



Press release

FOOD SUPPLEMENTS ARE BECOMING INCREASINGLY POPULAR IN ITALY, THE LARGEST MARKET IN EUROPE WITH 32 MLN CONSUMERS AND A TURNOVER OF MORE THAN 4.3 BLN BONOMELLI IS CURRENTLY FOCUSED ON FUNCTIONAL BEVERAGES AND HAS LAUNCHED ITS READY-TO-DRINK PLANT SUPPLEMENTS, FEATURED ALSO IN A NEW ADVERTISING CAMPAIGN

- With its over 100 years' expertise, and having become an important player in the herb-based beverage sector (chamomile, herb teas and infusions), the top brand in the Food Division of Gruppo Montenegro has moved into the food supplement market, always mindful of its natural vocation;
- The first four Bonomelli plant supplements (*Sleep, Digestive, Vitality* and *Immunity*) have been launched on the market, all based on natural ingredients, pocket-sized and ready to drink;
- In support of these products, a new communication campaign has been planned; it was launched in Milan, on the premises of Atelier della Natura, the Bonomelli flagship store in Corso Garibaldi.

Milan, 15 June 2023 – With 32 million consumers (65% of the total over-18 age range)¹ and sales values amounting to over 4.3 billion euro², the food supplement sector in Italy confirms its solid and expanding position, to the extent of ranking first in Europe, in front of Germany, France and Spain. Resting well, strong immune defences, gut wellbeing, remedies against physical and mental fatigue are some of the elements on top of the Italians' wish list; they are also the drivers for Bonomelli's business development as a key player in this market, offering products whose ingredients are plant-based and innovative in the sector because they are sold in convenient stick packs, ready to drink. With its over 100 years' expertise, and as a key player in the herb-based beverage industry (chamomiles, herb teas and infusions), the iconic brand of Gruppo Montenegro is now launching its **Bonomelli branded plant supplements**, as well as a **new advertising campaign** which was premiered in Milan at **Atelier della Natura** (the first Bonomelli flagship store, in Corso Garibaldi 12, designed to offer consumers a unique experience).

FOOD SUPPLEMENTS ARE ALL THE RAGE, WITH FUNCTIONALITY PLAYING A MAJOR ROLE

For Italians, wellbeing remains a priority: more than 7 out of 10 are highly focused on keeping fit, and 46% pay special attention to a healthy diet³. Another key factor is functionality, in other words the increasingly frequent search for products meeting specific requirements. In this regard it is worth mentioning food supplements, whose frequent consumers have grown, over the past four years alone, from 43.3% to 47.5%⁴.

Bonomelli has decided to respond to this market demand by launching its first pocket-sized plant supplements, ready to drink, ideal to respond to specific needs at any time of the day: Sleep with melatonin, lime, eschscholzia and passion flower, contributing to relaxation and sleep; with calcium, green aniseed, fennel and ginger to facilitate digestion; Vitality with vitamin B6, saffron, guarana and matcha tea, a tonic if you are physical or mentally fatigued; Immunity with zinc, althea, echinacea and reishi, to help our body's natural defences.

*“Over the past few years consumers have become increasingly attentive to sustainability and wellbeing. In line with these new requirements, Bonomelli Plant Food Supplements – explains **Fausta Fiumi, Food Marketing & New Business Director at Gruppo Montenegro**— are an innovative product which combines functionality, naturalness and convenience. They are totally plant-based but in liquid form and in convenient stick-packs, ready to drink with no need to add water. This is an innovative solution for the market, combining the use of food supplements with the fast pace of contemporary life. By launching these new products, Bonomelli is tackling a two-sided challenge: entering a new market going beyond the traditional segment of*

¹ Source: FederSalus, 2022

² Source: Nielsen Market Track, Sales Value AT 21.05.2023, All channels

³ Gfk Feeling Food 2023

⁴ Gfk Feeling Food 2023



herb-based beverages (chamomile, herb teas and infusions) and remaining true to the vocation of the brand; this means being a point of reference in terms of functional beverages and natural wellbeing. It is fair to say that we have succeeded in that regard, offering the consumer a unique and innovative product”.

BONOMELLI: A TOP PLAYER IN THE HERB-BASED BEVERAGE MARKET (CHAMOMILE, HERB TEAS, INFUSIONS), WHOSE VALUE TODAY EXCEEDS 208 MILLION EURO

The expertise and competences developed by Bonomelli in over one hundred years' expertise have resulted in a wide range of products consisting of over 30 items – including chamomile, infusions and herb teas (both hot and cold) – plus the four new Plant Food Supplements. With this portfolio Bonomelli ranks among top players in the herb-based beverage sector, accounting for 15.7% of market share and 13% in terms of volume values⁵ overall, with sales exceeding 208 million euro (+3.3% compared to the previous)⁶. More specifically, about one quarter of Bonomelli's market volumes are related to chamomile (25.7% in filters and 26.8% soluble), covering a market share of 43.7% of the industry for chamomile in filters and 25% for the soluble product⁷.

THE NEW CAMPAIGN IN SUPPORT OF BONOMELLI FOOD SUPPLEMENTS

“New Bonomelli Plant Food Supplements: your natural wellbeing, ready to drink”: this is the claim that accompanies the new campaign for the launch of Bonomelli supplements, designed by Nadler Larimer and Martinelli. Its launch is scheduled on 19 June, it will comprise 20” and 15” formats for television and 10” online ads. The first phase will involve digital and social communication, involving influencers who will promote the use of Bonomelli Plant-based Supplements in several moments of the day, as part of an active lifestyle, mindful of consuming natural products. Starting in the autumn, the campaign will be on-air on the main television networks. Its launch will also be supported by numerous sampling events at the points of sale and in shopping centres, freebies in several hotel chains and on-board high speed trains, field activities in major parks all around Milan, Turin and Bologna, allowing consumers to savour the effectiveness and convenience of this new Bonomelli product line.

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Bonomelli

In 1908 Luigi Amedeo Bonomelli, driven by enthusiasm and competence in the sector of officinal plants, founded his herbal chemist's shop. A business enterprise was thus launched which has always been characterised by constant search for a perfect synthesis of flavour and wellbeing. Bonomelli, still today, is characterised by its ability to harness local excellence, outstanding care in the selection, processing and natural preservation of raw materials. Ever since its first laboratory for experimentation, cultivation and drying of chamomile was established in 1939, Bonomelli has been in control of the supply chain 'from field to table'. The quality of Bonomelli products has always supported the good habits of Italians, thanks to its comprehensive range, including chamomile, for example Filtrofiore, made using every part of the flower, herb teas and infusions. Each Bonomelli filter contains the same enthusiasm and competence, today as in the past: a know-how that has been restyled for over a century, to offer the whole pleasure of nature. Find out more on: www.bonomelli.it

⁵ Source: Nielsen Market Track, total Italy AT 21.05.2023

⁶ Source: Nielsen Market Track, sales values AT 21.05.2023

⁷ Source: Nielsen Market Track, total Italy AT 21.05.2023