



MUTTI TOMATOES 2019 CAMPAIGN: 100% MECHANICAL HARVESTING, 100% ETHICALLY CERTIFIED LABOUR IN SOUTHERN ITALY, AND A NEW CONFIDENTIAL HELPLINE SERVICE FOR ANONYMOUS REPORTS

Excellent results for the first half of 2019 at the Parma-based company: turnover growth of 13%, double-digit increase both in Italy (+10%) and abroad (+22%).

Parma, 7 August 2019 – The 2019 season for harvesting and processing of tomatoes began just a few days ago, in a decisive period for the Company that has been dedicated for 120 years to tomatoes which are 100% Italian and grown in certified and approved locations.

Mutti is the first and only one, of the company leaders of the sector present in Southern Italy, to have completely converted (in 2018) to **mechanical harvesting, encompassing all the types of tomato** that are processed, and thus eradicating the risk of using illegal labour. Moreover, as of this season, the company has also achieved its aim of collaborating in southern Italy exclusively with suppliers who have gained certification of approved ethical labour standards. Furthermore, in line with the longstanding company values and to reinforce the company commitment to opposing all forms of illegal acts or non-ethical behaviour, also in 2019 the “Mutti Helpline” was launched, a company-run, real-time reporting system accessible to the public that guarantees prompt intervention by the company and the utmost discretion for the caller.

“With the 2019 campaign,” announced **Ugo Peruch, Agricultural Director of Mutti SpA**, “we achieve a **100% guarantee** as required by Mutti from its suppliers, regarding the **regular contracts** and ethical working conditions of their employees. Also, we have recently activated our **new helpline** for callers to report cases of apparently **non-ethical behaviour**, which will be investigated within days by the authorities concerned”.

During the last campaign, the company processed **540,000 tonnes of fresh tomato**, 285,000 of which were dealt with in the Parma plant (which receives tomatoes grown mainly in Emilia-Romagna, with lesser quantities arriving from Lombardy, Veneto and Piedmont), 205,000 in Collecchio, and 50,000 in Oliveto Citra (which takes tomatoes grown mainly in the province of Foggia, with lesser quantities arriving from Basilicata and Campania).

Mutti collaborates with almost **700 farming businesses**, on a long-term basis. Of these, around **440** produce tomatoes for the Montechiarugolo plant (PR) and more than **250** for Fiordagosto, the Oliveto Citra manufacturing site in the province of Salerno dedicated to southern specialties such as peeled plum tomatoes and cherry tomatoes.

Once again this year, **many seasonal workers have been hired** in the plants: **over 1,100 new contracts** for qualified and trained personnel to follow each step of the manufacturing process and carry out strict quality controls, throughout the three factories in northern and southern Italy.

Thus, there is a continual commitment and investment in quality, innovation, ethical standards and transparent working methods that allows the company’s growth to continue. In **2018, a net turnover of 308 million euro** was reached, an increase of 16.7% on the previous year; **the first half of 2019 also reports excellent performance, with global growth of 13%, the result of a “double digit” performance both in Italy (+10%) and abroad (+22%).**



In Italy, Mutti's market share in the **tomato derivatives** industry from January to June 2019 reached **30.3%** (1.2 points more than the same period in 2018), a figure more than 3 times higher than the nearest competitor. Thanks to these results, Mutti has not only consolidated its position as market leader but also become the brand that has increased its share most among the top ten Italian market players. The company also registered very good results for tomato-based **sauc**es, where the market share reached **12.5%** (1 point more than 2018) with Salsa Datterini (datterini tomatoes sauce) resulting as the best-selling product.

The first half also enjoyed strong performance abroad. In **France**, the brand continues to reinforce its leading position, and market share has grown by 1.1 points, reaching 14%. The growth trend continues in **Norway**, where Mutti is the market leader with a share of 21.4% (+1.5% on 2018) and in **Sweden**, where the brand reaches a market share of 17.8% (3 points more than 2018). These results all reconfirm the tomato product brand's position as a European leader, with a market share in 2018 of 10.6%.

"These results confirm the ongoing growth that the Group enjoys in Italy and Europe. They testify above all to our pursuit of quality, our commitment to the land, not only in terms of conservation but also actively regarding innovation and the wish to support farmers' efforts to supply tomatoes which represent the excellence of the Italian food industry while guaranteeing customers precise parameters of transparency and responsibility of the supply chain", said **Francesco Mutti, CEO of Mutti SpA.**

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