



Press Release

A THOUSAND NEW PRODUCTS ON EXHIBITION AT CIBUS

Ready to conquer the domestic and foreign market - Innovation underpinned by the tradition of taste and eco-sustainability - The complete list on the Cibus.it website - A selection of 100 products at the exhibition in the “Cibus Innovation Corner”

(Parma, 28 April 2022) – True innovation always starts from tradition. The almost 1000 new products on display at Cibus, ready to be launched on the domestic and foreign market, are creative versions of the ancient history of Italian food know-how. These are products which respond to consumer demand by focussing on health products, on the search for taste even through novel combinations of ingredients, on the tradition of typical local products, on eco-sustainable packaging, and on animal welfare. Visitors will find cold pressed olive oils, deli meats with less fat and salt content, cold processed pesto sauce, lactose-free cheeses, veggie hamburgers, a vast range of niche products, “ready to cook” solutions.

One hundred of these products, intended for both the retail and Ho.Re.Ca sectors, will be on display in the “Cibus Innovation Corner”, located in Pavilion 8 and divided by sectors: Taste & Ingredients, Packaging, Sustainability, Regional Typicality.

Following the long period of the pandemic emergency, food industries generally continue to have a strong interest in health and well-being, as well as in organic and vegan products. A few examples: maltagliatelle pasta made with red lentils and brown rice; oven-baked, organic broad bean and pea rissoles; roasted legume snacks, without preservatives; afternoon snack consisting of fresh fruit smoothie and chocolate-covered rice cakes; preservative-free salami matured for a long time; 100% veggie 0% chicken cutlets; Prosciutto di Parma from pigs fed with oilseeds rich in Omega-3; gluten-free pasta made with brown rice and Spirulina algae; anchovy fillets with 25% less salt, packed in organic vegetable oil.

The search for taste remains an absolute must, as shown by: sous vide Barolo-braised veal cheek; chocolate pralines with a filling of blue (mould-ripened) cheese; cooked ham with black truffle; “Scrigni” pasta filled with Gorgonzola cheese and pink chocolate; Marsala icing for sweet and savoury dishes; traditional green sauce enriched with parsley, coriander, chilli pepper and lemon juice; citrus pesto with oranges and almonds, a dressing for first courses and fish main courses; sautéed broccoli rabe in trays.



Packaging is increasingly eco-sustainable and compostable: organic chocolate wrappers made with compostable corn starch; PanBauletto sliced bread with 58% less plastic, packaged without tray and with a tie for opening and closing the bag; sauces for aperitifs with 40% less plastic and 65% less cardboard and packaging.

And also: frozen whole wheat gnocchi, made with Senatore Cappelli ancient wheat grains, 2 minutes cooking time; unfiltered PDO Umbria olive oil; salmon fillet from farms with a 97.5% water to 2.5% salmon ratio; fruit juices in compatible capsules.

- ***The complete list of the new products, with photos and description, is available on the Cibus.it website***

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