



*Range proposal for
Food Italy Ltd*



Market share - Olive Oil and Extra Virgin Olive Oil

Olio Dante is **the market leader** in Italy for Olive Oil and is one of the top brands in Extra Virgin Olive Oil.



Olive Oil

Product



Position in Italy (#)

#1

Market Share (%)

12-13%

Extra
Virgin
Olive Oil
(EVO)



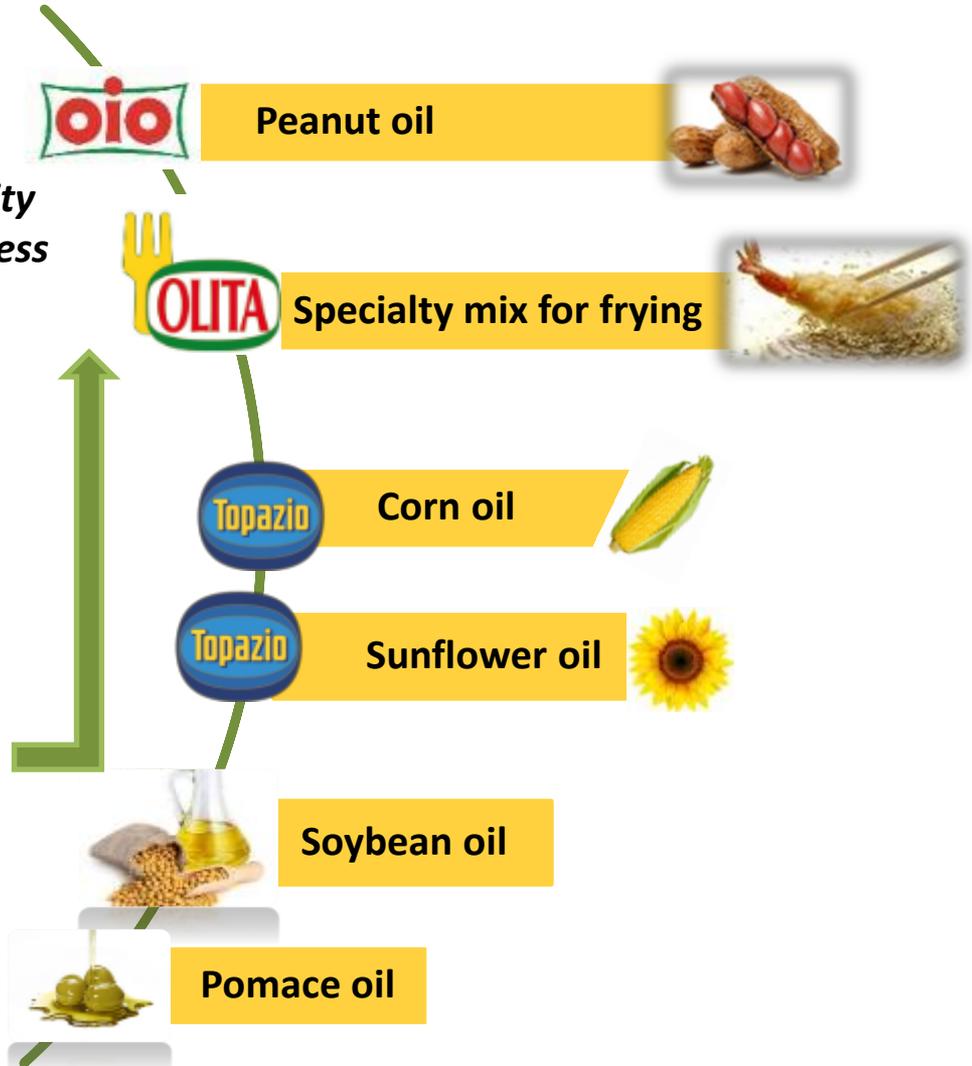
#6

4-5%

Olio Dante offers a wide range of seed oils with top quality brands



Higher quality and healthiness in cooking



Lupi Monocultivar Ortice Extra Virgin Olive Oil - Lupi 100% Italian Extra Virgin Olive Oil

Product

Lupi
Monocultivar
EVOO

Top Premium
Level

Lupi 100%
Italian



Description

Lupi brand

Since 1865, the brand is synonymous of excellent quality.

This EVOO is made solely with the *Ortice* olive variety.

We select the best olives to ensure only the highest quality ones make it into our oil.

The exclusive stamp on the golden wrap guarantees the fine quality of the product.

Size: 750ml/500 ml/250 ml

Made exclusively from olives grown in only select regions of Italy, it gives the feeling of an artisanal products.

Our *blend masters* expertly combine the best oils to obtain a refined taste.

Size: 750ml/500 ml/250 ml

The reason why

1. The **long tradition**, since the Roman Times, typical of a specific region of the South of Italy: the Sannio Area (where is the production plant), located outside the city of Benevento, where the Ortice olive variety thrives.
 2. The **unique characteristics**: a symphony of different harmonious elements as smoothness, spicy and bitterness and the fresh hint at smell and taste senses. The exclusive packaging with the golden wrap gives a craft touch and distinctiveness high quality perception.
 3. The **usage**: enhance the Chef inside you using it as raw on your dishes, dressing them with the best and fresh olive juice.
-
1. The **classic taste** of Italian extra virgin olive oil, with its intense fruity flavour.
 2. It satisfies **the most demanding consumers** and food lovers.

Specific features – Monocultivar Ortice vs 100% Italian

Type: Monocultivar Ortice

Area of production: Sannio, Benevento

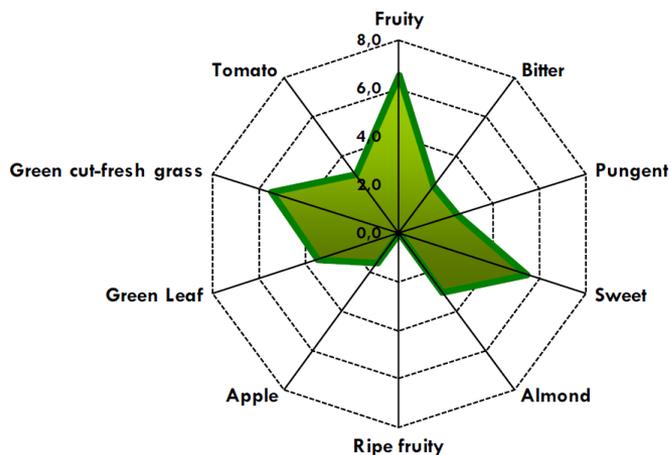
Region: Campania

Golden yellow colour with a green tint. Intense green fruity notes as freshly green cut fresh- grass.

Fresh and smooth taste with a hint of bitterness and spicy notes.

It is highly aromatic and full of fresh vegetable aromas and flavours of artichoke, rocket, and tomato leaf.

Best in raw for salads or soups, grilled poultry or white meat and roasted red meat. Good for bean purées, risotto with sea food, fish as romboor fresh cheese with spun dough.



Type: 100% Italian

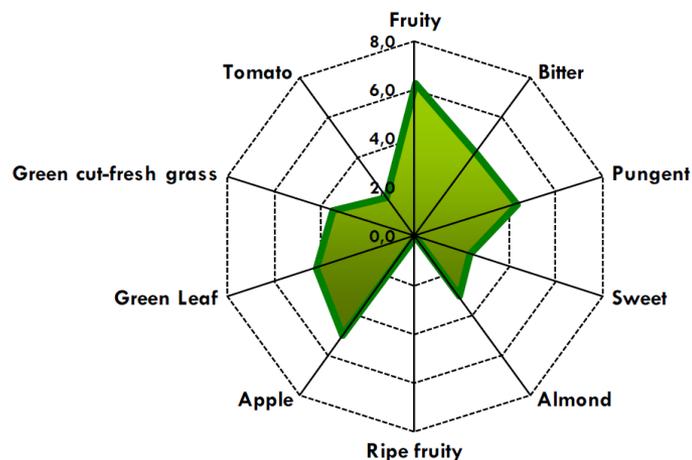
Blend of different cultivar of Italy

Region: Puglia, Campania

Fruity green notes reminds the freshly cut grass and the pulp of the olive at perfect mature momentum combined with a slightly bitter taste and pleasantly spicy.

An oil with a green colour with golden glittering reflections with a full balanced character. Pleasant notes of apple and fresh almond.

Best in raw for salads or soups. Combined with pasta enhance its role of dressing of Mediterranean Diet.



***Lupi Ortice* is much more than the already exceptional Dante/Lupi 100% Italian**

Dante 100% Italian Extra Virgin Olive Oil -

Dante Unfiltered "Frantoio di Contrada" Extra Virgin Olive Oil

Product

Description

The reason why

Dante
100%
Italian
EVOO



Harvested at just the right ripeness and then immediately cold extracted for flavor, these fruity all Italian green and spicy olives combine to create an oil worthy of any culinary masterpiece, as dressing or for the most demanding cooks.

Size: 1 liter/750 ml/500ml

1. The premium quality that not everyone is able to offer in a consistent way.
2. It satisfies the most demanding consumers and food lovers: unique harmony between taste and smell from intense fruity and pleasant piquant flavors.

Premium
Level



Dante "Frantoio di Contrada" was born out of the years of experience and mastery of Olio Dante's expert blend masters, who carefully select and blend the finest oils from the most important mills in the European Union.

Dante "Frantoio di Contrada" goes directly from the mill to your table, without undergoing any further processing or filtration.

Size: 750 ml

1. Back to the origin and tradition with look & feel.
2. It appears cloudy and opaque due to the presence in suspension of microscopic residues of the source fruit.

Dante
Unfiltered
EvoO

Dante "Terre Antiche" Extra Virgin Olive Oil – Dante "Il Mediterraneo" Extra Virgin Olive Oil

Product

Description

The reason why

Dante Terre
Antiche EVOO



From olives chosen carefully from the best locations in Europe (Greece, Spain, Italy) and blended consistently. Cold extracted.

Harmonious taste, wonderful in dressings as well as reliable base for cooking/grilling.

Size: 1 liter/750 ml/500 ml

1. Unique harmony between taste and smell from intense fruity and pleasant piquant flavors
2. Very healthy/antioxidant product of the Nature

Dante
Mediterraneo
EVOO



Dante Il Mediterraneo Extra Virgin Olive oil brings all the flavours of the Mediterranean to your table, with its soft, pleasant taste.

It is a delicate dressing oil which enhance the flavour of any dish without covering it and is suitable for those who prefer lighter flavours.

Size: 1 liter/750 ml/500 ml

1. Its balanced and full body character meets the taste of less expert consumer as well as the most demanding.
2. In the kitchen it is ideal to give harmony to the taste of sauces, roasts, side dishes.

Dante Organic EU Extra Virgin Olive Oil – Dante Organic “Il Mediterraneo” Extra Virgin Olive Oil

Dante
Organic
EU EVOO



With Dante Organic Extra Virgin Olive Oil, you add a special natural scent to the table.

Thanks to the delicate flavour, it is specially suitable for fish and creamed vegetables meals.

Size: 750 ml/500 ml

1. This oil is the result of a strict selection of the best olives from the most important areas of olive oil production in the European Union, in line with organic scheme and processes.

2. It presents a harmonious and balanced taste, ideal for all type of dressing and cooking.

Dante
Organic
Mediterraneo
EVOO



It completes the Organic Dante product range, bringing all the flavours of nature to your dinner table.

It presents a harmonious and well-balanced flavour, both to drizzle and in cooking.

Size: 750 ml/500 ml

1. It is the result of a rigorous selection of the finest olives from the most important olive-growing areas in the Mediterranean Basin, made in full compliance with the organic farming system.

2. Delicately enriches the dishes of everyday cuisine.

Dante "Classico" Olive Oil – Dante Pomace Olive Oil

Dante Olive Oil

Product



Description

From olives chosen from the best locations in Europe, refined to ensure a pure light and bright color.

Very mild and delicate taste, wonderful as reliable and cost effective base for cooking/grilling.

Size: 1 liter/750 ml/500 ml

The reason why

1. Well suited for all palates due to the delicate taste.
2. Very low acidity and controlled characteristics.
3. Keeps most of the healthy characteristics of olive oil.
4. Very suitable for cooking.

Dante Pomace Olive Oil



Oil containing oils derived from the processing of the product obtained after the olive oil extraction directly from olives, it can resist very high temperatures.

Size: 1 liter

1. This oil is especially suitable as an ingredient in bakery products.
2. Thanks to its neutral taste, this oil can also be used as dressing on foods whose taste is preferred not to be altered.

Dante Grapeseed Oil – GiCo Seed oil blended with EVO

Product

Description

The reason why

Entry
Level

Dante
Grapeseed
Oil



It is extracted from the *Vitis vinifera* L.
It is excellent in cooking and as a delicate condiment.

Size: 1 liter

1. Premium seed oil.
2. Rich in unsaturated fatty acids.
3. Try it raw to dress salads or as a frying oil.

Alternative
product option

Seed oil
blended with
Extra Virgin
Olive Oil



A blend of sunflower seed oil with 20% Extra Virgin Olive oil to add quality, flavor and personality to seed oil base
Mild yet tasty flavor for frying/cooking/grilling.

Size: 5 liter

1. Serve the cooks who want to be distinctive and wish an alternative to olive oil for their preparations.

Flavored EVO – the Range

Dante will start these references in December 2019

Products



Reason why

1. The premium quality guaranteed by a historical Italian brand, as Dante.
2. The classic taste of European blend extra virgin olive oil, enriched with herbs from the Mediterranean.
3. It satisfies the most demanding consumers and food lovers, to enrich in taste as well as aromas the dishes of traditional and international cuisine.
4. Premium packaging with transparent label and customized cap sleeve on dorica glass bottle, in order to add value to the product.

Flavored EVO – description (1)

Product

Description

Distribution, format size and labelling



*Extra virgin olive oil
and lemon dressing*



Extra virgin olive oil EU blend (98%) and lemon dressing (lemon zest inside).

All the Mediterranean flavour in this product: it is ideal for salads and marinades, very good for fish. It suitable also to add more taste to the dough for cakes.

Shelf life: 18 months

- ✓ Retail, horeca
- ✓ 250 ml glass bottle
- ✓ Label with three languages (Italian, English, German)
- ✓ Trasparent label to emphasize lemon zest in suspension



*Extra virgin olive oil
and chilli pepper
dressing*



Extra virgin olive oil EU blend (97%) and chilli pepper dressing (chili pepper seeds inside).

For those who like to add a spicy note to their food. It is recommended for steaks, raw and cooked vegetables.

Shelf life: 18 months

- ✓ Retail, horeca
- ✓ 250 ml glass bottle
- ✓ Label with three languages (Italian, English, German)
- ✓ Trasparent label to emphasize chili pepper seeds in suspension

Flavored EVO – description (2)

Product

Description

Distribution, format size and labelling



*Extra virgin olive oil
and basil dressing*



Extra virgin olive oil EU blend (98%) and basil dressing (basil leaves inside).

Perfect for Italian-style food lovers. It is indicated for pasta, fresh salads, tomatoes and mozzarella.

Shelf life: 18 months

- ✓ Retail, horeca
- ✓ 250 ml dorica glass bottle
- ✓ Label with three languages (Italian, English, German)
- ✓ Trasparent label to emphasize basil leaves in suspension



*Extra virgin olive oil
and black truffle
dressing*



Extra virgin olive oil EU blend (98%) and black truffle dressing (truffle zest inside).

For who loves a sophisticated touch of taste on food. It's ideal on pasta, grilled meats and eggs.

Shelf life: 18 months

- ✓ Retail, horeca
- ✓ 250 ml dorica glass bottle
- ✓ Label with three languages (Italian, English, German)
- ✓ Trasparent label to emphasize truffle zest in suspension

New Products Line Extension – the Range Proposal



GENOVESE PESTO
(Ligurian style basil sauce)
with olive oil and PDO Genovese Basil

Net weight: 130 g e

Shelf life: 24 months
(not refrigerated)



GREEN OLIVES "BELLA DI CERIGNOLA"

Net Weight: 290g e
Drained Weight: 190g e

Shelf life: 24 months
After opening, within 4 days.



GRILLED ARTICHOKEs
with Dante extra virgin olive oil

Net Weight: 290g e
Drained Weight: 190g e

Shelf life: 36 months
After opening, within 4 days.



STUFFED PEPPERS WITH TUNA AND CAPERS
with Dante extra virgin olive oil

Net Weight: 290g e
Drained Weight: 190g e

Shelf life: 36 months
After opening, within 4 days.



SUNDRIED TOMATOES
with Dante extra virgin olive oil - 100% Italian

Net Weight: 290g e
Drained Weight: 190g e

Shelf life: 36 months
After opening, within 4 days.

Features – Preserved Vegetables in Oil

Dante will start these references in September 2019



Reason why

1. A list of high rotation sku's and premium quality ingredients
2. Made in Italy with an artisanal process of production
3. Only fresh raw material (no semi-finished products)
4. A premium and distinctive product images (trasparent label to exalt and add value to the product)
5. A strong appeal and link to the Dante Brand
6. Label in three languages (Italian, English, German)

Features – Basil Pesto Sauce

Dante will start this item in September 2019



Reason why

1. A traditional Italian sauce with premium quality ingredients
2. Without preservatives, colorants and unpasteurized
1. Made in Italy with an artisanal process of production and without semi-finished products
2. A distinctive product images (transparent label and with a warranty seal on the cap)
3. A strong appeal and link to the Dante Brand
4. Label in three languages (Italian, English, German)