

**CRIK CROK S.R.L.**

**« Company Profile »**

**CRIK  
CROK**



*About Us*





**1949**

The company was **founded 70 years ago** and since 1949 it has been one of the historical Italian Food Companies with a well-known brand: **CRIK CROK**



**2019**

In 2019 CRIK CROK has utterly **changed its Brand-Architecture**: renewing its packages and launching brand new products



**2020**

The company aligned and **improved** its products in relation to the qualitative standard of the market. Besides, CRIK CROK planned a process of **rebranding** and **restyling** to highlight several significant elements.



**2021**

Crik Crok has launched 7 products on market, following the consumer market trends:

- **3 products of the new «hand-cooked» chips line «Stile Fatte A Mano»**
- **2 products of the new tortillas line «Los Amigos»**
- **2 extensions of the fabricated line «Plus»**

Old



New





• 170 employees



• 350 sales force



• 80 core products



• 45mln€ annual turnover



• National Market: served with three sales channels:



• Large scale distribution: served directly from the plant warehouse



• Retail distribution: served directly from Ica's distribution centers



• Vending: served directly from the operator warehouse



• Export: served through local distributors. Our main countries: Spagna; Portugallo; Francia; Bosnia; Emirati Arabi; Marocco; Libia.



**500**

Operating  
Human  
Resources



**150**

Classified  
Suppliers



**7**

Third party  
companies  
(6 ITA + 1 USA)





# Production plant

**8** Production lines

**1**  
**LINE**

Classic chips

**3**  
**LINES**

Extruded

**1**  
**LINE**

Pop Corn

**1**  
**LINE**

Hand-cooked  
e Specialities

**1**  
**LINE**

Reconstituted

**1**  
**LINE**

Pellet



## Environment

We commit to **respect** the regulation about **environment** and **planet** along all our production processes.



We take care of the **recovery of leftovers** for energy production. For example, in 2019, we gave to AgriPower-Biogas **1.212 tons of by-products** from the process of potatoes and mais.

**nel 2020**



- The left-overs enriched the production of **1.260.000 kwh of electric and thermal energy**.
- ...corresponding to **504.107 kg of CO2 saved**
- ...corresponding to the amount of **CO2** on average **absorbed by 465 trees**



**Reducing the frying waste smokes** through high-performance scrubbing tools.



Our production plant **emissions** have been **reduced to the minimum** through the operation of a high-performance scrubber system, periodically controlled by a specialized company. This system permit the reducing of the concentration substances in a gas stream.

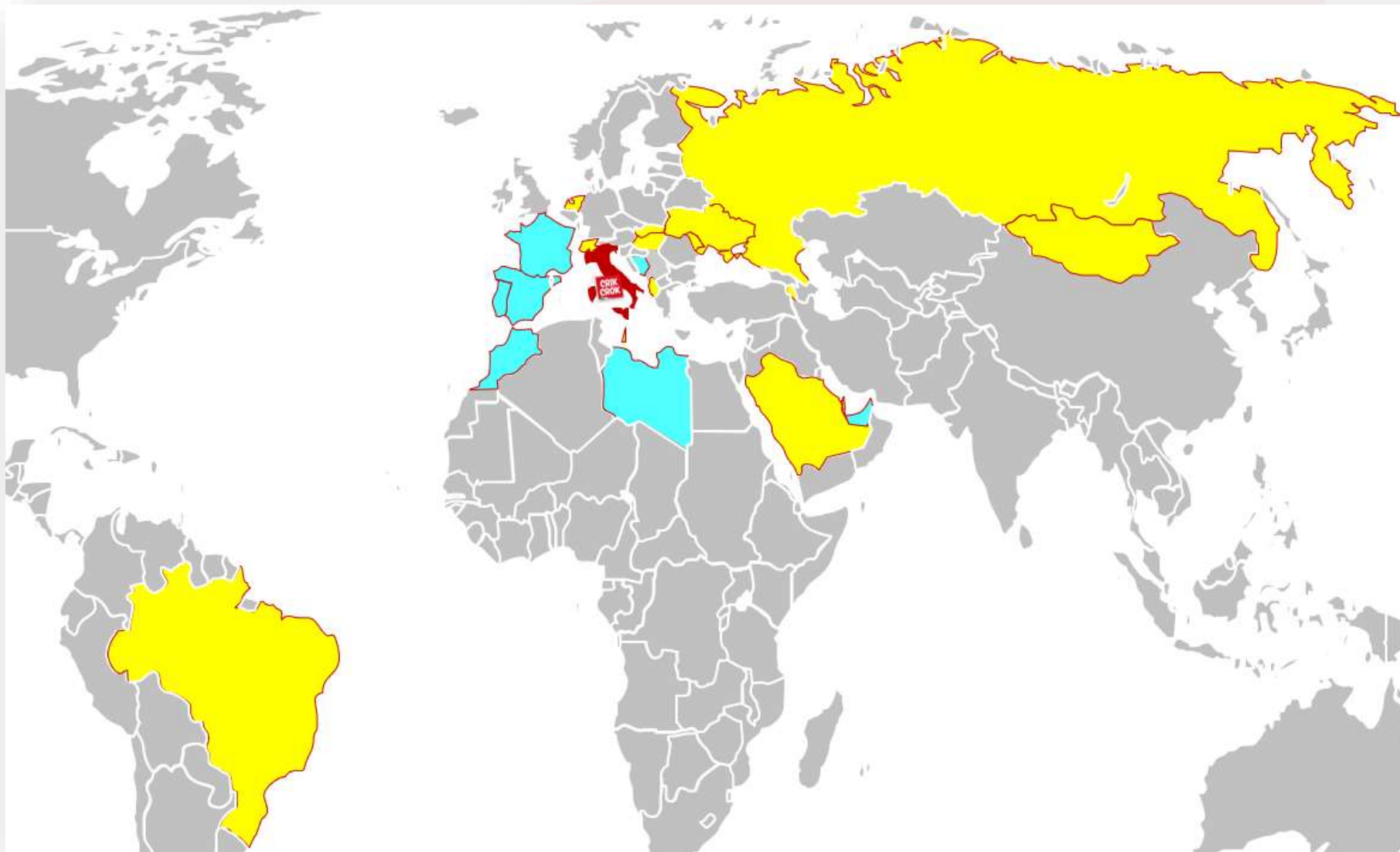


**Cleaning the processing waters** and the draining of them in natural spaces



The cleaning of the processing waters and their draining in natural environment occurs with the **usage of activated sludge**. This system reproduces the same biological systems that occur in nature with the polluted waters purification by biodegradable organic substances. This artificial process enabled us to accelerate the natural purification reactions in a smaller space.

## Export



CRIK CROK is in  
these countries:

**22**

**TOTAL**  
countries



**7**

**MAIN**  
countries

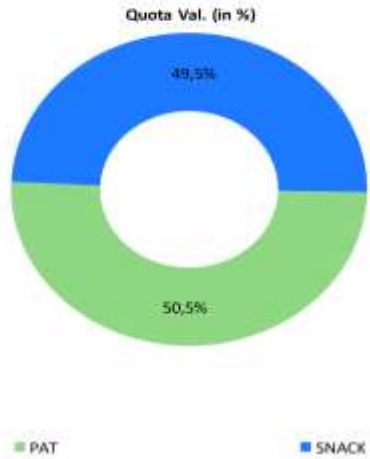


*The Chips  
Italian Market*



**CRİK  
CROK**

# Italian Market: categories and segments



## CHIPS

290,7 mln€

Sales Value€

Last 52wk diff

164,3 +2,0%

Classic  
(neutre + saporite)

Hand-cooked  
(neutre + saporite)

Specialities  
(neutre + saporite)

70,2 +15,8%

56,1 +12,2%

## TOTAL SALTED SNACK

575,8mln€

+47,7mln€ +9,0%

**CHIPS**

Value +6,9%

Volume +4,4%

+11,3% Value

+7,2% Volume

**SNACK**

## SNACK

285,0mln€

Sales Value €

Last 52wk diff

Estrusi 99,1 +8,7%

Tubi 69,5 +11,9%

Pellet 47,6 +21,1%

Tortillas 38,4 +22,4%

Pop Corn Micro 13,6 -8,7%

Pop Corn 10,2 -6,7%

# Crik Crok

## Share Value (%)

**9,0**

2020

**10,1**

2021

**+1,1**

*Trend*

## Sales Value (mln€)

**5,6**

2020

**7,0**

2021

**+25,5**

*Trend*

# Pringles

## Share Value (%)

**87,4**

**85,2**

**-2,2**

## Sales Value (mln€)

**54,3**

**59,2**

**+9,0**

Fonte: Nielsen. Distribuzione Moderna IT - ultime 52 settimane, settimana terminante 29/08/21

**CRIK  
CROK**

*What did  
we work  
on?*



*Rebranding  
& Restyling*



**CRİK  
CROK**



Pre 2019



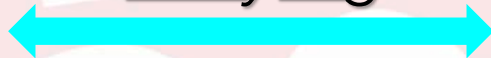
2019



2020



*Restyling*





Product benefits are highlighted.

- Gluten Free
- Natural Flavours
- Iodized Salt

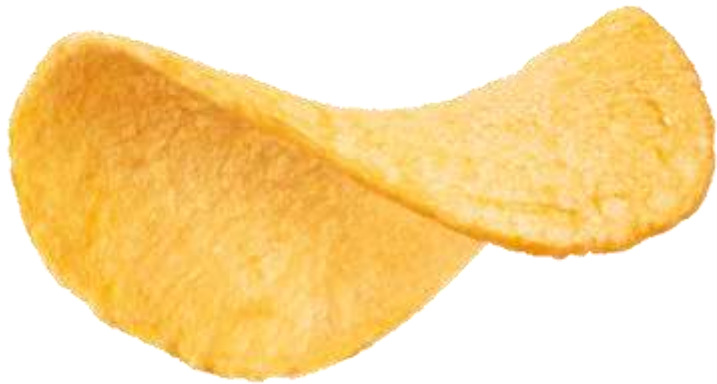
Chips are back at the center of the packaging.

All our chips are made exclusively with high oleic sunflower oil.

We are achieving our objective of having our products range 100% gluten free.



*Qualitative  
improvements:  
Classic chips*



**CRUK  
CROK**

# What did we improve?

**+ CRUNCHINESS**



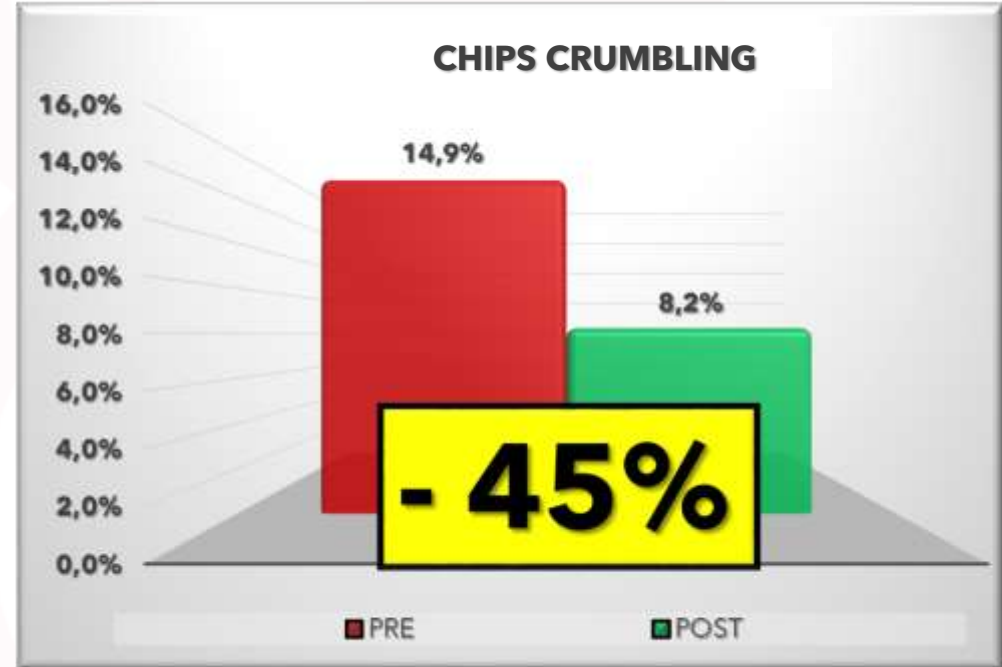
**- GREASINESS**



**- % CRUMBLING**



**- % FATS and SALT**



Analisi interna Dicembre 2019



# What did we improve?

**+ CRUNCHINESS**



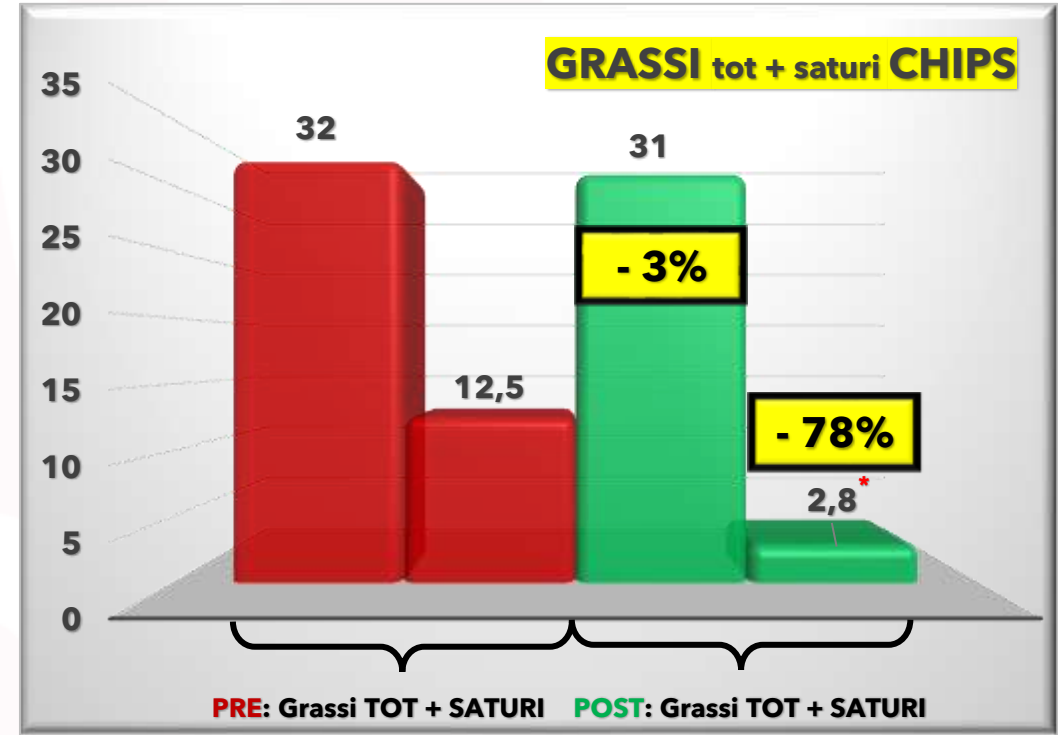
**- GREASINESS**



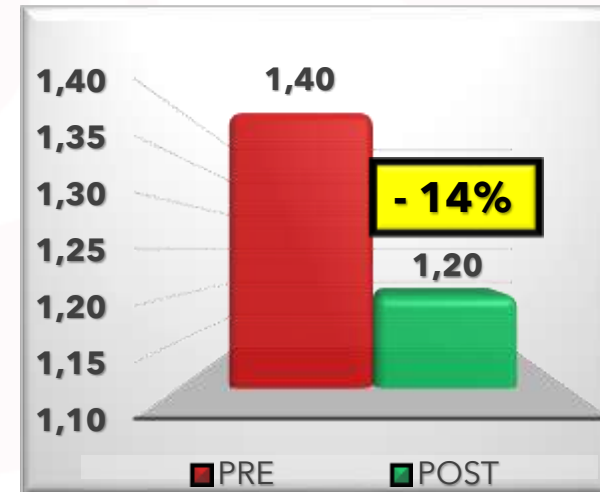
**- % CRUMBLING**



**- % FATS and SALT**



\* con olio di girasole alto oleico



# What did we improve?

+ CRUNCHINESS



- GREASINESS



- % CRUMBLING



- % FATS and SALT



+ PAY-PER-USE



+ 66% of crunchiness time.



OLD

→  
120m = 2h

NEW

→  
200m = 3,3h

*Products  
Range 2021*



# Chips-time

A product for any moment of the day in any location.  
A range of products for both consumers and clients.

<p><b>1</b></p>  <p><b>Break Mattutino</b> A Lavoro</p> 	<p><b>3</b></p>  <p><b>Break Pomeridiano</b> Guardando la TV</p> 	<p><b>4</b></p>  <p><b>Aperitivo</b> Con gli amici</p> 	<p><b>5</b></p>  <p><b>Cena</b> Ad un BBQ</p> 
<p><b>2</b></p>  <p><b>Pranzo</b> Con un panino</p> 	<p><b>3</b></p>  <p><b>Break Pomeridiano</b> On-The-Go</p> 	<p><b>4</b></p>  <p><b>Aperitivo</b> Al Bar</p> 	<p><b>6</b></p>  <p><b>Dopo-Cena</b> Al Cinema</p> 

# Chips Range

## CLASSICHE



25g  
50g  
80g  
180g  
300g  
400g



150g



50g  
70g  
150g

## SPECIALI



25g  
50g  
70g  
130g  
180g



50g  
70g



50g  
70g  
130g



25g  
50g  
70g



50g  
70g  
130g



50g  
70g  
130g

## ARTIGIANALI



125g



125g



125g

# New hand-cooked line 2021: «Stile Fatte a Mano»



125g



125g

new



125g

new





# New «Plus» Line 2021

SNACK  
PATATE



40g  
100g  
165g



40g  
100g  
165g



100g



100g



100g

new



100g

new



# New Tortillas line : «Los Amigos »



90g



200g



200g



# Snack Range

ESTRUSI AL  
FORMAGGIO



40g  
50g  
100g



80g



40g  
50g  
100g

POP-CORN



35g  
50g  
100g



75g

PELLET



35g  
150g



35g  
350g

TORTILLA



# New Vending line



25g



25g



25g



25g

new



25g



25g

new



**CRIK  
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**Thank you**  
for attention.