



Press release

OraSi, Piacere tutto Vegetale, is on air

From the end of September to 3 December 2016, the new line of 100% Italian non-dairy products by Unigrà is on all standard channels and on the main TV digital food-based programmes: Rai, Mediaset, La 7 and Real Time. Investment of two million Euros with creativity by Max Information (the Armando Testa Group) and media planning by Expansion Group. With OraSi, the Ravenna-based Group aims to take better control of the modern distribution channel.

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, presents **OraSi**, a new line of **high-quality, 100% Italian non-dairy products** with a TV campaign on all standard programmes and on the main digital food-based channels. **On air from the 25 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.

OraSi, is aimed at an increasingly broad customer base which focuses on well-being, the balance and the guaranteed origin of the ingredients in their diet. The **hallmark of the new line** 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 consumption**. It is also **ideal 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 health 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".*

Piacere tutto Vegetale is the pay-off of 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".*



The **OraSi** line boosts a **very strong non-dairy product market** which **exceeds 97 million litres/kg in volume*** (+18.4% compared to the same period last year) **and is worth 342 million Euros*** (+23.1%). A **sector dominated by the drinks segment** (79.2 million litres in volume and worth 174 million Euros*), headed by drinks based on soya beans 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 **the food segment**, which is worth **6.2 million kg in volume and 86 million Euros**, with **exceptional rates of development: +41.1% and 41.2% respectively***.

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 National 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 m²) - AT August 2016*

Unigrà press office

Crea public relations | +39 051 2961230 | press@creacomunicazione.com

Contacts: Fabrizio Conti Riva | +39 342 8007500 | contiriva@creacomunicazione.com

Stefania Casagranda | +39 393 9994515 | casagranda@creacomunicazione.com