



Press release

OraSi, main sponsor of Basket Ravenna

The brand behind a line of high-quality 100% Italian non-dairy products supports the Basket Ravenna basketball team which is taking part in the Italian Men's A2 Championship, confirming the tie between the Ravenna-based agro-industrial group and its own territory and underlining the close links to the values of sport, well-being and a healthy diet.

Ravenna, 4 October 2016 - OraSi and the Basket Ravenna basketball team together again for the 2016/2017 season: the line of non-dairy products based on high-quality, 100% Italian soya and rice intended for large-scale distribution channel, is, in fact, supporting the team taking part in the Italian Men's A2 Championship for the second consecutive year. The brand name of the Ravenna-base Unigrà Group, agro-industrial leader in Italy and one of the key European players in processing vegetable oils and fats, once again features on the shirts of the players coached by Martino. With this choice, the company thus confirms its close links, not only with its own territory, but also with the values of sport, wellness and a healthy diet, which have become the focus of increasing attention by the public over the last few years.

The sponsorship fits into the scope of investment in communications, to the tune of two million Euros, designed for the launch of OraSi within a strongly developing market which exceeds 97 million litres/kg in volume* (+18.4% compared to the same period last year) and worth 342 million Euros * (+23.1%). OraSi products are non-GMO, free from gluten, lactose, and milk proteins, with only natural flavours and with a great added value compared to its competitors: total control over the entire supply chain. OraSi, in fact, only uses soya beans grown in its own fields in Emilia Romagna and rice cultivated in Italy, and the whole range is produced at the factory in Conselice (RA).

To support the brand, **from the end of September to 3 December a major television campaign is also airing, focused on this specific feature.** It is no coincidence that **the large field featuring in the ad, where the likeable character, Gem Soya, chats to Mr. OraSi, is the one in Massa Fiscaglia (Ferrara) owned by Unigrà: 1,500 hectares, 300 of which are cultivated with soya and 60 with rice.**

"We are continuing again this year - says Gian Maria Martini, CEO of Unigrà - with the sports sponsorship which we embarked upon last season, not just because for OraSi, on our entry into the large-scale consumer market, this is highly visible event, but first and foremost because supporting our friends at Ravenna Basket is a way to emphasise the care we dedicate to the area in which we operate. At the same time, we are convinced that you do not just need to have a healthy diet, you also need sport and a correct life style".

"Our club is very proud - emphasises the team manager of OraSi Basketball Ravenna, Lorenzo Brigadeci - that an international business of Unigrà's calibre, an internationally renowned company from Emilia Romagna, has decided to invest in our team. It is extremely important for sport to receive the support of the business world and we are certain that this partnership will help our team to achieve great results".

The sponsorship agreement will get widespread visibility: the brand OraSi will feature on the Ravenna team's shirts, in the centre of the court at the "Pala De André" basketball venue and on all the communication material, as well as on the LEDs on the side of the court.

* 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 Casagrande | +39 393 9994515 | casagrande@creacomunicazione.com