

YESTERDAY...



...TODAY



Since 1870 a genuineness tradition!

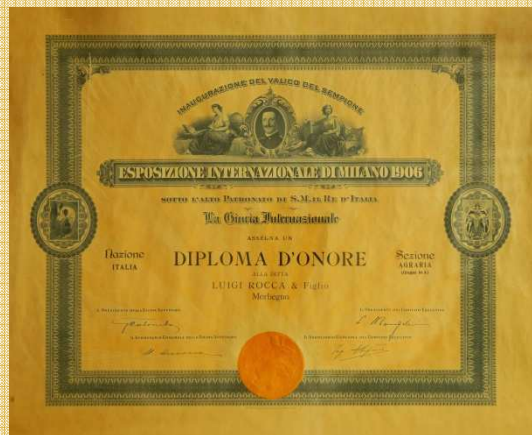
Yesterday, it was «Rocca Luigi & Figlio», today only «Rocca». The founder's name Luigi Rocca was written on the original trademark. Back in 1870, after he had worked for some time in the food sector in Liguria, his native region, Rocca came to Valtellina where he set up the first Italian canning industry, which produced in particular ceps. Our beautiful valley, in fact, is rich in this delicious sort of mushrooms.

Later, the increasingly demand for Italian fine foods of our fellow countrymen who had emigrated overseas led young Luigi Rocca to offer a wider range of products, in order to satisfy the changeable requirements of both the Italian market and the overseas market.



Today the Firm, which has been led by Luigi Rocca's descendants for near 150 years, still aims at offering its traditional home-made products prepared with the ancient recipes that made Luigi Rocca famous not only in Italy – where he had been the supplier of the Real Casa, (see the ancient coats of arms which adorn the original trademark) – but also abroad, where he was deservedly awarded a large number of quality certificates and prizes. Today amongst the XIX, XX and XXI century, the glorious historic Firm is a leader of the Italian canning industry.

Always offering the same reliability to its customers, Rocca is entering the new millennium and the new multimedia world, hoping that those who formerly appreciated its specialities will keep on appreciating them and trusting the Firm also in future.



Some of numerous diplomas....

... old playbill dated 1910

Company history



Luigi Rocca (1823-1900), originally from Liguria, worked with Ferdinando Cirio in the food sector. By mutual agreement the two of them undertook to set up two independent industries. In far off 1870 Luigi Rocca, who looked after the employment of Italian workers in South America, set up the company bearing his name, taking into account the dietary demands of Italian emigrants abroad and the desire to maintain the culinary traditions of the distant fatherland. Said company's first area of activity was the preservation of porcini mushrooms- dried, in brine pickled and in oil.

The natural development of the market meant that future generations of owners, who were all part of the same family, made additions which resulted in a much larger selection of preserved products. Today the company can rely on over hundred years of working experience (the sixth generation!) to maintain the tradition of quality which has won numerous top awards in a large number of countries.

The company was the first in Italy to produce products preserved in oil on an industrial scale and be awarded the title of regular supplier to the Royal Family. In 1995 after several months of restoration works on the original Liberty-style building which the owners deliberately chose to maintain and after rigorous inspections, the Italian Ministry of Health awarded the company the much sought-after EU approval for salted fish products- one of our lines' most characteristic specialities.



New York Fancy food exhibit years twenties

Brunella Import-Commerce street N.Y. City



THE COMPANY TODAY

Though the technological processes of conservation have remained almost unchanged, ie, no preservatives are used but only adjuvants and good techniques that can also use the housewife, the company now uses modern equipment, which should be used in the production process, make easier the task of more mechanized operations, ensuring maximum hygiene in virtue of the materials used, and then go to the benefit of a product which, although prepared by hand, but is guaranteed in every respect.

If the new, modern equipment is placed deliberately in the old structural context, the factory, however, operates in compliance with the most advanced environmental sanitations.



ACTUAL PREMISES

Direction Offices...



... Staff Offices