



Furio Braganolo

When pasta shows its muscles

Pasta Zara has reacted to the crisis by investing in innovative and eco-sustainable products

“One must be equipped to go through the long night, but especially ready to jump to action when dawn comes”, with this effective metaphor, Furio Braganolo, MD of Pasta Zara S.p.A., summarises the entrepreneurial philosophy that is at

the basis of his company's success. A Treviso heart, which in these years of crisis and recession has responded with the energy of the entrepreneur who fights, dares, goes after goals. In a word, has reacted by investing. He has set in motion an ambitious

development plan with the objective of reinforcing the two production centres of Riese Pio X (Treviso) and Muggia, just outside Trieste, but not only. Since logistics plays a vital role in commercialisation, in September 2010 Pasta Zara acquired the former Pastificio Pagani in Rovato (Brescia), bringing them to three production plants and saving, in this specific case, 90 workplaces. It was an acquisition that sealed a further productive increase and will allow them to serve the countries of western Europe such as Great Britain, France and Spain better and more rapidly. To invest, therefore, to grow, evolve, gain markets. And to give work (today the employees number 370). A strategy that has always characterised the Braganolo family (today represented by Furio, Arianna, Umberto and Franca), at the helm of the company for 113 years, and which finds full support in Friulia, the Friuli Venezia Giulia Region's holding (which holds stocks in Pasta Zara S.p.A. for 14.52%), a strategy that pays off in terms of results. In 2000 Pasta Zara sold 110 thousand tonnes of pasta annually, with an invoicing of 171 million. That is, it doubled its revenue. With a development plan underway, it forecasts that within 2014, when the pasta factory of Rovato will be fully operational, to double once again, reaching a productive capacity of 420 thousand tonnes annually. Today Pasta Zara, with 14% of Italian dry pasta consumed in the world, is the leading exporter of pasta and its products in 97 countries. Pasta Zara over the years has increased its presence in markets of eastern Europe such as Russia, Hungary and Croatia, as well as in the Middle East and Africa, and facing some that are entirely new, such as the United States and Japan. In the Italian market, where it is the second producer, it expects to increase its invoicing by 10% within 2012. Concerning this, internal employment has had an increase, as well as a constant increase of the products of Pasta Zara on the supermarket shelves.

WORLD'S NUMBER ONE FOR PRIVATE LABELS

“The private brands of supermarket chains - in 2010 have recorded considerable increases in sales and we have been inserted very well in a form of commercialisation that for years has obtained great consensus in Europe and now is starting to become popular in Italy as well. The world's supermarket chains have identified as factors that influence the consumer and decree the growth of private labels: quality, health, ethics and price. And it found in Pasta Zara an interlocutor able to ensure them all of this”. The success of Pasta Zara comes through total quality, which invests also and especially in the products. Classic products, able to satisfy every need and ones that integrate with others that are fruit of advanced research. Thus the whole, biological-whole and spelt pastas are born, highlighting the rediscovery of an old cereal with exceptional nutritional value and, lastly, gluten-free pasta, ideal for those suffering from coeliac disease. All pasta made in Italy. “Now - stresses Furio Braganolo - we are developing new formulations for a product aimed at the consumers ‘over 50’. A product that puts together healthy quality and the prerogative of the taste and gusto of pasta. All of this, using the Mediterranean diet as the

focus, of which we are the flag-bearers of the world”. In terms of company growth, an ever greater role is being played by the “Pasta Zara Green” project, which has the purpose of studying and implementing all the possible actions toward company production that privileges eco-sustainability, in the framework of development that safeguards the environment, the territory and employment. A project that goes through alternative transport, reduction of energy consumption, adopting solutions of renewable energy and well-being of animals. Specifically, for several years Pasta Zara has converted the repeated voy-

age that wheat bran must make to railway, starting from southern Italy, to arrive in the plants. All of this takes place by means of a train composed of 20 up to 40 container wagons. Pasta Zara also makes wide use of renewable energy, thanks to photovoltaic plants placed on the roofs of the factories. Lastly, for its egg pasta, the company uses only the eggs of free range chickens. “It is for this attention - Furio Braganolo concludes - that Pasta Zara won the international award, Good Egg, assigned in Paris by Compassion in World Farming, the major international non-government organisation for the well-being of animals”.

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