

## VALSOIA EXPANDS ITS DISTRIBUTION IN THE USA

### AGREEMENT FINALISED WITH WORLD FINER FOOD LTD FOR THE EXCLUSIVE DISTRIBUTION IN THE UNITED STATES OF VALSOIA ICE CREAMS

**Bologna, 1 April 2021**

Valsoia S.p.A., a leading company in the Italian health food market, has finalised a five-year agreement with World Finer Food LTD, an American company based in Bloomfield NJ, which for more than 70 years has been a point of reference in the US distribution of international premium brands from more than 30 countries.

The exclusive distribution agreement, effective from 1 April 2021 and initially focused on Valsoia Ice Creams, marks the passage to a further phase of brand development after the positive results achieved in recent years of presence on the American market with the previous distribution partner.

Today Valsoia is present in over 2,000 supermarkets in the US.

This operation is part of the company's strategy, which has internationalisation as one of its main development drivers.

The vegetable ice-cream market in the United States is currently worth more than \$ 300 mL at consumption and it is constantly growing.

**Valsoia S.p.A.** ([www.valsoiaspa.com](http://www.valsoiaspa.com)) founded in 1990, has developed the Italian market for soy-based vegetable products, growing from an initial turnover of around 350,000 Euro (1990) to the current 83.5 million Euro and is today one of the reference companies in the health food market in Italy. The Valsoia brand represents, for the consumer, innovation and attention to health through good, natural and healthy products. Valsoia S.p.A. has been listed on the MTA market organised and managed by Borsa Italiana S.p.A. since 14 July 2006.

For further information

Valsoia S.p.A.

Nicola Mastacchi

Tel. +39 051 6086800