



PASSION AND TRADITION since
1951



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OUR HISTORY



In Tolentino, a tiny hamlet in the Macerata province, in the heart of Le Marche region, where traditions still taste of ancient times, Mr. **Lucentini Nello**, helped and supported by his wife **Pazzelli Carolina**, founded «**Tre mori**» in 1951. Driven by the memory of the **coffee barley scent** that filled the Italian houses early in the morning, he started his cereal roasting “company” at the ground floor of his own home, by using a small 15kg toaster machine. Strongly pushed by her wife's passion and love for chocolate and nougats, he also inaugurated few years later the laboratory for the confectionery production of these latter.

OUR BRAND NEW RANGE



Our passion, the extensive experience and the choice to embrace the organic philosophy since 1971, lead the company to the development (after an accurate R&D process) of a new laboratory where the production of the new cereal bars range is carried out, based on cereals and dried fruit; they are 100% natural, functional, gluten free and organic.

The creation of this new line was pursued to satisfy the needs of the new consumers, smart, health&fitness-conscious, but not willing to give up to unique tastes and fragrances.





NATURALLY FUNCTIONAL



We have developed the brand new bars line by firstly starting with the unquestionable choice of natural and functional ingredients.

We wanted not just bars but something to enjoy a break or a quick meal, able to provide the right amount of nutritional values, benefits and taste, for a short break of pleasure and wellness.

The organoleptic features of our bars are unmatched: natural, rich in fibers, vitamins, omega3 and minerals.

Two of these bars are gluten free, for those who are intolerant to gluten or simply want to vary their diet with gluten free cereals.

The perfect mix of tradition, innovation and wellness.

OUR FUNCTIONAL BARS



Prebiotic RED FRUIT bar

Gluten Free



This is a nutraceutical SuperFood since it also contains the AGAVE INULIN, an ingredient that helps the bowel function, increasing the percentage of BIFIDOBACTERIA in the intestinal microbial flora, thus decreasing harmful bacteria.

SOFT PROTEIN BAR



This is a protein bar since it is mainly composed of nut dried fruit, dehydrated Fruit (figs and apricots), both with a high energy content and pea proteins.

These three ingredients together reach a 18 gr content of protein for a 100 gr of product.

Being vegetal proteins, it is an excellent result for everyone's health, both by a quantitative and qualitative point of view since, in addition to proteins, they are rich in fibers, omega3 and minerals.



CRUNCHY ENERGY BAR



This is an energy bar produced from high quality noble raw materials such as dried fruit, seeds and chocolate with the addition of ginseng. The mixture of these ingredients provide the right amount of energy for a recharge when studying, working or during sport activities.



BETA CROCK BAR– Gluten Free



This is a crunchy bar, tasty and crumbly, with a high oat beta-glucans content (soluble fibers that help reducing the cholesterol levels in the blood).



Our CONSUMERS



This new line has been created to meet the needs of the new consumers, that are smart, sporty and wellness&fitness conscious; they want a healthy and beneficial but, at the same time, something that is also uniquely tasty and fragrant.

Our cereal bars are particularly suitable before the physical activities, for breaks or as a quick meal – the consumer can choose among 4 different variations according to her/his specific needs:

Slim probiotic (with red fruits) - suitable for those who want a flat belly, since it helps the bowel functions;

The Protein bar - for a quick protein intake, particularly suitable before sport;

The Beta-Crock - to provide soluble fibers like beta-glucans, that help to fight the cholesterol;

The Energy - for an instant energy-boost, thanks to ginseng and good carbs, suitable as a break in the office, when studying or before sport

→ A Break with our Bars can help avoid hunger pangs.