



FOR SMART EATING PEOPLE

together into the future

**Biofach Science Day - 12 February 2016**

**Lorenzo Tonini R&D Manager**





# PROBIOS HISTORY

- Born in Florence in 1978
- “**Probios**” *from the Greek: in favour of life*
- THE GOAL WAS : to spread the use of **organic food** and **vegetarian food** in Italy



- **QUALITY, TASTE AND INNOVATION:**  
the three pillars reflecting our work in over 35 years



# PROBIOS GROUP



organic raw materials  
in bulk



our laboratory for  
Italian specialties



**Deutschland**

our sister company  
in Germany



# PROBIOS IN THE WORLD

WE DISTRIBUTE IN **51 COUNTRIES**  
THE BEST ITALIAN ORGANIC PRODUCTS





# DISTRIBUTION CHANNELS

IN THE ITALIAN MARKET PROBIOS PRODUCTS ARE IN OVER 5500 STORES

**DRUGSTORES  
GOURMET SHOPS  
ORGANIC FOOD STORES**

**PHARMACIES  
SUPERMARKET  
GLUTEN FREE SHOP**

***PROBIOS TURNOVER € 37M***



## ALL PROBIOS BRANDS INCLUDE OVER 800 PRODUCTS.



rice  
products



soja  
products



corn  
products



spelt  
products



wheat  
products



kamut  
products



fresh  
products



vegan  
products



products  
of Tuscany



products of  
italian tradition



snack  
gluten free



products  
for sport



gluten free  
bread



products  
for breakfast



gluten free  
products



cotton  
products



# PROBIOS BRAND

**RICE  
&  
RICE**



**Viva  
Mais**



**altricereli**  
SENZA GLUTINE



**GO  
vegan!**





# PROBIOS BRAND

**SOIA &  
SOIA**







# AWARDS



**BIOFACH 2004 (NureMBERG-Germany):**  
Mayorice (mayonese made with rice ) won the prize as Innovative Products during Biofach International Show.  
Probios has been the one Italian company awarded in Germany.



**SANA 2012 (BOLOGNA-ITALY):**  
Il Biogustais products receive the award as Innovative Products during Sana Show, the most important organic food show in Italy.



**SIAL 2012 (PARIS-FRANCE):**  
Happy Pop has been selected among 3000 products showed during Sial.



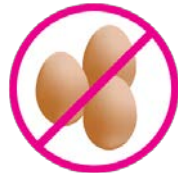
**SIAL INNOVATION (PARIS-FRANCE) 2014**  
GOvegan has been selected among 3000 products showed during Sial.





# INNOVATION IN NUTRITIONAL QUALITY

- 100% organic
- 100% vegetarian
- 400 products gluten free
- 140 products dairy free



➤ Many of our products are:

Vegan, egg free, yeast free, palm oil free, low fat or fat free, no sugar added, low salt, high fibre, high vegetable protein (pasta 100% legumes)

➤ We use **ancient gluten free cereals**: millet, buckwheat, oat, quinoa, amaranth, sorghum, teff.





# INNOVATION IN ETHICAL QUALITY

- 70% are MADE IN ITALY WITH ITALIAN RAW MATERIALS



- Many of “NON UE” raw materials are **fair trade**
- Many of them in **recyclable packaging**





# INNOVATION FROM PROBIOS



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

**DISPAA**  
DIPARTIMENTO DI SCIENZE DELLE  
PRODUZIONE AGROALIMENTARI  
E DELL'AMBIENTE

Probios is supporter of University of Florence for:

## **NUTRITIONAL RESEARCH**

Nutritional effects of a diet based on ancient cereals:  
millet, buckwheat, oat, quinoa, amaranth, sorghum, teff.

## **AGRONOMIC RESEARCH**

Cultivation in Italy of Quinoa and Amaranth



Probios is official food supplier of **Udinese Calcio**  
(*italian premier league football club*) for:

## **NUTRITIONAL RESEARCH**

Nutritional effects of an organic diet for professional  
sport people.



# WHAT WE NEED TO INNOVATE

## AGRONOMIC RESEARCH

- ✓ Should be connected to processing and commercial companies.
- ✓ Invitation to tender for projects suggested by companies.



## SCIENTIFIC RESEARCH

- ✓ Demonstrate the nutritional benefits of lesser known crops, grown only marginally.
- ✓ Improvement of knowledge / acceptability by the consumer.
- ✓ Small and medium enterprises must be able to communicate the results. EFSA takes long time to make communication possible.
- ✓ Only large companies can invest in scientific research and wait a long time to communicate.





# WHAT WE NEED TO INNOVATE

## RESEARCH IN FOOD TECHNOLOGY



- ✓ Define products with a high healthy content and comply with European Regulation 834/2007:  
*no palm oil, no animal ingredient, reducing sugars, reducing salt, reducing fat.*

## RESEARCH IN PACKAGING TECHNOLOGY

- ✓ define packaging with low impact and good performances in shelf life





# WHAT WE NEED TO INNOVATE



## CREATE A SYSTEM FOR INNOVATION

- ✓ Researchs in innovation (agriculture, nutrition, packaging, market trends), should be easily usable.
- ✓ They should be collected and published on the website of the European Commission: official, easily usable.

## REGULATION FOR VEG MARKET

- ✓ Too many veg associations, each with disciplinary / brand.
- ✓ Consumer confusion, lack of credibility.
- ✓ Regulation for define the word "vegetarian" and "vegan“.
- ✓ Regulation for define a European logo





# THANK YOU

A PERSON WHO NEVER  
MADE A MISTAKE  
NEVER TRIED ANYTHING NEW

*Albert Einstein*



celebquote.com