



sama

A CHOICE OF VALUE

COMPANY PROFILE

sama

SAMA - A choice of value.

Sama is an Italian company with over 25 years of experience in the **selection and commercialization** of preserved fruits, vegetable preserves, dried fruits, natural sweeteners and snacks.

A reliable partner for the GDO, Discount, Ho.Re.Ca and Wholesalers channels, offering a wide range of references and formats with both brand and private label products.

Transfer of the administrative headquarters to Ponso (Padua)

Entry of the second generation of the Masiero family into the company.

Implementation of top management in the company and IFS logistics certification.

Start of Cruise Business

1999

2017

2019

2023

1996

2011

2018

2022

2025

The Masiero family founded Sama in Corsico (Milan).

Establishment of new corporate offices and the customs warehouse

Creation of the proprietary brands Fattoria dei Sapori, Frutta Oro, and Scelta Oro.

The Spanish multinational Ángel Camacho Alimentación enters the capital of SAMA.

Introducing Snext, a new brand entirely dedicated to snacks.

I NOSTRI
BRAND



FRUTTA ORO

SCELTA ORO

MISSION & VISION

MISSION

Our **mission** is to enhance people's lives by delivering carefully **selected, high-quality food products** to their tables, developed with full **respect for Nature**.

Through our commitment to creating value-driven projects, we aim to inspire and **contribute to conscious consumer choices**.

VISION

WE ADD VALUE TO YOUR CHOICES

Sama is committed to offer **quality products** and **advanced services**, always with the preservation of the Earth in mind.

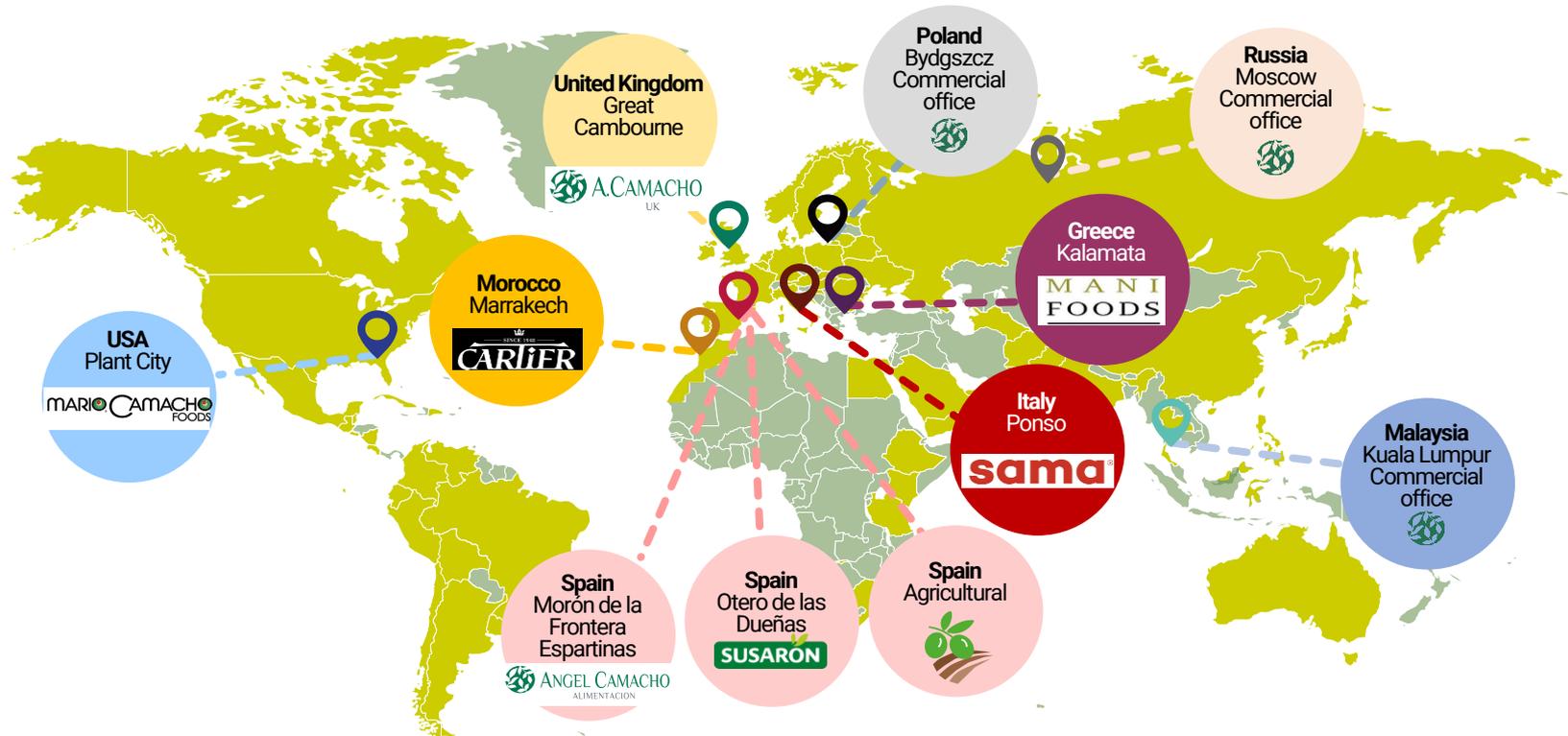
We operate with **transparency**, fostering a fair and serene working environment, and utilizing a **structure that prioritizes people**.

We aspire to **innovate** the reference landscape by evolving our products and developing new categories in response to the evolving **needs of consumers**.



OUR PARTNER

Angel Camacho, a **Spanish multinational**, is a **leader in olive and jam production and distribution**. Founded as a family business in 1897, it has since expanded into a group with significant revenue of over €300 million in 2023.



Sama joined the Camacho network, enhancing both companies' value through vertical integration and shared expertise, enabling them to excel in both Italian and international markets with innovation and quality.

UNIQUE SELLING PROPOSITION

RELIABILITY

We place great emphasis on the **punctuality** of our order deliveries, certified by our **IFS logistics standard**, ensuring continuity of service.



RELATIONSHIPS

Our goal is to **establish enduring partnerships** with a consultative approach. By understanding needs, we deliver tailored solutions.



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WIDE ASSORTMENT

With the efficiency of a single supplier, the retailer can offer a comprehensive **range of different products** and cover different price ranges and product varieties.



PRIVATE LABEL

The **experience** accumulated over the years and the listening to the specific needs of each customer allow us to be the **leader** in the categories we oversee.



CERTIFICATION



sama

WAREHOUSE



6.000 m²

WAREHOUSE

15.000

PALLETS

32.277.684

UNITS MOBILIZED IN THE YEAR

ASSORTMENT

OVER 500 MANAGED REFERENCES



OLIVES
UHT

PRESERVED
FRUITS

PRESERVED
VEGETABLES

DRIED
FRUITS

NATURAL
SWEETNERS

JAMS

PESTO

BRAND



PL

Over 40 private label lines.

OUR SUPPLIERS

OVER 40 SUPPLIERS
WORLDWIDE

SAMA is committed to sourcing **high-quality raw materials** globally, fostering relationships with certified suppliers to ensure food and environmental safety throughout the supply chain.



OUR CUSTOMERS

43 MILLION EUROS
IN REVENUE IN 2024

We work with the main
distribution chains,
marketing our products
throughout Italy.



We are present in

+8.000

Points of sale



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