



FRESCO
PIADA

Company Profile

Presentation by Fresco Piada USA, Corp.

ABOUT THE COMPANY

**We're passionate about *piadina*,
the icon Italian flatbread.
We've been baking it for over 20
years, making *piadina* the most
popular Italian street food.
We make *piadina* in Italy
and then distribute it
all across the United States.**



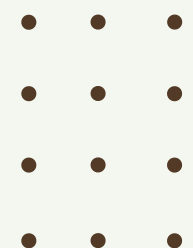


HISTORY

Our roots lie in the Emilia Romagna region, between Rimini and Riccione, the two most iconic Italian cities for this product, and where piadina is still prepared today. We have been making piadina with passion since 1996.

In 2020, Fresco Piada USA has decided to import the piadina made in Italy to the United States and has begun to distribute it throughout the country.

Fresco Piada USA piadina has no competitors in the United States: it is imported directly from Italy, it has no preservatives, and it's fresh (dry) and shelf stable (not frozen/refrigerated).



WHAT IS PIADINA?

In Italy, we call it "piadina" or "piada".
It's a thin and tasty flatbread with brown spots made with few natural ingredients.

Italian women who live in that area and who are called *azdora*, prepare the handmade dough, which then gets portioned to create the so-called "balls". After being left to rest in the cell, they get flattened until they take the classic circular shape and thickness which is typical of the original *piadina Romagnola*.

During the baking phase, the piadina comes to life, by flipping it over with a spatula on a hot plate.



LA DOLCE VITA

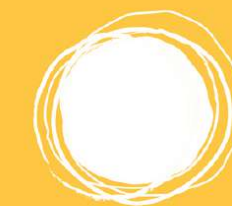


Italians eat piadina sandwich every day: at home, at the bar, on the street, or in the kiosks facing the sea.

From the times of La Dolce Vita, the piadina represents the Italian way of spending time together enjoying life and food.

Thanks to its versatility, piadina can be stuffed with any kind of fillings: meat, fish, cold cuts, eggs, cheese, vegetables, fruit, and even sweet!

Piadina is a perfect solution for every moment of the day: breakfast, lunch, dinner, or simply as a delicious snack!





PIADINA OIL RIMINI STYLE

We manufacture the piadina Rimini version, also called *sfogliata* because it's much thinner than the others. Its name comes from Rimini, the city overlooking the Adriatic sea where Federico Fellini, the famous Italian film director of *La Dolce Vita*, was born.



Piadina Rimini is soft and with a delicate taste, it has multiple and very thin layers and it can be easily wrapped.

Piadina Rimini is super healthy. It contains only natural ingredients, no added sugar, no preservatives, no cholesterol, and it's 100% vegan.





PIADINA TRADITIONAL

We produce the **Traditional Piadina** according to the original recipe handed down over the years by *azdora* women who were living in Emilia Romagna.

When you bite it, you can feel the taste and the smell of an Italian summer spent on the Romagna Riviera when you were young.

Traditional piadina is thicker, larger, softer and more rich in flavor.

This is an all-natural piece of art!





Tradition & Innovation

Fresco Piada USA manufactures top quality piadina. We are equipped with a modern laboratory that produces large quantities while maintaining the original process, whose products are distinguished by their quality, flavor, and freshness.

We have spacious storage spaces and specialized and highly competent staff to guarantee you the entire functioning of company logistics.

No preservatives are used, and it results in an exceptional lightness, digestibility, and softness.

*Our production facility is **BRC** certified, complying with the **GFSI standards** and it is **FDA approved***

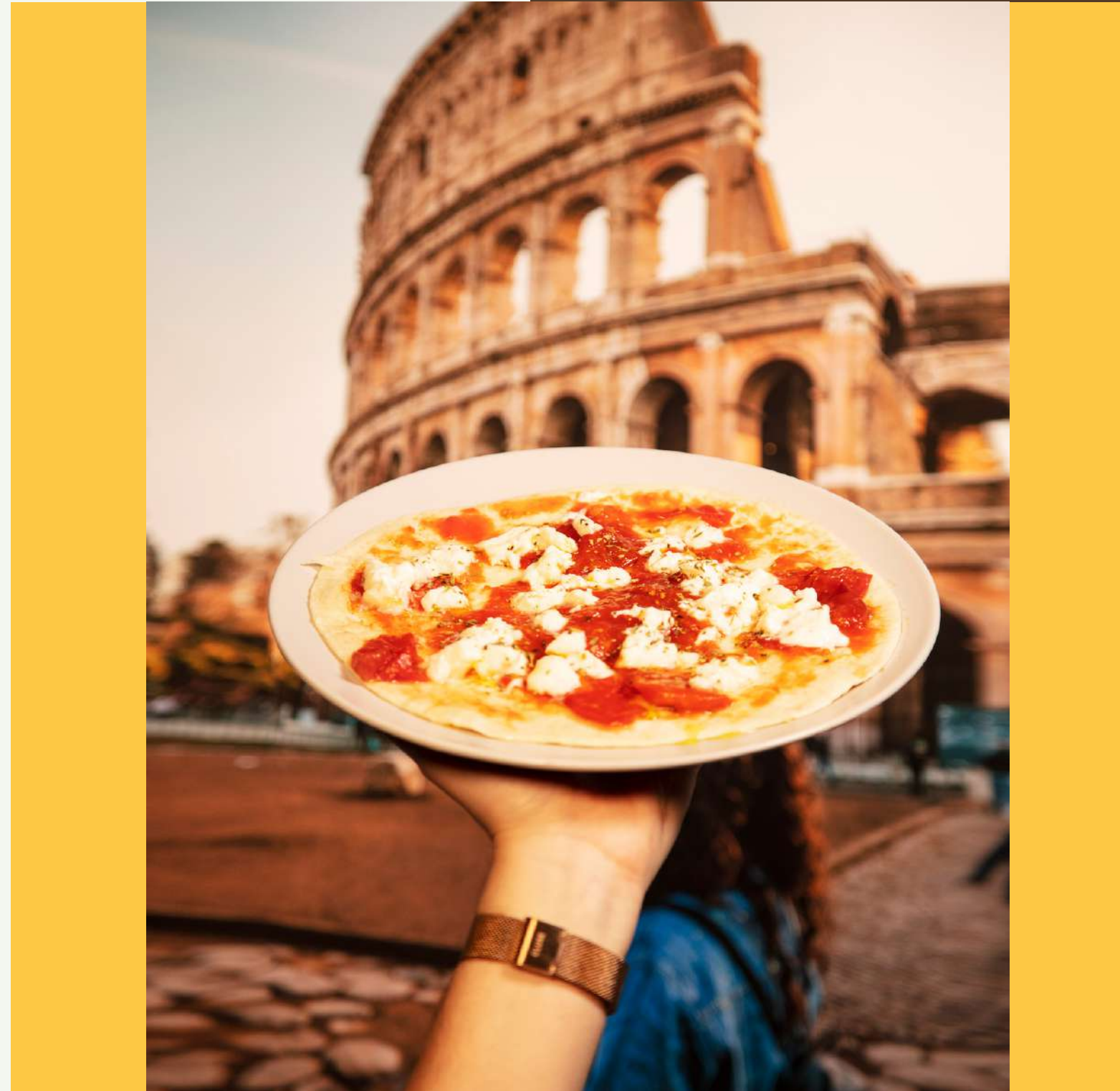


Mission&Vision

Fresco Piada USA provides a quality offer made by tasty and safe products. We believe that the combination of quality ingredients and simple recipes gives unique experiences.

We aim to bring this belief to Americans and add value to their lives.

Our vision is to offer not just food, but an authentic Italian experience and become one of the leading carriers of the Italian lifestyle in the USA.



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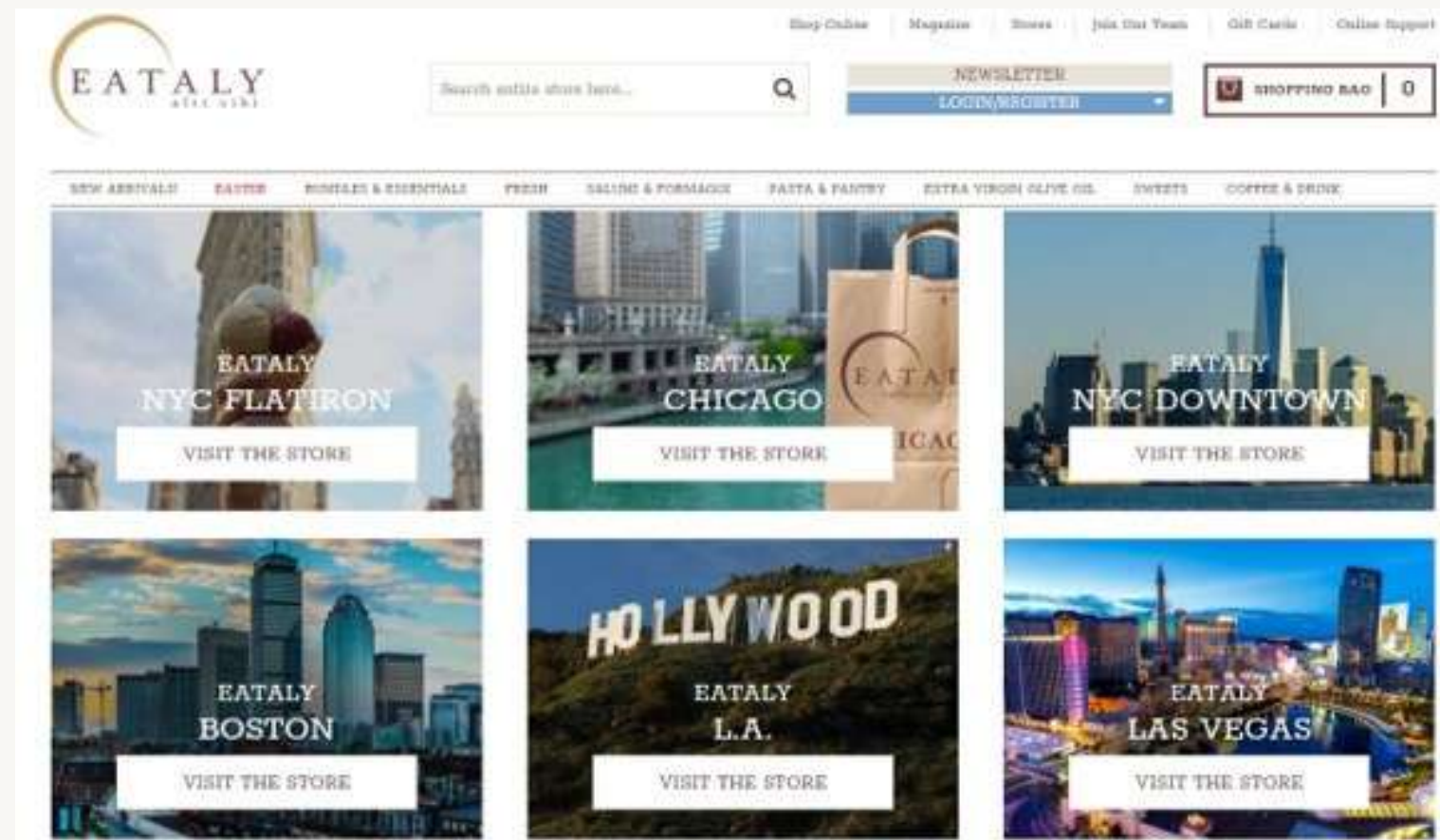
References

Some of our current customers in America:

Retail: Eataly USA

B2B: distributors, restaurants, grocery stores and deli

Online: Amazon.com, other Online Stores



For More Info

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***Are you ready to taste the
Italian side of your life?***