

# Il Mangiarsano

*the future of the wellbeing market*



**P**resent on the market of baked goods since 1981, Mangiarsano's mission is to take care of its customers' health. Way ahead of its times, the company started working in the area of bio-food in the early eighties. The strength of IL MANGIARSANO lies in knowing how to combine loyalty to its original vocation as a leading company in the organics market with a capacity for innovation, essential to be able to interpret the evolution of a consumer that is increasingly attentive to his diet. Mangiarsano is responding to new market trends such as the battle against obesity, the demand for specific foods for food intolerances and allergies, and the quest for wellbeing and health with the "Benessere" (Wellbeing) project: a range of functional products always obtained from raw materials coming from land cultivated without the use of pesticides.

## Our strategy

### FEED YOUR HEALTH

This is not a slogan, but the value upon which the company's culture is based, taking the consumer as its starting point of reference.

## Us for you

Us for you: a modern plant and an efficient organization ready to meet your requirements.

Our development strategy is sustained by a significant program of investments which, over the last year, has focussed on



**Corporate name:** Il Mangiarsano S.p.A.

**2004 turnover:** 10,400,000 euros

**Live production volume:** 7,700,000 items

**Export share:** 20%

**Number of employees:** 30

### Brand portfolio:

Geminal, Gaia, Celi, Vita+, Brio.

### Sales channels:

Modern trade, Normal trade, catering

**Product range:** baked confectionary

**products:** biscuits, filled biscuits, tarts, filled puff pastry, snacks, small pies, sponge cakes.

## MANAGEMENT

### President and managing director:

EMANUELE ZUANETTI

### Marketing director:

DIEGO PERON (Bioalleanza)

### Export assistant

MANUELA SMANIOTTO

strengthening the Research and Development department, installation of a new production line and setting up a new area for storage of finished goods.

Today, in addition to offering a wide range of its own-brand products, Il Mangiarsano puts the entire organization at the service of its partners for planning and creating customised health products within its own production.

## Laboratory

The growing success of IL MANGIARSANO is made possible by a team of professionals who work with great commitment and skill to meet market demands.

## Production line

### Our production:

We make baked confectionary products n organic.

QC&I certificates, made using raw materials from farming which does not use chemical or plant protection products; n functional: capable of being good for health and contributing to reducing the risk of illness.

In the area of functional products we offer a line of SGS-certified (brand) products for coeliacs and a line of products for diabetics will be available soon.

Our entire production is free from hydrogenated fats and can be produced in organic or functional versions, sugar-free or using cane sugar.

Il Mangiarsano S.p.A.  
via Staizza, 50  
31033 Castelfranco  
Veneto (TV)  
Tel. (+39) 0423 420099

The company



noi per voi  
porte aperte  
ai vostri progetti

