



Citres: news and innovation at Anuga 2023



New ideas, more creative than ever!!

On the occasion of the **2023 edition of the Anuga Fair**, we at **Citres** are excited to present our **new ideas, experimentation and explorations** that have seen our company renew and innovate itself from many points of view, starting from the **iconic 8 faces of the retail size**.

Perfect for families and the greediest, the jar features a **"deep capsule" cap** that allows an easier opening.

"**Processed from fresh product**" is one of the most used claim on our labels and represents the flagship of the **Citres** production. The attention we always pay to the **selection of raw materials** translates into excellent results in terms of quality, in accordance with seasonality, keeping taste and nutritional values unaltered in order to always offer the best to our consumers.

The care for **raw materials** meets wellness in the line made with **iodized salt** while the "**Antipasti**" and the **creams** are perfect for any recipe, and can be eaten alone.

According to ancient tradition, you can not make your debut without wearing your best dress and **Citres** will be at **Anuga 2023** with a beautiful **new look**.

The **canning company**, founded in 1958 in the province of Verona, harbours an **attractive graphic restyling to strengthen the brand identity**, choosing the city of Cologne, and the leading global trade fair for the food and beverage industry, as an unique and exclusive location to exhibit its new labels.

The packaging becomes **more photogenic**, the font **more elegant**. The link between **Citres** and its territory is highlighted, as well as the Italian origin of a company proud to represent **Made in Italy** in the world. The **new minimalist style**, in addition to being in favor of recycling, is more recognizable on the shelf thanks to its transparency.



We are committed to give the **best products** and we do it with our **simple and spontaneous style**. Thanks to the **new graphics** this becomes even more unmistakable, expressive and original, perfectly in line with the contemporary and friendly language that distinguishes us.

The leading players at **Citres** are always our **vegetables** that, thanks to the **transparent label**, are the best testimonials of **quality and Italian know-how**, a

resource that the whole world envies us and that we would like to enhance more and more in a modern way.

In this perspective, **Anuga 2023** becomes the ideal place to present our **new products**. **An exclusive ideas** in which experimentation meets tradition, always under the sign of the excellence of our territory and the pleasure of eating well and with taste.

Come and discover the **Ciliegino Spread**, the **Salty Pistachio Spread**, and **an incredible range of product to produce veggie burger** and delicious recipe, a delicacies not to be missed!



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