



HIGH-QUALITY Gluten-Free Pasta

PRIVATE LABEL



MASSIMO ZERO

ALTA QUALITÀ ITALIANA
SENZA GLUTINE

TABLE OF CONTENT

1 - 2

INTRODUCTION

3-5

OUR HISTORY

6-7

OUR COMPANY

8-9

OUR MARKET

10 -12

PASTA AND QUALITY

13-16

PASTA SHAPES

17-20

RAW MATERIALS AND PACKAGING

21

WHY CHOSE MASSIMO
ZERO AS YOUR PARTNER

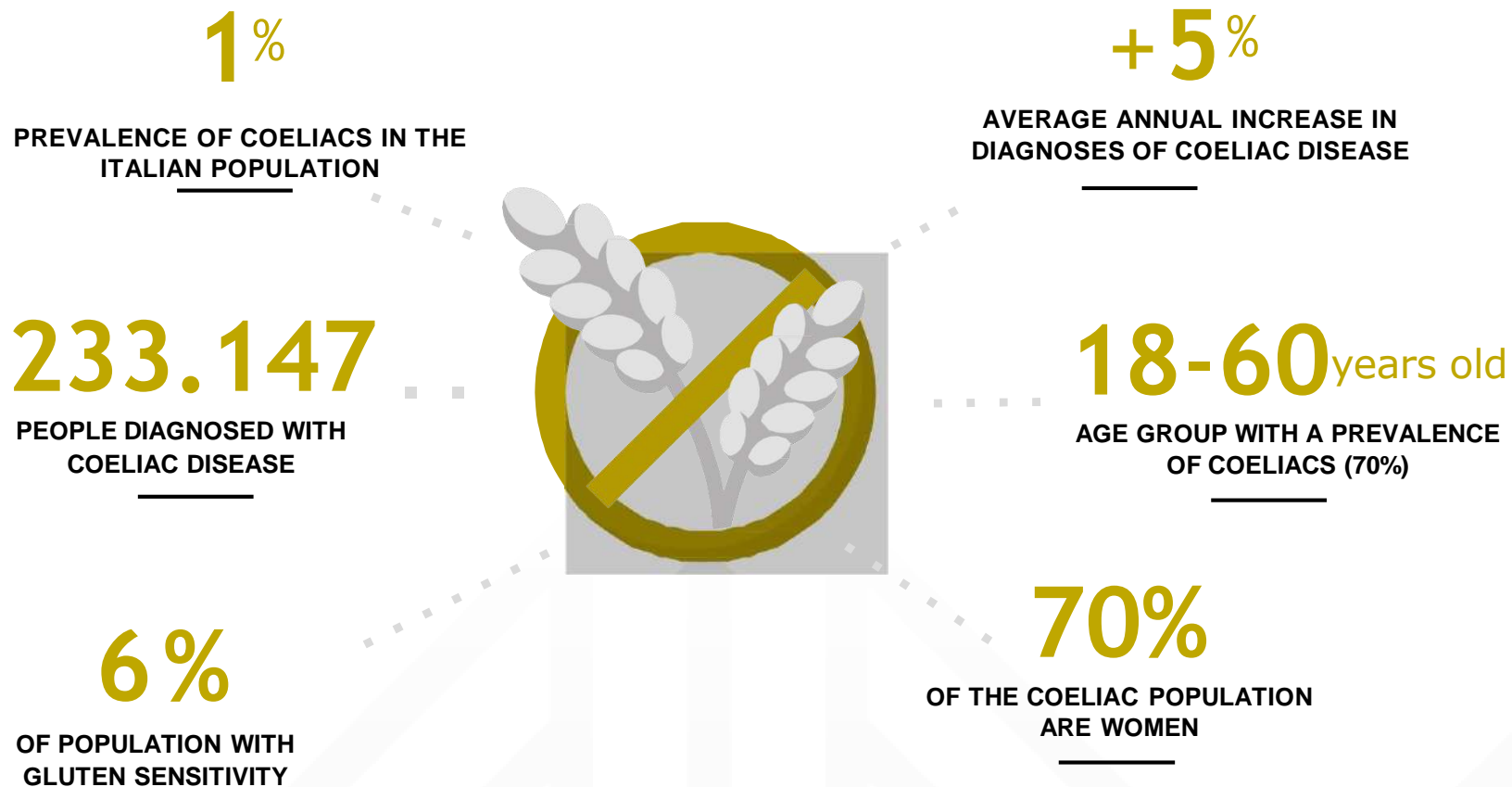
WHAT IS COELIAC DISEASE?

Coeliac disease is a chronic inflammation of the small intestine, triggered by the ingestion of gluten (a protein complex obtained by mixing wheat flour, but also spelt, kamut, rye, barley, oats...) in genetically predisposed individuals.

The gluten-free diet is the only available treatment for coeliac disease and must be followed rigorously throughout life.



THE NUMBERS OF COELIAC DISEASE IN ITALY



Source: Minister of Health Annual Report to Parliament, 2020

FROM THE HEART OF SOUTH TYROL

Craft quality gluten-free products with a wholesome, true and authentic taste are produced in the heart of the South Tyrol region, a truly unique land.

These are our creations signed Massimo Zero, an excellence-driven producer born and raised in Merano.

Grown with consolidated experience in the free from gluten.



OUR STORY



A STORY FULL OF GOODNESS



Massimo Zero was established in 2011 under the name Wellfood srl. In 2014 the production plant was built at Via delle Scuderie 34 in Merano.

Its overall surface area of 1,400 square meters includes offices, laboratories, warehouse and a production area of 740 square meters. In 2016 the company name was changed into Massimo Zero srl.

The production site has a complete plant dedicated at gluten free pasta production:

- 1 processing line
- 2 packaging lines: one for gluten-free dry pasta short shape and one for long/nest shape.
- 1 pilot plant for R&D activities (extruder and dryer)

COMPANY STRUCTURE

The company currently has 20 member of staff, of which 9 working in the production department, 2 in the warehouse, 1 maintenance engineer and 6 clerks.

The sales network consists of 24 agents covering the whole of Italy, which is the company's core market. Its main sales channels are pharmacies and specialist shops.

The company reached a turnover of 5 million euro in 2021, of which a small share came from exports activities.

20
Employees

24
Agents

5
MILLION
Turnover
in 2021

THE EXPORT

Since 2019 the export market has grown exponentially both in Europe and overseas.

The focus is mainly is specialized channels, like e-commerce and gourmet shops together with various distributors.

Massimo Zero is listed in some major retail chain in the D-A-CH countries.



MARKET: TOP 15 COMPANY (Italian pharmacies)

MS Top10 Aziende
67,2%

Source: New Line Ricerche di Mercato Società Benefit S.p.A., 2020

	FY 2020	MS FY 2020
Total Alimenti Senza Glutine	98.765,0	
DR.SCHAR	37.113,7	37,7%
NT FOOD	8.279,7	8,4%
BIAGLUT	3.948,9	4,0%
EUROSPITAL	3.106,9	3,2%
GIULIANI	2.993,9	3,0%
MASSIMO ZERO	2.926,3	3,0%
MOLINO DI FERRO	2.478,8	2,5%
RUMMO	2.139,6	2,2%
BARILLA	1.912,2	1,9%
NOVE ALPI	1.195,4	1,2%

*Company it's NOT
always a gluten
free producer*

MARKET: TOP 15 PASTA COMPANY (Italian pharmacies)

Source: New Line Ricerche di Mercato Società Benefit S.p.A., 2020

PASTA	15.741,2	100,0%
MASSIMO ZERO	2.385,5	15,2%
RUMMO	2.139,6	13,6%
MOLINO DI FERRO	1.884,5	12,0%
BARILLA	1.463,8	9,3%
DR.SCHAR	1.435,0	9,1%
BIAGLUT	980,7	6,2%
BIOALIMENTA	891,1	5,7%
PASTIFICIO LUCIO GAROFALO	509,7	3,2%
CASANOVA FOOD	483,0	3,1%
GIULIANI	438,0	2,8%

*Company it's NOT
always a gluten
free pasta producer*

THE PASTA

Pasta is made using an exclusive recipe without additives, artisan manufacturing with modern technological optimization, slow drying at low temperatures which guarantee a 100% Italian full flavor for you to enjoy.

A special texture, very similar to that of pasta with gluten

Our Pasta Masters select the best corn and rice flours and mix them with the water from Merano, which, together with the local mountain air, give rise to a superior quality, genuine and especially delicious product.



QUALITY



The company pays close attention to the qualitative aspects of both the product and the process to obtain it;

The entire production chain is always under continuous quality control: from receipt of raw materials to delivery of the product to the warehouse.

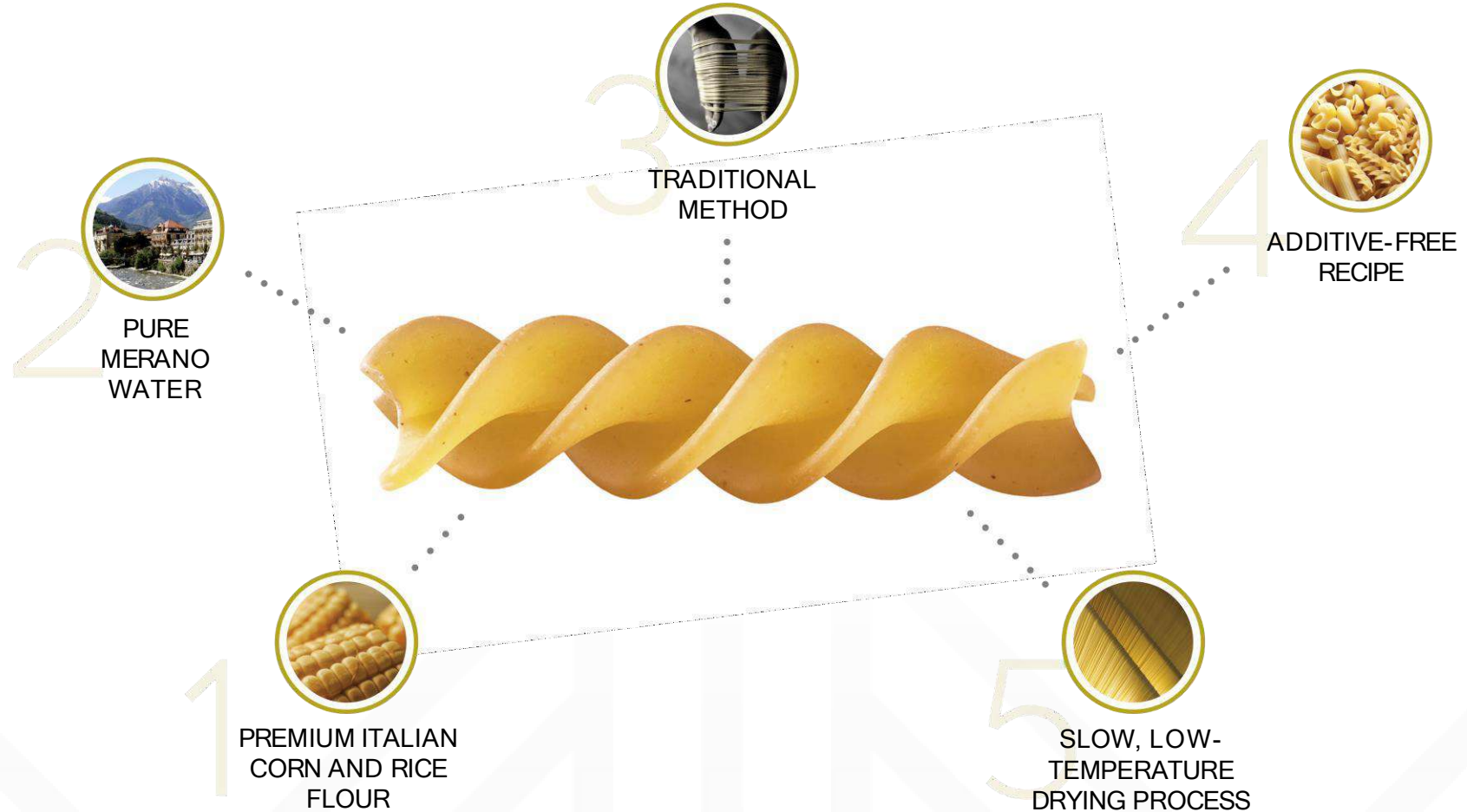
The company made important investments to improve safety and production flows.

The current certifications obtained are:

- ❖ IFS (higher level)
- ❖ Gluten Free (DTP-108)
- ❖ Organic
- ❖ Kosher
- ❖ FDA Membership



THE 5 SECRETS OF OUR PASTA



THE PASTA LINE - THE CLASSIC: SHORT PASTA



CAVATAPPI



MAFALDE CORTE



GRAMIGNA



MEZZE MANICHE



MEZZE PENNE RIGATE



PENNE RIGATE



RUOTE



CASERECCE



FUSILLI



PIPE RIGATE



RIGATONI



CONCHIGLIE RIGATE



GNOCCHI



SEDANINI

THE PASTA LINE - THE CLASSIC: PASTINA



RISONI



STELLINE



DITALINI



FILINI



DITALONI

THE PASTA LINE - THE CLASSIC: LONG and NEST SHAPE



SPAGHETTI



LINGUINE



PAPPARDELLE



TAGLIOLINI



TAGLIATELLE

THE PASTA LINE – SPECIAL SHAPE



**GNOCCHETTI
SARDI**



ZITI CORTI



ALFABETO



LASAGNE

RAW MATERIALS

CEREALS and PSEUDO CEREALS

- Corn (white, yellow, blue)
- Rice (white, red, venus, brown)
- Buckwheat
- Amaranth
- Quinoa
- Sorghum
- Millet
- Teff
- Chia
- Oats

OTHER INGREDIENTS

- Toasted bran
- Maize germ
- Oilseed flours
- Dehydrated vegetable powder

PULSES

- Chickpeas
- Lentils (yellow, red)
- Peas (green, yellow)
- Beans (black)
- Edamame (soy beans)

PACKAGING MATERIALS

- Plastic films (PP - recyclable)
- Paper and plastic films (laminated)
- 100% paper film (recyclable and compostable)

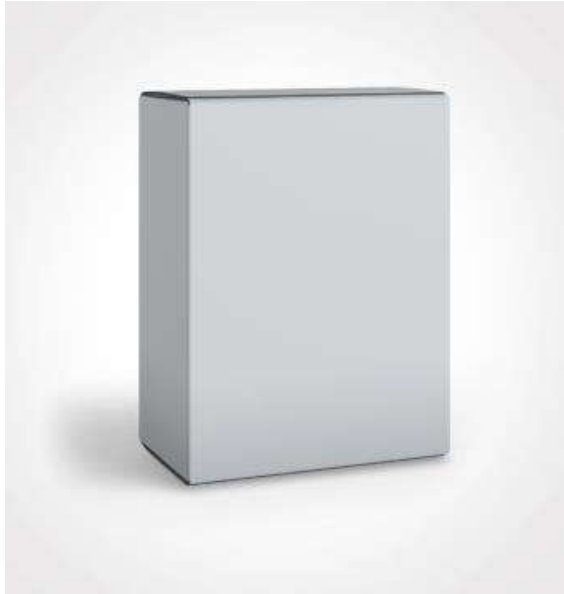
PACKAGING DESIGN

✓ Flow pack (square bottom)



✓ Flow pack (pillow)

✓ Trays + Flow pack



✓ Flow pack + case

PERSONALIZATIONS AND OUTER BOX

- Printed films
- Neutral films
- Possibility to apply a labels or stickers on each packaging

Grammage:
From 100g to 5Kg

Corrugated cardboard boxes:

- 6 pc / box
- 8 pc / box
- 12 pc / box

WHY CHOOSE MASSIMO ZERO SRL as your private label pasta producer:

- We are the **specialists** in high-quality gluten-free dried pasta
- We are **certified** with the major global food standard
- We have a **customer service** at your disposal to follow you in all supply aspects
- We have a great **flexibility** in production:
 - ❖ *Limited minimum order quantity*
 - ❖ *Variety of pasta shapes*
 - ❖ *Different packaging solutions*
- We have a qualified **R&D team** and a pilot plant for all your test

THE BEST GLUTEN-FREE PASTA QUALITY ON THE MARKET
WITH THE CUSTOMIZATION YOU WANT.



MASSIMO ZERO

ALTA QUALITÀ ITALIANA
SENZA GLUTINE

Massimo Zero Srl, Via delle Scuderie 32, 39012 Merano (BZ) - Italy

massimozero.com