

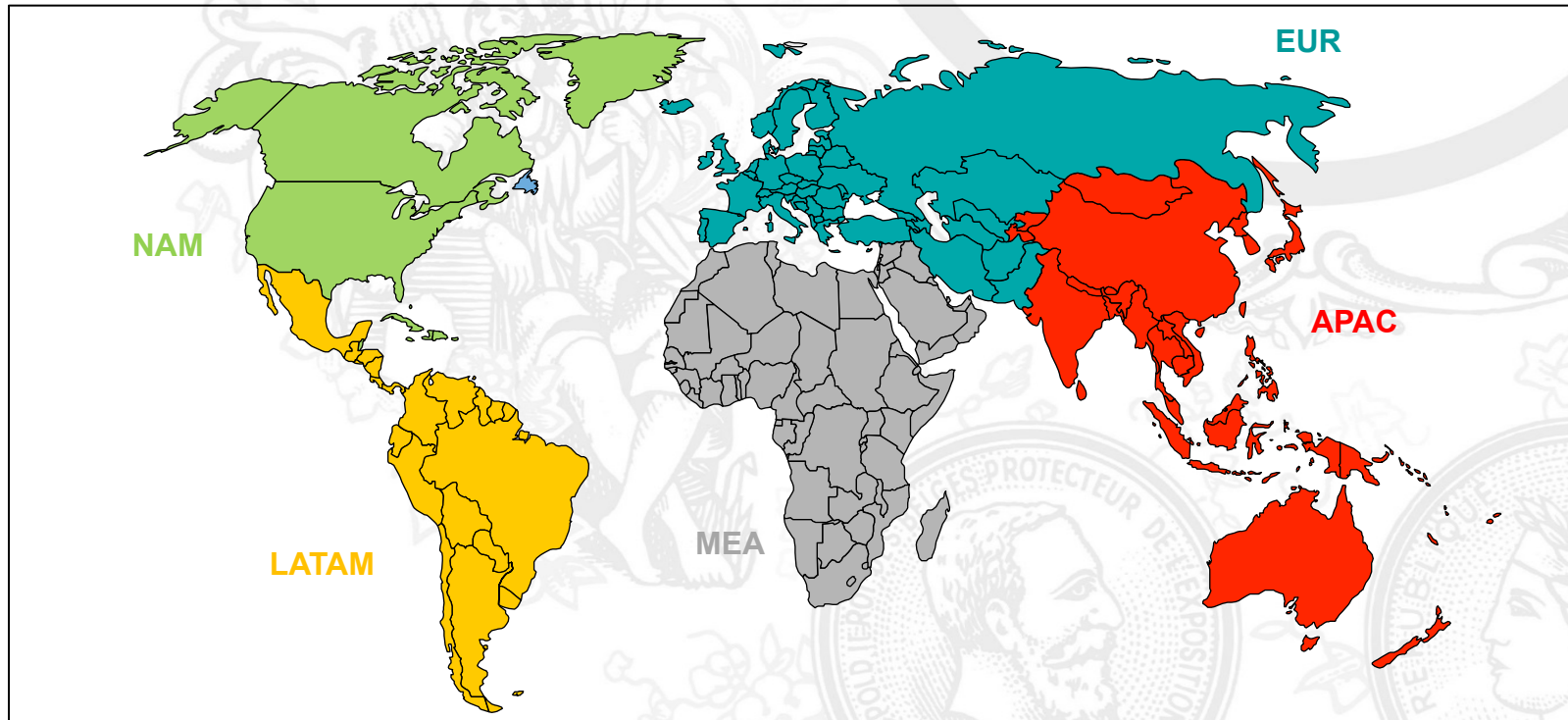


LYON - 26-27 June 2017
Alberto Oricco: MARTINI & ROSSI
Quality Assurance Manager



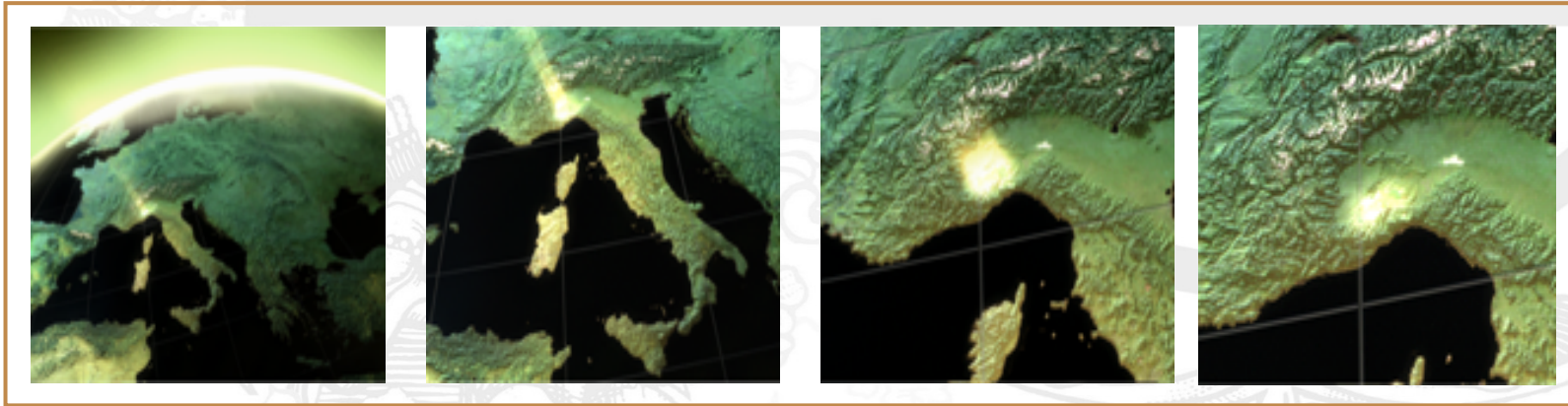
- Founded in Santiago de Cuba 1862 by Don Facundo Bacardi
- Largest Privately Held Company
- Ranked Number Three Globally
- Focus on premium global brands
- Selective additions to the Bacardi rum family to create a well-balanced and complementary portfolio of premium brands
 - 1993 Martini Group
 - 1998 Bombay Sapphire Gin & Dewar's Scotch Whisky
 - 2002 Cazadores Tequila
 - 2004 Grey Goose Vodka
 - 2006 42 Below Vodka
 -

BACARDI 5 REGIONS



- 28 manufacturing sites located in 16 countries
- 5.570FTEs, 2'163 s in Operations

Pessione Plant :Where are we located...



- **Our provenance:** Italian by nature, the wine business is our soul as we are one of the **largest wine maker** across Italy and Europe
- **Our territory:** well embedded into our region, we are recognized to be a **global player**, representing, as a brand, the real essence of two distinct traditions that became flagship for the Italian culture: exceptional vermouths and delightful sparkling wines
- **Our role:** recognised to be the leader into the wine business, we have a **strong reputation** for quality, reliability, passion and innovation within tradition



➤ Is the **cradle of Martini** and therefore:

Center of excellence and **proficiency** for production, development and industrialization of **Vermouths** and **Sparkling wines**

The spirit of Martini comes from our **people**, past and present. They are the craftsmen inspired to create an icon of true Italian taste



It all began with two men...

- July 1st, 1863: Martini & Sola was officially born in Turin. Alessandro Martini and Teofilo Sola are the founders
- Luigi Rossi, skilled herbalist and wine technician, enters the company with a participating share
- In 1864 production moves to Pessione, a small but strategic centre for his closeness to the railway line that links up Turin and Genoa



Key data of the plant



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- Plant surface 161,000 m2 - 40 acres
- Covered surface 68,000 m2 - 17 acres
- Certifications **ISO 14001 since 2002**
OSHAS 18001 since 2006
ISO 9001 since 2007
- HR 275 FTE (including allocation)
- Working arrangement 2/3 shifts, as required
- SKU's handled **430** approx. totally (production + copacking)
- Countries supplied over 100
- Volumes FY 17: 11.8 million cases bottling
- Formulas / products: 18 Martini
16 Sparkling wines
20 Spirits and liqueurs

Pulling all together...

- Enhance day after day our **customer satisfaction** attitude through a motivated and lean structured **team**
- Continue to be the **custodians** of the **heritage** and **provenance** of the brand through **passion, advocacy, responsibility** and **innovation**
- Deliver **excellence** on **quality, innovation** and **service** at the **lowest possible cost**, in compliance with **safety, health**, and **environment** programs that meet our obligations and standards



PAKAGING FOCUS

- **CONTINUOUS INNOVATION & STRONG CUSTOMIZATION (new, nice, functional, emotional)**
- **SUSTAINABILITY**
- **RESPONSIBILITY**
- **SAFETY (Workers and consumers)**
- **QUALITY (Specs definitions and control) FOOD GRADE & HACCP/ HYGIENE**
- **DESIGN & DEVELOPEMENT. PACK DEV « We can aptitude in innovation»**
- **VALUE ENGINEERING AND COST SAVING**
- **TRACEABILITY**



NUOVA BOTTIGLIA!



MARTINI





MARQUE



MARTINI





NUOVA BOTTIGLIA!







MARTINI



*Martini
e Tonic*



Grazie mille per questa opportunità
e Benvenuti a Pessione !!!

