



METAFORA  
G R O U P



il gusto italiano nel mondo

*the italian taste in the world*





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**The Company: birth and objectives**  
*L'Azienda: nascita ed obiettivi*

# The history of our Group

## *The beginnings and new markets*

Our history has its deep roots in 1950, when Vittorio Metafora Senior, after long experience in the field, decided to export olive oil and canned tomatoes to the United States of America, where a part of our family had emigrated. The adventure, begun in a simple way, immediately offered food for thought.

The activity of “exporter”, could neither be limited only to the sale, nor to the conduct of a simple commercial activity, in the strict sense of this term. It was the sum of all the knowledge, of the set of the trading strategies, which allowed a product, born and appreciated in Italy, to make his way through the territorial areas where its recognition was dampened by several factors, such as a different food culture, and often a different taste perception.

The knowledge of new markets, such as Switzerland, France, Germany, and then Chile, Colombia, Brazil, up to Asia, with Singapore and Malaysia, Taiwan, Hong Kong, Vietnam, China and Japan, got thanks to the work of the younger generation, was able to confirm, what from the outset was already clear.

The entry of a product in a different market from Italy, assumes an incessant promotion and marketing activity, fundamental for the exportation, not only of the product, but even of the culinary tradition that accompanies its use.

This role requires a fundamental clarity and an endless communication between us and our partners, customers, wherever they are located.

Without this direct link, it seems clear that, in the industry where is allocated, the product may not take on a life of its own, but conversely, indeed, will suffer competition from rival companies, able to slow down its development.





## The Company: birth and objectives

*L'Azienda: nascita ed obiettivi*

# Business priorities

*A serious and reliable partner, for your growth*

Since the communication, promotion and research activities, play an important role for the development of a product and a brand, Metafora Group knows that, each time a different customer or partner, anywhere in the world, will choose our company, we will be entrusted with a huge responsibility.

This assumes that the collaboration between the parties, as well as our service, and the same provision of information, can never cease.

We invest so much in communication, that the development and growth of our customer or partner is never the result of a case. We believe the success of our product, or brand abroad, as well as the financial growth of our customer, is our own personal victory. Therefore we build long-term strategies, where the success of our partners is considered an essential part of the whole business.

We are aware that, in order to launch a serious challenge to the global market, nowadays we need to plan carefully any aspect, and protect our partners' investments as well as the energy costs, both economic and psychological, together with the brand building, its marketing and its positioning.

We can achieve this only with a careful strategy and focusing on:

- Territory and scope of communication.
- Careful study of the sales target, based on consumption, on number of inhabitants and potential buyers.
- Strategic planning which take the utmost account of the consumers prices, the distribution channels, and the possible investments to reach the desired turnover.

So it is through this versatility, because thanks to careful market strategies, which Metafora Group is able to serve customers characterized by completely different profiles, such as:

- Large-scale retailers : such as supermarkets, hypermarkets, department stores, superstores, cash and carry, as well as all the structures characterized by large sales areas with the withdrawal of goods from the shelf.
- Ho.Re.Ca and Foodservice suppliers: catering companies, and subjects that operate the food products distribution to hotels, restaurants, cafes.
- Wholesalers and Distributors: all those operators, who buy large quantity of goods from various producers or vendors, and after warehousing, usually reselling the products to retailers .
- E-commerce companies: operating through electronic commerce in the communication and management of commercial activities, as well as thanks to automated data collection systems.

want

need

demand

Target

Our guidelines  
*Le nostre linee guida*

# Our guidelines

1.1

*The receipt and the correct assessment of your inquiry*

Every time a new request is received at our central office, is filtered by our team. This activity, means that our staff will assess from who the request is coming, and how it needs to be framed and processed. Our employees will evaluate how our collaboration can help the end customers, to increase the sales and to be more competitive on the market.

Consequently, also the market from which the request originates will be taken in consideration and evaluated. The study of competitors, of the brands already present in the area, is a necessary part of our filtering process.

Choosing the right product is a fundamental part of this activity, as well as the recognition of the “vacuum” to be filled.

We help our clients in decoding the signals originating from the context of the food market, and in achieving the best market penetration strategy ,thanks to an ongoing “win-win” collaboration.

We believe that the identification of the right framework of the request is a critical step, as it is only through the proper filtering activity of the information obtained and above all, of the requests received, that the customer will be able to reach his ultimate objectives, sales, expansion and evolution.

It may happen that the customer wishes to access a particular product or brand, or, instead, that his request only identifies a macro-category or area of reference, and that he/she should be collaborated in bringing into focus the right product and the perfect promotion strategy.

## Business Analytics

Get your data and information, is the necessary and preparatory activity for processing your request.



## Business Organization

Identifying your request in the correct way is only the first step toward its correct processing.





Our guidelines  
*Le nostre linee guida*

# Our guidelines

1.2

## *Help Desk: our experience at your service*

Through all the new available media, including video conferencing, we follow the customer, as well as we monitor the “life” of the product, its performance, and finally its evolution within the market where our delivery takes place.

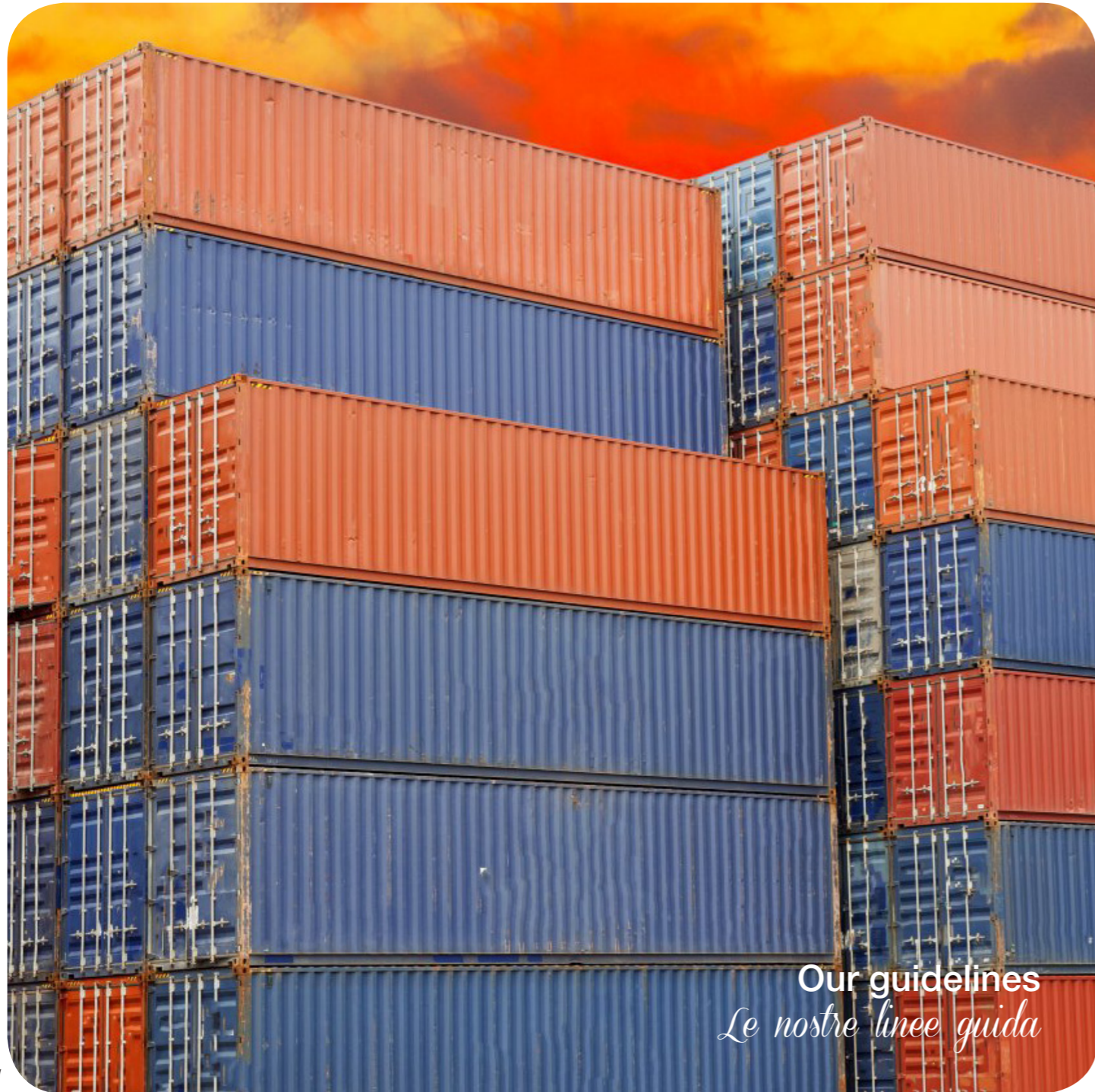
Although before starting a new collaboration we analyze in depth the possibilities of success for the new items and products we supply, Metafora Group is aware of the difficulties that, during the development, the growth and finally the positioning of a product in a new market, may occur.

Preventing any interruption in the chain, it's our main purpose: this means that our direct line and support, can never be interrupted.

The task of following the sales performance, together with new market trends, the cultural changes, and even the medical and scientific guidelines, constitutes a part of our activities, to be carried out in collaboration with our customers and partners.

Thanks to this investigation, our commercial strategy can always be updated and winning, even over the years, and despite the evolution of the different fashion trends.





**Our guidelines**  
*Le nostre linee guida*

# Our guidelines

1.3

## *Mixed Cargoes*

Nowadays, the activity of preventing high storage costs, is a challenge that any large group in the world, as well as any small business should be capable to face.

A warehouse filled to the brim with different kind of foods, is no longer considered an advantage, but, effectively, a bad investment. The food products have their own lives, then a reduced shelf-life, means, from the consumer's viewpoint, a lower quality; needless to say, that the cost of "goods held on the ground" , is the most scary and problematic for supermarkets, final customers and wholesalers.

Metafora Group, respect to this, can make the client's life easier .

We program mixed containers and groupage, consolidating several small shipments and different food items in the same room temperature, reefer, or frozen cargoes.

As a result, the products received by the customers, will not have the function of enlarging their available stock, but can be immediately placed onto the market, and therefore produce profits.

The product becomes an asset, a source of income, not a burden for our clients, as they will not receive a cost to dispose of, but on the contrary a source of self-financing.

These just-in-time deliveries, can make accessible, to the end customers, several advantages:

- Realize an immediate profit
- Decrease useless inventories
- Achieve an eco-sustainable approach, avoiding the environment pollution
- Minimize the risk of stockout
- Make available fresh products, with longer shelf-lives





Corporate brands  
*I marchi aziendali*

# Our brands and the supplier's brands

## Our brands

Thanks to our experience, and to the constant updating on international laws and regulations, We are also able to advise and assist, in terms of labelling, and product packaging.

Metafora Group has 5 registered brands. Posillipo, Riviera d'Oro, Rossella, Baja and Marechiaro are available and offer to the customer the possibility to strengthen his position in the market, with a "custom" brand, so that none of the competitors can slow his development, using a different pricing strategy.

The marketplace of the products We supply, is examined and built, together with partners, and through common strategies and mutual investments. Our company offers a steady partnership, and a stable supply, issuing yearly contracts, which guarantee our customers against price changes and market fluctuations.

Each of our brands has its own strong identity: Posillipo, with its highly territorial and regional products, Rossella, with its ancient history, Riviera d'Oro for organic products, extra virgin and olive oils and preservative free foods, last but not least Baja, for Halal products and Marechiaro, for those who are looking for a very competitive price.





# Our brands and the supplier's brands

## *The suppliers brands*

Starting from "Piennolo" tomatoes up to the Olive Oil, from the 100% Buffalo Mozzarella Bocconcini, to the typical "Maccagno" cheese, from the Culatello Strohino salami until the Alto-Adige speck, passing through the salted Cetara anchovies and the fresh vegetables, and lastly up to the artisan Gelato and the many wines, Metafora Group allows you to access a huge list of Italian products. You will have the chance to choose the brand and the best product for your needs, remembering that every order placed, will constitute for us the starting line of a new and exciting project, where our incessant assistance (and passion) will be needed to develop and daily implement it.

Metafora Group knows that, as the modern consumer needs to be seduced, so the chef will be required to go to the very



heart of an increasingly demanding clientele, thanks to the offer of a brand new special delicacy every day.

We follow with enthusiasm the cooking classes and the seminars that our partners organize around the world and in collaboration with them, We promote many cooking events, engaging the best chefs, together with the Italian and International buyers, in tasting our culinary specialties.





Corporate brands  
*7 marchi aziendali*

# Sourcing and Research activities

*Our supplying partners, to support you and your market*

We recently calculated that Metafora Group is able to trade, on the International markets, more than 1000 different SKU.

Our flexibility and the sourcing activity, do not stop here, on the contrary, grow and increase every day.

The high competitiveness in the World, pushes any customer, large or small company, to seek every day more and more unique brands.

The exclusivity is today, one of the main success principles in every market, as well as one of the most effective "selling points", capable to capture the consumer's attention, and allowing each player in the food industry to distinguish itself from competitors.

Also for this reason, Metafora Group always has a watchful eye on the world's major food fairs, visiting them, and often taking part with an own stand. The sourcing activity is fundamental for us, being not only an open window on the big brands eventually not present on the client's marketplace, but a real scouting of small family farms, little known entities abroad, but outstanding quality niche suppliers.

Thanks to the mixed cargoes, Metafora Group enables Supermarket chains, Importers and Department stores, to have always new brands available, without requiring unsustainable or excessive MOQ.





# Marketing and Strategic positioning

## *Our Approach*

The approaches used by Metafora Group are the Territorial Marketing and the Geomarketing, that enrich the marketing mix parameters, namely product, price, promotion, place, with a discipline that uses geolocation (geographic information) in the process of planning and implementation of marketing activities. This methodology, also called geo marketing, has a direct impact on the development of modern trade and the reorganization of retail types, using key facts, a good base map, proper data layers, reliable consumer profiling, and proper success/fail criteria.

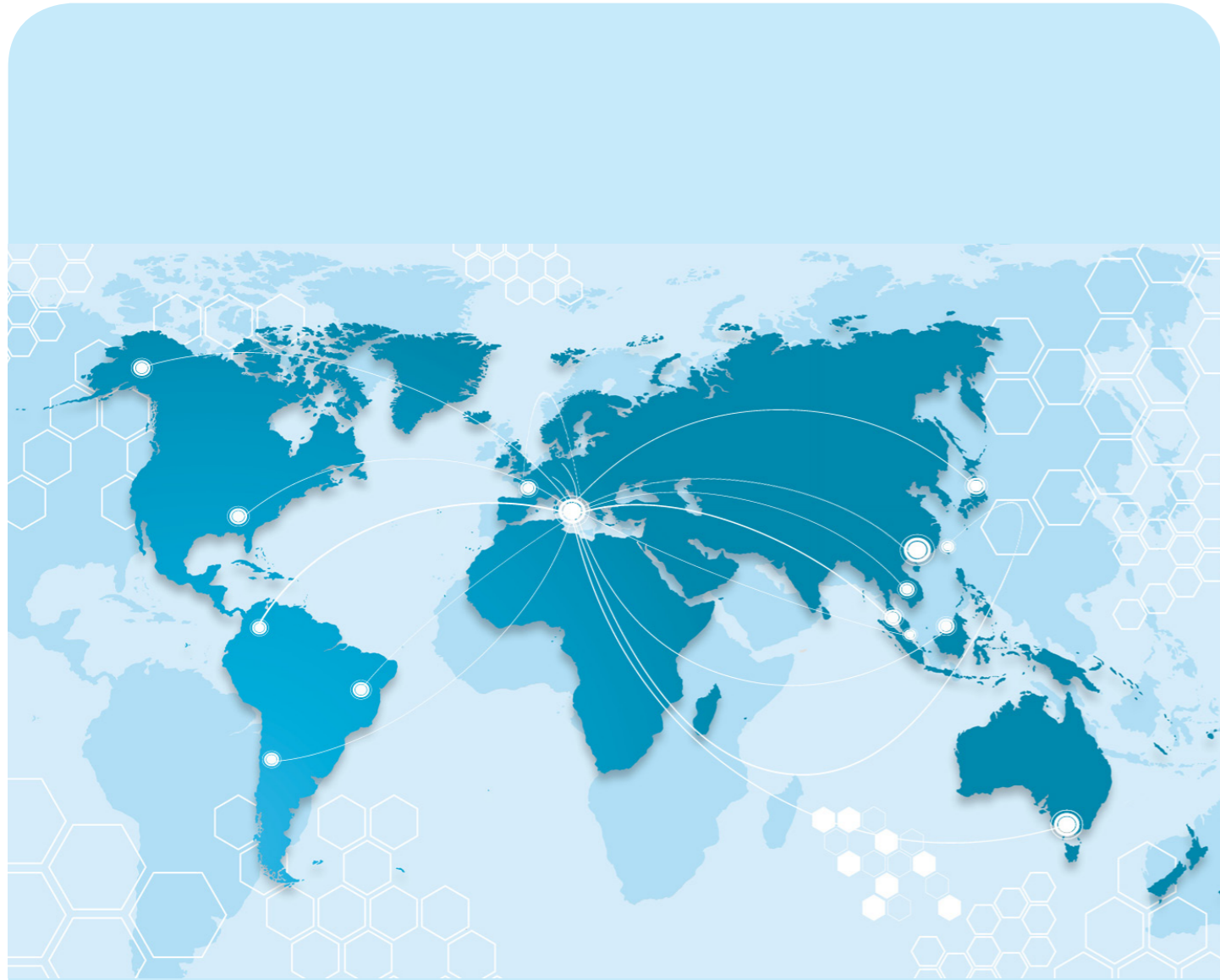
The desired result is achieved through 5 points:

1. Analysis of the territory and of the socio-economic fabric in which our product will be inserted;
2. The identification of the characteristics of the market and the expressed and unexpressed potentials;
3. An understanding of the region's uniqueness and of the area's peculiar values, and the acknowledgement of gaps to be filled;
4. The study of variables and territorial constraints;
5. Finally, detection and the proper placement of the "commodity unit", the most fungible for the chosen market.

We use georeferenced data, from our offices in Italy and worldwide, to analyze, plan and implement our marketing activities.

We are aware that without a clear schedule in terms of marketing and strategic positioning, the achievement of lasting results would be impossible.





**The Marketing activity**  
*L'attività di Marketing*

# Metafora Group in the World

## *The presence on the territory*

As you can see from the website, [www.metaforagroup.it](http://www.metaforagroup.it), Our Company, through its own offices, partnerships, and mutual collaborations, is present in several Countries in the World.

This enables the customer to access to a direct assistance and a constant service, and facilitates us to manage more accurate information about the marketplace, and to increase experience and professionalism in the provided services.

Through this physical presence, Metafora Group can channel in the best possible way its sourcing activities, without losing touch with the local demand, and offering at the same time an action targeted to access the perfect product for the right market.

In addition, through our local presence, we have the ability to upload numerical data, to extract them at our convenience, and in a highly selective way, with the aim to carry out the analysis useful for us and for our partners.

The food consumption, as we know, is not historically determined, but changes, over time, as a result of different economic variables, as well as social and cultural ones. So that, only the constant focus on the products marketplace, is able to guarantee that the outlined framework, will be always up to date.

If the analysis of the evolution of each marketplace will mean, above all, looking at how the latest determinants of the market demand will evolve, which kind of influence on the global food security they will have, and above all, what could be the impact of these variables on global consumption, Metafora Group, through its partnerships, is able to have an ever-watchful eye, and if not predict, certainly understand some global consumer trends.

This allows us to better advise our customers and offer them a strong support, and an ever greater care.

# Our Customers in the World

AEON

Carrefour



COOP



Walmart



M  
MIGROS

REWE

FairPrice *finest*

YATA