



APULIA DISTRIBUZIONE

SUSTAINABLE PRODUCTS

WHAT IS A SUSTAINABLE PRODUCT?



It Optimizes the
resources used

It makes the energy
use more efficient

It is careful to
the raw
materials used

It introduces
innovations that
reduce
environmental
impact

It respects the
environment

It reduces waste
to lose



ALWAYS ATTENTIVE TO THE MARKET DEVELOPMENTS AND ORIENTED TO OFFER THE BEST CUSTOMER SERVICE



It has implemented, within its assortment , a valid ALTERNATIVE BIO in all the main product categories

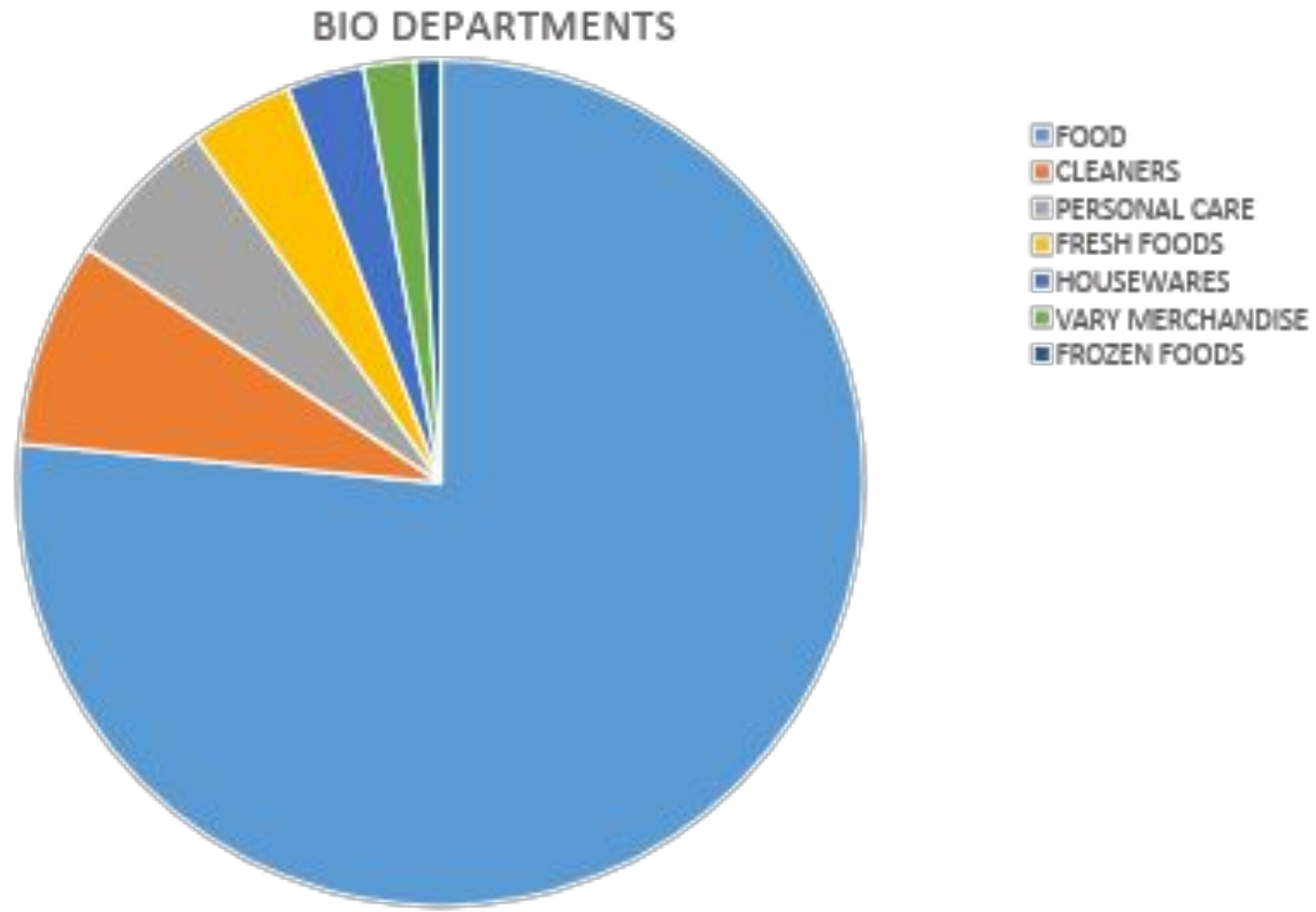



FLOUR, PASTA, JAMS, WINE ...



GROWING trend of BIO products CONSUMPTION BY + 2% in the first months of 2018

INSIDE THE BIO DEPARTMENT THE CONSUMER IS ORIENTED IN THE PURCHASE AS THE BELOW GRAPHIC.





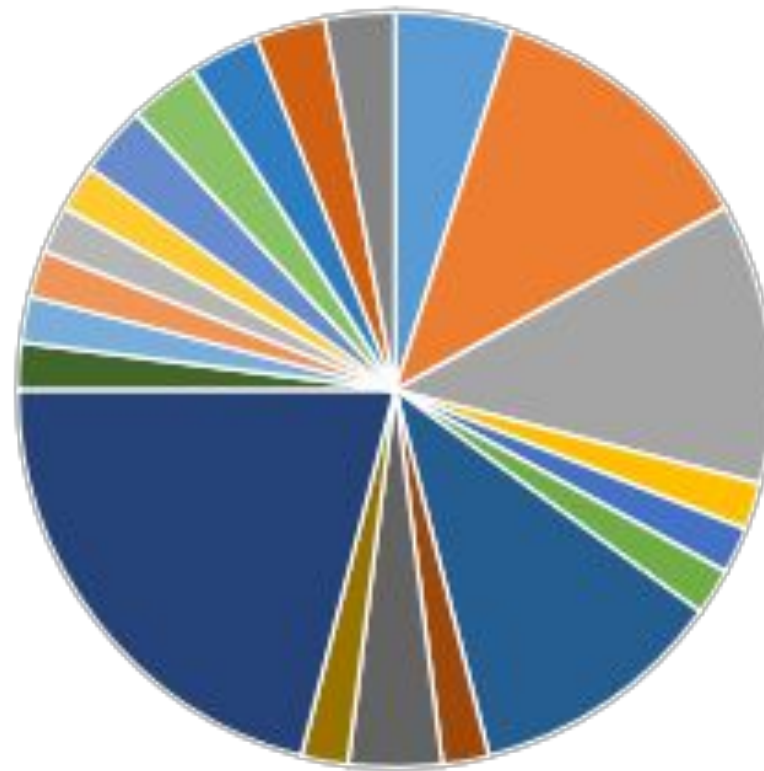
- The FOOD SECTOR (76% of tot. SALES BIO) concentrates within it not only significantly higher number of references and a constantly expanding market, but meets consumer preferences despite an average price higher than the average of the product family.



- Focusing BIO food's analysis ,can be seen as the customer is more oriented towards bread and organic derivatives (12% consumption), diet products (11% of consumption) and breakfasts (21% of consumption).



ALIMENTARI BIO



- ORGANIC WHEAT AND SEMOLINA
- BREAD AND BIO DERIVATIVES
- PASTA
- RICE
- READY MEALS
- PREPARATIONS FOR FOOD
- DIET PRODUCTS
- SUGAR AND SWEETENERS
- BISCUITS / WAFER
- BIO BABY FOOD
- FIRST BREAKFAST
- CAFFE ' / EFFERV.CITRATI
- INFUSI
- OIL
- VINEGAR
- MAIONESE / KETCHUP AND SAUCES
- CONDIMENTS AND PREPARATIONS
- NUTS / EXTRACTS
- TOMATOES AND DERIVATIVES
- LEGUMES AND CEREALS IN WET
- DRIED FRUIT

A positive outcome is the result of the increased attention that the consumer has for the healthy eating and to environmental considerations, but is also the result of a business strategy that APULIA DISTRIBUZIONE has implemented to make clear to the eyes of its customers the added value of these products through a system of highlighting and dedicated spaces: " THE WAY OF WELLNESS "

«THE WAY OF WELLNESS »»

The " way of wellness " is a section of supermarket entirely dedicated to BIO and sustainable products , for consumers who are always careful to the environment and health.

Apulia Distribuzione has expanded the products assortment with many important brands that give all the product categories the BIO alternative. Among these:

- GRANORO
- ALCENERO
- RIGONI
- POGGIO DEL FARRO
- DI LEO
- GRANAROLO
- CEREAL
- VERA
- CURTIRISO
- VALFRUTTA
- MONVISO
- SANTAL ...



- PASTA
- PASTA SAUCE



- DRIED FRUIT
- DIET PRODUCTS



- VEGAN
- LEGUMES AND CEREALS
- OIL
- VINEGAR
- WINE
- BEER



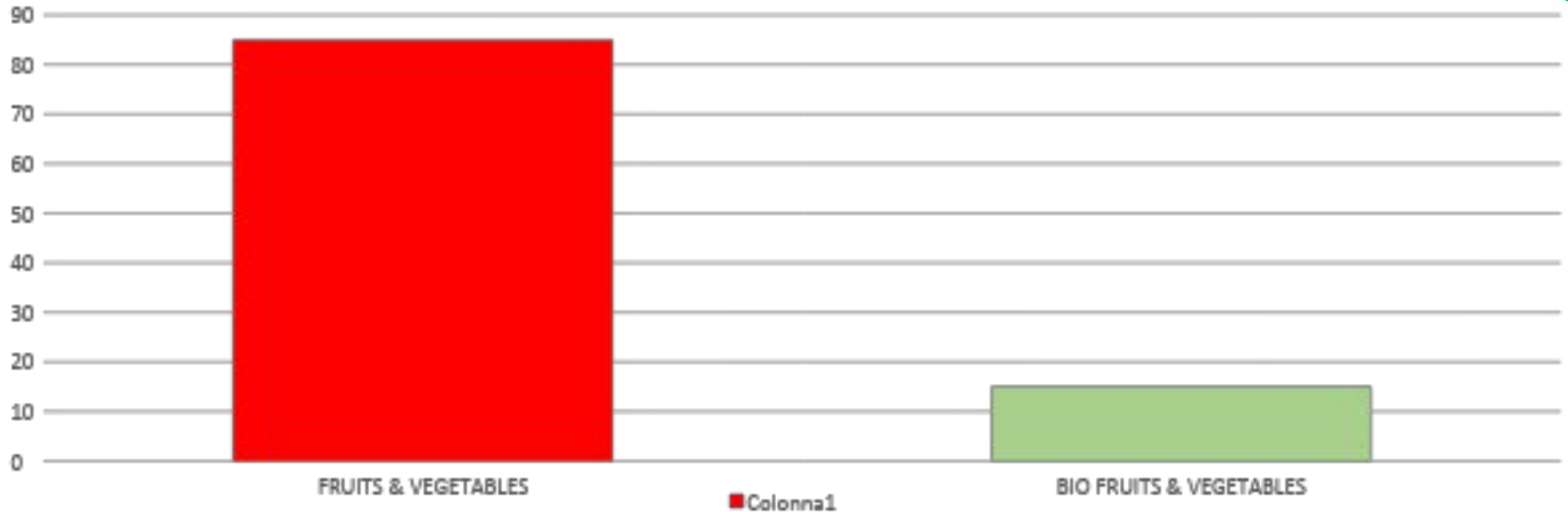
- JAMS



- BISCUITS



FRUITS AND VEGETABLES



BIO fruits is increasing(+13%)  the market reacts positively to the introduction of sustainable products

ROSSOTONO

the ROSSOTONO butcher offers local meat specialties



“Suino nero” reared outdoors with acorns and roots



“Murgia” cow



“Murgia” chicken



CONCLUSION...

THERE ARE SEVERAL ADVANTAGES FROM SHORT SUPPLY CHAIN :

REDUCTION OF FACTORS LINKED TO POLLUTION AND GLOBAL WARMING, LIKE THE EMISSION OF CARBON DIOXIDE DUE TO TRANSPORT AND USE OF PACKAGING FOR DISTRIBUTION;

POSSIBILITY TO BUY LOCAL PRODUCTS, MORE FRESH AND SEASONAL, WHICH DO NOT LOSE THE ORGANOLEPTIC PROPERTIES DUE TO LONG TRAVELS AND MAY BE ABLE TO EXPLOIT THE LOCAL REALITIES

THANKS FOR YOUR ATTENTION



APULIA DISTRIBUZIONE