

THE CREMONINI GROUP WELCOMES YOU TO MILAN EXPO 2015

The Cremonini Group, in particular through its subsidiaries Inalca, Italia Alimentari Food and Inalca Food & Beverage, is present at **MILAN EXPO 2015** in the "**CIBUSèITALY**" (Food is Italy) pavilion promoted by Federalimentare and sponsored by the Ministry of Agriculture and Forestry.

"**CIBUSèITALIA**" is the pavilion of the Italian food industry, a place designed to spread the knowledge and valorise the image of Italian productive realities and its excellent brands. Located near the East gate of the exhibition site, the pavilion has been designed as a lifelike representation of the Italian agri-food industry, and has been prepared following a specific path in commodity supply chains, with the aim of providing a comprehensive overview of food Made in Italy, showing the world the **extraordinary Italian productive landscape**: its history, traditions, the know-how, the goodness of Italian food products and the virtuous relationship between companies and their territories. It is an educational journey that will take visitors "inside" the most beloved Italian products. The pavilion is divided into 15 thematic areas representative of the supply chains and the Italian excellences.

The Cremonini Group, through Inalca, represents the **INTEGRATED AND SUSTAINABLE BEEF CHAIN** with an exhibition space on the **ground floor** of about 60 sq.m.

The exhibition is dedicated to the narrative of the values and mission that have produced the integrated and sustainable supply chain that is critical to the success of the company, together with the unique pattern of internationalisation, well represented by the birth of Inalca Food & Beverage.

At the end of the exhibition there is also an illustrative summary of the various Cremonini brands present in the sectors of distribution (**Marr**) and catering (**Chef Express** and **Roadhouse Grill**).

On the 1st floor, inside the **CURED MEATS CHAIN**, Italia Alimentari presents the excellence of Italian salami branded **Ibis**, with the leading products "Mortadella Cuor di Paese" and "Culatta di Busseto", an important typical salami for which a special Consortium to guarantee its origin was recently created.

Also the **Montana** brand, a historic and very Italian canned beef brand, will be present in **Coop's Supermarket of the Future**, inside the Future Food District. A futuristic supermarket with technological shelves and robots that tell you the whole story of every single product while you shop!

See you at Expo Milano 2015

from 1st May to 31st October, 2015

For information on how to reach the Expo, please visit the website:

<http://www.expo2015.org/it/esplora/sito-espositivo/come-raggiungere-il-sito-espositivo>

