

The image features a composite background. The left side shows a rustic scene with a wooden windmill on a grassy hill under a cloudy sky. In the foreground, there is a wooden table with a burlap sack, a wooden bowl of white flour with a wooden scoop, a wooden rolling pin, and several stalks of wheat. A small wooden bowl of wheat grains is also visible. The right side of the image is a solid white background.

granoro®

Company Overview



Founded in 1967 by **Mrs. Chiara** and **Mr. Attilio Mastromauro**, descending from an ancient family of pasta-makers.

Among the most important **pasta factories** in Italy.

Ready to welcome market's requests over the years, Granoro has implemented new production lines and ranges.

Our Company



Our Team

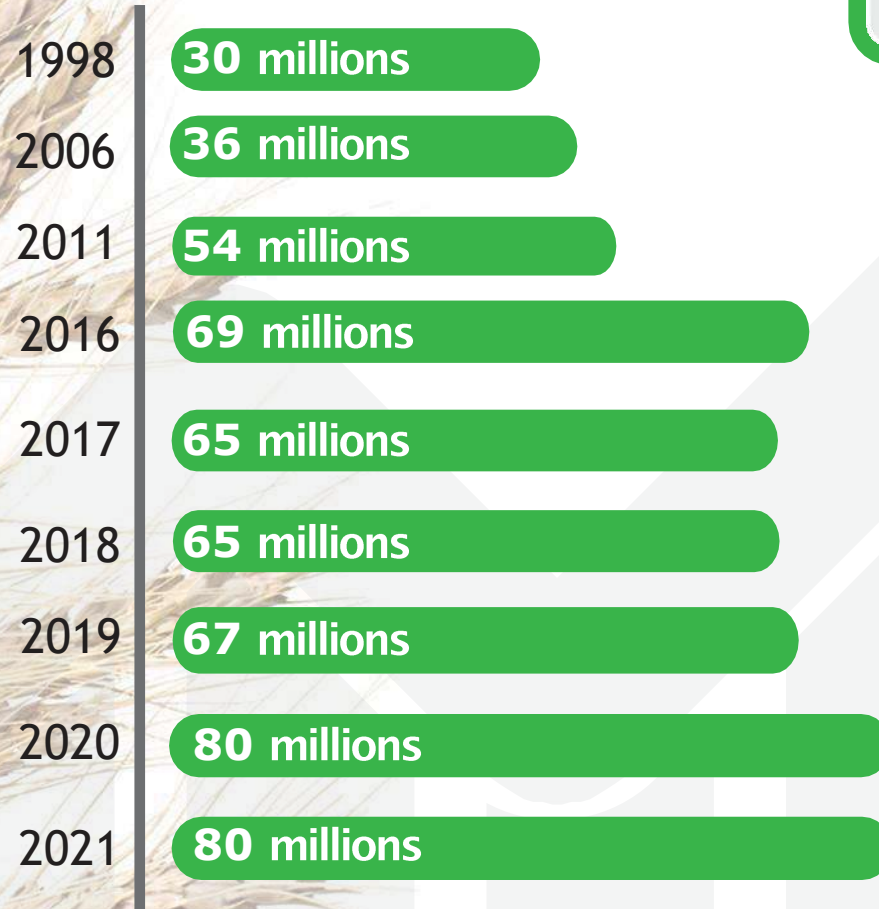




Turnover

**+160% in 16
Years**

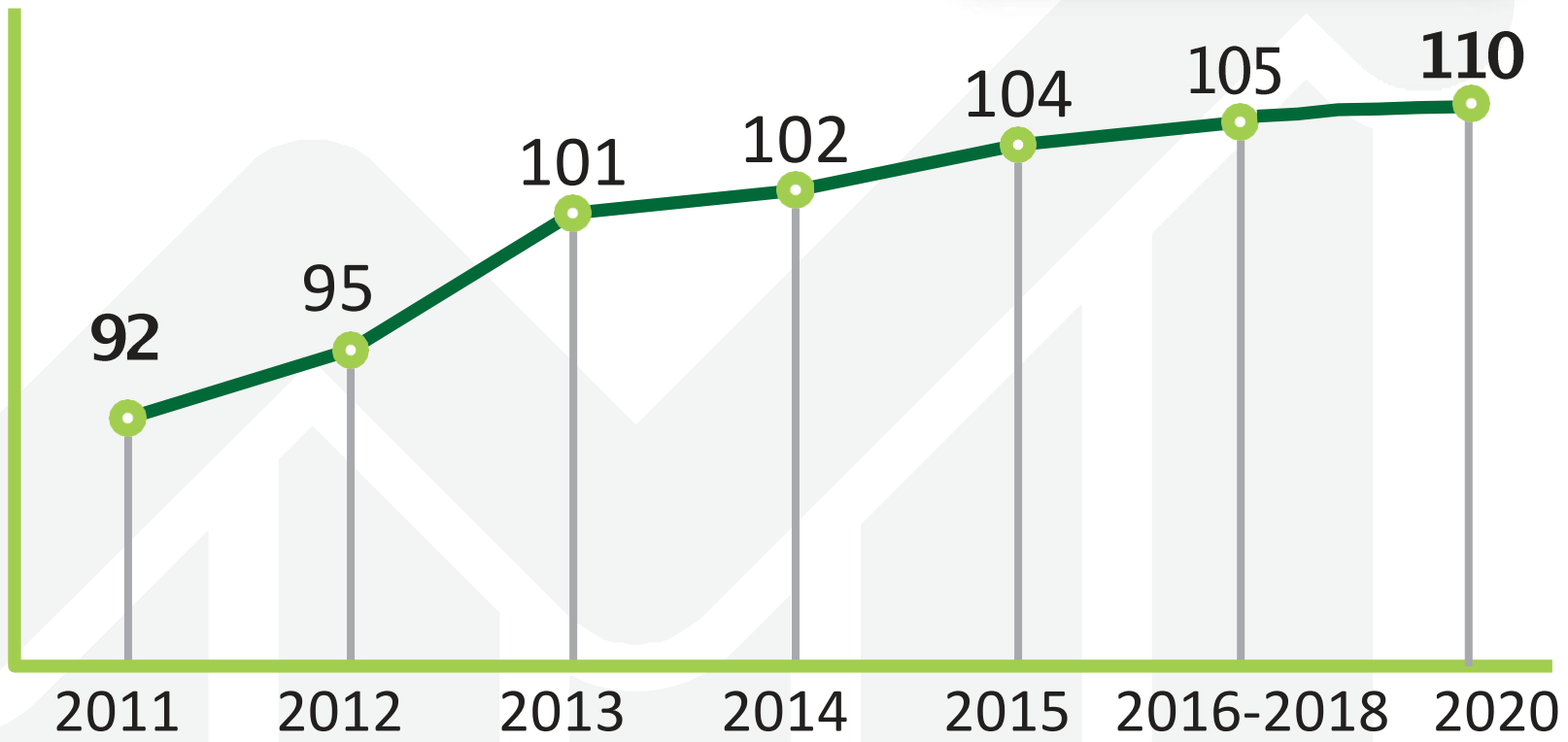
(2006 - 2022)





Employees

+18 Employees
in 8 years












Number of Customers

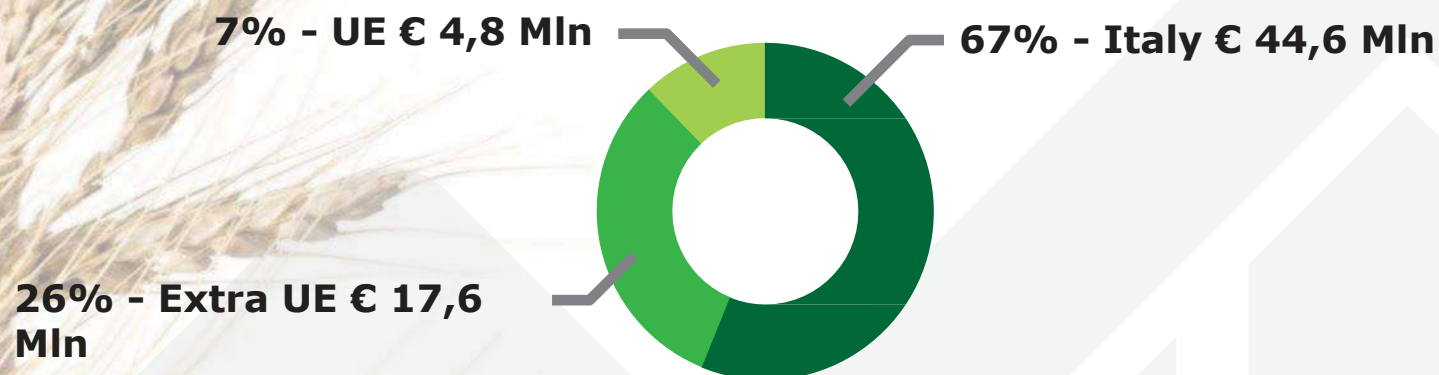


Top Importing Countries

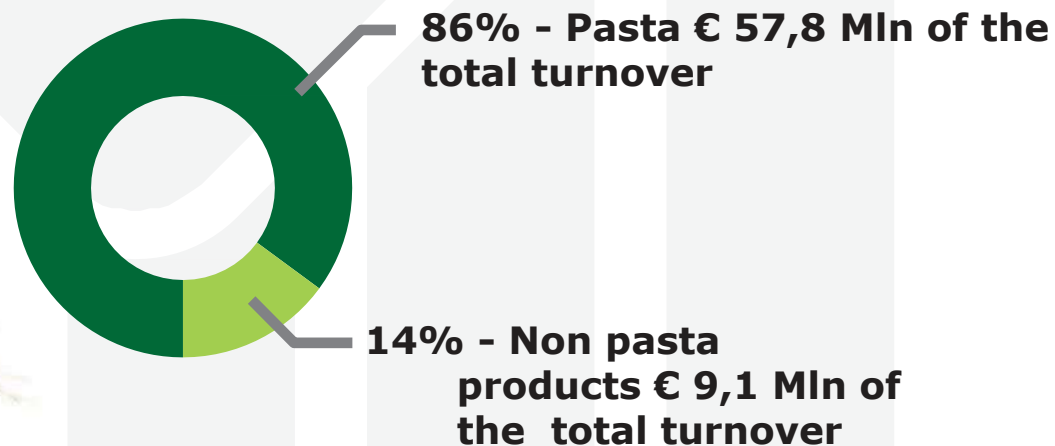
	South Africa
	Brazil
	Japan
	South Korea
	Saudi Arabia
	United States
	Germany
	France



Sales 2020



Sales for lines
of products





Certifications

System Certifications



Food Security Certifications



Product Certifications



Religious Certifications

Kosher
כשר





2012	€ 3 mln
2013	€ 500.000
2014	€ 25 mln
2015	€ 4,5 mln
2016	€ 1,2 mln
2017	€ 6,5 mln
2018	€ 4,5 mln
2019	€ 6,5 mln
2020	€ 8,5 mln

Investments

For a total of
€ 45,2 Mln
in **8 YEARS**



The Size



Extent of the plant
70.000 SquareMeters

10 Production Lines
(1 Nest– 3 Long – 6 Short)

14 Packaging Machines



The Production



More than **150 varieties**
of **pasta**

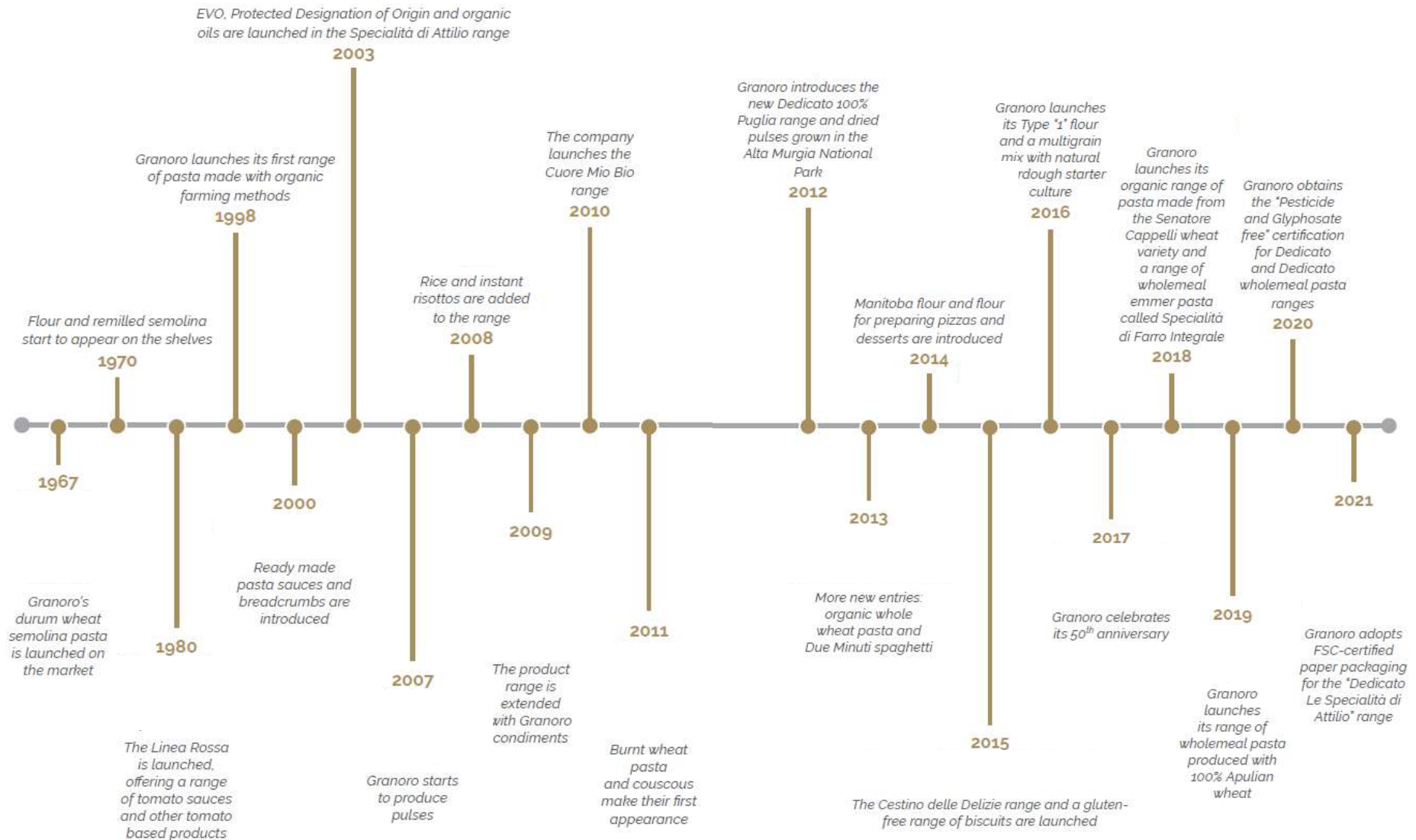


350 tons
of **daily** production

70.000 tons of **pasta**
produced in a year

A HISTORY SPANNING OVER 50 YEARS

The main events, from 1967 to present day



The daily excellence

Mission

To delight every day our world wide consumers by granting them high quality products at the right price, using the best durum wheats and raw materials, according to the authentic Italian cooking tradition.

Vision

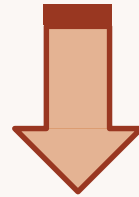
To achieve the **excellence** in food production bringing to everybody's home the real Italian good food.

The Products

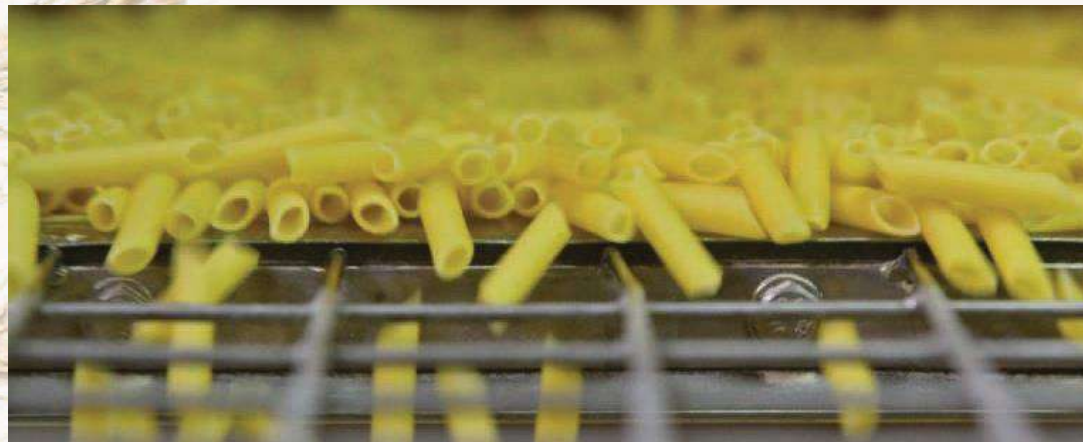


Selected durum wheat
semolina

High protein content
(gluten and starch)



Quality Italian Pasta



Pasta Range



Special shapes



Normal shapes



Attilio's Specialties & Toasted durum wheat pasta



Egg shapes



Organic pasta



Organic whole meal pasta



CuoreMio Barley Organic pasta



Organic pasta "Cappelli" Variety



Gluten Free pasta



Whole meal Organic spelt pasta



"Due Minuti" Spaghetti

Other Products



EVOO 100% Italian



**Potato Gnocchi and
"Chicche"**



Tomatoes range



Cous Cous



Condiments



Boiled pulses



Flours range



Cookies



Breadcrumbs

The most important features of good semolina are:

- 1. Adequate humidity** = to keep a good preservation (max. by law = 15,50%)
- 2. Intense yellow colour**
- 3. Adequate protein content**
- 4. Adequate gluten quantity and quality**
- 5. Right grains size** = not too thin as in the thin part there is the damaged starch, which influences negatively the cooking performance

Pasta production process

Pasta is produced by mixing the right quantity of **SEMOLINA** and **WATER**.

Semolina and water are mixed in an under-vacuum mixer, which creates a homogeneous dough.

This dough is then squeezed under pressure by using some screws and then it reaches the draw plate, which gives shapes to this shapeless dough.

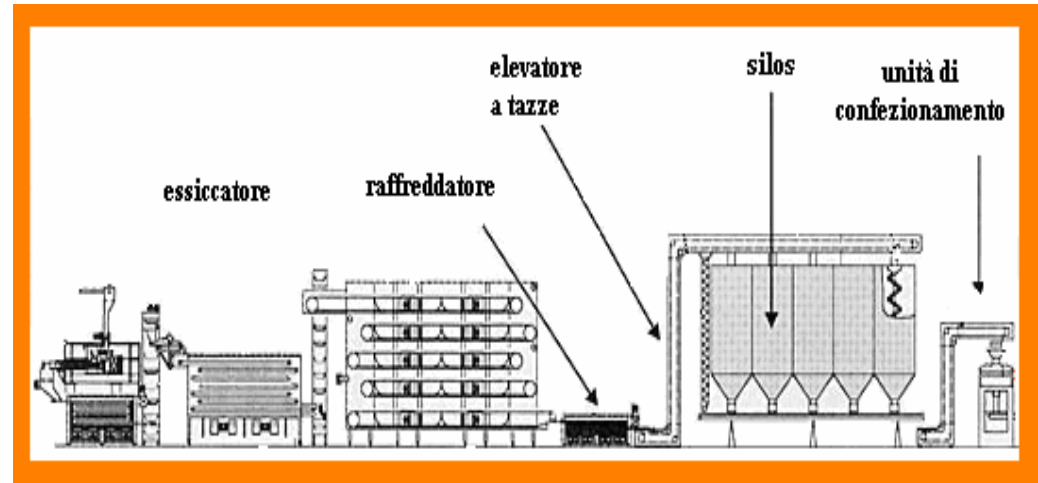
Stocking of durum wheat semolina for the production process



Draw plates giving shapes to dough



Cooling and drying stages



Packaging process

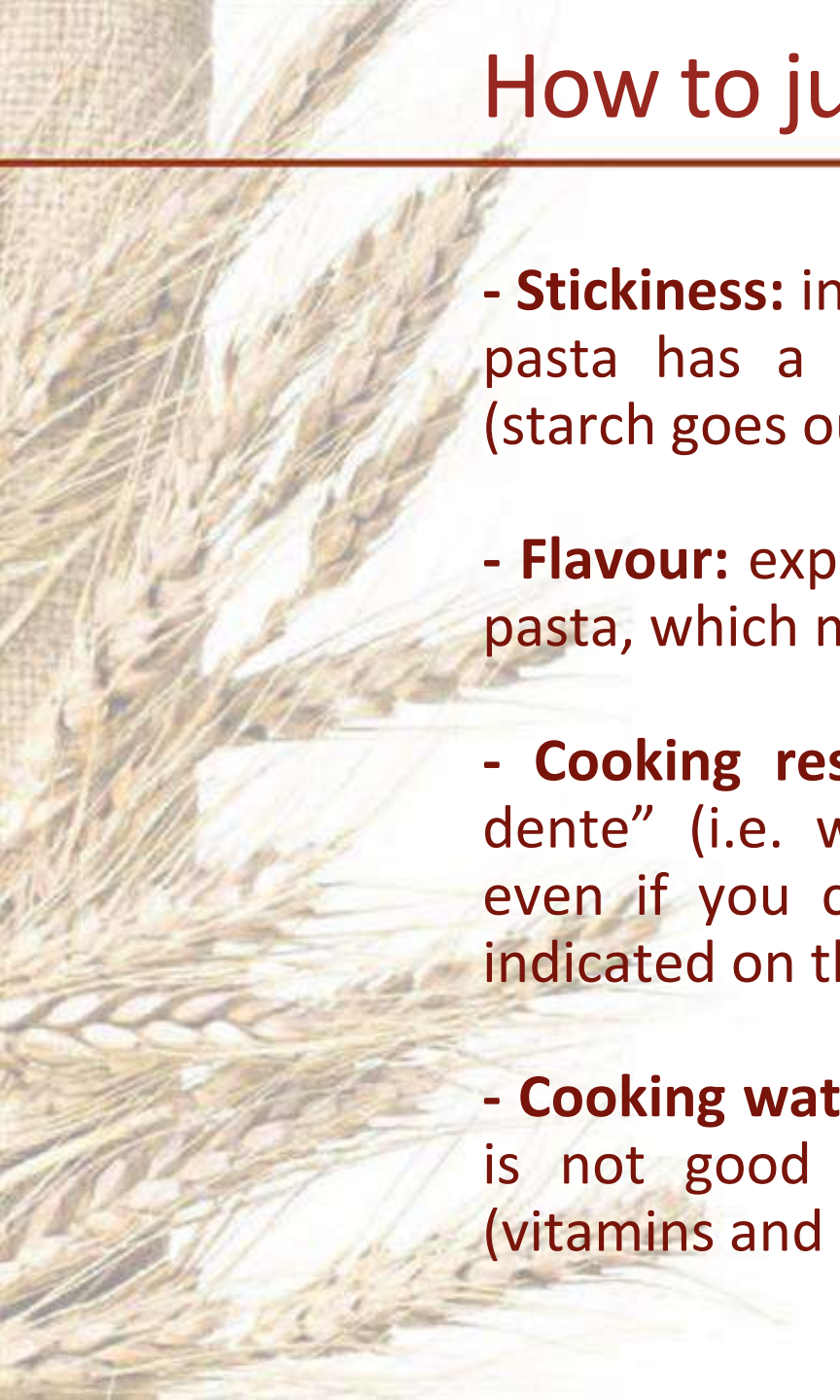



How to judge good pasta?



- **Cooking time:** pasta has to be eaten “al dente”, because overcooked pasta is less digestible because of the gelatinized starch
- **Cooking homogeneity:** good pasta has to be cooked in a uniform way from the external to the internal part and it has to be compact
- **Elasticity:** pasta has to be elastic at the mastication (characteristic that is connected to the gluten quality)

How to judge good pasta?

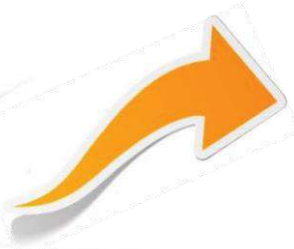
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- A close-up photograph of several golden wheat stalks, showing the texture of the grain and the husk, positioned on the left side of the slide.
- **Stickiness:** indicates low quality – after cooking the pasta has a sticky surface before being dressed (starch goes outside the gluten net)
 - **Flavour:** expresses the typical flavour and smell of pasta, which must be the same of durum wheat
 - **Cooking result:** good quality pasta remains “al dente” (i.e. with good consistency and elasticity) even if you cook it slightly more than what it is indicated on the pasta packs
 - **Cooking water:** if it is foamy and whitish the pasta is not good as it lost all nutritional properties (vitamins and starch) while boiling

- 
- A close-up photograph of several stalks of durum wheat, showing the golden-brown grain and the long, thin awns. The wheat is set against a light, slightly blurred background.
- ✓ *Excellent texture after cooking and even after 30 minutes from draining*
 - ✓ *Clean water without wasting of starch and protein*
 - ✓ *Right thickness and uniform cooking*
 - ✓ *Right porosity to retain the sauce*
 - ✓ *Good smell of durum wheat*
 - ✓ *Golden yellow brilliant colour*

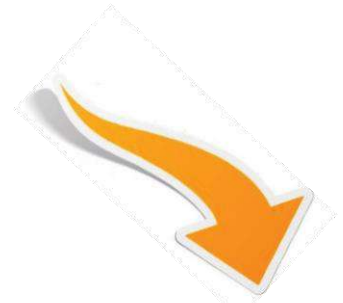
- **For express cooking:** strictly respect the cooking time indicated on the packs and the water ratio for cooking pasta (1 liter per 100 g of dry pasta)
- **For pre-cooking:** pre-cook the pasta for about half of the cooking time indicated on the pack, cool it quickly with cold water or blast chiller, drain it and in the final cooking, cook it for a further one / two minutes
- In both cases, **additional couple of minutes is left to mix pasta with sauce in a pan**
- **Precooked pasta can remain at room temperature for about three hours and if necessary can be kept in the fridge for 24 hours**

The agreement between

Farmers



Mills



Granoro

brings to:



**12 tons of
100% Apulian durum
wheat semolina**

**350 farmers from
Apricena Cooperative**

granoro®

Dedicato
ALLA NOSTRA TERRA



Dedicato range

granoro®

*Guaranteed
100% Apulian*



Pasta

Extra virgin olive oil

Tomatoes

Legumes





Granoro organic pasta

It is obtained using only organic durum wheat produced in Italy

Granoro whole wheat organic pasta

*It is rich in natural fibers because it is produced by grinding the whole grain of the durum wheat so that it preserves all the nutritional substances of the raw material.
100g of whole wheat organic pasta brings 8g of fibers*





Organic pasta made with 100% Italian “Cappelli” cultivar

It is obtained by organic durum wheat semolina “Senatore Cappelli” variety , selected in purity, certified by the S.I.S. (Italian Seeds Company)



Organic Wholewheat Spelt specialty

It is obtained by organic wholewheat spelt ground whole in order to preserve all its nutritional properties

From a mix of
High quality durum wheat
semolina and barley flour rich
in betaglucans fibres



*It reduces
cholesterol levels
in blood*

Heart – friendly pasta

It reduces:

- Blood cholesterol
- Carbohydrates and sugar absorption
- Glycemic peaks after meals

It helps to:

- Increase the sense of satiety
- Control body weight
- Follow a balanced diet



Gluten Free

granoro®

Gluten Free
granoro®

A **balanced recipe** made with rice flour, corn flour (white and yellow) and quinoa to add colour, firmness and flavour, **without sacrificing the taste.**





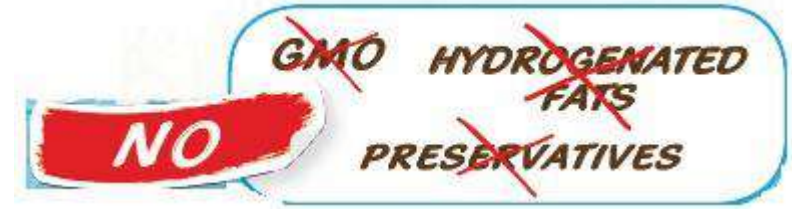
“Granoro Due Minuti”:

- *after just two minutes of cooking time, it will be as thick as ordinary spaghetti;*
- *excellent firmness;*
- *quick and easy to prepare.*



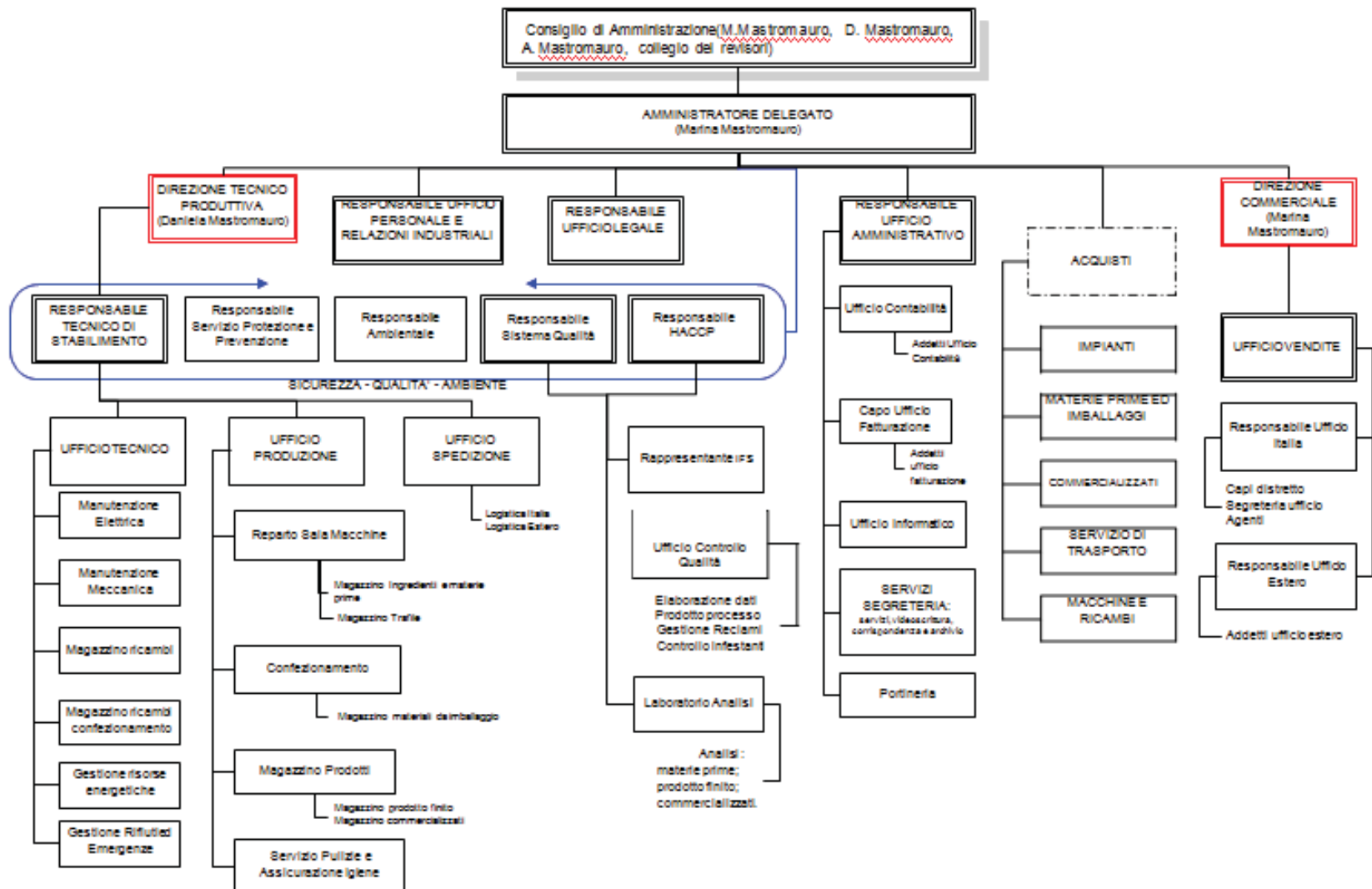
Cookies

granoro®



Granoro worldwide





Management

Amministratore Delegato:

Marina MASTROMAURO

Direttore di Produzione:

Daniela MASTROMAURO

Direttore di Stabilimento:

Cataldo CAMPIONE

Direttore Amministrativo:

Francesco BUONOMO

Responsabile Affari Legali:

Salvatore MASCOLI

Responsabile Acquisti:

Giandomenico MARCONE

Responsabile Vendite Italia:

Giorgio ACCONCIAIOCO

Responsabile Vendite Estero:

Michele DELL'AQUILA

Responsabile Qualità:

Michele TORELLI

Responsabile Produzione:

Francesco PETRUZZELLA

Responsabile Marketing:

Arcangela SIGRISI



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