



press release

MARR: partner in the project “PDO and PGI Products from Emilia Romagna. Born here, appreciated worldwide” to valorise the typical qualities of the region

A collaboration which, after the launch last year of the “Della Nostra Terra” line of products, confirms MARR’s commitment to valorising the qualities of Italian PGI and PDO certified products and those in the PAT list

Rimini, 8 April 2022 – MARR S.p.A. (Milan: MARR.MI), the leading company in Italy in the sale and distribution of food and non-food products to the foodservice, is a partner in the project “PDO and PGI Products from Emilia Romagna. Born here, appreciated worldwide” promoted by the Emilia-Romagna Regional Department of Agriculture and by the Regional Tourist Board.

The initiative will take place during a strategic and very important period such as the Easter weekend (16-18 April), during which 1.5 million guests are expected (source: Emilia-Romagna Regional Tourism Observatory) and will involve the support of 420 MARR structures, including hotels and restaurants in the major art centres and on the Adriatic coast of Emilia Romagna (selected on the basis of their use of regional PDO and PGI certified products and their vocation towards tourism), which will be distributed place mats and city maps with a map of the typical regional products.



I prodotti **Dop e Igp** dell'**Emilia-Romagna**



The promotional material, which will be distributed to over 130,000 tourists and end users, contains a QR code which enables access to a dedicated landing page (<https://emiliaromagnaturismo.it/it/food-valley/PDO-PGI-nati-qui-apprezzati-in-tutto-il-mondo>), in Italian and English, where information will be provided on the 44 regional products with PDO, PGI, PAT and Organic certification, through video recipes prepared by the MARR Academy chefs and links with detailed descriptions. In addition to informing, the aim is to gain the trust of and involve the users, who will be able to receive the periodical newsletter Food Valley News by requesting it on the landing page, containing updates on quality regional products, recipes, events, food and wine tastings and holiday ideas.



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MARR's involvement in the project "*PDO and PGI Products from Emilia Romagna. Born here, appreciated worldwide*" after the launch last year of the "*Della Nostra Terra*" line of products, confirms MARR's commitment to valorising the qualities of Italian PGI and PDO certified products and those in the PAT list.

The aim is to support the domestic farming production line and valorise local specialities, which are expressions of the culture and traditions of our country, according to a specific commitment and sustainability strategy (<https://www.marr.it/sostenibilita/bilancio-di-sostenibilita>).

MARR aims to increasingly strengthen and expand its partnerships and direct relations with local businesses, giving them the possibility of accessing the domestic foodservice market and thus contribute towards their development.



MARR (Cremonini Group), listed on the Euronext STAR Milan 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 over 850 sales agents, the MARR Group serves over 50,000 customers (mainly restaurants, hotels, pizza restaurants, holiday resorts and canteens), with an offer that includes over 20,000 food products, including seafood, meat, various food products and fruit and vegetables and a significant offer of green, sustainable and Made in Italy products (<https://catalogo.marr.it/catalogo>).

MARR operates nationwide through a logistical-distribution network composed of more than 40 distribution units, some of which with cash&carry, and uses over 800 vehicles.

MARR achieved total consolidated revenues in 2021 of 1,456.3 million Euros (1,073.7 million in 2020 and 1,695.8 million in 2019, pre-pandemic) with a consolidated EBITDA of 90.5 million Euros (39.4 million in 2020) and net consolidated profits of 35.1 million Euros (-2.4 million in 2020).

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

Sustainability Report available at web page www.marr.it/sostenibilita/bilancio-di-sostenibilita

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