



**FIPE - AIA - CREMONINI GROUP:
the project "Italian meat at the restaurant" takes off.**

**Restaurants taking part in the initiative will offer menus with
meat dishes guaranteed to be of Italian origin.**

FIPE (Italian Federation of Public Restaurants and food outlets), which groups together over 200,000 businesses, the AIA (Italian Association of StockBreeders), which controls the breeding of about two million head of cattle and the Cremonini Group, leading domestic operator in the meat market. These three organisations, representing the entire production chain, today illustrated their project: "Italian meat in the restaurants".

Promoted with the scope of reassuring customers and to offer guarantees of quality to the customers of Italian restaurants, the initiative provides that the public restaurants that take part in the programme include one or two dishes in their menus that are based on "traced" meat originating from bovines born and raised in Italy, fed with natural foodstuffs and constantly checked.

The meat utilized will comply with the requisites of identification, labelling and traceability laid down by EC regulation 1760/00, which requires the identification of the animal's provenance and that it is followed through all the phases of production up until consumption.

Customers of the restaurants associated with the initiative – recognisable from the window sticker "Italian meat - safe and guaranteed" – can consult an informative brochure with the project details and the processes of traceability and labelling of meat.

Moreover the customers, by requesting the code of reference for the product consumed from the restaurateur, can telephone the green number 800 211315 to obtain further information on: the place, date of birth, breed and sex of the bovine, place of breeding and name of breeder, as well as place of slaughtering and portioning.

The project "Italian meat in the restaurants" has already recorded, up to today, the participation of about 500 restaurants. Interested consumers and operators can also receive information about the initiative and download a participation form via Internet by connecting to the following sites: www.fipe.it, www.cremonini.com e www.aia.it.

Fipe- Italian Federation of Public Restaurants and Quick food Bars, is the leading association in the sector of restaurant services and that of bars, restaurants, pizzerias, ice cream parlours, bread and cake shops, company and school canteens, discotheques, bathing establishments and station buffets.

The sector today represents more than 230 thousand enterprises with 750 thousand employees and total annual turnover exceeding Lire 70 billion.

The Italian Association of StockBreeders has a technical/financial character and, in carrying out its institutional objectives, collaborates with the Minister for Agricultural and Forestry Policies, the other Government administrations, agricultural Entities and Organizations concerned. Moreover, it collaborates with the AGEA, keeping the relative relationships directly with the EC. The members of the AIA include 91 Regional Associations and 31 domestic Associations for Species and Breed. The Breeders Association's staff constitutes over 2,000 technicians and about 800 administrative and economic/financial employees.

Cremonini, with over 4.300 employees, is one of Europe's largest food groups, with activities focussed in three integrated business sectors: production, distribution and restaurant services. The Group, with 1999 total consolidated revenues of Lire 2,544 billion (Euro 1.314 billion) is Italy's absolute leader in the production of beef and meat-based transformed products (Inalca) and in food distribution to the catering sector (Marr); It has moreover, a significant presence in the sector of restaurant services and, in particular, the leadership in Italy in restaurant services on-board trains and in railway stations.

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