

THE EUROVO GROUP BRINGS ITS SPECIALISED EGG-RELATED EXPERTISE TO ANUGA WITH NEW ÉLITE EUROVO SERVICE, PROUP AND LOLLI LIQUORI PRODUCTS.

Sustainability, innovation and an international outlook: these are the values that the Italian company brings to Cologne to highlight its role as a top-quality partner for large-scale retailers, the food service and food industry.

Imola, 9 October 2023 – Eurovo Group is gearing up for a new edition of **Anuga** by confirming its role as a **European-wide specialist producer of eggs and egg products**. The Italian company is, in fact, among the leading exhibitors in Cologne at the international food industry exhibition, which this year celebrates the theme “**Sustainable Growth**”. **Sustainability** is one of Eurovo Group’s founding values, starting with the **vertically integrated supply chain**, drawing on seventy years of experience to guarantee quality and high standards throughout production: from raw materials for animal feed to the farms, where **animal welfare** is a priority, all the way to the finished product, with **packaging made from recycled and recyclable, aluminium-free and CarbonNeutral® materials**.

European-wide investments over the years have enabled Eurovo Group to set up **facilities in key markets, such as France, Spain, Romania and Poland**.

Within Italy, the Eurovo Group manages **local and high value-added supply chains**: from free-range and open-air farms to organic and antibiotic-free supply chains, plus speciality products such as eggs with the most intensely coloured yolk. Thanks to the flexibility that the internal supply chain guarantees, Eurovo Group successfully meets the needs of large-scale distribution, the food service and food industry in Italy and abroad, offering a range of customisable products in terms of both product features, such as the production farms, and formats, from single-portion bottles to cartons and bags-in-boxes.

Innovation is another of the company’s deep-rooted and long-standing values. It is Eurovo Group’s guiding light in building a **varied and diversified brand portfolio**, to meet the needs of consumers and professionals alike. The company will, in fact, be previewing several **innovative** products at Anuga 2023:

- **ProUp**, the hi-protein product line **obtained from the natural proteins of egg whites**, will be premiered with the new range at the German trade fair, aiming for the same success abroad as it recorded in Italy. In addition to the protein drink, newly launched products such as high protein pancakes, crunchy bars, boiled eggs and egg whites for storing at room temperature will also be on show. Not forgetting our brand-new product: the **new protein-packed, low-fat sauce** made of white meat and egg whites. With an impressive 30 g of protein, it is the ideal condiment for a delicious and healthy lunchtime break. A new entry that underscores Eurovo Group’s intention to continue to grow the protein product segment thanks to the versatility of egg protein;
- **Élite Eurovo Service**, the brand for Food Service operators, presents **Cuisine Royale**, the new **ready-to-use semi-processed product, ideal for preparing dishes, such as scrambled eggs, carbonara and crepes**, with the guarantee of producing consistently perfect and repeatable results. An innovative and versatile product obtained from shelled 100% Italian

category A, free-range eggs, developed to help professional Ho.Re.Ca. operators optimise food preparation time and costs, without foregoing taste and quality, even for gluten and lactose-intolerant consumers.

- **Lolli Liquori**, the Eurovo Group brand that has been producing artisan liqueurs, flavourings, glazes and toppings for cakes and desserts since 1957. Thanks to the variety, quality of ingredients and the ongoing quest for innovation, these **artisan products are designed for foodies and professionals** alike. Products such as the Egg-based Zabaglione liqueur (17% Vol), with its iconic combination of eggs and marsala dessert wine, packaged in an elegant bottle, perfect for the Christmas festive period. But also new products which will be available from November: Baci di Dama biscuits with zabaglione cream or chocolate filling, Cuneesi chocolates with zabaglione cream filling, Nougat with zabaglione or pistachio cream filling.

The new ProUp, Élite Eurovo Service and Lolli Liquori brand products will take centre stage at a **live show cooking** event on the Eurovo Group stand, where the chefs will showcase the versatility and numerous ways of using two products destined to revolutionise hi-protein product offerings in supermarkets, as well as restaurant and hotel kitchens.

“Anuga is the international trade event for the food world and as European-wide specialists in eggs and egg products, we could not miss it. It is an important opportunity to confirm our role as a leading partner in all areas, from large-scale distribution to catering and the food industry, thanks to the expertise and experience we have built up in seventy years of business, providing us with the flexibility and quality to respond to any need. A concept that we also want to highlight through the new innovative ProUp, Élite Eurovo Service and Lolli Liquori products, stemming from a strong market demand to meet the requests and needs of consumers and customers”, states **Federico Lionello, Eurovo Group’s Sales and Marketing Director.**

Eurovo Srl is a European leader in the production of eggs and egg products. It has been operating on the market for seventy years and has been led by the Lionello family from the start. The company offers a comprehensive and varied range of products aimed at the B2C and B2B market. Its main brands are: le Naturelle, ProUp, Maia, Nonna Anita, Novissime, White Force, Eurovo Service, Maia Professional, Novissime Professional and EBS. It employs around 2,000 staff and has 19 facilities in Italy and abroad, plus multiple headquarters, including the sales, marketing and administrative site in Imola (Bologna).

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