



Press release

## **Unigrà makes its entry into large-scale distribution with the new line, OraSi**

*With the new brand, OraSi, a line of non-dairy products from a 100% Italian production chain, the Ravenna-based Group makes its debut in large-scale distribution, aiming to carve out a starring role for itself in a strongly developing market. The launch of OraSi is supported by a TV advertising campaign, on air from the end of September until 3 December on standard channels and on the main digital food-based ones, too. The brand also features on the shirts of Ravenna Basket, the basketball team taking part in the Italian Men's A2 Championship.*

**Conselice (RA), 27 September 2016 - Unigrà**, an agro-industrial leader in Italy and among the big European players in the processing of vegetable oils and fats, has decided to enter large-scale distribution as well, by launching **OraSi**, a new line of **high-quality, 100% Italian, non-dairy products featuring soya and rice drinks and a soya margarine spread**.

The brand slots into a **very strong market that exceeds 97 million litres/kg in volume\*** (+18.4% compared to the same period last year) **and worth 342 million Euros\*** (+23.1%). A sector dominated by the **drinks segment** (79.2 million litres in volume and worth 174 million Euros\*), and especially drinks based on soya and rice, followed by yoghurt (8.5 million kg in volume and worth 49.2 million Euros\*), both registering double-digit growth compared to last year. Not forgetting the **food segment**, which registers **6.2 million kg in volume and is worth 86 million Euros**, with exceptional rates of development: +41.1% and 41,2% respectively\*.

**OraSi** is aimed at an increasingly broad customer base which focuses on well-being, the balance and the guarantee of the origin of the ingredients in their diet. Its **hallmark** is, first and foremost, **the Italian origin** of the soya and rice. In particular, **OraSi soya beans stand out from the competitors because they are cultivated on the "Azienda Agricola Immobiliare Dante di Massa Fiscaglia" (FE)**, an agricultural business belonging to Unigrà, which ensures the certified supply chain from the field to the table.

All products are **made at the Unigrà factory in Conselice (RA), are non-GMOs, free from gluten, lactose and milk proteins, and use only natural flavours**. Thanks to the excellence of the Made in Italy brand and control over of the entire production chain, **OraSi** is a complete range with excellent flavour, perfect for a **wide range of consumption, ideal also for anyone opting for a vegetarian or vegan diet and for those who are intolerant to lactose or milk proteins**.

*"The launch of the new brand - says Gian Maria Martini, CEO of Unigrà - fits into the Group's commercial development plan, which last year registered a turnover of over 500 million Euros, in support of the entry process in this highly strategic channel. The goal is to increase the business for the healthy food segment, increasingly characterised by the quest for high standards of quality and authenticity of the food products that the Made in Italy brand can ensure".*

**OraSi** is also the star of a TV campaign on all the standard channels and on the main digital food-based channels. **On air from the end of September to 3 December**, for an investment of **2 million Euros**, planning curated by Expansion Group, it includes two different adverts: **the soya drink in three different versions lasting 30", 15" and 7"** and **soya margarine in two, lasting 15" and 7"**, for a total of **over 1800 steps**, 270 million contacts and 1100 GRPs on purchasing targets, with 60% of Prime Time. **Piacere tutto Vegetale** is the **pay-off from the TV campaign created by the Bologna-based agency, Max Information**, the Armando Testa Group. **In the adverts, the "close-up" of the large field in Massa Fiscaglia stands out, an area of 1,500 hectares, 300 of which are cultivated with soya and 60 with rice**. A location specifically chosen to add value to the promise of the brand, i.e. to oversee the entire production



**chain which is 100% Italian**, conveyed in a **down-to-earth, empathetic language** thanks to the presence of the **character of Chicca**, the soya bean who chats to **Mr. OraSi**.

*“Through the TV ad - comments **Federico Camiciottoli, the Marketing Director of the Ravenna-based Group** - we aim to emphasise, on the one hand, the high quality of the line, and on the other hand, the 100% Italian, certified supply chain which is totally controlled by Unigrà, an added extra that distinguishes OraSi in a market that is growing at a very fast pace and in which we hope to take on a leading role”.*

With the aim of **promoting the philosophy of short production chains on which the project is based**, Unigrà also takes an active part in **sports sponsorship**. For the **second consecutive year, the OraSi brand is supporting Basket Ravenna**, the top basketball team in the Ravenna area (where Unigrà is located) competing in the **Italian Men’s A2 Championship**: a high visibility event which combines the **values of sport and healthy diet**.

*\* Source: IRI Tot. Italy Hyper+Super+LSP (100 to 399 m<sup>2</sup>) - AT August 2016*

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