



## MUTTI OPENS THE *QUISIMANGIA* RESTAURANT: QUALITY AND SUSTAINABILITY AT THE HEART OF EMPLOYEE WELL-BEING

- *Designed by CRA – Carlo Ratti Associati, Mutti's new corporate restaurant translates the Group's corporate philosophy into a sustainable and cutting-edge building.*
- *Catering is entrusted to VCook, a company of the Cerea family from the **Da Vittorio** restaurant.*
- *The ultimate goal of the project is to open the restaurant to the community, reinforcing Parma's central role in the Food Valley.*

**October 21, 2024, Montechiarugolo (PR) – Mutti Group**, the European leader in the tomato products market, inaugurates its corporate restaurant *Quisimangia*. The project was initiated in 2022 and designed by the international design and architecture firm CRA – Carlo Ratti Associati. The new corporate restaurant reflects the company's core values of **quality and sustainability**, which are embodied here as an exclusive form of well-being for its employees.

The newly opened space has been conceived from the start to be more than just a corporate restaurant: it is a place where, through an exceptional catering service provided by VCook, a company of the Cerea family from the Da Vittorio restaurant in Brusaporto (Italy), the environmentally respectful culinary philosophy that has always defined Mutti is brought to life. This philosophy is already evident in its product range, from sauces to fresh soups.

Incorporating **elements of sustainability and circularity**, the building reuses tomatoes discarded during Mutti's production process, which have been recycled and used to create the resin that forms the interior floors. Energy savings have been maximized by implementing new environmental control technologies. Around *Quisimangia*, a garden spanning over one hectare will be dedicated exclusively to regional plants and products, curated by landscape architect Paolo Pejrone, a specialist in landscape design.

After an initial phase where it will be open exclusively to Mutti employees at the Montechiarugolo headquarters, the ultimate goal is to open the restaurant to the community. This will generate additional economic benefits for the area and reinforce Parma's position as a top culinary destination within the Food Valley.

*"When we started thinking about building a corporate restaurant, we knew we didn't want to compromise in any way on what matters most to us at Mutti: quality, understood here in its broadest sense," commented Francesco Mutti, CEO of the company. "We wanted to give our people a place where the company philosophy could be felt, and where our vision of a world in which well-being and environmental sustainability are two sides of the same coin, with good food playing a central role in both, could come to life. Carlo Ratti and his team perfectly interpreted Mutti's founding values to create a building that truly reflects who we are."*

Regarding the project, **Carlo Ratti, Founding Partner and Chairman of CRA – Carlo Ratti Associati**, added: *"We started from a simple, almost primal gesture: extracting earth from the earth, raising a clod to build a new space. The project continues our exploration of merging the natural and artificial worlds. We envisioned*



*a dynamic, open space where people are not only beneath the clod and immersed in greenery but also in a place where they can meet.”*

The project continues the master plan initiated by CRA – Carlo Ratti Associati and Italo Rota Studio in 2016 for the company. Its first element was The Greenary, a residential structure built around a tree, which since 2021 has been the home of Francesco Mutti.

#### **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 125 years of experience in the business, today the Mutti Group is present in 100 countries worldwide and in 2023 recorded a net turnover of 665 million euros, processing 525,000 tonnes of tomatoes. As for sales, in 2023 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.

#### **Ufficio stampa Mutti – Contatti**

##### ***Mutti Corporate Communication and PR Specialist***

Simone Berruto – m. +39 345 6195979 – [simone.berruto@muttispaspa.it](mailto:simone.berruto@muttispaspa.it)