



**Press Release**

**MONTANA ALIMENTARI (Cremonini Group): purchase of IBIS, the historical brand in the cured meat sector**

**Forecast annual turnover of approximately 35 million euros.**

The Cremonini Group has bought the IBIS factory and brand, the Busseto (Parma) company and a historical brand in the cured meat sector.

With a value of 7.5 million euros, the operation completes the acquisition process that began in June 2002 when Salumi d'Emilia Srl, a Montana Alimentari Spa subsidiary, came under the management of all IBIS activities through a company leasing contract.

The purchase of the Ibis S.p.A. factory, which has an annual turnover of approximately 35 million euros, creates significant industrial and commercial synergies and, consistent with Montana Alimentari's development programmes, it consolidates the Group's positioning in the cured meat market. It also forms part of the enhancement and integration process for typical cured meat production in areas characterised by the Dop and Igp brand (protected geographical identification).

One of the most modern in the sector, the Ibis factory covers an area of approximately 50,000 square metres, covered surface of 15,000 square metres, it has a production capacity of 10,000 tons of cured meat per year, and specialises in the production of mortadella.

The company's range of products will continue to be sold under the "IBIS è" and Cuor di Paese labels – well-known for the famous mortadella with the "heart" – and will be integrated with the Dop and Igp products that are typical of the Parma area (Felino salami, Coppa, Culatello di Parma and Spalla di S. Secondo).

**Montana Alimentari S.p.A.** unites the Cremonini Group's production and commercial activities for salami, snacks, convenience food and tinned meat, and is today one of the key Italian operators in the cured meat sector.

The company's industrial framework, with ISO 9002 certification, consists of 5 production facilities which are specialised by type of production; 3 logistics, storage, picking and delivery centres; a single sales network covering the entire country, with 14 area managers, 158 agents and 20 merchandisers.

**Cremonini** has over 4,300 employees and it is one of the most important food groups in Europe. Its business focuses on three areas: distribution to the foodservice, production and restaurant services.

With total revenues of 1,589.3 million euros in 2002, the Group is Italy's undisputed leader for the sale and distribution of food products to the foodservice and in the production of beef and meat-based processed products. It also has a considerable presence in the restaurant sector and, specifically, it is the leader in Italy for restaurant services on board trains and at railway stations.

The Press Office

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