



## **RIGONI DI ASIAGO, THE ITALIAN COMPANY PIONEER IN ORGANIC IN EUROPE, ACQUIRES THE FRENCH SAVEURS & NATURE**

**Rigoni di Asiago, the leading Italian organic company of the Rigoni family, mother brand of Nocciolata, Fiordifrutta and Mielbio, achieved 100% of Saveurs&Nature, the prestigious French company specialised in organic chocolate.**

Founded in 1923, Rigoni di Asiago is nowadays one of the most important organic producers in Europe. As a pioneer in organic, thanks to its high quality brands, the company gained millions of consumers not only in Italy but also on the international markets.

Today the most important export market for the company is the French one, where its palm oil-free Nocciolata spread has become the second most popular spread (the first in the organic market). Nocciolata is the love brand for consumers looking for natural and environmentally friendly delicious products.

Founded in 2001, Saveurs&Nature embodies the values of its founders, Valérie and Jean-Michel Mortreau, who belong to a family of farmers deeply convinced of the importance of organic farming. The company was born in the kitchen of the organic restaurant 'RestObio' in St Herblain, where the founders produced organic pralines to offer together with coffee. The success of these chocolates was so great that the Mortreau family decided to devote itself entirely to the production of 100% organic chocolate. Over the years, their prestigious products were introduced with great success among specialist retailers. The company currently employs 70 people, including 32 Maitres Chocolatiers.

### **A very promising acquisition given the shared values and complementary products**

*"When I met Jean-Michel Mortreau, I was struck by the similarity of our entrepreneurial backgrounds and the points in common between Saveurs&Nature's DNA and our way of seeing things. Both of us are aimed at the desire to create a better world by offering organic products good for our consumers and for the planet," states Andrea Rigoni, CEO of Rigoni di Asiago.*

*"The sale of our company was a long-standing decision and we chose to do it in the interests of the company and its employees," explains Jean-Michel Mortreau. "I had very clear ideas and my wish was to pass on my business to a family that shared our values and already had deep experience in organic farming. My meeting with Andrea Rigoni was decisive in terms of sharing values and vision. In addition, I discovered a company whose size and complementary nature of products and skills offer exciting prospects for the Saveurs & Nature team."*

### **A handover with important plans**

With the integration of Saveurs&Nature into its business, Rigoni di Asiago is strengthening its market position both in France and internationally. Its plan is to continue to grow Saveurs&Nature through specialised distribution in France and abroad, and to combine their respective expertise and skills to accelerate

innovation. This will allow the Montrèverd production site to become a center of excellence for the development of organic chocolate.

*"We want to build a strong and collaborative relationship with the Saveurs&Nature team to create a family working environment, just as we did at Rigoni di Asiago. Together, we look forward to a future of innovation,"* states Andrea Rigoni.

#### **About Rigoni di Asiago:**

The Italian Rigoni di Asiago Group has a turnover of around €130 million and a workforce of 245 people. Today, the Group, founded by grandmother Elisa in 1923, is led by the third generation of the family. Thanks to the convictions and values in which CEO and President Andrea Rigoni strongly believes, the Veneto-based company is a market leader in the domestic market and is growing exponentially in the most important international markets. Its brands Fiordifrutta, 100% organic fruit spreads, Nocciolata, the range of organic hazelnut spreads, and Mielbio, 100% Italian organic honey are loved brands of thousands of consumers. Today the company is strongly oriented towards innovation and expansion into international markets.

#### **About Saveurs & Nature:**

Saveurs&Nature has a turnover of around €12 million and a workforce of 70 people. 80% of the turnover is achieved in France and 20% abroad. In addition to the Saveurs&Nature brand, exclusively distributed in the organic shop network, the company is developing three other 100% organic brands: 'Le chocolats de Pauline', 'Les chocolats d'Augustin' and 'Ikalìa'. The chocolate shop produces a wide range of chocolate bars, chocolates, cereal pralines, praline bonbons and other products made from fine organic chocolate.

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