

BIANCHI, ROSSI & VERDI S.r.l (Ltd.)

Via Pippo, 38 - 50000 Montescudaio (Fi) ITALY – TUSCANY

Phone: +39.055.6123456 – e-mail: pippo@brv.it - Web: www.bianchirossieverdi.it

Company name	BIANCHI, ROSSI & VERDI S.r.l (Ltd.)		
Address	Via Pippo, 38 - 50000 Montescudaio (Fi) ITALY – TUSCANY		
Contact person	Dr. Marco Tenerini	Position	Marketing manager
Telephone	+39 393 4619368	Fax	+39 571 672303
E mail	marco.tenerini@doctortuscany.com	Website	doctortuscany.com

1. GENERAL DESCRIPTION OF THE COMPANY AND ITS MAIN PRODUCTION:

Long-life FOOD (glass jars – dried - frozen): TRUFFLES, PORCINI MUSHROOMS, VEGETABLES, SAFFRON, BERRIES (natural - sliced - sauces ready to use).
<ul style="list-style-type: none">- Based in Tuscany (Italy), family owned with 14 workers.- We transform by hand only the freshest ingredients.- NO PRESERVATIVE, NO GMO, YES VEGETARIANS and VEGANS, YES COELIACS (pending YES ORGANIC).- All items can be supplied as: 1) Retail Product/Consumer Packaged Goods (CPG) or 2) Ingredient/Supply Product or 3) your Private Label.- Manufacturing Capability in pcs per year: (2013, but possible to grow to +100%): 320.000

2. DETAILED DESCRIPTION OF PRODUCTS:

PRODUCTS	CUSTOM CODE
SPECIALTY ITALIAN (from Tuscany) FOOD & DELI as "Canned & Juice Products":	
TRUFFLES: all the white and black varieties in a wide range of recipes and preparations.	
PORCINI wild MUSHROOMS: canned in oil or dried in bag.	
VEGETABLES: canned in oil, in a wide range of mixing.	
VEGETABLES: creams, sauces and condiments in various recipes and preparations.	
OTHER: pure 100% SAFFRON - Jams and Jellies with wine (CHIANTI, BRUNELLO di MONTALCINO, VinSanto, Vernaccia) or fruits, vegetables and saffron.	
FROZEN ITALIAN (from Tuscany) FOOD & DELI:	
SAUCES as READY CONDIMENTS for PASTA (portioned): Truffles, Porcini, Saffron	
MUSHROOMS: Porcini and other high quality varieties, entire or sliced	
BERRIES – FOREST FRUITS: single variety or mixed	

3. ECONOMIC PROFILE OF THE COMPANY

COMPANY'S ESTABLISHMENT DATE: 1990	N° OF EMPLOYEE: 13
TURNOVER (million €): 2011: 1,8 2012: 1,9 2013: 2,0	EXPORT (%): 2011: 10 2012: 15 2013: 20

4. BUSINESS PROFILE (Positioning and organization of sales)

Product price positioning: MIDDLE, MID-TOP, TOP
 1) Retail Product/Consumer Packaged Goods (CPG), in two different labels: basic "Bianchi, Rossi & Verdi", top image "BRV Luxe"
 2) Ingredient/Supply Product: big size packaging for professionals (Ho.Re.Ca.)
 3) Private Label
 We sell directly in Italy to professionals customers, abroad we sell to importers and distributors.
 We directly promote our brands attending to Italian and international shows, fairs, exhibitions.
 We cooperate with our professional customers in co-promotion operations.

Main competition factors for the company are:

- | | |
|--|--|
| <input type="checkbox"/> Design | <input type="checkbox"/> Price/quality |
| X Quality | X Image |
| <input type="checkbox"/> Technology | X Variety range |
| <input type="checkbox"/> Other (specify) _____ | |

Main foreign countries in which the company operates:

Country	Present since (year)	With the following products	Note
Germany			
Austria			
France			
Belgium			
UK			
Malta			
U.S.A.			
Japan			

Main competitors (Company – Country), indicate also website:

Modality of presence in foreign countries (if the company exports):

- | | |
|--|--|
| X Direct | <input type="checkbox"/> Franchising |
| <input type="checkbox"/> Agent | X Large retailers |
| <input type="checkbox"/> Relinquishment of licence | X Representative / distributor |
| <input type="checkbox"/> Joint venture | <input type="checkbox"/> Other (specify) _____ |

Kind of customer in the foreign market:

Importers – Distributors – Large Retailers -

5. BUSINESS INFORMATIONS – AREA

Have you ever realized business activities in? Yes No

6. SPOKEN LANGUAGES

English

- 1) **CUSTOMER ORIENTED:** we focus on our customers, both professional and end user, being available to adjust our products and services following their requests.
- 2) **FOOD QUALITY-SAFETY:** all our fresh ingredients are wild (truffles and porcini mushrooms) or from absolutely good and traditional agricultural practices, prepared with maniacal selection in Tuscan traditional recipes. We mean our products are **NON-GMO, PRESERVATIVE FREE**, suitable for **VEGETARIANS, VEGANS and COELIACS**.
All our workers are experienced, experts and with health certification...and passionate!
- 3) **TRACEABILITY:** we are able to trace our product in the event of a recall.
- 4) **ACCURACY:** we always guarantee 100% accuracy in order fulfilment and on-time shipping.
- 5) **SAMPLES:** we can provide the range of samples our professional partners require, both in variety of recipes and packaging/sizes.
- 6) **CO-PROMOTION:** we're happily available to study any kind of co-promotion, special offers, etc..
- 7) **CONFIDENTIALITY:** we are available to sign a Standard Non-Disclosure Agreement
- 8) **PRICE LIST:** our actual price list is intended EXW, when you tell us your standard destination we are available to prepare a FOB-Destination one.
- 9) **INSURANCE:** we're actually insurance covered this way: max damage of €. 1.500.00,00 worldwide but **EXCLUDING: USA, Canada, Mexico**.
- 10) **SHARES:** we are open to discuss exchange of shares.

Date..... Signature.....