



BALOCCO[®]

Buoni dal 1927

COMPANY PROFILE



Buoni dal 1927

OUR HISTORY

**OUR FAMILY, FOR FOUR GENERATIONS,
HAS BEEN MAKING LIFE SWEETER
TO MILLIONS OF CONSUMERS
ALL AROUND THE WORLD**





Buoni dal 1927

OUR ORIGINS

BALOCCO FAMILY' S PASSION FOR BAKERY
BEGINS ALMOST ONE CENTURY AGO,
IN 1927, WHEN THE FOUNDER,
FRANCESCO ANTONIO BALOCCO,
OPENED HIS FIRST PASTRY SHOP
IN THE HEART OF FOSSANO,
A SMALL TOWN IN
NORTH WEST OF ITALY





Buoni dal 1927

FROM PASTRY CHEFS TO INDUSTRIAL COMPANY

**IN 1933, A SECOND PASTRY SHOP
WAS OPENED IN VIA ROMA,
MAIN STREET OF THE TOWN**

**IN 1945, THE PASTRY SHOPS AND
WORKSHOPS, DESTROYED DURING
2ND WORLD WAR, WERE REBUILT**

**IN 1949, ALDO BALOCCO,
SON OF THE FOUNDER, AT THE AGE
OF NINETEEN, JOINED HIS FATHER.
TOGETHER THEY SET UP THE FIRST
PRODUCTION PLANT - 5,000 SM -
WITH 30 WORKERS**





Buoni dal 1927

GROWTH

IN THE FIFTIES, THANKS TO THE TRIALS ON SOURDOUGH, MANDORLATO BALOCCO WAS INVENTED: THE FIRST PANETTONE CAKE, GLAZED WITH HAZELNUTS, ALMONDS AND FROSTED SUGAR

FROM THE LAUNCH, MANDORLATO BALOCCO WAS A GREAT SALES SUCCESS, SO THE COMPANY STARTED TO SPREAD DISTRIBUTE THIS ICONIC PRODUCT THROUGH ITALY, THANKS TO A NEW SALES AGENT NETWORK





Buoni dal 1927

FIRST TV COMMERCIALS

ON DECEMBER 01ST 1975,
FIRST BALOCCO COMMERCIAL
WAS ON AIR ON TV.

ALICE AND ELLEN KESSLER,
TWO SHOWGIRLS COMING FROM
WORLD FAMOUS PARIS LIDÒ, WERE
APPOINTED TO PROMOTE THE
ICONIC MANDORLATO BALOCCO

THE GREAT ADV SUCCESS
CONTINUED WITH INSPIRED ADV
COMMERCIALS THAT LINKED
BALOCCO BRAND TO THE GREAT
TV STARS OF THE MOMENT

**GODITI LE KESSLER CON
IL "BALOCCO" SORPRESA!**



BALOCCO

Buoni dal 1927

THE ARRIVAL OF THE NEW MILLENNIUM

FROM 1990, THE THIRD FAMILY GENERATION JOINED THE COMPANY. ALESSANDRA AND ALBERTO, SONS OF THE PRESIDENT ALDO BALOCCO, STARTED TO ACTIVELY WORK IN THE COMPANY. IN 1994, THE FOUNDER FRANCESCO ANTONIO BALOCCO PASSED AWAY

CONTINUED GROWTH LED TO FURTHER PLANT EXPANSION IN 2003, WHEN THE PRODUCTION AREA REACHED 44.000 SM

FROM 2006 THE COMPANY INCREASED PRODUCTS PORTFOLIO, BREAKFAST BISCUITS, STARTING "MR. BALOCCO" SUCCESSFUL TV ADV CAMPAIGN





Buoni dal 1927

THE NEW GENERATION

IN JULY 2022, AT THE AGE OF 92, ALDO BALOCCO PASSES AWAY.

A MONTH LATER, AS A CONSEQUENCE TO A TRAGIC ACCIDENT, ALBERTO DIES PREMATURELY. VISIONARY AND KIND-HEARTED, ALBERTO HAS BEEN CRUCIAL FOR THE DEVELOPMENT AND SUCCESS OF THE COMPANY IN THE LAST THIRTY YEARS.

TODAY, HIS SISTER ALESSANDRA IS AT THE HELM OF THE COMPANY.

AT HER SIDE, HER HUSBAND RUGGERO COSTAMAGNA AND DILETTA, ALBERTO'S FIRST BORN AND FOURTH GENERATION.





Buoni dal 1927

BALOCCO TODAY



€ 222 MILLION

**TURNOVER
2022**

€ 85 MILLION

**EQUITY
2022**

397 EMPLOYEES

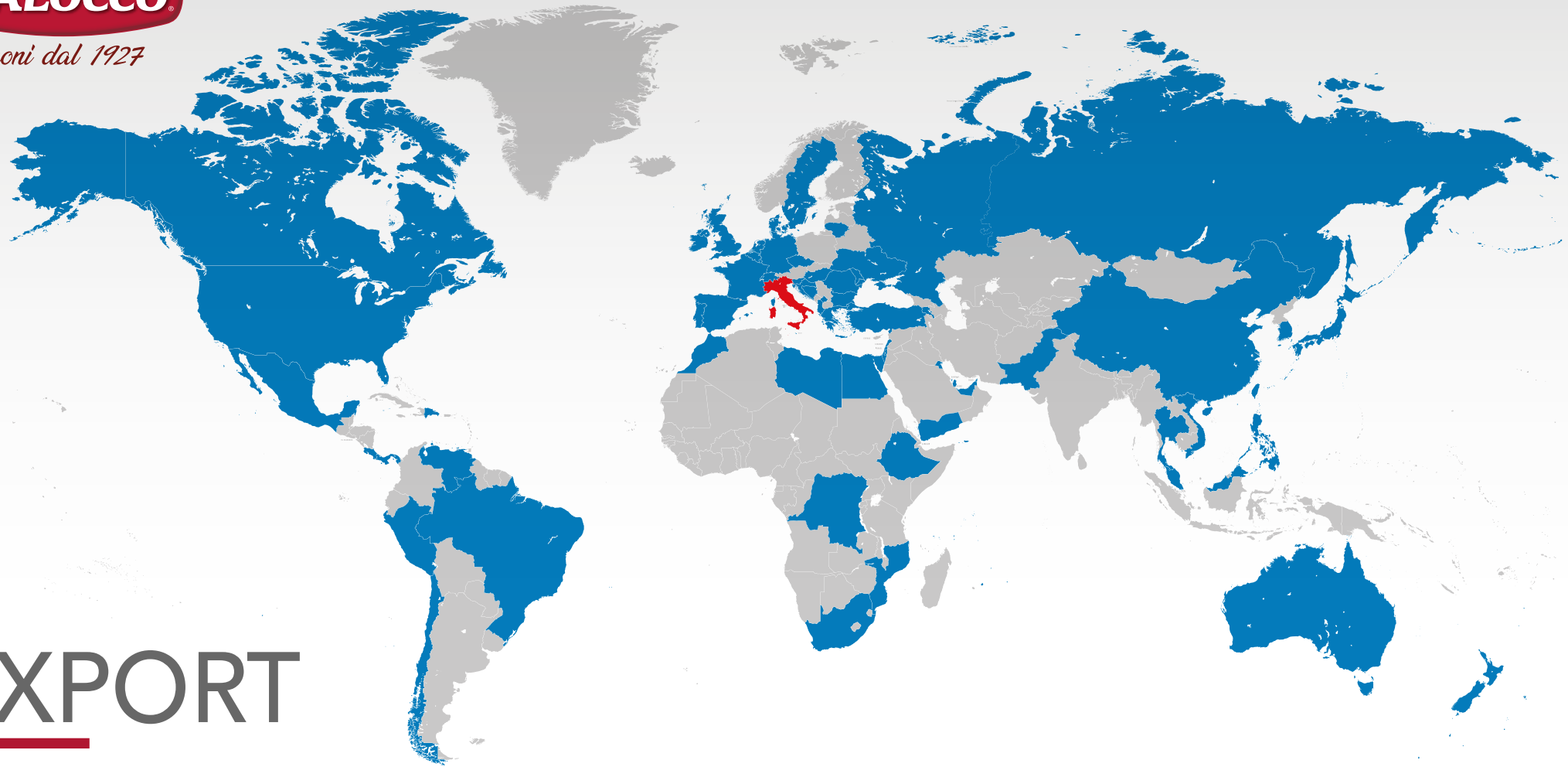
**AVERAGE NUMBER
OF WORKFORCE 2022**

66.000 TONS

**VOLUME OF BAKED
PRODUCTS in 2022**



Buoni dal 1927



EXPORT

€ 29 MILLIONS

**TURNOVER
2022**

13%

OF TOTAL SALES

9,000 TONS

**BAKED PRODUCTS
SOLD IN 2022**

OVER 70 COUNTRIES

67% TO EU

16% TO AMERICA

10% TO FAR EAST AND AUSTRALIA

7% TO MIDDLE EAST



Buoni dal 1927

PRODUCTION FACILITIES

(Fossano headquarter)



75,000 SQUARE METERS
PRODUCTION AND LOGISTIC FACILITIES

CONTINUOUS CYCLE
PRODUCTION

24 / 7

10 PRODUCTION
LINES

5 for breakfast biscuits
3 for seasonal cakes
2 for wafers

€ 88 MILLIONS
INVESTMENTS IN
TECHNOLOGY AND IN
BUSINESS PROPERTY
over the last 10 years



Buoni dal 1927

FACILITIES

2 LOGISTICS PLATFORMS

FOSSANO (CN)

PLATFORM FULLY INTEGRATED WITH THE PRODUCTION AREAS

AUTOMATIC PALLETIZING AND HANDLING SYSTEM

15,000 PALLET STATIONS

TRINITÀ (CN)

LOGISTICAL SUPPORT HUB

25,000 PALLET STATIONS

16 EXTERNAL DISTRIBUTION CENTRES

TO DISPATCH ORDERS WITHIN 24 HOURS THROUGHOUT ITALY



BALOCCO

Buoni dal 1927

SEASONAL CAKES

**29,4 MILLIONS ITEMS
SOLD BETWEEN EASTER
AND CHRISTMAS 2022**

**18,5% MARKET SHARE
AS JOINT LEADER**

**+32% GROWTH
IN VOLUMES**

**OVER THE LAST 10 YEARS
(+3,600 TONS VS 2013)**





Buoni dal 1927

BREAKFAST BISCUITS

44,700 TONS

SOLD IN 2022

9,3% MARKET SHARE

2nd COMPANY IN THE MARKET

+ 23,4% INCREASE IN VOLUME

OVER THE LAST 10 YEARS

(+8,500 TONS SINCE 2013)



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WAFERS

2,800 TONS

SOLD IN 2022

MORE THAN 50%

EXPORTED TO MORE

THAN 70 COUNTRIES





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QUALITY AND CERTIFICATION

WE ADHERE TO GFSI RECOGNIZED QUALITY STANDARDS (BRC AND IFS)

140,000 ANALYSES A YEAR OF RAW MATERIALS, SEMIFINISHED PRODUCTS, FINISHED PRODUCTS AND PACKAGING

A STAFF OF 12 BIOLOGISTS, CHEMISTS AND ANALYSTS

5 LABORATORIES FOR CHEMICAL, MICROBIOLOGICAL, INSTRUMENTAL, BIOMOLECULAR (PCR) AND FLOUR RHEOLOGICAL PROPERTIES ANALYSES



NON GMO





Buoni dal 1927

BALOCCO

SUSTAINABILITY

SOLAR ENERGY

RECYCLABLE PACKAGING

ANIMAL WELFARE

€11.5 MILLION
INVESTMENT
since 2010

1,944 TONS
OF CO₂ EMISSIONS
SAVED EACH YEAR

COMMITMENT TO
USING RECYCLABLE OR
COMPOSTABLE PACKAGING

ONLY
BARN EGGS

5.5 MEGAWATTS
INSTALLED POWER

1/2 NOMINAL
COVERAGE OF
ENERGY DEMAND

REDUCING IMPACT ON
ENVIRONMENT IN ALL
PROCESSES

TO PROMOTE
ANIMAL-FRIENDLY
HUSBANDRY



Buoni dal 1927

SOCIAL AWARENESS

FROM 2018 BALOCCO IS SPONSOR
PARTNER OF UMBERTO VERONESI
FOUNDATION SUPPORTING THE PROJECT
"PINK IS GOOD", FINANCING STUDY
GRANTS TO IMPROVE THE RESEARCH
ON PREVENTION TO FEMALE CANCER



BALOCCO

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ADV

**THE "BUONI DA GENERAZIONI" ADV HIGHLIGHTS
THE PILLAR VALUES OF BALOCCO COMPANY:
COMMITMENT, TRADITION, FAMILY
AND PASSION FOR QUALITY.**

**"MR. BALOCCO" REVEALS TO HIS
LITTLE GRANDSON THE "FAMILY
SECRETS" WHICH ARE THE KEY TO
DELICIOUS PRODUCTS**





Buoni dal 1927

SPONSORSHIP



JUVENTUS
OFFICIAL
PARTNER

JERSEY SPONSOR

2010-2011 CHAMPIONSHIP

2011-2012 CHAMPIONSHIP

OFFICIAL PARTNER

SINCE 2013-2014 CHAMPIONSHIP

TO TODAY

