



PRESS RELEASE

GRUPPO MONTENEGRO INVESTS ON TWO NEW FOOD & BEVERAGE FUNCTIONAL PRODUCTS

THE ICONIC *BONOMELLI* AND *CUORE* BRANDS EXPAND THEIR PORTFOLIO AND ENTER THE MARKET OF FOOD SUPPLEMENTS AND SAVOURY BAKERY RESPECTIVELY

Bologna, 30 January 2023 – A great pathway of acquisitions in the past, with double-digit growth (+88%) in all divisions from 2014 to the present date, and a new vision for the future which involves substantial investment in research and development. These are the strategic pillars of **Gruppo Montenegro**, a 100% Italian enterprise, a business leader in the sector of alcoholic beverages (with traditional brands such as Amaro Montenegro and Vecchia Romagna) and food, which now **looks to new market segments, also expanding its Food Division with two new innovative products under the umbrella of iconic Bonomelli and Cuore brand names, which have always been synonymous with quality and Italian-style wellbeing.**

THE NEW *BONOMELLI INTEGRATORI BOTANICI*

With over 100 years of experience, and having become a major player in the sector of hot beverages (chamomile, herb teas and infusions), **Bonomelli enters the segment of food supplements with the new line made with natural ingredients:** pocket-sized and ready for use, perfect when you are on-the-go. The line includes four Bonomelli supplements, each of them with specific functionalities: *Sleep* (melatonin, passion flower, lime and eschscholzia) to favour relaxation; *Digestive* (fennel, ginger, calcium and green aniseed) for good digestion; *Vitality* (guarana, matcha tea, vitamin B6, saffron) to counteract physical and mental fatigue; *Immunity* (reishi, zinc, althea, echinacea) to support the natural defences of our body. This range has been designed to meet specific requirements in terms of natural wellbeing, handy and readily available, without giving up on a pleasant flavour.

THE NEW *CUORE SFOGLIE CROCCANTI*

Cuore enters the market of savoury bakery and launches a new range of crunchy bread chips, specially designed for wellbeing, rich in fibres, a good source of proteins (+45% compared to the most widely sold savoury biscuits in Italy), with a limited fat content (-30% saturated fats) and of course with *Olio Cuore* as main ingredient (the maize oil featured the unforgettable advertising campaign with the protagonist jumping over a fence), rich in polyunsaturated Omega 6, including linoleic acid which helps preserve healthy cholesterol levels, an ally for a regular heart function. The new legume-flour based range includes: crunchy bread chips with chickpea, barley, oats and chia seed flour; with bean, buckwheat and inulin flour; with red lentil, maize and amaranth seed flour.

“Innovation and attention to new consumer trends have always been the drivers behind our business; by launching these two new products – says Marco Ferrari, CEO at Gruppo Montenegro – we aim at making our Food Division even more competitive, opening up to the supplement and savoury bakery segments which are expanding strongly. At the same time, we are entering these markets with two novelties characterised by their naturalness, functionality and pleasant flavour, as well as by the qualities traditionally associated with the Bonomelli and Cuore brands”.

“The launch of these two definitely new and ground-breaking products for our brands – added Fausta Fiumi, Food Marketing & New Business Director at Gruppo Montenegro – is part of an ambitious expansion process of the Food Division, aimed – over the next few years - at turning Cuore and Bonomelli into umbrella brands, a reference point for the Italian Food & Beverage sector in terms of wellbeing and functionality”.



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Gruppo Montenegro

Founded in 1885, Gruppo Montenegro is a leading Italian Food and Spirits manufacturer. The Group's brands have developed into icons of the "Made in Italy" with strong brand equity and significant top of mind: Amaro Montenegro, Vecchia Romagna, Bonomelli infusions, Infrè decaf tea, Olio Cuore, Cannamela spices, Polenta Valsugana, Pizza Catari. Their success is the result of constant pursuit of excellence, respect for tradition and attention to product quality and sustainability, all values that have defined the Group since its foundation. Thanks to a solid national and international distribution network, the brands are true ambassadors of the Italian way of life. For more information: <http://www.gruppomontenegro.com/>

Bonomelli

In 1908 Luigi Amedeo Bonomelli, armed with enthusiasm and skill in respect of the world of officinal plants, founded his herbal pharmacy in Milan. This is how a business enterprise started, which has always been characterised by a constant search for combining taste and wellbeing. Still today, Bonomelli is committed to harnessing local excellence, an extreme care in the selection process, processing and natural storage of raw materials. It established the first Italian centre for the experimental study, cultivation and drying of chamomile, in Foggia in 1939; Bonomelli thus controls the supply chain 'from the field to the mug'. Bonomelli quality has always accompanied the good habits of Italians, thanks to a comprehensive product range, which includes: chamomile teas, including Filtrofiore, the chamomile tea with all parts of the flower, herb teas and infusions. Today, just as in the past, each Bonomelli tea bag contains the same passion and skill of a "savoir faire" which has been restyling itself for more than one hundred years to offer all the pleasure of nature. For more information: www.bonomelli.it

Cuore

At the turn of the Sixties, in 1959, Cuore maize oil started to be produced. Olio Cuore immediately stood out as an oil with a delicate flavour, ideal for a healthy and balanced diet. The extraordinary care paid to ensuring the best possible product control standards and an accurate production process, allowed Olio Cuore to guarantee prime health properties, thanks to the linoleic acid (Omega 6), naturally contained in the product, which contributes to keeping healthy cholesterol levels. In 2015 Olio Cuore extended its family to include Cuore Sale Iposodico Iodato, iodine-enriched salt with a reduced sodium content, which can be used instead of ordinary salt for cooking; it is ideal for those who have to follow a diet which involves a limited sodium intake, for example in cases of hypertension. In 2017 the Cuore range was further expanded with Cuore Maionese, egg-free and with vegetable proteins, bringing to the table of Italians a tasty product, with all the delicate flavour and healthy properties of Olio Cuore. It also contains a natural source of linoleic acid, to help keep healthy cholesterol levels. All of this is in the tradition of attention to quality and the wellbeing of its consumers, which has made the Cuore brand a symbol of eating well and feeling fit. For more information: www.oliocuore.it