

## A new Dimension in Taste

A few years ago, trend researchers predicted that a growing number of consumers would turn to organically grown food for healthy eating. One company active in this area of business is the Italian-based *Puglia Sapori s.n.c.* Producing healthy snacks, the company has proved that natural ingredients combined with the taste of the Mediterranean have a promising future.



The company was founded in 1990 by the D'Attoma family in the town of Conversano near Bari, in the Apulia region of Southern Italy. It commenced business producing Taralli, one of the region's typical products, and another snack product by the name of Speedy. Concentrating on the

manufacture of these savoury snacks, Puglia Sapori managed to establish itself as a high-quality supplier and sold its delicious products with growing success. The year 2000 proved to be particularly successful, and resulted in the company installing a new machine park and investing in new marketing efforts.

Today, the enterprise employs 15 members of staff, 11 of whom work in the production department. Altogether, it achieves an annual turnover of 1.5 mil-

lion Euros: 40% is with the Speedy line and 60% with the popular Taralli range. "In terms of quality, we lead the market in Italy. For many Italians, Taralli is a new and modern product, which is definitely why it is so successful," says our interview partner, Mr. D'Attoma, whom we met at the company's stand at

the 2007 Anuga trade fair in Cologne. With 350 active customers to date, and a production of volume of 4,000 kg per day, the company's perspectives are very promising indeed. Since 2002, it has been exporting its high quality snacks to the USA, Belgium, Malta, and Lithuania.

Despite using modern technological manufacturing techniques, the company nevertheless places the utmost importance on the traditional values of its homemade recipes. All ingredients still come from the Apulian region, which is certainly a reason for the unspoiled Mediterranean character of the products. In fact, the product range has continuously been ex-



Taralli is made from natural ingredients



The Speedy snack is available in pizza, olive oil, sesame, and bacon flavours

tended to include the whole spectrum of Mediterranean flavours like rosemary, fennel, chilli pepper, onion, or extra virgin olive oil. The latter is one of the biggest sellers, along with the bacon, pizza, and sesame varieties. A new snack product is Tronchetto. Its rectangular shape makes it the perfect companion for sauces and dips, and is a light and delicious fingerfood for the people of today. All products are available in different forms of packaging ranging from handy pockets for the self-service sector through

to buckets for gastronomy purposes.

Another factor that characterises the spirit of the modern enterprise is its commitment to environmental protection. Even though Puglia Sapori's tasty products are produced industrially, the sun still plays a major part in their manufacture, as photovoltaic panels are used to supply the company's energy. *"Respect for the environment has always been an important pillar of our philosophy,"* confirms Mr. D'Attoma.

Obviously, the enterprise's strategy to abide to certain traditional values has proven to be a foundation to its success.

Our interview partner concludes by giving us an insight into the company's ambitious plans: *"In order to further promote our products, we are on the look-out for distribution*

*partners to cooperate with us in Europe. At the same time, we will invest in improving our delicious products and developing new ones."*



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