



Acetum, leader in Balsamic Vinegar of Modena, is now B Corp certified

Acetum becomes the first producer of Balsamic Vinegar, and one of the first food companies in Italy to achieve this important goal.

Acetum, Italy's largest producer of Balsamic Vinegar of Modena, is once again leading the way by becoming the first B Corp certified company in the vinegar industry, making a clear commitment to ensure its business is a positive force for good.

At a time when the importance of environmental, social and ethical sustainability is increasingly being recognised, more and more companies want to provide tangible evidence of their commitment to positive action for good.

B Corps are companies - certified by the non-profit company B Lab - which meet rigorous standards in relation to the well-being of their employees, their commitment to the local community and the ethical and environmental challenges in their supply and distribution chains. B Corp certified companies ensure policies to address these issues are at the very heart of their Corporate Governance models and engage all employees in the process to ensure transparency and accountability. While there are 6,500 B Corp Certified Companies Globally, there are currently only 220 in Italy – though it is hoped that the number will increase significantly over time.

"B Corp represents more than a certification, it is a way of doing business. At Acetum, our people work every day treasuring our Italian tradition and respecting our role in the local community but always with an eye to the future. We pride ourselves on making our vinegars in an increasingly sustainable way to bring unmistakable drops of flavour from Modena to the world," says Michele Di Vincenzo, responsible director for the B Corp Project. *"And with the certification, we are now pleased to be able to clearly demonstrate the importance and depth of this commitment to all of our valued customers, and to the thousands of consumers who choose us every day."*

With more than 250 direct employees and an export share of over 90%, Acetum is a significant proportion of the production of Balsamic Vinegar of Modena PGI and is also a leader in the production of special vinegars and its patented vinegar glazes, which were initially developed over 25 years ago.

"I am extremely proud that our company has obtained this certification, as we continuously work to preserve the traditions of my family and the local community, respecting this ancient craft and the passion for the high quality of our vinegar, to ensure it is produced, aged and bottled in the most sustainable way" said Cesare Mazzetti, president of Acetum. *"Since last year our company has become a Benefit company, and today we have taken another big step that testifies the great commitment and dedication that not only the management, but all our staff put in their work in pursuit of our shared vision of a more fair and secure future for both the people in our supply chains and the environment that sustains our beautiful industry."*

About B Corps:

A B Corp is a company that is committed to transparency and accountability by pursuing social and environmental goals. B Corps can achieve certification by meeting certain standards related to these goals. B Lab is the non-profit entity responsible for this certification.

For more information on B Corp visit: Italy - [Italy - B Lab Europe \(bcorporation.eu\)](http://Italy - B Lab Europe (bcorporation.eu))

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