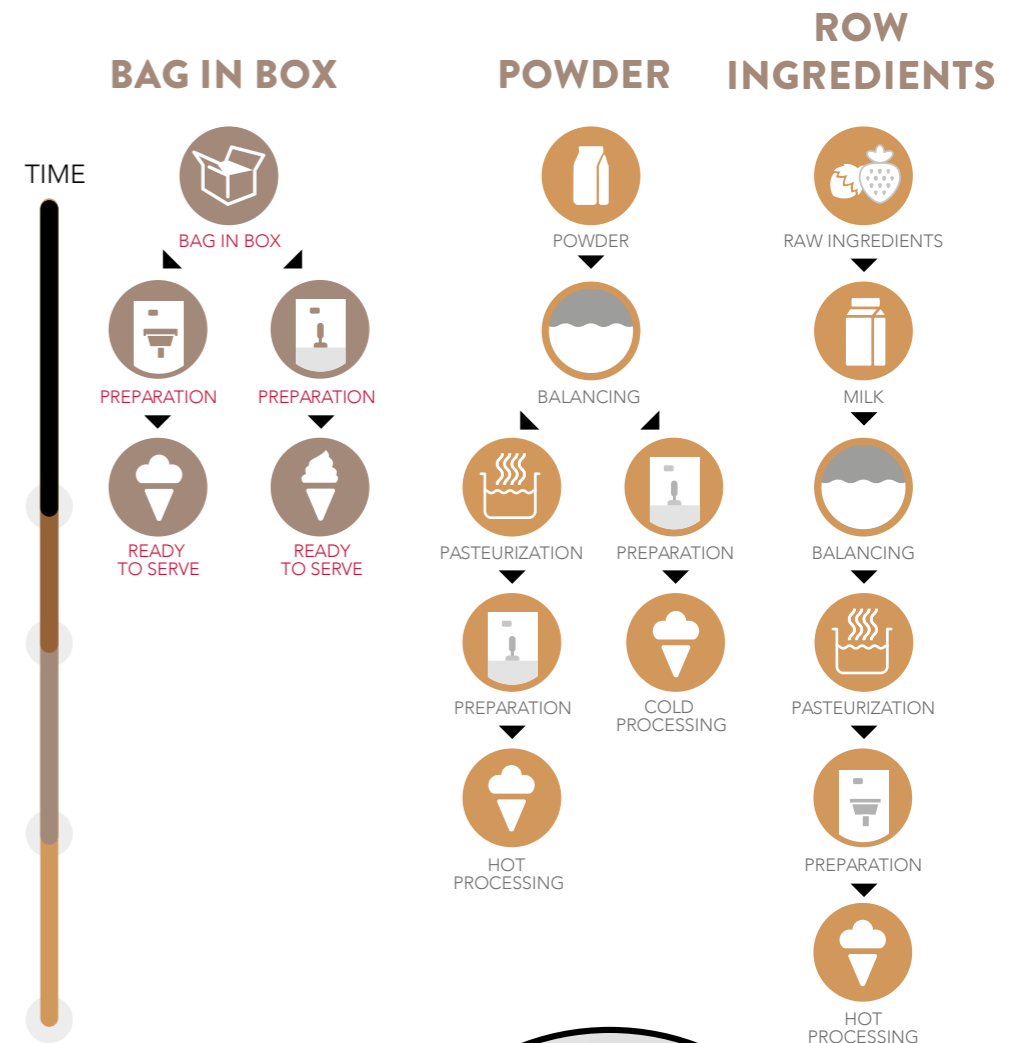


BAG IN BOX

Bag in box: easy and fast to use!



- IT'S EASY TO USE
- IT'S ALREADY BALANCED
- IT'S ALREADY STERILIZED AND HOMOGENIZED
- IT'S READY TO BE PURED
- IT HELPS TO SAVE TIME



TONITTO EVERYWHERE

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE EVERYWHERE

Our artisanal cakes are born from **simple and traditional recipes**. They are prepared with accurately selected, high-quality ingredients to guarantee a high standard of frozen pastry products, simple and ready to be served. Pastry is a valuable part of Tonitto's product out of home offer since its origins as an **artisan laboratory**. For this reason, even today, our range of products for out-of-home service is enriched by **the best recipes of the Italian pastry tradition**.

PASTRIES



Sacher cake



Grandmother's cake



Tiramisù Slice



Apple cake



Citron cake



Sottobosco Slice



Cocoa tart



Apricot tart



Marengo Slice



Profiterol

TONITTO EVERYWHERE

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE EVERYWHERE

Tonitto's **single-portion** solutions are designed to satisfy and serve the all throughout the day desire for goodies that can come at any time of the day. A desire that Tonitto can satisfy with its single portions of "**Sorbetto on a stick**" – Number 1 in Italy – and with a sealed single portion format of any flavour present in the out of home range.

SINGLE PORTIONS



Mango&Passion
WITH MANGO ALPHONSO



Lemon
PRIMO FIORE



Raspberry
HERITAGE



On demand
You can ask for a single-serving cup (100 ml) of any flavour from the out of home range. Based on 50k sale units per sku per 1 yr min.

TONITTO EVERYWHERE

TONITTO 1939 BRINGS A MOMENT OF HAPPINESS TO EVERYONE EVERYWHERE

Tonitto has always known the importance of **effectively communicating with customers**. As a corollary to our product offerings, Tonitto 1939 offers **tailored services** to develop solutions, **customize store experiences** and **improve the visibility and appeal** of the sales and consumption spaces.

EQUIPMENT



RollUp



Fridge



Table Display



Flying banner

EVENTS

GASLINI HOSPITAL IN GENOA
INAUGURATION OF
"SOTTOMARINO GASLINI"



PALAZZO DEL PRINCIPE GENOVA
#ROLLSHIPPINGWEEK



TEATRO NAZIONALE DI GENOVA
70° SEASON
PRESENTATION



THE OCEAN RACE EUROPE
FINAL STAGE,
TOUR 2020



SALONE NAUTICO DI GENOVA
61° EDITION





PREMIATA GELATERIA ITALIANA.



TONITTO 1939 SPA

via. N.S. di Lourdes 5 - 16152 Genova (ITALIA)

+39 010 6509494 - info@tonitto.com - www.tonitto.com