



POMODORINO D'ORO AWARDS 2023

MUTTI ONCE AGAIN REWARDS THE EFFORTS OF ITS SUPPLY CHAIN: €5.7 MILLION OF INCENTIVES FOR FARMERS

- *Despite the problems caused by the adverse weather conditions and soaring tomato prices, Mutti meets its quality target thanks to the over 800 Italian farming families with whom it collaborates.*
- *Winners of the 24th Pomodorino d'Oro Awards announced For the first time a prize is also presented for the datterino tomato.*

30 October 2023, Montechiarugolo (PR) - Despite a tomato processing campaign that started late due to the adverse weather conditions in May and June and the unprecedented increase in the price of tomatoes, which rose to €150 per tonne (+38% vs. 2022), **Mutti achieved its quality targets in full thanks to the work of the over 800 farming families who supply** the raw material subsequently processed by the company. A commitment recognised and rewarded once again this year through a wide-ranging programme of economic incentives, amounting to €5.7 million distributed throughout the supply chain, which in addition to the fixed tomato price help foster a virtuous circle that ensures the quality of the raw material.

In addition to the incentives, Mutti also celebrates the quality of its raw materials through the **Mutti Pomodorino d'Oro Awards**, now in their 24th year, created to highlight the quality of the tomatoes it is supplied and the work of the best farmers who have contributed to the success of the tomato processing campaign, but also to encourage the constant improvement of the raw material. For the first time, the prize categories are: the round tomato, traditional award presented since the first year of the prize; the plum tomato and the cherry tomato, the southern Italian specialities which will be announced on 10 November in Cerignola (FG); and for the first time the datterino tomato, a new category introduced this year to underline the growing importance of this tomato variety in the Group's product range.

First place in the **round tomato** category went to **Società Agricola Franzoni**, run by Marco Franzoni and his family in the countryside of **Gualtieri (RE)**. The Franzoni family pioneered, in close collaboration with Mutti, the ambitious Instafactory project to transform tomatoes into tomato purée directly in the field, and has particularly distinguished itself over the years, winning the Mutti Pomodorino d'Oro Tondo trophy a record six times since 2010. For the **datterino tomato**, the only one of the four categories in which both supply chains - North and South - compete, the winner was **Azienda Agricola Bosco**, owned by Stefano and Marina Bosco, of **Coenzo (PR)**.

"When we took over the farm from our father, we continued to focus on growing tomatoes, for which we have always had a particular interest and passion. Over the years, our partnership with Mutti has always been positive, from the first steps of the Instafactory project, which immediately won us over, through to today, as winners of another Pomodorino d'Oro," commented Marco Franzoni, collecting the trophy for the round tomato. "It is a really satisfying victory because it is a gesture of sincere gratitude towards the supply chain."



'We have been collaborating with Mutti for years and it has always been a very fruitful partnership. With our inclusion among the top 40 round tomato supplier companies back in 2016, we had already received an important acknowledgement of our commitment and work. Today, as the first ever winners of the datterino tomato trophy, we can only reiterate our pride at being part of the Mutti project,' added **Stefano Bosco**, winner of the Pomodorino d'Oro Datterino Award.

"This is the 24th year of the Mutti Pomodorino d'Oro Awards," commented **Francesco Mutti**, company CEO. *We began in a small room presenting an award to the best of our 15 farmers and have gradually continued to grow over the decades. This growth mirrors the growth enjoyed by our farmers and our company, who have demonstrated an ability to look beyond the short term to build a project that generates long-term value for everyone."*

The supply chain awards are based on specific assessment criteria, shared with the producers' organisations and the supplier farms themselves. The evaluation parameters of the tomato, which is analysed when it arrives at the factory, include quality aspects such as intensity, flavour and care during mechanical harvesting, but also the ability to provide top-quality raw materials not only at the height of the season but also at the beginning and end of the campaign. The Pomodorino d'Oro Award also takes account of production continuity during the campaign. The awards evening, designed as a true celebration of the Mutti supply chain, also marks the end of the campaign, which is concentrated every year exclusively in the summer months, during the tomato ripening period, to ensure the best possible quality of the raw material.

About us

MUTTI SPA - The historic Parma-based company is the European leader in the tomato product market. Marcellino and Callisto Mutti launched the first tomato processing campaign in 1899. Since then, focusing on the core values of quality and Italian tradition, along with respect for the supply chain and the local area, the Mutti family has been exclusively dedicated to 100% Italian tomatoes, producing tomato paste, purée and pulp, products that are now enjoyed all over the world. The desire to innovate, part of the company's DNA since it was founded, has led to the gradual expansion of Mutti's range to include a wide selection of ready-made sauces and soups. With 120 years of experience in the business, today the Mutti Group is present in 100 countries worldwide and in 2022 recorded a net turnover of €563 million, processing 525,000 tonnes of tomatoes in 2023. As for sales, in 2022 sales volumes in Italy were exceeded by export volumes thanks to years of double-digit growth in the international market. Montechiarugolo (PR) is the historic business headquarters of the Group which has gradually expanded to meet all the needs of its consumers. The Oliveto Citra plant (SA) processes typical southern Italian specialities, such as the plum tomato and the cherry tomato.

Finally, in November 2017 Mutti acquired the CO.PAD.OR plant in Collecchio, setting up the new company Pomodoro 43044 Srl which was subsequently incorporated in Mutti SpA from 1 January 2021.

Mutti Press Office - Contacts

Corporate Communication and PR Specialist

Simone Berruto – mob. +39 345 6195979 – simone.berruto@muttisp.it