

Comunicato stampa congiunto

Consorzio Casalasco del Pomodoro acquires premium brand De Rica

Consorzio Casalasco del Pomodoro, Italian leading company in the cultivation and processing of industrial tomato, and Generale Conserve SPA, Italian company specialized in canned food, today announced that signed an agreement under which Casalasco acquire **De Rica brand**.

The historic Italian brand De Rica has always been the equivalent of high-quality, natural products. Thanks to the economic relaunch started end 2013 by Generale Conserve Spa, today the brand is well known both in Italy and abroad **with a premium position in the market of tomato products**

Thanks to this acquisition De Rica brand remains Italian and goes back to the original production area, sealing the transition of another important Italian brand to the farmers and cooperatives, expression of the Italian supply chain which has strong link with its original territory.

About Consorzio Casalasco del Pomodoro Soc.Agr.Coop:

First Italian supply chain as for cultivation and processing of industrial tomato, with 230 million euro turnover, today it has 370 farms associated, managing 7.000 hectares of soil located in the North of Italy, among Cremona (its registered office is in Rivarolo del Re) , Parma, Piacenza and Mantua provinces. Today Casalasco processes more than 550.000 tons of industrial tomato in the 3 plants of the cooperative and it exports its products to 60 countries in the world.

About Generale Conserve S.p.A .

Generale Conserve is the second largest producer of whole tuna on the Italian market, (with a market share of about 17%). The company closed 2016 with a turnover of 156 million Euro. The 60% of its turnover is generated by its brands (Asdomar is the undisputed market leader, with a market share of 7%) while the remaining 40% is generated by private label.

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