INDUSTRIE ROLLI ALIMENTARI

frozen top quality product from Italy

COMPANY PROFILE

and

MARKETING KEY POINTS
THE ORIGIN

Since 1958 Rolli Company is leader on food production, as below historic documentation about “Felegara Factory” sold to Campbell’s Soup.

NOWADAYS

At present, Rolli production is guaranteed by two technological advanced Factories of Roseto degli Abruzzi (Teramo) and Noceto (Parma).
INDUSTRIE ROLLI ALIMENTARI: COMPANY PROFILE

DIRECT PRODUCER

DIRECT PRODUCER of the whole range of frozen vegetables, pizzas, snacks, ready meals, IQF stir fry pasta, rice and side dishes.

• ROSETO DEGLI ABRUZZI (Teramo)
  vegetables, stir fry pasta, sauces

• NOCETO (Parma)
  ready meals, pizzas, snacks

N° 2 FACTORIES

• 90,000 tons
• 20% of the ITALIAN NATIONAL PRODUCTION
• 2nd ITALIAN PRODUCER (after FINDUS)
• 50% EXPORT to U.E. + 50% to ITALIAN MARKET
• N° 1,870 References
  n° 1,670 References “PRIVATE LABEL”
  n° 200 References “OWN BRAND”

PRODUCTION

WHY CHOOSE ROLLI AS A PARTNER

EXPERIENCE & KNOW-HOW

• Rolli’s vocation is PRIVATE LABEL
• Strong partnership with all premium Italian and European Retailers and Industrial Producers
• R&D Rolli Key Points are:
  - 3,000 samples/year ➞ 300 new products/year
  - Customer’s problem solving capability
  - Team working together with customers
  - High Technology and Innovation

TOP QUALITY & HIGH SAFETY

• Direct Production of the whole range of products
• Plants with high-tech equipments
• Quality Control with high level Standard to guarantee the best Consumer Safety
• Certificated Quality since 1994 (IFS, BRC, etc)
• BS OHSAS 18001 Certification (Occupational Health and Safety Assessment Series)
• Conformity with Standard SA 8000 (Social Accountability 8000)
• ISO 50001 Certification related to Energy Management Systems
• R&D with a highly qualified staff to guarantee service, innovation and customerized recipes
• Quality-Price connection is the reason of Rolli’s success as “European Producer”

AUTHENTICITY

• Growing attention to the “Made in Italy”
• Pizza and Pasta have origin in Italy
• Consumers are asking for Authenticity even in food
**QUALITATIVE PLUS ex ROLLI**

**FROZEN PIZZAS**

**WOOD FIRE OVEN**
- Responds to consumers need of Italian Pizzeria Quality
- Responds to a Retail need of production innovation
- Rolli’s Wood fire oven is EVEN better than the “Pizzeria”
- With a fast baking at very high temperature we obtain a dough crispy outside and tender inside with typical “burnings” and woodfinished taste
- With a complete new line of wood fired frozen products (Pizza and Calzone), you will have a big advance on direct competitors

**STONE BAKED**
- Imported from Italy New Pizza Line
- Tomato sauce topping produced directly in our Factory
- Italian tomato cultivated with “Lotta Integrata” by pesticides free technique
- High quality of raw materials to obtain a tasty dough

**FROZEN VEGETABLES**
- Direct production of a complete range of vegetables
- Dedicated “Farming Section”
- Pesticide controls of raw materials on arrival into the Factory
- Traceability assurance of the product
- Controlled production process and Harvesting effected by own Rolli Machinery Equipment
- Environmental sustainability (low fertilizing impact and pesticide free policy)
- New offer of value added vegetables (grilled, battered, side dishes with sauce)
- Italian quality and recipes
- Natural vegetables mix in steam bag: “Healthy” and “Light” for a traditional Mediterranean Diet

**QUALITATIVE PLUS for “FROZEN PASTA” ex Rolli**

**FROZEN PASTA**
- Durum-wheat Semolina Pasta of Italian Origin
- Garganelli egg pasta with Zucchini & Shrimps, a typical Mediterranean pasta
- Italian Tomato cultivated with “Lotta Integrata” technique with no pesticides
- Italian Vegetables cultivated with “Lotta Integrata” technique with no pesticides
- Use of Italian typical cheeses, as Parmigiano Reggiano and Pecorino cheese
- Small use of saturated fats, with a prevalence to extra virgin olive oil
- No use of maize starch to avoid the potential presence of GMO
- Sauce in pellets produced with a “cold” technology, to better preserve the Organoleptic – nutritional characteristics of the ingredients
To obtain “TOP QUALITY” vegetables, WITHOUT PESTICIDES or at least with lower content of pesticides respect to the limit experimentally detectable, Industrie Rolli adopt a system, Certified by an External Organisation, based on essential principles:

- **Technique of cultivation “Lotta Integrata”, able to limit the presence of parasites inside the plants through systems of “intelligent” cultivation in respect towards environment and consumer’s safety.**

- **Use of a Cultivation Disciplinary issued by Industrie Rolli, under the long time experience of their agronomists during all these years and representative for “Regional” Disciplinary.**

- **Selection of potential suppliers according to their reliability, loyalty during the years and with a proper professional qualification for this kind of cultivations.**

- **Use of phyto products officially registered, chosen among those typologies that can be considered less toxic for the environment, dosed according to the indications of Rolli agronomists and used only when absolutely required. The treatments are recorded in proper agronomical forms which are absolutely essential for the traceability of the whole production “chain”, from seeding to finished product.**

- **Use of selected varieties, certified by the relevant Ministry, GMO free and particularly resistant to parasites or to other general attacks.**

- **Product harvest exclusively in accordance with instructions of Rolli agronomists and operated during the “absence period” of the phyto products used, in order to avoid any trace of them into the finished product.**

Methods above described allow Industrie Rolli, the only Company into vegetables production field boasting this peculiarity, to produce at least 70% of vegetables with a pesticides residual "zero" or experimentally detectable.

This standard, together with “Food Processing Chain” Traceability, has been certified in 2001 by CSQA, Certifying Body specialized in Food Industry.

To respect this standard and guarantee to the consumer a product with no pesticides, the Company acts several controls, both preventive during cultivation phase and before harvest, and on raw material, before arrival at the factory, and finished product.

This is possible using an Internal Chemical Laboratory equipped with six “important devices” for the determination of at least 380 different typologies of phyto products (current laboratories of other vegetables producers can analyze just 15–20):

- 1 Chromatograph equipped with Liquid–Mass
- 3 Gas Chromatographs
- 1 Spectrometer for the determination of heavy metal (Cadmium, Lead, Copper)
- 2 HPLC

This equipment allows a 100% control on the fields and the execution of approx

n° **6.000 analysis/year on pesticides,**

corresponding to approx

n° **85 analysis/1.000 Tons of raw material.**
PAREN CERTIFICATIONS

BRC CERTIFICATION

IFS CERTIFICATION

QUALITY MANAGEMENT SYSTEM CERTIFICATION

IQNET
ROLLI: ECO-SUSTAINABLE VEGETABLES FOR CONSUMER AND ENVIRONMENTAL SAFEGUARD!

- Rolli for more than 30 years has been at the forefront of protecting both consumer health and the environment.
- In 1994 Rolli was the first company in the frozen sector to obtain certification of our Quality Management Systems.
- In 2001 Rolli received the certification for “Integrated Agriculture” and the guarantee of “pesticides free”.
- In 2010 Rolli became the first frozen food company in Italy to obtain certification and recognition of our Health & Safety in the workplace.
- In 2011 becomes the first Food Company in Italy, in Europe and in the World to obtain ISO 50001 CERTIFICATION: ENERGY SAVING COMPANY, related to the production of “ECO-SUSTAINABLE” frozen vegetables.
- In 2012 an EXCLUSIVE PATENT is registered to secure eco-sustainable product and processes:
  - Biodegradable pack
  - Certified vegetables “Pesticides Free”
  - Certified Vegetables 100% produced in Italy according to Integrated Agriculture procedures
  - Certification Energy Saving Company ISO 50001
- In 2013 Rolli renewed BRC grade A certification confirming the company at the highest level for safety and for health and hygiene guarantees to the consumer.

1980 | STARTING PRODUCTION OF FROZEN VEGETABLES “ORGANIC OASIS” FOR BABY FOOD

1994 | QUALITY MANAGEMENT SYSTEMS CERTIFICATION UNI EN ISO 9001 CERTIFIED QUALITY (IFS, BRC)

2001 | “INTEGRATED AGRICULTURE” CERTIFICATION WITHOUT PESTICIDE RESIDUAL DTP 021 CERTIFICATION “CONTROLLED FILIERA” DTP 035

2006 | ENVIRONMENTAL MANAGEMENT CERTIFICATION UNI EN ISO 14001

2010 | PERSONNEL HEALTH AND SAFETY CERTIFICATION BS OHSAS 18001

2011 | ENERGY MANAGEMENT SYSTEMS CERTIFICATION ISO 50001

2012 | EXCLUSIVE REGISTERED PATENT TO SECURE ECO-SUSTAINABLE PRODUCT & PROCESSES

2013 | RENEWAL OF THE HIGHEST LEVEL “BRC GRADE A” CERTIFICATION

ECO-SUSTAINABILITY: A WORLDWIDE MEGA-TREND FOR PLANET PROTECTION!

- The main International Food Groups (i.e. Barilla, Nestlé, Unilever) have planned their development on environmental sustainability and energy efficiency.
- Mike Duke, Walmart Chairman, the main international retailer, announced on October 15th 2010 a revolutionary change of gear, a real “green change” destined to support all suppliers that are committed to reducing the environmental impact.
- By 2015 Walmart will sell foodstuffs purchased by a SUSTAINABLE AGRICULTURE for a value of 1 BILLION dollars!
- Dick Boer, CEO of Albert Heijn, announced that by 2015 all their “Private Label” products must be ECO-SUSTAINABLES: N. 9.000 products!!
• All “Rolli” vegetables are **CERTIFIED**:  
  ✓ Fully integrated production  
  ✓ Pesticides free  
  ✓ Controlled and certified “Filiera”  
  ✓ 100% Italian product

• All “Rolli” vegetables are produced using **ECO-SUSTAINABLE** methods. These methods and systems are certified to “Energy Saving Company” (ISO 50001) standard

• “Rolli” vegetables represent a **unique model** of healthy and balanced food not only for consumer **WELLBEING** but also for **ENVIRONMENTAL** safeguards, in respect of the ecosystem:
  ✓ **AIR**: LOWER CO₂ EMISSIONS  
  ✓ **LAND**: our fields are cultivated only for vegetables with **LOW ENVIRONMENTAL IMPACT**  
  ✓ **WATER**: our pesticides free production ensures there is no associated water pollution both during cultivation and harvesting and processing

• **HEALTHY FOOD AND A SAFER CLEANER ENVIRONMENT USING ECO-SUSTAINABLE PRODUCTION SYSTEMS!**
• On November 11th, 2011 INDUSTRIE ROLLI ALIMENTARI has obtained ISO 50001 CERTIFICATION related to “ENERGY SAVING SYSTEM”.

• Thanks to the obtained Certifications, both “Our Brand” and “Private Label” frozen vegetables can be merchandized as ECO-SUSTAINABLE products, as the “ENERGY SAVING COMPANY” logo can be claimed on the packaging.

• ISO 50001 Certification is recognized not only at a EUROPEAN level, but even at a WORLDWIDE level, as “ECO-SUSTAINABILITY” is a WORLDWIDE MEGA-TREND by now!

• Up to now, we can say that INDUSTRIE ROLLI ALIMENTARI is the 1st FOOD COMPANY in ITALY, in EUROPE and in the WORLD to obtain this PRESTIGIOUS CERTIFICATION !!

• INDUSTRIE ROLLI ALIMENTARI has been certified as “ENERGY SAVING COMPANY” as the LOWER ENVIRONMENTAL IMPACT is provided by ENERGY SAVING “COMBINED” with the following certifications:
  ✓ “INTEGRATED AGRICULTURE”
  ✓ PESTICIDES FREE
  ✓ SUPPLY CHAIN
  ✓ 100% ITALIAN PRODUCT

• The guarantee of frozen ECO-SUSTAINABLE vegetables is an extraordinary commercial opportunity that INDUSTRIE ROLLI ALIMENTARI offers to “Private Label” for their consumers’ safeguard.
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