



## Press release

### **CUORE (GRUPPO MONTENEGRO) ENTERS THE SAVOURY BAKERY MARKET WITH THE INNOVATIVE CRUNCHY BREAD CHIPS AND LAUNCHES A NEW COMMUNICATION CAMPAIGN WITH LINUS**

- *Italians are increasingly attentive to wellbeing, also when they shop for groceries. The “healthy” product market is rising (the wellness economy value globally is estimated at 4.4 trillion dollars);*
- *Cuore confirms its position as important player in the functional product segment, thanks to Olio Cuore (sales value of more than 23 million euro a year, 29.4% of the maize oil sector), to vegetable Mayonnaise (accounting for a 30.5% share of the vegetable segment) and to Low-sodium Iodate Salt (accounting for 12% of the market for low-sodium salts);*
- *The iconic brand of the Food Division at Gruppo Montenegro is opening up to the market of crunchy bread, with the new Cuore chips. In a sector, that of bread substitutes, worth over 2 billion euro, the crunchy bread chips account for the top segment, with +9.7% growth in value in 2022 compared to 2021;*
- *Its market launch will be supported by a new ADV campaign, as well as by a testimonial, the most athletic radio host in Italy, Linus, who will be attempting the legendary jump over the fence, made famous by personalities such as Nino Castelnuovo and Dino Zoff.*

Milan, 8 June 2023 – The wellness economy is a sector that continues to thrive at global level. The turnover in the industry has reached 4.4 trillion dollars, of which 946 billion dollars are in the segment related to ‘Healthy diet, nutrition and weight loss’<sup>1</sup>. The wish to keep fit, therefore, also involves what we eat, with an increasing number of consumers willing to buy functional food products, in combination with physical exercise and personal care. **Cuore** – the iconic brand of the Food Division at Gruppo Montenegro – for over 60 years has been one of the most representative brands in this sector; today it aims to strengthen its presence on the savoury bakery product market, by launching a ground-breaking product line based on Olio Cuore and legume flours: the **new Cuore Crunchy Bread Chips**. With this innovation our historic brand is entering a strongly expanding segment, namely crunchy bread products, that is the top item in terms of bread substitutes, accounting for 12.7% of the turnover in the whole industry (amounting to over two billion euro<sup>2</sup>) with a increase of +97% value increase<sup>3</sup>. In support of this novelty, a new **communication campaign** – will be launched in Milan today, at the Food Loft run by chef Simone Rugiati – with a **new testimonial, Linus**. The artistic director and radio show host of Radio DEEJAY has been selected as **protagonist of the legendary jump over the fence**, made famous in advertisements for Olio Cuore starting in the 1960s, featuring celebrities the likes of Nino Castelnuovo and Dino Zoff.

*“The intention to intercept new trends to remain competitive and meet consumer demand – according to the CEO of Gruppo Montenegro, Marco Ferrari, one of the speakers at today’s Milan event – has always been the driving force behind our Food Division, which is currently implementing an ambitious expansion process. The launch of Cuore Bread Chips, definitely new and revolutionary for the brand, marks a further change of pace towards growth and innovation. The equity value of the Cuore brand today is very high; its functional characteristics have always been clearly defined and can be extended to new categories. This is why, over the next few years, we are planning to turn it into a reference brand in Italy for functional food products”.*

The tasty products in the new range of Cuore Bread Chips include: Sfoglie with chickpea, barley, oats and chia seed flour; Sfoglie with bean, buckwheat flour and inulin; Sfoglie with red lentil and maize and amaranth seed flour. Among the products dedicated to wellbeing for a diet rich in fibres, source of proteins, (+45%

<sup>1</sup> Global wellness economy (latest useful data at world level in 2020)

<sup>2</sup> Total in Italy – source NIQ – NielsenIQ (30.01.2022 – 29.01.2023)

<sup>3</sup> Total in Italy – source NIQ – NielsenIQ (2.01.2022 – 1.01.2023)



compared to the average of the most popular crackers in Italy), low in fats (-30% saturated fats compared to the average of the most popular crackers in Italy), all of them of course made using Olio Cuore (the maize oil rich in poli-unsaturated omega 6 fats, including linoleic acid which helps keep our cholesterol levels down).

*“Over the past few years the healthy trend is strongly influencing consumptions – added **Fausta Fiumi, Marketing & New Business Director Food at Gruppo Montenegro** – and the Cuore brand continues to record outstanding performances, especially thanks to Olio Cuore, which maintains its leadership in the maize segment, with a sales value exceeding 23million euro per year (29.4% of the maize oil sector)<sup>4</sup>, but also of Cuore Vegetable Mayonnaise, which is reaching a leadership position with a share value of 30.5% in the vegetable segment<sup>5</sup>, and of Cuore Low-sodium Iodate Salt, now accounting for 12% of the low-sodium salt market<sup>6</sup>. Functional and health elements are important drivers also in respect of savoury bakery product marketing: as a matter of fact the positioning of the new Sfoglie Cuore bread chips, apart from the properties of Olio Cuore, is related to their protein component - a trendy claim - without giving up on flavour”.*

### **A NEW CAMPAIGN WITH LINUS IN SUPPORT OF THE NEW CUORE BREAD CHIPS**

“Eating well and keeping fit”, since 1959. With this motto, for over 60 years Cuore has been leading Italians in search of a healthy lifestyle, also at table. Today it is being restyled with a **new communication campaign** – produced by the Nadler Larimer and Martinelli agency, on-air starting June the 9th – which keeps intact the values and unmistakable traits of the brand, focusing on the Cuore range, especially on the new bread chips Sfoglie. A concept associated with the combination «proper diet and physical exercise» which will **culminate in the Linus jumping the over legendary fence**, as the emblem of “eating well and feeling fit” within everyone’s reach. The new Sfoglie Cuore campaign will be aired during prime time starting on the 9<sup>th</sup> of June with special initiatives on Rai and Mediaset channels. In July it will then be broadcast all over mainstream television and on other channels, alongside initiatives on digital and social platforms; in the autumn it will then be the turn of radio and once again of TV, with a schedule alternating various formats.

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#### **Cuore**

Just before the beginning of the extraordinary 1960s, more specifically in 1959, Cuore maize oil was launched. Olio Cuore has always been characterised as an oil with a light taste, ideal for healthy and balanced diets. The extraordinary attention to guaranteeing the highest product control standards as well as an accurate production process has allowed Olio Cuore to guarantee its healthy properties, thanks to the linoleic acid (omega 6), naturally contained in this product, which contributes to keeping cholesterol levels down.

In 2015 Olio Cuore extended its range, by launching Cuore Low-sodium Iodate Salt, to be used as a substitute for ordinary salt, ideal in diets which require a low sodium intake, for example in cases of high blood pressure. In 2017 the Cuore range expanded even further to include Cuore Mayonnaise made without eggs and using vegetable proteins, resulting in a tasty product for Italian tables, with a light taste and the healthy qualities of Olio Cuore. Here again, there is a natural source of linoleic acid to help keep cholesterol levels down. A history of caring for quality and wellbeing of its consumers is thus pursued, which means that today the Cuore brand is a symbol for eating well and feeling fit. Find out more on: [www.oliocuore.it](http://www.oliocuore.it)

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<sup>4</sup> NielsenIQ – Tot Italy A.T. 21 May 2023

<sup>5</sup> NielsenIQ – Tot Italy A.T. 21 May 2023

<sup>6</sup> NielsenIQ – Tot Italy A.T. 1 January 2023