



MARR: celebrates 40 years of activity and participates in “Sapore 2012” at the Rimini Exhibition Center from 25 to 28 February.

The national convention of MARR’s sales organization also takes place in Rimini on 27 February with over 700 participants.

Rimini, 24 February 2012 – MARR celebrates 40 years of activity during its participation in “**Sapore 2012**”, an international event dedicated to Out of Home Food Consumption at the Rimini Exhibition Center **from 25 to 28 February 2012**.

MARR, founded in Rimini in 1972, in **40 years** has become the leader in Italy in the sale and distribution of food products to the Foodservice sector, with a turnover of over 1.2¹ billion Euros and more than 38,000 clients served through an offering of more than 10,000 products sourced from approximately 2,200 suppliers.

For such an important anniversary and to celebrate its many successes over the years, MARR has decided to stage a major event and meet clients and suppliers in “Sapore 2012” with a stand of over 450 m², in the Central Hall, opposite the Main SOUTH entrance of the Rimini Exhibition Center.

At the stand, it will be possible to see the many lines of private labels products and products in respect of which it has exclusivity which make the MARR proposition unique and which for “Sapore 2012” will expand and renew the *Delicatesse* line under the *Tavola Reale* brand name (products with a high service content, including roast chicken and turkey ready to be garnished and sliced) and a line of gluten-free products.

Another novelty is the launch over the last few days of the **new MARR website** (www.marr.it), which has been renewed graphically, is easier to browse and is enriched with new contents, such as a Clients area hosting the MARR portal, also renewed and built on the basis of the client requirements for a MARR service which is also on-line.

Also in the context of the Rimini Exhibition, on **27 February**, the **national convention of MARR’s sales’ organization** will be held, entitled “**For 40 years - 360° degree specialists**”, in which over 700 people will participate, including sales management and sales agents; this will be the opportunity to look back at the year that has just gone by – another year of growth – and to share with everyone the commercial strategies for 2012.

MARR (Cremonini Group), listed on the STAR segment of the Italian Stock Exchange, is the leading Italian company in the specialised distribution of food products to the foodservice and is controlled by Cremonini S.p.A..

With an organisation comprising more than 650 sales agents, MARR serves over 38,000 clients (mainly restaurants, hotels, pizza restaurants, holiday villages and canteens), with an offer that includes 10,000 food products, including seafood, meat, various food products and fruit and vegetables.

The company operates nationwide through a logistical-distribution network composed of 30 distribution centres, 4 cash & carry, 5 agents with warehouses and more than 700 vehicles.

In 2010, MARR achieved total consolidated revenues amounting to 1,193.0 million Euros, a consolidated EBITDA of 83.0 million Euros and a Group net profit – after the minorities - of 45.1 million Euros.

For more information about MARR visit the company’s web site at www.marr.it

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¹ The Total Revenues of the MARR Group in 2010 (last business year closed) amounted to 1,193 thousand Euros; after the first nine months of 2011, the total Revenues of the Group had increased by over 56 million Euros compared to the same period in 2010.