

# Produttore di pomodori italiani di 100 anni fa



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Un'opportunità per acquisire un produttore italiano leader di prodotti premium a base di pomodoro con un forte riconoscimento del marchio, operazioni integrate verticalmente e una significativa presenza internazionale.

L'azienda opera lungo l'intera catena del valore, dall'approvvigionamento delle materie prime ai prodotti finiti di marca, servendo sia i canali di vendita al dettaglio che quelli di ristorazione a livello globale.

Forte brand equity e riconoscimento del mercato

- Posizionamento premium nella categoria delle conserve di pomodoro italiane
- Innovazione di prodotto riconosciuta, tra cui SKU premiate nel 2025
- Una reputazione consolidata di qualità e autenticità
- Elevata fedeltà dei consumatori nei mercati nazionali e internazionali

Impronta internazionale

- Un'attività orientata all'esportazione con una forte penetrazione in Europa, Nord America e altri mercati internazionali.
- Rete di distributori ben consolidata
- Presenza crescente nelle catene di vendita al dettaglio di alto livello

Operazioni integrate verticalmente

- Controllo su approvvigionamento, lavorazione e confezionamento
- Strutture produttive strategiche in Italia
- Forti relazioni con i fornitori agricoli
- Catena di approvvigionamento efficiente con controllo della qualità in ogni fase

Performance finanziaria

- Crescita costante dei ricavi sostenuta dal posizionamento premium

BUSINESS TYPE  
Business Agricoli

COUNTRY  
Italia

BUSINESS ID  
L#20261008

- Margini EBITDA interessanti rispetto alle medie del settore
- Forte profilo di generazione di cassa
- Prestazioni stabili sia nel segmento delle marche private che in quello delle marche commerciali

#### Opportunità di crescita

- Espansione in nuovi mercati di esportazione
- Ulteriore penetrazione in Nord America e Asia
- Estensioni della linea di prodotti e innovazioni premium
- Partnership strategiche con catene di vendita al dettaglio globali
- Miglioramenti dell'efficienza operativa

#### Prodotti

- Passata di pomodoro premium
- Pomodori pelati e tagliati a pezzetti
- Specialità a base di pomodori ciliegini
- Linee di prodotti biologici e speciali
- Produzione di marchi privati per rivenditori internazionali

#### Vantaggi competitivi

- Forti relazioni di approvvigionamento con gli agricoltori italiani
- Posizionamento di qualità superiore
- Capacità produttiva scalabile
- Relazioni con i clienti di lunga data
- Innovazione di prodotto riconosciuta (vincitore del premio di categoria 2025)

#### Clienti internazionali con marchio privato

- E.Leclerc

- Carrefour
- DIA
- Jardin Bio
- Sainsbury's
- ASDA
- Morrisons
- Supermercati Coles
- Waitrose
- Kaufland

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