

BIOECCELLENZE IS BORN: Made in Italy quality food



By the will of three historical companies from Lazio Region, namely Caffè Haiti Roma, Perino e Perino e Biosolidale, *BioEccellenze* is born, with the aim to propose both in Italy and abroad artisanal quality products. This new starting point aims at strenghtening always more in future years the presence of the companies aborad by the means of a shared strategy. Such strategy is composed of a physical part, made of a constant presence at the most important exhibitions, where the new common brand can be shown, and there is the opportunity to interact with the most relevant international players; all the exhibitions will be bio-focused, and have been chosen so as to cover a wide area, from North and Central Europe to the Middle East. Besides, there is an online presence, with the creation of a multi-language website and an E-Shop to sell to consumers a real market basket of excellent Made in Italy products. In this path *BioEccellenze* will be accompanied by professionals, carefully selected to create a brand identity and to look for commercial partnerships.

It is important to underline the fact that the SMEs that decide to associate don't lose their own identity, indeed they get enriched, because they so have the chance to organize a structured communication strategy in line with the target countries, and to be introduced abroad with a structured offer, where they can keep high the quality of their products and at the same time create a higher appeal. In fact, the idea for the future is to enrich the offer, by letting other companies joining it.

BioEccellenze will be soon online at www.bioeccellenze.it, while below you find the next exhibitions we are going to attend:

6th-7th June --> Organic Food Iberia IFEMA, Madrid (ES) - booth A508

6th-9th September --> Sana, Bologna

13th-14th November --> Nordic Organic Food Fair, Malmö (SE) - booth K75-L74

3rd-5th December --> Middle East Organic & Natural Products Expo, Dubai (UAE) - booth E25

For information: info@bioeccellenze.it

Caffè Haiti Roma was born from the initiative of its founder Azeglio, who for many years since 1950 has been leading the Company, at the beginning alone, and then with the help of his wife Adriana, the sons Paolo and Fabio, the daughter Monica and Francesco Geracitano, who took the lead of the Company at the end of the 80's. Today, Caffè Haiti Roma is a Company that makes of correctness and clearness in the relationship with bars its own corporate philosophy; a roasting Company with a huge inherited experience, which means not only excellent espresso blends for bars, but also inputs to make more pleasant the atmosphere in bar, through many accessories with a refined and accurate design. Coffee cups from the Collections “Haiti Art”, trays, big wall clocks, “Mug” cups, are just some of the innovative ideas that Caffè Haiti Roma proposes to enrich offers for bars that choose it as partner.
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