



**EXPERIENCE** 



**COMPANY PROFILE** 



# CASA RADICCI

### Our origins

Casa Radicci was born in the late 1950s, when a family from Gioia del Colle moved to Piedmont, bringing their passion for dairy traditions with them. Here, the ancient Apulian dairy art meets the delicious Piedmontese milk, giving life to a long love story.

Quality, tradition and family are the key values of Casa Radicci's philosophy, the foundations for a constant growth over the time.

With these foundations, through careful research, the continuous strengthening of its expertise, of technological innovation, but also through the great respect for the territory and the environment, the company has grown over the years, adapting its products range to new styles of expenditure and offering consumers excellent products with an unmistakable taste.

A careful strategy in terms of commercial penetration on domestic and international markets, and a differentiated product portfolio also in the format to be functional to the different sales channels, from retail to food service, have been the key to the constant and continuous development of these years.



## CASA RADICCI **Our History**

Once upon a time, in a little dairy farm... if our story was a fairy tale it would start like this. With over 50 years of history CASA RADICCI boasts several important stages, all to be confirmed

of the will to innovate, confirm and consolidate in the Italian and international dairy sector. Let's review together the most important moments of this journey.



Beginning to be a reliable partner in Retail and Food Service in the North of italy



Acquisition of Conrado Brand and Dairy Factory



2006 Export Department is estabilished



Acquisition of Spega Brand. Beginning of Goat's Cheese Production

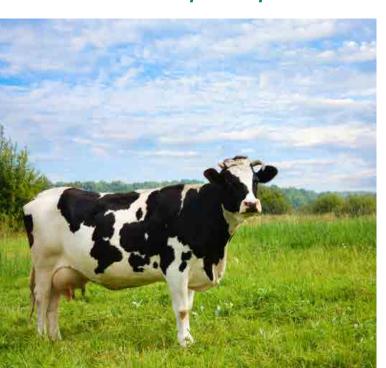


Creation of CASA RADICCI Corporate Brand



2019 Refreshing of logo and 2021 packaging

#### Short supply chain and a deep respect for the territory



It all starts with the choice of raw materials in the first place, which are the "soul" of our products, undisputed sources of taste and authenticity.

We process 100% Italian milk, from selected and certified Piedmontese stables - who breed cows as well Friesian breed, queens in production of a milk of the highest quality - and from farms (placed in Lombardy and Piedmont regions) of Saanen and Camosciata goats.







## **OUR FIRST 6 INGREDIENTS**

#### **RESEARCH AND** DEVELOPMENT

The history of Casa Radicci testifies our spontaneous inclination to change, while remaining strongly anchored to the core values of the company culture and the Italian dairy tradition. For this reason, our Research and Development department moves along multiple lines: new references and sensory experiences, new collaborations and the continuous research for new markets to explore.





#### **EXPERTISE AND SUSTAINABILITY**

The focus on of the production cycle sustainability has always been one of our most important topics. From the research of raw materials at zero kilometre. to farms that respect first of all animal welfare, until the recent choice of a new mono-material packaging. Our products have always been made of "the same stuff as sustainability is made of".



#### 06 **TASTE**

Our products are creations made with love and passion. Every day our master dairy men create a unique product, with experience and passion, handed down from generation to generation.









#### QUALITY

The choice of ingredients is crucial to make unique products. Our raw materials are carefully selected. certified and processed everyday thanks to the continuous research and a constant development of a rigorous short chain model. From milk collected daily, we make our products with care and passion delivering them throughout Italy and in foreign markets.



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#### **TRADITION**

Productive knowledge is what can be handed down and, at the same time, be renewed from generation to generation. For this reason, we pay very attention about the craftsmanship, combining it with the efficiency and safety of innovation. A knowledge that combines the past with recent innovations.



HOME has always rhymed with FAMILY. Casa Radicci is a crossroads of experiences and traditions of the dairy art, at the origin there is the union of two great families who, with commitment and dedication, have been able to integrate the world of the Apulian dairy art with Piedmontese milk. Today Casa Radicci is a large family of 150 passionate people who are committed daily to offering the best you can get from the "white nectar".



ALSO AVAILABLE ORGANIC AND LACTOSE FREE.



In Italy and abroad, continuous products innovation (both chilled and frozen) and service level offered, allowed us to reinforce and enhance strong business relationship with the most qualified exponents of the different distribution channels.

### **ITALY**

On daily basis, Casa Radicci supply the largest retail distribution platform and major HORECA wholesalers. In addition, dozens of point of sales are supervised and supplied everyday by a specialized sales force guaranteeing a widespread distribution in the Normal Trade and Food Service channel in Area 1 (Piedmont, Liguria and Lombardy) up to some areas of the provinces of Bologna, Modena, Reggio Emilia, and Parma.

## **EXPORT**

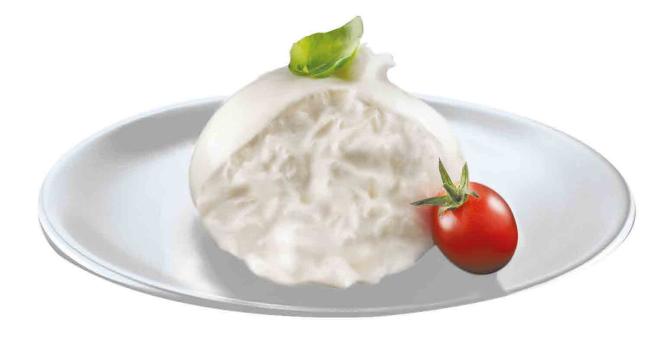
Casa Radicci exports chilled and frozen cheese to Europe (mainly to Spain, France, Netherlands, Belgium, UK, Ireland and Switzerland).

Overseas markets are Japan, China, Singapore, Hong Kong, South Korea in Asia. In the Middle East: United Arab Emirates, Saudi Arabia, Israel. In America: USA, Panama and Santo Domingo.











## IQF & Frozen Line **OUR FROZEN CHEESE SHORTEN THE DISTANCE**

CASA RADICCI was a pioneer of Frozen and IQF cheese production in Italy. IQF stands for Individually Quick Frozen and indicates the process in which products are individually frozen at very low temperatures by fractions of a second, passing inside a liquid nitrogen tunnel. Thanks to this process every single piece is frozen separately from the others, while being in the same package.







**FLEXIBILITY GUARANTEED** 



**ZERO WASTE** 



**OPTIMIZATION OF LOGISTIC COSTS** 

Fresh From Frozen FFF Line

## LONG SHELF LIFE AFTER **DEFROSTING, WHEREVER AND WHENEVER YOU WANT!**

FFF stands for Fresh From Frozen: it is a new technology that allows our frozen cheese to have a long shelf life after defrosting (15 – 20 days). The best solution for overseas retailers!



**OF STOCK** 



**QUALITY GUARANTEED** 



**ZERO WASTE** 

#### **WELLNESS AND SUSTAINABILITY**

We support the present planning the future.

Thanks to its commitment and passion, Casa Radicci obtained company certifications that confirm the quality of its work. Respect for the environment, animals and safety of its workers, make Casa Radicci a company with a system managed in accordance with international laws.













### PERFORMING PRODUCTION SITE, TECHNOLOGY, HIGH QUALITY STANDARDS, FOOD SAFETY.

A reliable and specialized partner for private labels.

Innovation, flexibility and specialization are qualities of Casa Radicci, thanks to which it is recognized as a reference partner for large-scale distributors, who plan to develop their own brand products in the field of fresh cheese, in particular mozzarella, ricotta, stracchino, tomino and primo sale.



tons per day of fresh milk processed per year

+150 000 passionate page

passionate people committed everyday to ensuring excellent quality and service

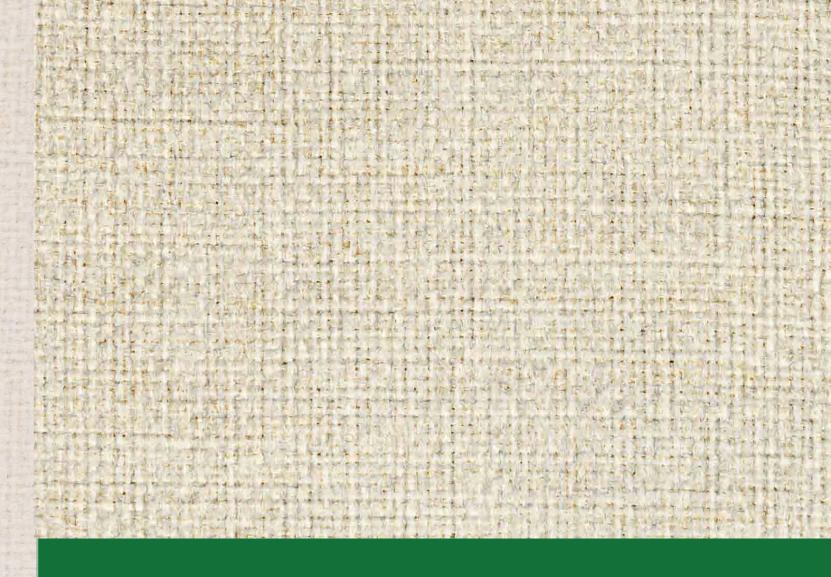


selected farms involved in raw milk supplying



million kg of cheeses per year





#### **CONTACTS**

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