



Press release

**MASTER MARTINI AT SIGEP 2016
THE WATCHWORD: DESEASONALISE
Hall A3, Stand 111**

Master Martini has chosen the 37th edition of SIGEP in Rimini to reveal a host of new products.

"The four seasons in reverse" will be the new common thread behind the presentation of the innovative ideas for using the products to deseasonalise the offer in the bakery, ice cream and confectionery channels.

There will be a host of demo events at the exhibition space led by Susanna Cutini and entrusted to some exceptional professionals guests with different suggestions for every season: from the renowned cake designer, Giusy Verni, to the Master Martini Polska team, winners of the "Best Ice Cream in the World" at the World Trophy of Pastry - Ice Cream - Chocolate (F.I.P.G.C.), from world pastry champion, Roberto Lestani, President of F.I.P.G.C. to master baker, Piergiorgio Giorilli, President of Richemont Club International.

SIGEP, Rimini Fiera, 23-27 January 2016. How can you constantly **diversify** your **commercial offer** and make your sales point attractive for **365 days a year**? By demolishing the classic ideas on consumption and offering every artisan the tools to extend the life cycle of his specialities, even beyond the traditional sequence of seasons.

This was the idea behind the new project **Master Martini**, the Unigrà brand dedicated to the **"artisanal" channel** and the **most widespread Italian brand distributed in the bakery sector at international level**, which has chosen **Sigep** - International Exhibition of Artisan Ice Cream, Confectionery and Bakery Production, scheduled **from 23 to 27 January in Rimini Fiera** - as a showcase to present a **preview of the new products in the catalogue** with the common thread of **"seasons in reverse"**, by **proposing ways to do away with seasonal variations and multiplying the opportunities for consumption.**

From the **new mixes for bakery and pastry** to the expansion of the range of **mirror glazes**, from the revival of **water-based fillings** to new products dedicated to **cake design**, as well as many new features in the world of **ice cream**, figuring among the most classical products and the specialities.

So, chocolate is reinvented to be tasted in the summer; ice cream takes on innovative flavours and shapes to take autumn by storm; cake design aims to make winter and its festivities special, while baking assumes new forms to amaze in spring. To reveal the infinite possibilities of each area, not only the experience of **Master Martini's technicians**, on hand **every day** in the exhibition space with a **double appointment at 11.30 am and at 4.30 pm**, but also **special guests of international fame.**

On **Saturday 23 January**, at 2.30 pm, the culminating event hosted by the **renowned cake designer, Giusy Verni**, with a workshop dedicated to winter. On **Sunday 24 January**, at the same time, it will instead be the turn of the **guest team, Master Martini Polska**, with the extraordinary creation that made them winners of the "Best Ice Cream in the World" at the *World Trophy of Pastry - Ice Cream - Chocolate* (F.I.P.G.C.). On **Monday 25 January**, once again at 2.30 pm, the star will be **Roberto Lestani**, World Pastry Champion, Olympic Gold Medallist for Chocolate and President of F.I.P.G.C (International Federation Pastries, Ice cream, chocolate), with an artistic creation in chocolate; and, finally, on **Tuesday 26 January**, at 1 pm, spring will be celebrated with **Piergiorgio Giorilli**, master baker and instructor at the culinary school, Cast Alimenti, and President of Richemont Club International.

Susanna Cutini, journalist and lecturer of gastronomic communications at the University of San Raffaele in Rome, renowned researcher into Italian gastronomic traditions, director and co-founder of **Taccuinistorici.it**, **multimedia magazine dedicated**, of course, to **gastronomy.**



Corporate background

MASTER MARTINI

Master Martini is the main brand with which Unigrà addresses, in Italy and worldwide, the artisanal market of confectionery, bread, chocolate and ice cream.

It was founded in 1983 to bring Unigrà's expertise, gained in the oil and vegetable fats industry, to the artisanal market and so satisfy a clientele that was increasingly knowledgeable and demanding. The constant expansion of the ranges, supported at the same time by significant production investments, has led Master Martini to have today a vast portfolio of products, designed to enhance and embrace the wide variety of worlds of quality Italian craftsmanship.

Butter mixes and Margarine - Vegetable creams - Chocolate and substitutes - Spreads - Hydrated creams and Mirror icing - Sugar Paste - Pastry mixes - Bread mixes and improvers - Marmalades and jams - Hazelnuts and hazelnut paste.

UNIGRÀ

Unigrà was founded in the early seventies by Luciano Martini to develop his business in the oil and fats sector. From the beginning of the 1980s, he started focusing on the production of vegetable fats and margarine that would gradually expand. In the same period, Unigrà honed its skills in the field of chocolate substitutes which it would develop over time alongside the sectors for chocolate, non-dairy creams and semi-finished powdered products for confectionery and bread-making, in addition to products for artisan ice cream. 2014 was the year that Unigrà expanded into other important sectors such as the processing of hazelnuts, the production of sugar paste, creams and icing.

Now the last challenge awaits: OraSi, the company's desire to expand into the world of non-dairy products aimed at the final consumer.

Unigrà is still being managed by the founder, Luciano Martini, Chairman of the Board of Directors, and his son, Gian Maria Martini, CEO, who ensure that the fundamental values at the heart of the company are upheld: constant research into top quality; ongoing investments in cutting-edge, production technology with a strong focus on market and customer demands, loyalty to the area where the company is based, and a fierce determination to achieve increasingly ambitious results.

UNIGRÀ NUMBERS

The Unigrà Group is an international business that turns over 500 million Euros and employs more than 600 employees. It exports about 30% of its production through 14 foreign branches and a widespread network of importers and distributors in over 100 countries worldwide, while maintaining its core production in Conselice, in the province of Ravenna in Italy. Unigrà offers its products to industry, artisans in the food business, catering professionals and final consumers.

www.unigra.it

Master Martini press office

CREA Public Relations

Fabrizio Conti Riva - mobile phone +39 349 5486190

Stefania Casagrande - mobile phone +39 393 9994515

Giulia Lavaggi - mobile phone +39 3666158295

Tel. +39 051 2961230 e-mail press@creacomunicazione.com