

Tomato, *more tailor made solutions*

Consistent growth in all markets for the Italian suppliers. Peeled tomatoes are the most popular

 Marianna Notti

In terms of tomato based products, the pizzeria channel is showing consistent growth in all countries, even outside Europe. Most players have recorded increases in the exports to South America, Australia and Asia. As **Riccardo Ferri, Export Sales of Steriltom**, explains, "There are two main areas of growth. On the one hand, small traditional Italian pizzerias, businesses that choose their raw materials very carefully; on the other hand, there are now more pizzeria chains (also with 2/3 outlets), which, despite using more standardized solutions, still favor 100% Italian products. We support both our customers and their sales teams, as a matter of fact, we also sponsor cooking schools and international events. The aim is to educate the public about the added value of our tomato puree, which is a key product for pizzerias". **Rodolfi** operates in this segment with the Ardita brand: "We work with major international chains," says **Export Manager Riccardo Conforti**, "especially through importers, some of which have become actual business partners. The most popular products abroad are



Key points

Peeled tomatoes are the most popular, however, also tomato pulps are selling well

Convenience: more products that require no further processing or preparation after opening

More demand for products with added value, such as **pizza sauces** and tailor-made solutions

CALISPA	COMPAGNIA MERCANTILE D'OLTREMARE	COPPOLA FOODS LIMITED	DAVIA
Whole peeled plum tomatoes	Long peeled tomato Ciao	Pomodoro San Marzano dell'Agro Sarnese Nocerino DOP	Pronto Pizza
			
Calispa has got two industrial brands: Calispa and Nobile. The range is a selection of high quality products going from conventional to organic tomatoes and legums, passing through premiums like 'Marzanino' peeled tomatoes and San Marzano PDO.	Vegetable preserve made by adding partially evaporated organic tomato juice to peeled tomatoes. Fast processing: within 8 hours from harvesting. With a basil leaf in the 3 kg format (for the US market); 2.5 kg version for the rest of the world.	Seasonally grown and packed in the area around the cities of Naples, Salerno and Avellino. They are grown vertically and hand-picked only when fully ripe. Very sweet, juicy, with low acidity and a rich taste. Formats: Cans by 0.4, 0.8 and 2.5 kg.	Ultrafine tomato pulp, ideal for pizza makers Formats: 2.5 and 4.5 kg can (net weight)

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pizza sauces with high added value, which are a guarantee of high quality. We are able to offer our customers tailor-made solutions, which are designed to meet the specific needs of each market, chiefly customized recipes and formats."

According to **Cosimo D'Ambrosio, Sales Manager of Davia**, "the most popular product is definitely peeled tomatoes, however, also the tomato purée and the pulp are selling well. Finally, there is also consistent demand for PDO San Marzano tomatoes, however, this is still a very niche product. "We are developing special recipes for pizzerias, at the same time, we are working closely with the flour producers. Our top market is the USA, where we serve chains such as Frank Pepe (New Haven, Connecticut), Sbarro and Amici (New York) and Anthonys (New Jersey)."

Long peeled tomatoes, a trending specialty in the US

The best sellers of Ciao Il Pomodoro di Napoli, under the CMDO brand (Compagnia Mercantile d'Oltremare), are long peeled tomatoes - in the American market, sold with a basil leaf inside the glazed cans - as well as organic peeled tomatoes, PDO

PDO San Marzano,



a growing niche thanks to gourmet pizzerias

The best-selling pizzeria products at **Coppola Foods** are PDO San Marzano tomatoes, peeled tomatoes and fine tomato pulp. "We have seen a much-appreciated increase in the demand for San Marzano tomatoes," added **CEO Ernesto Coppola**, "which mostly came from the growing popularity of gourmet and traditional pizzas. Authenticity and transparent labels, especially in terms of nutritional values, have both become a must for pizza consumers: simple recipes with healthier ingredients. Consumers look for innovative, premium

and tasty toppings, however, they also like to see a good presentation, an element that must not be underestimated in modern society." Also, **Giuseppe Mirra, Sales Director at Palo Food** confirms the positive trend of San Marzano tomatoes: "Our top seller is peeled tomatoes, both the PDO San Marzano and the more classic Roma variety. We have recently added another product to our range, Il Vesuviano, a top-quality product that is similar to its San Marzano cousin but that comes with a more affordable price tag".

San Marzano tomatoes and tomato pulp for Authentica Pizza. "Peeled tomatoes and tomato pulps are the most popular products as they meet the needs of pizza makers thanks to their taste, freshness and fragrance" explains **Lino Cutolo, CEO of CMDO**. "At the moment, the market is going toward more quality, launching more genuine products, which, in turn, are made with top quality raw materials. Gourmet pizza is no longer a real

niche, most consumers around the world are beginning to discover it. For over ten years now we have worked hard on creating a pizza culture, one that all industry operators of the world recognize and implement. We are partners with the largest industry event, the Napoli Pizza Village. The last two editions were held in New York, where we founded Pizza Academy. The aim is to promote our food culture".

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MENÙ	PALO FOOD	RISPOLI LUIGI	STERILTOM	RODOLFI
Mini-Red Semi-dried peeled Pizzutello tomatoes 	PDO San Marzano 	Pelapolpa 	Il Pizzaiolo 	Pizza Sauce Aromatizzata Ardita 
<p>Pizzutello is a tomato variety from Campania, with a round shape and a tasty and sweet pulp. Pizzutello tomatoes are 100% Italian, harvested and processed at the peak of the season, while fresh, carefully peeled, slightly dried and seasoned with spices, aromatic plants and oil. Formats: Tin 800 g nt. wt.</p>	<p>PDO peeled San Marzano tomatoes comply with the specifications of the Consortium, as both their growing and processing are carried out within a predefined geographical area. Formats: Cans by 0.5, 1 and 3 kg.</p>	<p>Organic tomato pulp from long peeled tomatoes in bag in box 10 kg. It offers professionals of the horeca sector the freshness and sweet taste of peeled tomatoes with the versatility and ease of use of the pulp without peels and seeds. Ideal products for restaurants and pizzerias.</p>	<p>Finer and thicker pulp, with added salt. Thanks to their thickness, they are easier to use as they do not release water. The smooth texture and thickness make them ideal as a topping on pizza, moreover, they do not need any processing or preparation before use. Formats: 4.1 kg can and 5 kg box.</p>	<p>Flavored Ardita Aromatizzata Pizza Sauce allows the company to work with different types of pizzerias, from chains to American style pizzerias and even ethnic shops. 10-12 Brix, strong red color, a natural taste, with added oregano, basil and other spices. Formats: 5 kg can, 10 kg bag.</p>