



Press release

## **OraSì is pleased to announce its participation at Host**

**Milan, 22 October 2015 - Unigrà, with its new brand OraSì, is pleased to announce its participation at Host**, one of the most important events, on an international level too, for the Ho.Re.Ca., Foodservice and Hôtellerie supply chains, **from 23 to 27 October 2015** at Rho - Fiera Milano.

Gian Maria Martini, CEO of Unigrà, is proud to announce the launch of this new line that "fits in with the company's wholehearted commitment to the territory and a healthy diet"

To promote and publicise all the new features of the Orasi products to the hospitality and catering world, it will be possible to taste them throughout the event at the OraSì stand (Hall 14 E32 –G39).

Moreover, on **Monday 26 October**, the renowned **chef, Simone Rugiati**, will be present at three times (10.30 - 13.00 - 16.00) when all the products in the new range will become the stars of a host of recipes for professional catering events: breakfast, lunch and afternoon snack time.

### **The RANGE OF ORASI' PRODUCTS**

OraSì, Piacere tutto Vegetale, was launched in June 2015 as Unigrà's response to strong market growth and evolution.

Over five million Italian families<sup>1</sup> already consume non-dairy drinks at home and the demand is growing rapidly outside the home too.

It is not just vegetarians, vegans and those who are lactose-intolerant, but all those people who appreciate a healthy life style and good food who are now looking for tasty, healthy, guaranteed, non-dairy products.

OraSì is the answer: a totally non-dairy range based on soya beans and rice, strictly Italian-grown, free from GMOS, produced through a **controlled, 100% Italian supply chain**, from the field to the table.

The ingredients of every single product have been carefully selected for the quality and taste, to obtain unique products, characterised by velvety textures and delicate flavours, perfect for savouring as they are or combined with other ingredients.

A truly complete range of products: from soya drinks (with natural and vanilla flavours) to rice drinks, from two non-dairy soya creams (one for whipping and one for cooking) to a spread to substitute traditional margarine and a UHT base for preparing perfect ice cream in just eight minutes.

Modern packaging, in Tetra Brik Edge, with a host of simple, clear information which aims to give users and consumers detailed information.

**The possibility of use in the professional field are endless** and combine the best of Italian tradition in other sectors as well: from **coffee shops**, for velvety cappuccino, and all kinds of coffee and milk-style drinks, delicious smoothies and shakes to **ice creams and confectionery**, for 100% non-dairy ice cream or soft, light desserts.

They are also excellent for use in **Hotels and restaurants**, from breakfast buffets to dessert trolleys, as well as a variety of first courses.

Finally, the very latest 200 ml mini cartons with a straw are perfect for **vending machines**; featuring soya, vanilla soya and rice versions.