

## VALSOIA ENTERS THE SUPPLEMENTS MARKET

### WITH A 100% VEGETABLE AND NATURAL LINE FOR GDO (LARGE ORGANIZED DISTRIBUTION)

Bologna 04 May 2020 - Valsoia (MTA: VLS), a leading Italian company in the production and marketing of healthy food products, enters the food supplement sector by offering, for the GDO (Large organized distribution) channel, a complete line of 100% natural vegetable supplements that meet the needs of consumers, including vegetarians, attentive to their lifestyle and daily well-being.

The entire line, which stems from the collaboration between the Giellepi Health & Science laboratories, a historic and qualified company in the pharmaceutical sector and the Valsoia Research & Development division, includes 7 references that will cover the 6 main categories of the market: cardiovascular system (2 references), intestinal well-being, purifying action, strengthening of immune defenses, weight control, multivitamin. A quality pharmaceutical proposal supported by the strength of the Valsoia brand, leader in the market of vegetable alternatives with over 4.5 million families already buyers (Source Nielsen Consumer).

The presentation to Retailers starts from May 2020 and will be supported by an extraordinary multi-channel communication plan. During the year, this plan provides for the use of numerous media and tools including: digital marketing, both specialized and consumer press, billboards and, starting in autumn, a significant presence on television with a dedicated campaign.

Andrea Panzani, CEO and General Manager of Valsoia commented: *"The supplement market is large (3.3 billion), still growing and mainly concentrated in the pharmacy (90%). Our project originated over two years ago and envisages an innovative proposal of 100% natural plant products developed by our research laboratories together with an Institute specialized in the exclusive formulation of pharmaceutical supplements (Giellepi Health & Science). Our goal is the growth of the supplements segment in large-scale distribution thanks to the high quality and effectiveness of the products offered guaranteed by the strength of the Valsoia brand which has made significant investments to support the launch. We are confident that this innovative project will support the growth of the reference market, of our Partners and of our Company. Although it is premature to make predictions, the conditions for double-digit growth in the next three years, exceeding around 10 million, are favorable".*

**Valsoia S.p.A.** ([www.valsoiaspa.com](http://www.valsoiaspa.com)) founded in 1990, has developed the Italian market of vegetable products, growing from an initial turnover of around €350,000 (1990) to the current €74.8 million (2019 Financial Statements) and is now the leading company in the healthfood market in Italy. For consumers, the Valsoia brand represents innovation and attention to health through products that are tasty, natural and healthy. On 14 July 2006, Valsoia S.p.A. was listed on the MTA stock exchange organised and managed by Borsa Italiana S.p.A.

Per ulteriori informazioni

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