

CasaRinaldi

Company
Presentation
& Catalogue



1. Company profile



In the heart of the Food Valley

Casa Rinaldi's headquarters is located in the countryside near Modena, a geographic area called Food Valley because of its world-known **PDO and PGI products** made according to local expertise and tradition.



Casa Rinaldi
Headquarter

Our numbers



A portfolio of over
1000 products

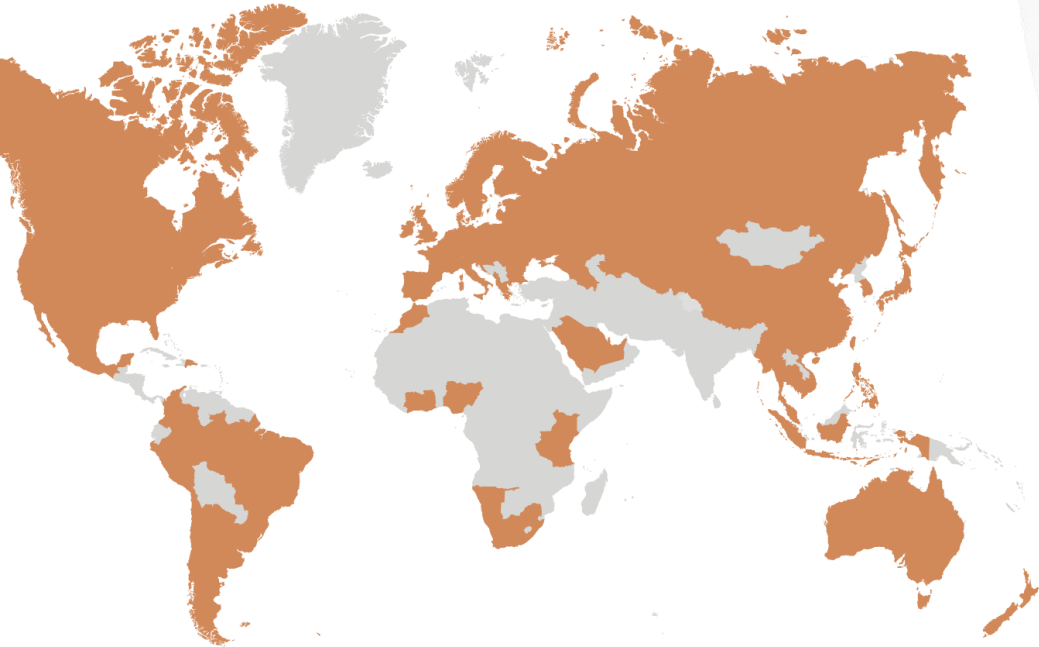


We are present in over
110 countries



3 production plants
in Italy

Exporting worldwide



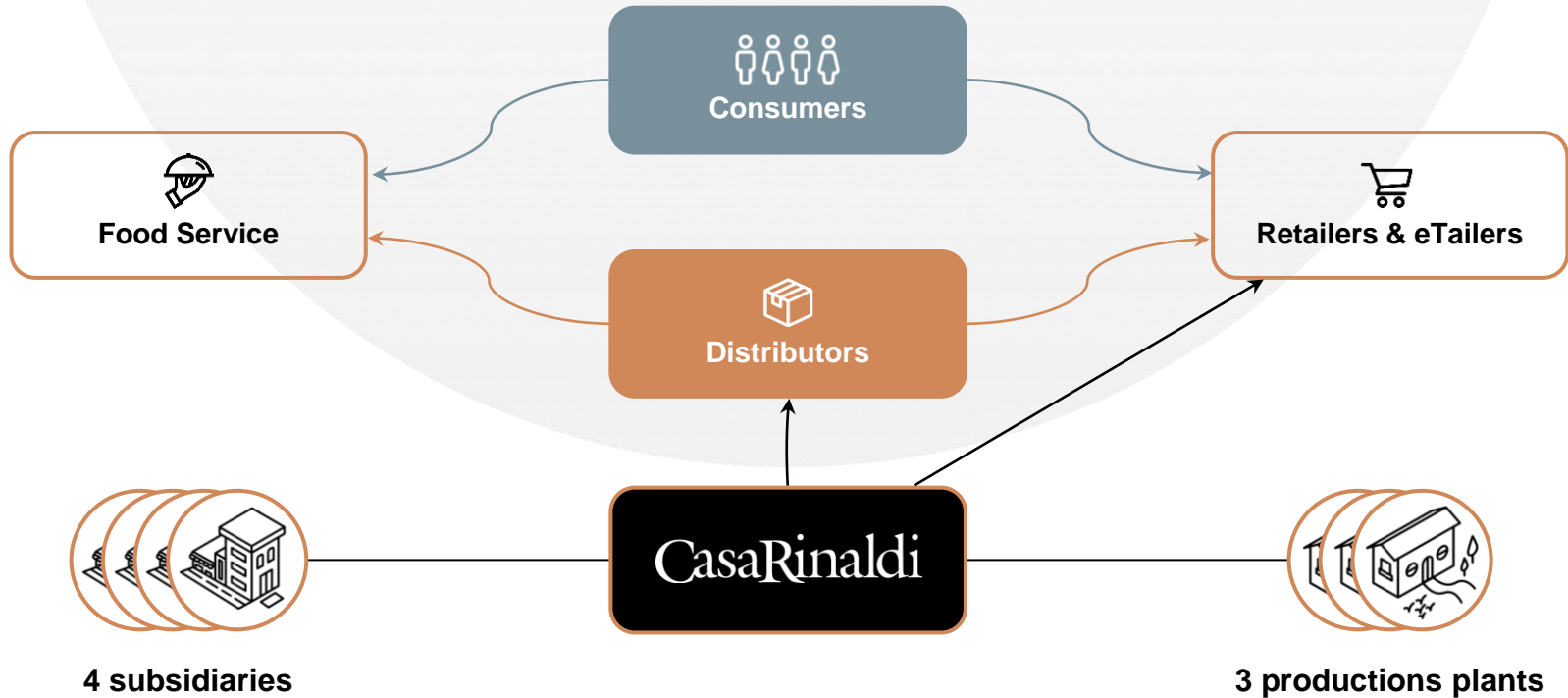
- + Casa Rinaldi **excels in global distribution**, handling mixed orders with precision.
- + We can boast **65 international brand registrations** and a host of **certifications** and **certificates**.
- + We **adapt** seamlessly to diverse markets, offering **tailor-made solutions** to meet local preferences.



Our mission

To be global ambassadors
of **Italian** cuisine, by selecting
the finest **regional specialities**
from all over **Italy**.

Our go-to market



Casa Rinaldi for Distributors



- ✦ Extensive product range and service excellence foster strong loyalty.
- ✦ Expertise in certificates and regulations ensures compliance in over 100 countries.
- ✦ Distributors have access to a wealth of digital content for effective marketing.

Casa Rinaldi for Retailers

- ✦ Extensive in-store experience, promotions, and events expertise.
- ✦ Accommodating various retail formats, from gourmet specialists to hypermarkets.
- ✦ Customized product options available on request.
- ✦ Abundant digital content, including videos, and a strong social media presence for enhanced brand visibility.



Our Partners



Germany

We are proud of the brand's massive penetration in one of the world's most saturated and competitive markets, supported by a widespread presence in specialized retail.

Reliability

Key points

600+

more than 600 Casa Rinaldi branded products sold in the country

20+ years

more than 20 years of work with established business partners

Japan

Our dedication to quality and commitment to excellence have earned us the **trust and recognition** of one of Italy's largest organic importers, securing our position in the Japanese market.

In such elite market we have been chosen by the most prestigious retailers: **Mitsukoshi** and **Isetan**

Quality

Key points



Organic excellence



Trust & recognition

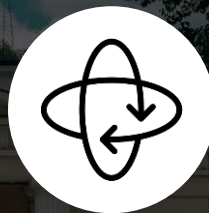
Moldova

Success

In the Moldovan market we lead the Italian food excellence with a widespread presence.

The work of our local subsidiary made it possible for the brand to be embedded inside the culture of Italian food enthusiasts. **The perfect country to tell our story of success at 360 degrees.**

Key points



All-around
presence



Lovebrand

Middle East

We successfully ventured into the challenging Middle East market, focusing on Kuwait and gradually expanding throughout the GCC region.

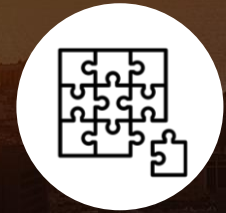
Our key differentiator lies in the **high level of customization** we offer our customers and the **problem-solving attitude** we demonstrate during the various challenges and obstacles that often arise in these markets.

Proactivity

Key points



Tailor-made
solutions



Problem-solving
attitude

2.

Product portfolio



Discover Casa Rinaldi's product range

Casa Rinaldi offers a **broad selection of premium products**, from our own crafted condiments to carefully curated Italian specialties sourced locally, gathering an assortment of **more than 1,000 references**.



Our product categories



Vinegar

A selection of products that meets the most demanding palates, inspired by the history of the company.



Oil

A selection of olive and extra virgin oils from the best Italian and European olive groves.



Set & Condiments

Unique packagings for a selection of products designed to enhance your table experience.



Vegetables

A mix of selected raw materials, original recipes and ingredients that are naturally rich in flavor.



Sauces

A range of products dedicated to a moment of conviviality and food sharing that tastes like home



Truffle

Finest white & black truffle, intense flavors, unique taste. Premium 'Pure Truffle' selection.



Seafood

Handmade seafood with Italian taste tradition. Versatile, perfect alone or paired.



Pasta

Diverse pasta range: durum or egg-based, baked, flavored, gnocchi, spaghetti. Solutions for every need.



Rice

A selection of different types of rice – from Carnaroli to Arborio rice, from black and Ermete rice to flavored preparations.



Snacks

High flavor, minimal ingredients. Supreme quality snacks for a unique touch to special events.



Sweets

Desserts and coffees with balanced taste: ladyfingers, cantucci, Panettone, Pandoro, honey, fruit.

3.

Marketing & Promotions



Our solutions for in-store promotion



- ✦ **In-store tastings** and **samplings** to showcase our authentic flavors.
- ✦ Engaging **showcooking displays** and **active support at local fairs**.
- ✦ Comprehensive **training materials** empowering our sales staff.
- ✦ Visually appealing **exhibitors** and **branded props**, together with **tailored flyers** highlighting each partner's assortment.

In-store promotion



*Tailored flyers
and catalogues*

Exhibitors



In-store tastings



Branded props

Active support at local fairs



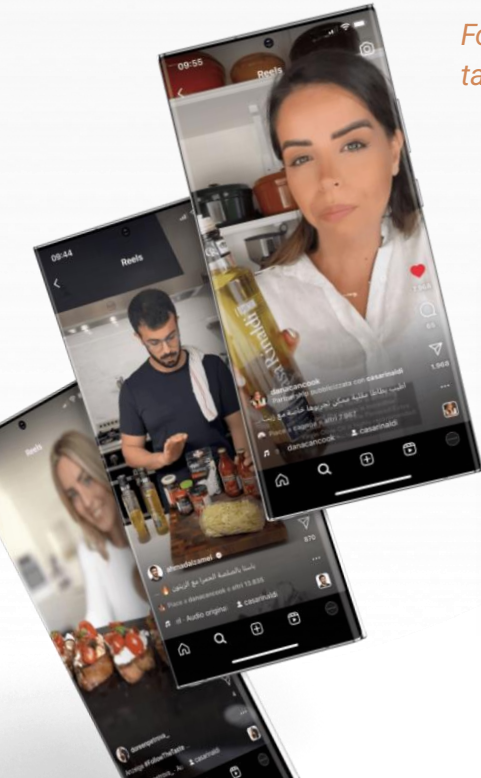
Our solutions for on-line promotion

- ✦ High-quality media content such as **product photos** and **video recipes**.
- ✦ A **product folder** with technical infos and dedicated storytelling.
- ✦ Customized **catalogues**, **flyers** and **adv.**
- ✦ A selected range of **food influencers** for targeted campaigns.

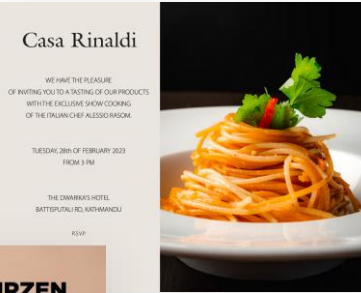


On-line promotion

Food influencers for targeted campaigns.



Customized catalogues, flyers and adv



Product photos and video recipes.



Why Casa Rinaldi?



Extensive range
of products



100% Made in Italy



40+ years of
experience



Clean label



Quality management
system



Broad presence
(110+ countries)

Consumer benefits



Stylish product



Simplifies good
food preparation



Confidence
and value



Gets me noticed

A top-down view of a white plate containing a portion of pasta, likely penne, with a light-colored sauce. The pasta is garnished with green leafy vegetables and a generous amount of shredded white cheese. The text "thank you!" is written in a light orange, cursive font across the center of the plate. The background is dark, making the white plate stand out.

thank you!