

Gruppo Germinal

germinalbio.it
germinalorganic.com

We work respecting man and environment, and for 40 years we have dedicated ourselves to the production of organic, healthy and functional products, made with raw materials coming from controlled supply chains. We have always been committed to food and environmental sustainability.

OUR **WORLD.**



Organic



Sweet and savoury
products

**Baby food,
gluten free,
vegan**

Ready meals
products

**Gluten free
and vegan**

OUR **FACILITIES.**

Il Mangiarsano

Almost tripling the size from 2001 when the plant had two production lines, now, in it's **13 thousand square meters**, 3 automated and highly innovative production lines allow us to produce sweet and savoury bakery products, in numerous and various shapes. Production versatility and flexibility, high standard of quality, careful allergens management and highly skilled staff: these the strengths of a Company that started to work in the organic market 40 years ago.

Creabio

The production plant for the fresh organic ready meals, gluten-free and vegan, is characterised by a flexible technology and a high productivity.



HISTORY.

1977. Brescia. Germinal Italia was established

1981. Castelfranco Veneto. Il Mangiarsano was established; Emanuele Zuanetti is the founder.

2008. From the merger of these two historic companies belonging to the bakery industry, Gruppo MangiarsanoGerminal was founded.

Over the years the Company's growth has been constant: **various upgrades and expansions** have involved the production plant, in the name of innovation, both for product and for processes, allowing the Group to obtain the most important certifications and consolidate its position of leadership in the bakery confectionery sector.



HISTORY.

2015. Acquisition of a new production plant for the production of fresh ready meals.

2016. Expansion of the plant. Installation of a new production line that allows the creation of savory organic, vegan and gluten-free bakery products.

2017. New offices opening.

2018. Gruppo MangiarsanoGerminal becomes Gruppo Germinal.



RESEARCH AND DEVELOPMENT DEP.: **OUR FLAGSHIP.**

“R&D” department is well equipped with modern tools able to provide **quick research and development for products that are always in line with market trends.** Furthermore, our R&D Dep. can produce customized products for our commercial partners.

1

Every year
sizeable
investments

2

Production or
organic /
healthy /
gluten free /
functional /
vegan and
baby food
recipes

3

Production
of certified
products free
from certain
allergens



QUALITY **ASSURANCE.**

Quality is the focus of our activity: the department is closely monitoring every stage of the production chain, from the selection of the supplier of the raw materials to the finished product to the shelf.

How do we ensure organic production?

- 1 **Long-lasting relations with suppliers** who have always dealt with the organic world being professional
- 2 Collaboration and **sinergy with our suppliers** to guarantee the quality of raw materials.
- 3 **Total control of the supplying chain** (certified by a third-part institution).
- 4 **More than 5000 analysis/year by accredited laboratories** on raw materials and on final products.



CERTIFICATIONS.



CROSSED GRAIN SYMBOL



FOR FOOD SAFETY BRC



VEGAN LOGO



INTERNATIONAL FEATURED
STANDARDS - IFS FOOD



FAIR TRADE USA



USDA ORGANIC



ORGANIC PRODUCTION ACCORDING
WITH EU REG. 834/2007 AND
889/2008



GLUTEN-FREE CERTIFICATION ORGANIZATION



IT/CT20130830 DTS.P 005/4

GLUTEN CONTENT IN FINISHED PRODUCT LESS THAN 10
MG/KG



IT/CT 20160006 STP 005/025

LACTOSE CONTENT ON RAW MATERIALS AND FINISHED
PRODUCT LESS THAN 10 MG/KG, CASEIN CONTENT LESS
THAN 0,5 MG/KG, B-LACTOGLOBULINE CONTENT LESS
THAN 0,5 MG/KG



IT/CT 20160006 STP 005/025

EGG PROTEINS CONTENT ON RAW MATERIALS AND
FINISHED PRODUCT LESS THAN 0,5 MG/KG



ROUNDTABLE ON SUSTAINABLE PALM OIL



GLUTEN INTOLERANCE GROUP



CHINA ORGANIC CERTIFICATION



PALM DONE RIGHT



HALAL



nongmoproject.org



NON GMO PROJECT

PRODUCTS.

Thanks to the flexibility of our production lines, ability and expertise of our staff, excellence of our **R&D** and **Quality Department**, we are up to produce a wide range of different products.



PRODUCTS.

PUFF PASTRIES



MOULDED BISCUITS



**PLUM CAKES •
FILLED PLUM CAKES**



**MINI-CAKES AND FILLED
MINI-CAKES •
SHORT PASTRY TARTS**



WIRE CUT BISCUITS



STRAINED BISCUITS



TARTS



FILLED BISCUITS



FILLED BARS



FLAKES



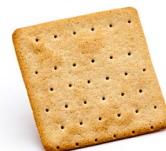
CRACKERS



MINI CRACKERS



CRACKERS



FRESH READY MEALS



SUSTAINABILITY AND ETHICAL COMMITMENT.



Fair trade

- Complete traceability of the supplying chain from the product on the shelf to the cultivated field.
- Support of long distance projects to guarantee fair working conditions in collaboration with **CTM Altromercato**.
- Where possible, **use of Italian raw materials**.



Recyclable packaging and waste management

Use of **materials that ensure 100% packaging recyclability**

- Use of **FSC paper** for various packaging and communication materials
- **Differentiation and disposal** of plastic, paper and cardboard packaging made by a company with state-of-the-art waste treatment and recycling technologies
- **Habits** within our offices for the respect of the environment



SUSTAINABILITY AND ETHICAL COMMITMENT.

Gradual elimination of the use of plastic for packaging: lots of inner bags are already biodegradable and compostable.

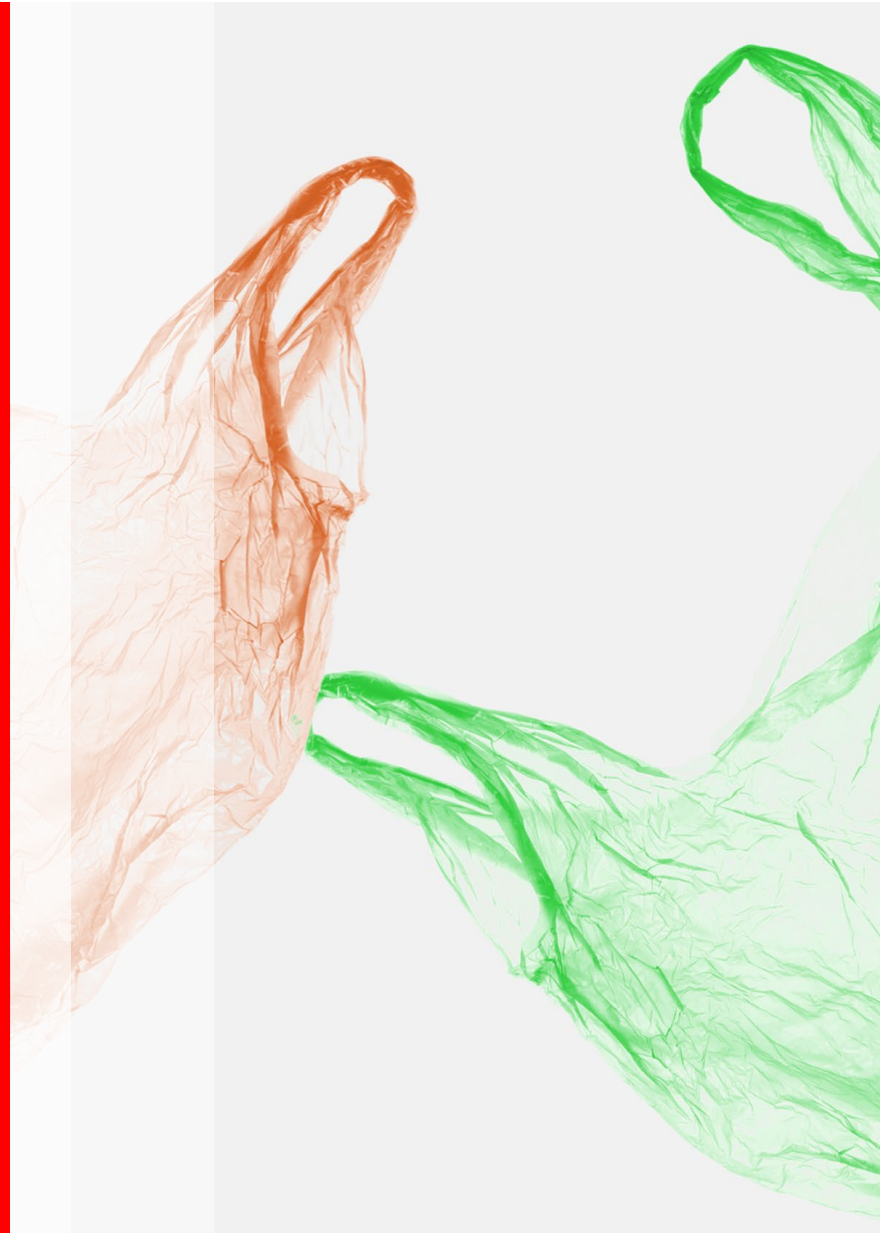


Electricity from sustainable sources.

Our plant features a grid connected **photovoltaic system, for electricity production**. We guarantee that each product respects the environment; this is ensured by **Greener**, the certified energy from **renewable sources** that drives the Company.



In our Company there's an **ethical code** shared and respected by all.



BUSINESS AREAS.



Here, the percentage of each division on the total turnover.

27%

Export

35%

Large Scale
Retail Channel

38%

Organic
food stores

COMMERCIAL **PARTNERS.**

in UK / China / UAE / Australia / Europe / USA / Russia / Israel / Japan



Our brands are found in all modern Italian large scale and specialized retail stores. We produce for several home brands. Our specialisation in allergen prevention and organic foods, combined with a growing awareness of the importance of a healthy diet for personal wellbeing, have

attracted the interest of many operators from around the world. Opportunities and projects are coming into form from specific markets while in others we have been already working with our commercial partners for several years, both under our brands and Private Label.

COMMERCIAL PARTNERS.

We analyze specific requirements, in terms of taste characteristics, shapes and packaging options. So, we place our own production facilities, “Quality” and “Research and Development” Dep., Marketing department and all of our know-how gained in 40 years of experience on the market.

The customer demands are our priority.

We manufacture many products under several brands which are organic, gluten free and baby food for the main supermarkets of the modern distribution both in Italy and Europe.



...and many others

OUR BRANDS.



BioJunior®



BioBimbo



GERMINAL **BIO.**



Germinal Bio represents a range of organic, healthy and functional products that is growing year by year thanks to a deep research on raw materials and recipes.

Germinal Bio offers different product lines, including items addressed to people suffering from intolerances and allergies and to whom chooses specific diet options.

GERMINAL **BIO.**



Germinal Bio Gluten Free is the result of an extensive research into raw materials and recipes. Sought-after and particular cereals that give peculiar nutritional properties, revealing their own characteristic taste.

Germinal Bio Gluten Free represents a precious integration for a gluten free diet but full with taste. Germinal Bio Gluten Free also offers crackers, pasta, prepared mix for bread, pizza, cakes and soups, in order to embrace every consumer choice.

GERMINAL **BIO.**



Germinal Bio Yeast free the consumption of yeast-containing products could cause some intolerances, so a yeast-free diet could give back a sense of well-being.

Germinal Bio Yeast Free is the range of products created for whom want to limit or to remove yeasts from their diet. It offers organic products, manufactured with fine ingredients and particular nutritional characteristics.

GERMINAL **BIO.**



Germinal Bio Vegan a new line of products manufactured for consumers that consciously want to evolve their diet, without changing their habits and without leaving the natural character of organic products.

Germinal Bio Vegan introduces an extensive research into raw materials and recipes, aimed at giving complete products from the nutritional point of view and satisfying products from the organoleptic point of view.

GERMINAL BIO.



Baby & Kids

Germinal BioJunior the range of biscuits and veggie bites Germinal BioJunior for kids was born in the Walt Disney Project **“Disney Kitchen”**.

Disney Kitchen promotes a balanced diet and a healthy lifestyle, enjoying children with their favorite characters and helping parents to make careful choices for feeding their children.

It is an invitation to take care about ourselves and to eat well, but with taste.

BioBimbo wants to present a complete line of organic products for 0 to 3 year-old babies, formulated to meet the nutritional needs of the smallest consumers.

GERMINAL **BIO.**



Fresh ready meals

The vocation to organic and the rediscovery of the simple and natural richness of soil products are the foundation of **Germinal Bio fresh ready meals**: several innovative products in accordance with the most recent consumers demand. They are the result of the constant research on raw materials matched with an intense

study on the perfect combinations between selected ingredients and taste. The innovative formulations of the Ready Meals Germinal Bio make the products suitable both for whom chooses to live **vegan** evolving her/his own lifestyle and for whom follows a **gluten-free** diet.

MANGIAR**SANO**.



Mangiar sano presents a products range developed for specific nutritional needs, like allergies and intolerances. **Products without milk, eggs, gluten, preservatives, colorants, hydrogenated fats, GMO.** Formulas rich in noble ingredients like the multi-cereal flours, extra virgin olive oil and sunflower oil.

Special attention is paid to distinctive functional properties: fibres, beta-glucans, vitamins and proteins. The entire range, in a modern and attractive packaging, enhances the goodness of the products, delicate flavours and the homey atmosphere of an Italian breakfast.

ZIZZOLA.



Zizzola Pastry-shop was founded in the 20s in order to continue the already hundred-year tradition in home bakery making. **Fregolotta is the real expression of the traditional** bakery being faithful, thanks to selected ingredients, to the ancient recipe that dates back to the 1700s. You can feel the love for the tastes of

the tradition in the whole range of products under Zizzola brand, prepared with competence and passion. All Zizzola products are free from colorants, preservatives, hydrogenated fats and GMO to delight us with totally healthy and delicious moment of pleasure.

OUR BRANDS IN FOREIGN COUNTRIES.

BioJunior®



The internationalization of the Company across the national borders is one of our key factors. Deep studies on several countries allowed the internationalization of our brand. We adapted the packaging to the preferences of the

consumers of every single country and, in the meanwhile, we maintained the original identity of the brand, spreading its values and making it globally recognized.

GERMINAL ORGANIC.



In 2017 a new company was created for the US market: Germinal Organic Inc. was founded.

After long studies and market research carried out in collaboration with commercial and communication agencies present on site, the **Germinal Organic product line was born:** crackers, biscuits and bars all organic and gluten-free, made thanks to a skillful combination of ingredients. The challenge was to think and act in a different way, outlining a communication strategy dedicated to the reference market, trying to communicate and explain to the

American consumer the characteristics of the product and of the company, without neglecting the values that have always identified us.

A curiosity? Even our logo has been revisited!

In English the term “Germinal” can be traced back to “germs”, giving the brand a negative feel. Adapting the logo has allowed us to communicate a positive meaning, linked to the term “germinate”: a sprout has been created that grows within the red rectangle, communicating all the naturalness of the products of the line.

EXHIBITIONS.



Natural
Products
EXPO EAST®

Natural
Products
EXPO WEST®

THAIFEX-
World's
food
ASIA



SIAL
Shanghai

SIAL
Parigi



TUTTOFOOD
MILANO WORLD FOOD EXHIBITION

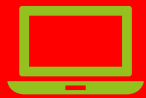
BIOFACH

Exhibitions. Our trade show calendar includes the participation in many international meetings, some of which have been renewed for years. **Biofach, PLMA, TuttoFood, Cibus, Thaifex, Natural Product Expo (East & West), SIAL**

(Paris and Shanghai), are the most significant exhibitions. The participation in trade fairs allows us to present our innovation to interested buyers and helps us to establish contacts that often become long-term collaborations.

MARKETING & **COMMUNICATION.**

We reach out targets through different media.



- Website and e-commerce **www.germinalbio.it**
- Web Advertising



- TV Advertising
- RADIO Advertising



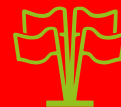
- Trade Magazines
- Magazines of the main publishing group



- Collaboration with bloggers and influencers



- Social Media



- Events

WE DON'T STOP **HERE.**

**NEW
TECHNOLOGIES**

PRODUCT INNOVATION

IDEAS

**PERSEVERANCE
AND FORESIGHT**

**ENTREPRENEURIAL
COURAGE**

LONG-TERM VISION



Gruppo
Germinal

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germinalorganic.com

“Thank you”