



Società Agricola Pisciotta S. r. l. s.

COMPANY PROFILE



OLIVE NOCELLARA DEL BELICE DOP



The company

We produce the (local) autochthonous Nocellara del Belice Olives DOP (Protected Denomination of Origin) by three generations. The company has the total control of the complete chain of production from the cultivation, harvesting, processing and packaging, possessing more than 30 ha of olives grove on its own and a consolidated network of lenders

The production is done in the industrial plant in “Campobello di Mazara” town. It's equipped by production and packaging systems which, while respecting artisan production methods, ensure a high and flexible production capacity.

The company operates in the Italian and international market, even with large customers.

The range of products is positioned in the medium-high segment of the market, both in the HORECA and in RETAIL and GDO channel





Numbers

- 110 years of experience in cultivate olives trees
- 3 generations
- 16 year of experience inprocessing and packing table olives
- 30 ha of owned olive trees
- 100% Nocellara del Belice DOP (Protected Denomination of Origin) Olives
- 400.000 Kg of olives processed every year
- 10.000 mq production area
- 86 products
- 12 types of product processing
- 15 types of packaging and size
- 30% export
- 8 foreign country
- 7 awards in competitions for table olives





Nocellara del Belice: the Belice Valley gold

The Nocellara del Belice olives trees grow in the Belice valley, along the southwestern coast of Sicily, dominated by the ancient temples of Selinunte, since the times of “Magna Grecia” (VII century BC).

The red earth, the scent of the sea and the Mediterranean climate enhance their **precious and distinctive features**:

- taste: full, fruity, with a pleasant bitter note;
- pulp: crunchy that detaches easily from the core;
- organoleptic properties: they have a very balanced content of fatty acids and it's particularly rich in highly digestible dietary fiber, which helps to regulate the functioning of the digestive system and prevent the onset of diseases. Contains polyphenols, precious substances with high antioxidant properties; they are also a good source of vegetable iron and other mineral salts and vitamins;
- shape: spherical;

The harvesting is made on **October** and it's strictly made **by hand**, without mechanical help, moreover they are processed within 12 hours to preserve the quality and freshness of the fruits.





Products

Different types of processing make it possible to obtain six types of product from the same olive, different in color and taste: Sweet Green Castelvetro style (whole or pitted), Green Sevillian style for appetizers (whole, pitted or sliced), Green at Natural (whole or pitted), Black at Natural (whole, pitted, sliced or half cut), Cracked Green at Natural and Baked Black, named “Passuluna”



Sweet green
Castelvetro



Green
sevillian style



Cracked green
at natural



Green at
Natural



Pinkish black
at Natural



Baked black
«Passuluna»



Packaging

5 types of packaging in different sizes, from 160 gr. to 5 Kg.
Also Private Label



VASO
VETRO

130 g
180 g
310 g
650 g
1,8 kg

SECCHIO

500 g
1 Kg
2,5 kg
5 Kg

VASCHETTA

250 g
2,5 kg

BUSTA

300 g
500 g
1 kg

LATTA

2,5 Kg



I Patè

The Cusà product range is enriched by a selection of spreadable creams, available in 200 g or 520 g glass jars:

- Patè of black olives
- Patè of green olives
- Patè of dry tomatoes
- Patè of dry tomatoes and green olives
- Patè of green olives and turmeric
- Patè of green olives and capers





Product policy

The product policy of the Pisciotta's company has always remained faithful to the initial approach:

- To process only autochthonous cultivars, mainly Nocellara del Belice variety, according to a pesticide reduction scheme.
- Carry out the production process in artisanal way, to preserve the quality of the raw material, to promptly respond to customer needs, and be flexible, respecting traditional methods;
- Expanding agricultural property to ensure total control of the product along the entire production chain;
- Do not use dyes, GMO;

To strengthen this product approach, we have subjected the company to the "Nocellara del Belice PDO" specification, we also got ORGANIC certification for the entire supply chain and ISO 9001: 2015 certification.





Production

The production begins with the cultivation and hand picking of olives in the 30 ha of olive groves owned by the company. The freshly picked olives are brought immediately to the production plant, where they are processed according to the different final product they are destined to.

The production processes are artisanal and aim to preserve the high quality of the raw material. The result is a healthy and natural product, with a full and intense taste, a firm and crunchy consistency, organoleptic properties of high nutritional value.

The production facility is equipped with modern machinery and systems that allow a processing capacity of approximately 3,500 quintals per year. The company also has internal packaging lines for the production of cans, glass jars, pouches, buckets and trays.





Distribution

The company operates on the Italian and international markets, both with its own registered trademark Cusà and as a Private Label producer.

The Italian market is followed directly by the sales management with the support of a network of agents while the foreign market is followed through qualified distributors in 8 countries.

Export turnover is around 30%, constantly growing and the main markets are USA, Canada, Japan, Sweden, Australia.

The market positioning is mainly that in the HORECA channel and specialized retail, with some additions also in large-scale distribution (on the Italian market).

The Pisciotta's supports foreign distributors with dedicated services, such as:

- creation of customized products and / or packaging
- technical training on products for the sales force and for customers
- hospitality at the headquarters for foreign distributors
- support in promotional activities (presence at fairs, organization of tastings, promotions at the point of sale ..)





The management

Doriana Ciravolo is graduated in Statistical and Economic Sciences; she deals with exports and manages the internal quality system. She is the company's administrator and influences the decisions of the Board of Directors with the sensitivity and female intuition necessary in every successful business.



Vincenzo Pisciotta is the Production Manager; with passion and professionalism, he manages, checks and follows the whole production chain. He's always looking for improvements to make in order to obtain an always excellent product in step with the times.



Natale Pisciotta is the most visionary of the staff. In the company he deals with marketing, sales and takes personally care of the customers. Together with his brother, he pursues his father's dream of making the whole world falling in love of Nocellara del Belice DOP Cusà olives.





Contacts

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