



***“THERE ARE NO BARRIERS, ONLY NEW CHALLENGES”***

**A NEW INITIATIVE FROM MUTTI  
BRINGS THE FACTORY INTO THE FIELD TO PROCESS FRESHLY PICKED  
TOMATOES.**

*Parma, 9 September 2020* - Challenging the rules of the industry has been the driving force behind the Mutti Group ever since its foundation, over 120 years ago. Now as then, a future-oriented approach and passion for 100% Italian quality are at the heart of the company's DNA. And it's these very principles that have led to the creation of Mutti's new **“Sul Campo”** [In the Field] tomato puree, an innovative new product which – for the first time ever – sees freshly picked tomatoes processed while still in the field. This bold, ambitious project is made possible thanks to ***InstaFactory***, a **mobile factory that can be set up in fields** to process raw materials when they are at their perfect stage of ripeness. The new supply chain, which takes all the experience of our supplier farmers and channels it into a uniquely innovative process, will be used to create a limited edition, premium tomato puree, whose packaging will include the specific field in which the tomatoes were picked and processed.

*“Innovating in order to reduce the distance between farming and the factory, between harvesting and processing, and between the exact moment at which tomatoes are at their peak and the time they are harvested – that was the concept that led us to design InstaFactory,” said **Francesco Mutti** at the launch of the project today. “It's a completely new way of looking at production and ensures tomatoes maintain the distinctive traits that are created in the field, as well as bringing the supply chain closer together. It combines the expertise of our farmers with the potential of the processing methods of a company that has been entirely focused on tomatoes for four generations. We are the first company to rise to this considerable challenge, where the stars of the show will remain the tomatoes themselves and the people that work with them.”*

Now a fourth-generation company, the Mutti Group has always been a pioneering voice in the industry. There have been many small revolutions over the years, including the preservation of growing areas through four-year rotation cycles, close collaboration with growers and the introduction of integrated production certification – and these changes are part of the reason the Mutti Group is now the leading industry player in seven European countries, including Italy. Vision and the ability to experiment are essential to the Group, whose latest innovation takes everything that has been done to ensure quality in the past and carries it into the future, overcoming industry limitations once more to rewrite the rulebook on tomato growing and processing.

*“It all came about from a desire to do something completely new,” said **Mutti SpA Industrial Director Giorgio Lecchi**. “This is a very conservative sector where processes have remained largely unchanged for decades. When we came up with the idea a year ago, it felt like an impossible dream. But we believed in it and eventually it began to take shape, thanks to the collaboration and enthusiasm of selected farmers and the project developers. It was a reminder that innovation requires willing and can be something as simple as coming up with a new way of doing the same things. The result is InstaFactory, a mini mobile factory that allows us to get back to our origins and bring production close to the point of harvest. Previously, we needed to have lots of production sites all over the country in order to get round the problem of not being able to transport raw materials over long distances. Now, thanks to InstaFactory, we can even eliminate those distances and lock in all the flavour and fragrance*



*of tomatoes by processing them in the fields. For instance, this means that in the future we will be able to grow tomatoes in areas like Sicily or Sardinia and process them as soon as they are harvested."*

None of this would have been possible without the solid, long-term relationships Mutti has with over 400 families of farmers – partnerships nurtured on mutual trust. *"We're constantly striving to achieve superior quality and we reward our suppliers with special initiatives such as the Pomodorino d'Oro, which is designed to celebrate best practice, in order to forge a transparent, close relationship,"* said **Ugo Peruch, Agricultural Director at Mutti SpA.** *"For this unique project, drawing on these values, we selected three of our best suppliers – the **Calza, Franzoni and Aschieri** families – who over the years have excelled in terms of the care and attention they put into what they do and who have been the first to join in this new initiative. But that's not all. Another amazing thing about this project is that it allows us to take a step forward in terms of precision and speed and towards ensuring unequivocal traceability for every single tomato. The history, provenance, care in the field and cultivation characteristics of each tomato take centre stage, responding to the growing sensitivity of end consumers to the origins of the raw materials they buy and bring to the table."*

It is a revolutionary, visionary project that draws on a wealth of resources, offering a tangible demonstration of Mutti's commitment to getting the best out of tomatoes. *"It's a real mission which involves a range of players – the company, our farmers and even our consumers,"* added **Francesco Mutti.** *"Thanks to InstaFactory, our consumers can get closer to the field than ever before. And by making informed choices, they recognise the value of a simple yet innovative supply chain which listens to the ripening cycle, takes the best possible care of the land and considers experience and expertise before making decisions."*

[www.mutti-parma.com](http://www.mutti-parma.com)

<https://www.linkedin.com/company/muttispa/>

**Corporate Communications and PR Manager - Mutti Group:**

Michele Laterza – Mob. + 334 6942913 – [michele.laterza@muttispa.it](mailto:michele.laterza@muttispa.it)

**Mutti – Edelman Press Office:**

Rossella Camaggio – Mob. +39 348 3001325 – [rossella.camaggio@edelman.com](mailto:rossella.camaggio@edelman.com)

Ornella De Giorgi – Mob. +39 346 8754142 – [ornella.degiorgi@edelman.com](mailto:ornella.degiorgi@edelman.com)

Benedetta Cavalieri Ducati – Mob. 347 6645972 – [Benedetta.CavalieriDucati@edelman.com](mailto:Benedetta.CavalieriDucati@edelman.com)