



**pastaZARA®**

Company profile **2016**



**1<sup>st</sup>** exporter  
of pasta in  
the World

**2<sup>nd</sup>** national  
pasta  
manufacturer



**3<sup>rd</sup>** durum  
wheat miller  
in Italy





Riese Pio X (TV)



Muggia (TS)



Rovato (BS)

## PASTA ZARA, AN ITALIAN HEART IN THE NORTH EAST

Three production units, two mills working exclusively for the company, a vast sales network for overseas markets. These are the strong points with which Pasta ZARA faces new commercial challenges with continuous innovation. A genuine Made In Italy label that over the years has created work opportunities, developed new expertise, invested in highly advanced technological solutions, guaranteeing a high standard of quality for the most famous of all Italian foods. Our wish is to continue making improvements just as we have been doing for over a hundred years.

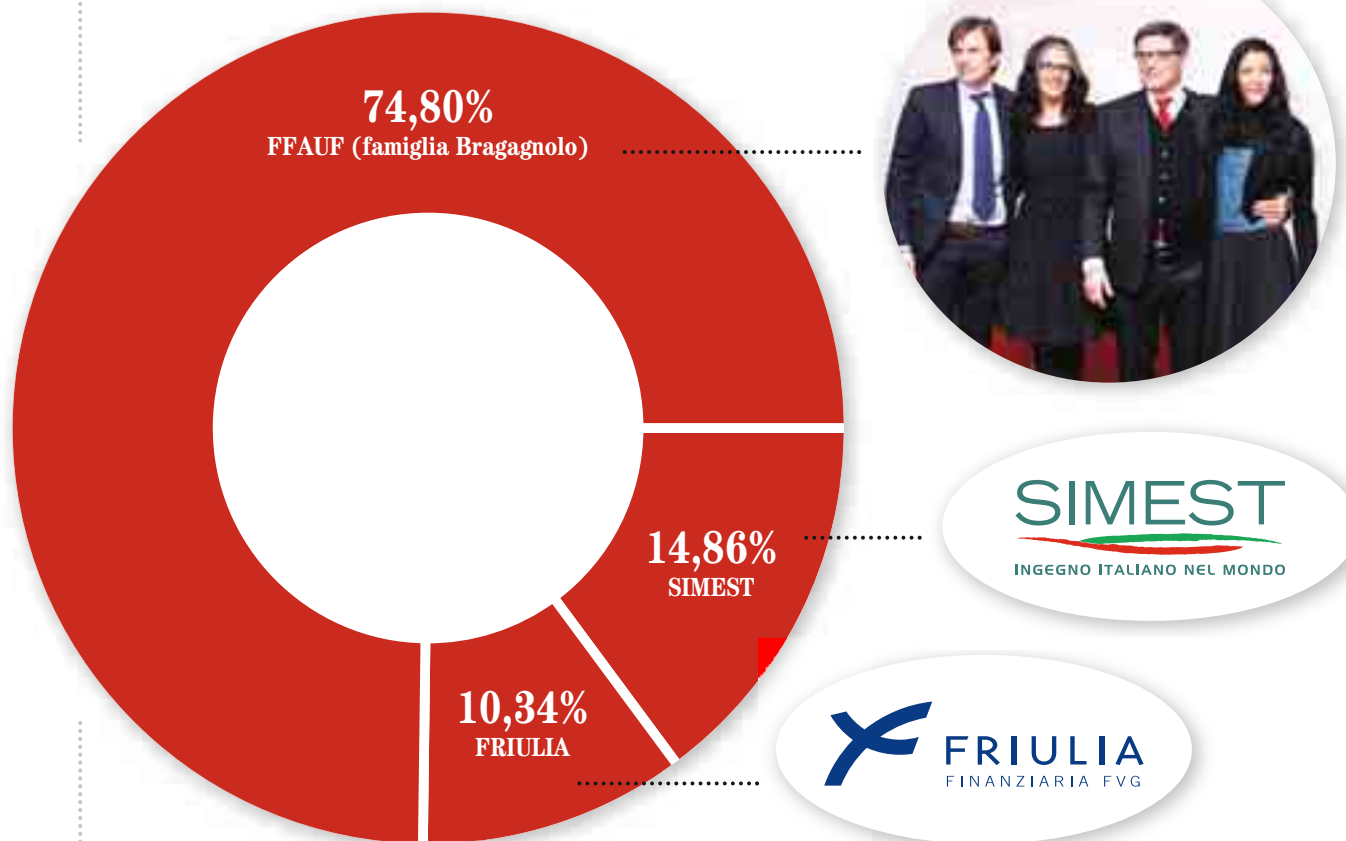


Santa Maria Nuova - Jesi (AN)



Trieste

## THE BRAGAGNOLO FAMILY, FRIULIA AND SIMEST: A FORWARD-LOOKING, WINNING TEAM



### BOARD OF DIRECTORS

<b>Chairman</b>	Furio Bragagnolo
<b>Vice Chairmen</b>	Arianna Bragagnolo Umberto Bragagnolo
<b>Members of the Board</b>	Franca Bragagnolo Francesco Furlan Alessandro Mulas Massimo Storaro Roberta Terpin Mario Zamboni

### Board of Auditors

<i>Chairman</i>	Bruno Sonogo
<i>Statutory Auditors</i>	Elena Aglialoro Paolo Bramezza

The completion of the Riese Pio X production unit, the building of the new fully automated warehouse and a new high level productivity line in Muggia and the innovation of the production unit in Rovato. Over the last ten years, Pasta ZARA has taken giant steps in the aim of achieving the production of 400,000 tons of pasta a year by 2018. This target can count on the solid partnership of Friulia, the financial company of the Friuli - Venezia Giulia region and Simest, the public-private merchant bank controlled by Cassa Depositi e Prestiti.

## OUR NUMBERS: THE DEVELOPMENT CONTINUES

**108**

***countries** where  
we are present*

**13%**

***of Italian pasta**  
exported in the world is  
made by Pasta ZARA*

**447**

***employees** in the three  
production units*

**+9%**

***the increase in turnover**  
between 2014 and 2015 equal  
to 282 million euros*

**22**

***production**  
lines*

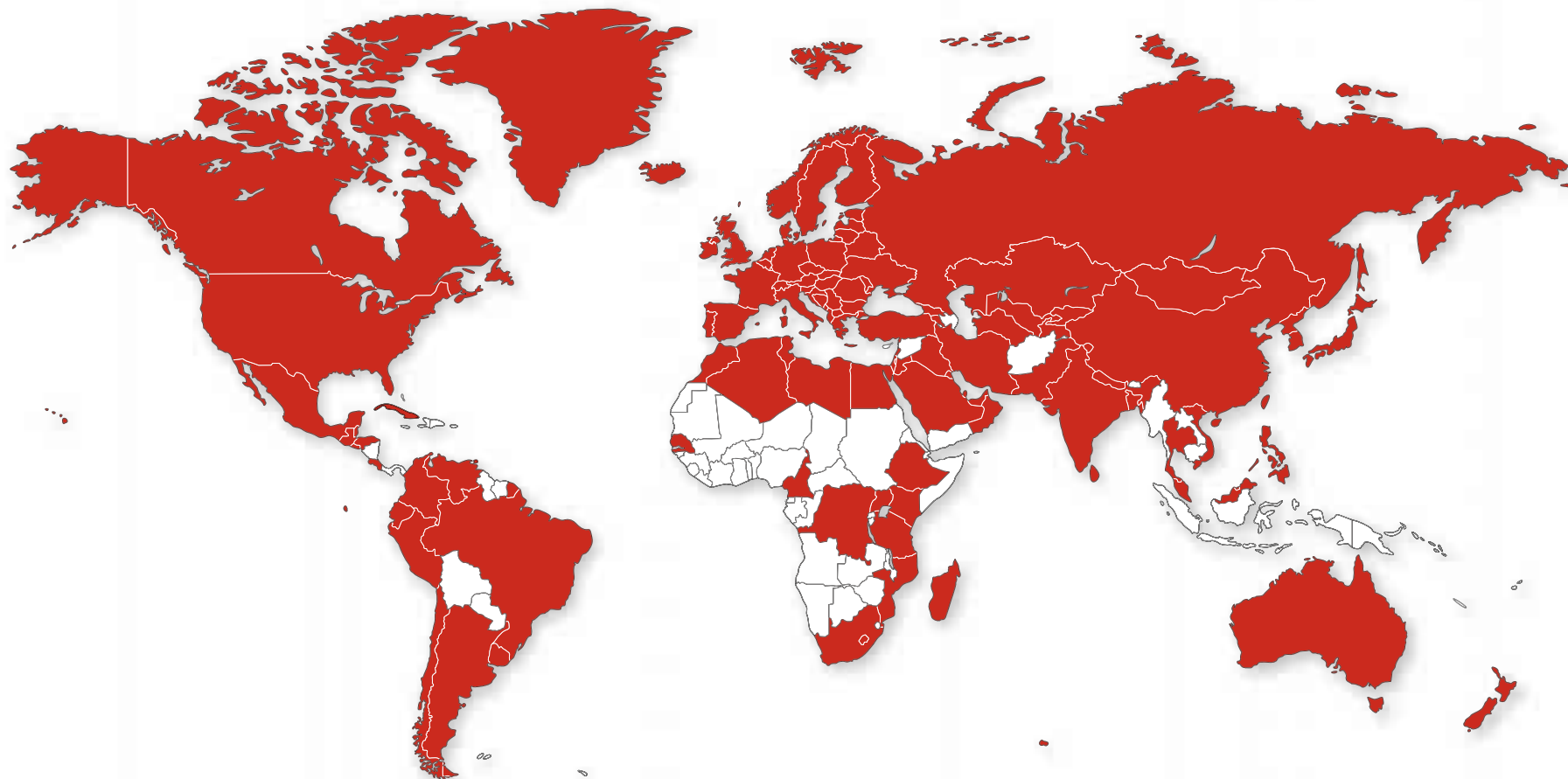
**55**

***new recruitments**  
in 2015*

**400.000**

***tons** of pasta a  
year: our production  
capacity*

## FROM ITALY TO ALL OVER THE WORLD



As of 2015, Pasta ZARA is present in as many as **108 countries** where more than 90 percent of the production carried out entirely in Italy is destined. This path was started in the 1970s by Umberto Bragagnolo and then developed by his children Furio, Umberto, Arianna and Franca and has led the company to become the leading exporter of pasta. An excellent result thanks to the in-depth knowledge of the markets and the setting up of a valid sales network. For the very purpose of strengthening this presence, two new sales offices have been set up this year, one in **Alexandria for the Middle East** and one in **Denmark for Northern Europe** which is added to the agreements already made with important Horeca distributors and the large-scale retail distribution in North America.



# RIESE PIO X, THE HEART OF PASTA ZARA



Pasta ZARA started out as Pastificio Bragagnolo in 1898. The vocation for outstanding innovation was already clear twenty years later when the company's name changed to "Pastificio Elettrico Bragagnolo". In 1932, a second factory named Pastificio Adriatico was opened in the city of Zara, which at the time was part of Italy and the capital of Venetian Dalmatia. Unfortunately, this side of the business followed the sad destiny of the second world war and the nationalisation imposed by the Yugoslavian regime and there was nothing to be done but return to Castelfranco. However, the memory of this experience was to remain in the company's name. The production unit in Riese Pio X, just a few kilometres from Castelfranco, was started in 1965 and here, thanks to Franco Bragagnolo (after whom the road leading to the factory is named), came the initiative in 1975 to turn towards the foreign markets: first Austria and Germany, then Greece. In 1997, the fourth generation came into play when Franco Bragagnolo gradually handed over the company to his children Furio (chairman), Arianna, Umberto and Franca. Between 2011 and 2013 the production unit underwent important extension work with the modernisation of the eight production lines, but above all with the building of one of the most technological self-supporting warehouses covering over 9,000 sq. m. with a storage capacity of 26,000 pallets and a potential flow rate of 1,200 pallets a day. A fully automated warehouse which reduces loading times to a minimum. But this last result ("crowned" by the start of the last stage of the Giro d'Italia cycle race in 2013, the only one that has ever started from inside a production unit) does not stop the investments that continue today: in fact the co-generation system is currently being renewed which will lead to lower energy costs for the production.

## MUGGIA, THE WORLD RECORD BREAKING PASTA FACTORY



120,000 dishes of pasta a minute for a production of 75,000 tons a year: head-spinning numbers for just one of the five lines at the plant in Muggia, which has a production capacity of as many as 210,000 tons of pasta a year. These figures are sufficient to realise the significance of “line 16” that began its running-in phase in November 2015 (*in the photograph on the right, the vice chairman of Pasta ZARA Umberto Bragagnolo at the moment of the first start-up*): the world record for short pasta stands beside the one already held for long pasta, with 8,000 kilos of spaghetti produced per hour. The adventure in Muggia began in 2002 and after less than fifteen years, the results speak of an absolute excellence in the food world, both for the quantity and quality of the production, but also for the logistic capacity. During 2016, the new self-supporting warehouse will, in fact, become operative and here too we can easily speak about a record: 11,000 square metres of surface area, 37 metres high and 75 metres wide, the building will allow the fully automatic handling of as many as 66,500 pallets thanks to eleven elevators that move up ten storeys: in fact the storage potential is 26,600 tons of pasta. A simple comparison is enough to understand the storage capacity, here there is space for a packet of pasta for every Italian citizen. But our target is the world: the strategic decision made for Muggia in 2002 already aimed in this direction.



# ROVATO, THE “LABORATORY” OF PASTA ZARA’S INNOVATIONS



When Pastificio Pagani was taken over in 2010, Pasta ZARA acquired its third production unit in Rovato, in the province of Brescia. Located in a strategic position, being located on the axes connecting East and West Europe, the factory has a production capacity equal to 80,000 tons a year. It is currently undergoing an important modernisation process which includes a new co-generation plant that will enable energy costs to be lowered.

Rovato is also the place where Pasta ZARA wants to focus its research and innovation centre. The agreement signed with the University of Brescia also points in this direction as it will allow students, undergraduates and postgraduates to carry out training courses in the fields of logistics and food production.



## AN INCREASINGLY INTEGRATED PRODUCTION CHAIN: THIS TOO IS QUALITY



*Unloading the wheat at the port of Trieste at the Grandi Mulini Italiani.*



*The chairman of Pasta ZARA, Furio Bragagnolo, restarts the Trieste milling plants.*



*A view of the Tesa mill in Santa Maria Nuova, near Jesi (AN).*

From one thousand to just ten kilometres for each trip: this is how much we have reduced the journey undertaken by the raw material for the pasta, in other words the semolina, to reach the production unit in Muggia. This is the main benefit of the agreement signed with the Grandi Mulini Italiani mills in Trieste which are located just the other side of the gulf that the Pasta ZARA premises overlook and are where the wheat that arrives by ship is milled exclusively for us. The result is a reduction in the cost of transport even to the other two production units, given that the wheat was milled mainly in Puglia and loaded in Brindisi. To this must be added the work at the Santa Maria Nuova mill, close to Jesi, in the Marche region, where the durum wheat of the Furio Camillo variety is also milled as a result of an agreement with Sis (Società Italiana Sementi) and the local farmers of the region. This experiment was started last year and aims to bring out the value of Italian wheat, but above all it has enabled Pasta ZARA to complete the production cycle, from the durum wheat to the pasta. The objective now is to exploit the potential that has emerged in the Marche region due to the interesting economic benefits for the agricultural sector, by encouraging cereal production of this type in other areas of Italy where these crops have disappeared.

## SHAPES FOR EVERY NEED AND FOR EVERY TASTE. THE WIDE RANGE OF PASTA ZARA



With over eighty different shapes, consumers are spoilt for choice: from the traditional shapes to the most original, Pasta ZARA dedicates maximum care and attention to every single phase of production to guarantee quality at a reasonable price. It is really hard not to find everyone's favourite shape in **the traditional** red pack that is immediately recognisable on the shelves all over the world.

For many people pasta represents a true and proper religion and even the smallest details play an important role: so in the transparent pack there is also **the bronze drawn pasta** which, thanks to its roughness, ensures a perfect combination of the pasta with the sauce. The most demanding customers are also the creative ones: we have thought of them too with **the Magie**, the super shapes that transform a plate of pasta into a work of art. The kitchen is also home to the imagination and **the Fantasia** range offers shapes dedicated to children, so that they fall in love with pasta from a very young age.



## la Classica



a pasta  
that never  
disappoints...

## Trafilata in Bronzo



to rediscover  
the flavours  
of the past...

## Le Fantasie



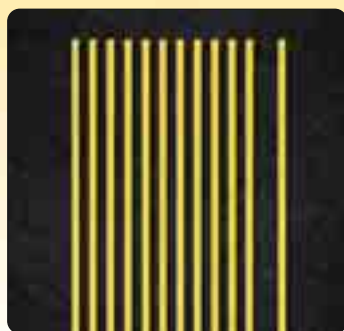
to encourage  
children to eat  
carbohydrates...

## i Gustosi



specialties  
for every  
day...

*Biologica*



*to eat healthy  
but tasty food...*

*Integrale*



*to be more  
active  
with fibre...*

*Armonie*



*deliciously  
gluten-free...*

*Magie  
di Pasta*



*to make a difference  
with giant  
delicacies...*



# "I GUSTOSI" AND "BIGOLI VENETI" FOR WHOEVER FEELS LIKE A CHEF EVERY DAY

Pasta, a simple product: but apart from being really delicious, we have also made it special. For this purpose, we have created **i Gustosi** which add that little bit extra to bring out the best of every recipe: so there are *Linguine with rosemary* that add an extra special touch to sauces made of white meat, *Spaghetti with cuttlefish ink* for a tasty fish-based first course, *Gemelli with tomato, basil and beetroot*, for a tasty pizza flavour. Then we have *Sedani with beans*, especially suitable for accompanying vegetable sauces, but with those extra proteins for those needing a little boost of energy and even an extra supply of fibre. With the **Bigoli Veneti** Pasta ZARA pays homage to its origins: a traditional pasta from the Veneto region, to be combined with fish recipes from this land such as Bigoli with anchovy sauce or a game sauce such as Bigoli with duck sauce. And for the very reason that they are part of our roots, we have given them our first trademark: **Pastificio Bragagnolo**.



Franca Bragagnolo with a selection of "i Gustosi" by Pasta ZARA.





## ORGANIC, GLUTEN-FREE WHOLEGRAIN SPELT PASTA: PASTA ZARA REALLY IS FOR EVERYONE



A new range dedicated to a lifestyle that is becoming more and more popular: **organic pasta** has arrived in its “white” version similar to traditional pasta. Three traditional shapes - spaghetti, penne rigate and spirali - which are already present in our **Wholemeal** and **Organic Wholemeal** versions, but which are also made with strictly organic **spelt**. A choice that exemplifies Pasta ZARA's strong “green vocation” even as far as the final product is concerned.

Moreover, we have even thought about those who have to avoid gluten and so we have the **Armonie** based on corn and rice, the result of in-depth research and numberless tests to ensure that the flavour is always the best.

# EVERYTHING YOU NEED FOR A GOOD ITALIAN PASTA. AND MORE...



The vice chairman Arianna Bragagnolo while testing the new Pasta ZARA sauces.

Our aim is to enable everyone to love the Italian first course and this has led us to carry out research into the products that can bring out the most in our pasta. By tradition, we could not help but turn our attention to **tomatoes**. Pasta ZARA presents a range of as many as five types (*tomato purée, tomato concentrate, rustic style tomato purée, diced tomatoes and the traditional peeled tomatoes*) which can be used for the most varied of recipes. But we have also thought of consumers who do not have much time to spend in the kitchen: so we have five **ready-made sauces** (*olive, tomato and basil, arrabbiata, red pesto and Genovese pesto*) which offer combinations that are a sure success. The final touch can be no other than a good, strictly *extra virgin*, **olive oil**, this too has been chosen from amongst the best in Italy. We also wanted to offer an alternative to a pasta first course, but in keeping with the tradition of Italian cuisine: we could not leave out **Arborio rice** or **cous cous** (also available in the *wholemeal* version), the latter being used as the basis for very tasty dishes in Sicily. And finally another delicacy for which we are envied the world over: **balsamic vinegar** from Modena.





## WE ARE BECOMING GREENER AND GREENER. AND WE WANT EVERYONE TO REALISE IT



*The photovoltaic panels on the roof of the production plant in Muggia (on the left) and in Riese Pio X.*

One aspect of the world of pasta that people are not really aware of, but which is of fundamental importance, is that during its production no waste or non recyclable waste products are made. During the production process up to the end product, everything is collected and used in other forms and even the packaging itself is given a new lease of life. For years, Pasta ZARA has been committed to reducing its environmental impact. We have reduced the production chain, we are making increasing use of co-generation, the roofs of our production units are covered entirely with photovoltaic panels. We are also comparing two large production lines by fitting one with an innovative heat recovery system, to assess whether it is possible to consume less energy while maintaining the same standard of quality. Our offices must use lighting with reduced energy consumption and carry out separate waste collection. Now a new challenge awaits us and that is to show that pasta has a very low energy impact, from the cultivation of the durum wheat to the dish of pasta served at table. Together with Aidepi, the Italian association of pasta manufacturers, we are engaged in PEF Pilot Pasta within the framework of the European Commission which will show the environmental impact of our production. It will then be possible to identify how much each product “weighs” on the environment. We are doing this because we know that pasta is good and that it is good for everyone, not only for those who eat it, but for the whole planet.



# INTERNATIONAL CERTIFICATION, PASTA ZARA'S "PASSPORT" THAT IS VALID THROUGHOUT THE WORLD



The Pasta ZARA Group's Company Quality System complies with the standard Iso 9001/08 for its three production units. The certification is issued by S.G.S. After the audit by the certifying body C.S.Q.A., the certificates of conformity to the B.R.C. (British Retail Consortium) Standard and to the I.F.S. (International Food Standard) were confirmed for all three Pasta ZARA production units awarding them the highest level of assessment. These are very strict regulations that govern the health and hygiene aspects during the production processes and the environmental conditions in which they take place. Pasta ZARA can also count on the ISO 22005:08 product certificate in compliance with the requirement for "Intra-company traceability of the pasta product". This certificate examines the whole of the production chain, from the moment of arrival of the raw ingredients to the dispatch of the finished product to customers. Furthermore, Pasta ZARA's environment management system has been certified by the SGS body, according to Standard ISO 14001:2004 which "awards" the efficient way in which the various aspects and impacts of the company's activities, products and services are handled in the aim of continually improving and safeguarding the environment from possible sources of pollution. What is more, on the subject of product certification, Pasta ZARA has maintained and renewed the organic product certification regarding EC Regulation n. 834/2007 and the KOSHER certification for the products marketed in the areas where consumers follow the Jewish religion. Furthermore, the Halal certification has also been introduced for those products marketed in areas where consumers follow the Muslim religion. Finally, Pasta ZARA can also count on the AEO certification which proves the "customs security and reliability" of the company and enables Pasta ZARA to operate throughout the European Community without moving the goods.

# ALL OVER THE WORLD TO TALK ABOUT OUR EXCELLENCE



Pasta ZARA's strong point lies in its relationship with overseas markets where we are proud to act as ambassadors of the Italian dish par excellence. The main places where we can meet others and where many ideas arise, like those that have led us to strengthen our presence in as many as 108 countries, are the trade fairs. In 2015 we took part, as every year, at **Golfood** in Dubai, the most important appointment dedicated to food in the Middle East, at **Hace Hotel Expo** in Cairo (Egypt), at **Anuga** in Cologne (Germany), at **Fancy Food** in New York and at **Pmla** in Amsterdam (Holland). Again in 2015 two new commercial offices were opened, one in Copenhagen (Denmark) for Northern Europe and one in Alexandria for the Near and Middle East.

*Above from the left, Pasta ZARA's participation at the trade fairs Golfood in Dubai and Anuga in Cologne. Here at the side, Harris Cafe & Pasta in Alexandria where our products and recipes are available for tasting.*

## PASTA IS ALWAYS GOOD: IF IT HELPS OTHERS IT'S EVEN BETTER



*Palio dei Mussi in Riese Pio X in 2015: fund raising for Riviera del Brenta.*



*Padua, delivery of pasta to the Capuchins' soup kitchen.*



*Castelfranco Veneto, the Pasta Party that ended the Christmas celebrations.*

A party that becomes an opportunity to help others: there is always a charitable aim behind Pasta ZARA's Pasta Parties where people can savour the latest additions to our production range prepared by top chefs. One of these occasions that has now become a tradition is the Palio dei Mussi in Riese Pio X where in 2015 the aim was to help the population of the Riviera del Brenta which was hit by the effects of a violent tornado in July of the same year. During the Christmas period, there was also an opportunity for a Pasta Party in the town where Pasta ZARA was founded, that is Castelfranco Veneto: a magical moment, thanks to the atmosphere created by the lights decorating the walled town, during which funds were collected for the association Farcela, that works with disabled children and those in difficulty, especially autistic children. Then there are the opportunities for the company to provide a large supply of pasta to give a hand to those in need, as with the soup kitchen run by the Capuchin friars and the "shopping baskets" organised by the sisters of St. Francis de Sales in San Leopoldo in Padua. The food supplies had practically run out due to the numerous requests for help: the problem was solved by sending an immediate consignment of two tons of pasta which were then also sent on to the missions in Angola and to help the refugees in Greece, again organised by the Capuchin friars.



# SPORT AND PASTA, A WINNING COMBINATION THAT WE HAVE ALWAYS BELIEVED IN

Pasta is a natural energy supply that helps sportspeople withstand the effort they must make. However, it is not only for this reason that Pasta ZARA has always been in favour of sport. In fact, we believe that a healthy diet must go hand in hand with an active lifestyle in order to safeguard our health. We admire those sports associations that believe in youngsters and give them a message that goes far beyond just the result on the field. For this reason, we believe in amateur cycling, sponsoring one of the best teams like Zalf-Desiree-Euromobil-Fior-Pasta ZARA and the main international event in Italy dedicated to the Under 23s such as the Gran Premio Sportivi di Poggiana - Gran Premio Pasta ZARA. This is the reason why as from this year our name appears on the shirts of Universo Basket Treviso in a project that aims to return the basketball splendours of the past to the Treviso area. We have also brought together sport and good food: we were amongst the organisers of Barcolana Chef, a contest that was combined with the most important Italian sailing event in which talented chefs challenged each other on the boats and in the kitchen. We also rewarded ourselves the pleasure of a Guinness world record, that of Roberto Bisa on the longest visual flight to Tierra del Fuego, a distance of 28,000 kilometres on a microlight aeroplane bearing the Pasta ZARA name.





*The chairman Furio Bragagnolo during a television interview.*



*Debate about sustainable innovation with Eugenio Eger (managing director of Cartiere Favini) and Remo Pedon.*



*Moni Ovadia in his show inside the production unit at Riese Pio X.*

## WITH PASTA ZARA CULTURE ENTERS THE PRODUCTION UNITS

We “did our bit” as we say for sport when in 2013 we played host to the start of the last stage of the Giro d’Italia cycle race, the only one that has ever taken place inside an industrial plant and which was attended by over 30,000 thousand people. In 2015, the large spaces of Pasta ZARA in Riese were once again opened to the public for a great show with Moni Ovadia who presented his “Il registro dei peccati”. As many as five hundred spectators followed his fascinating journey across the Jewish culture of East Europe. This, however, was not the only time in which Pasta ZARA supported culture and education: for example the book by Alessandro Marzo Magno entitled “Il genio del gusto - come il mangiare italiano ha conquistato il mondo” was presented in Trieste with an interesting debate between the author and the chairman Furio Bragagnolo.

We are also partners for the series of meetings Salone d’Impresa at which entrepreneurs discuss the innovations that allow companies to develop and conquer new markets. For our commitment towards culture via our pasta, we were awarded the Stars Cooking prize at the event “Cucinare - per piacere, per mestiere”.



*Debora Serracchiani, the president of the Friuli - Venezia Giulia region, hands the Stars Cooking prize to Furio Bragagnolo.*



*The 2015 Pasta ZARA company convention at Christmas.*





## OUR COMPANY SALES OUTLET: A BET THAT WE WON AND WHICH LOOKS TO THE FUTURE

Three years ago, we thought of the opening of a sales outlet for our products in the production unit at Riese Pio X rather like a bet. Time has proved us right because this shop has now become a reference point for many people who find reasonable prices and the whole range of Pasta ZARA products here. Individuals but also associations, buying groups and restaurateurs have now become regular customers and they often give us interesting tips to make the service even more useful. The new challenge will be to keep this shop open 24/7, 365 days a year with the possibility of having the customers' needs and even made-to-measure gift packs delivered directly to their door: we are talking about the online shop which will enable customers to do their shopping on our website [www.pastazara.it](http://www.pastazara.it)







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