



**From the apulian murge, all the goodness of your home.**



Tutto il buono di casa tua.







# WHERE *where and how* AND HOW





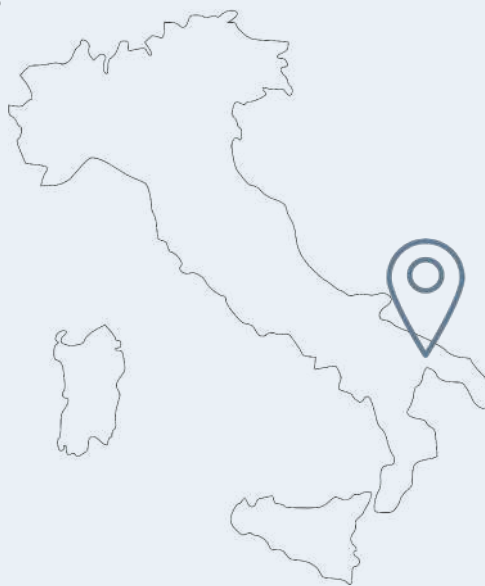


**Gioia del Colle,  
the land of burrata.**





Gioia del Colle, sculpted by the wind, kissed by a sun that shines 365 days a year, painted in a thousand colors. In this corner of the Mediterranean you can savor unique tastes, tastes that bring you back to ... all the goodness of your home!





## Innovation, quality, creativity.

Tradition and innovation, typicality and research, taste and quality. handcrafted products, only from genuine ingredients chosen by the best chefs on the Italian and international scene.

The secret is in the milk, the good one, the one that refers to the old and authentic flavors reminiscent of childhood, that of the cows of our farms in the Apulian Murge.







## Innovation, quality control.

Our dedication has led us to create an ad hoc laboratory. In this way we are able to guarantee the quality and total authenticity of our products.

Thanks to the laboratory we can ensure the shelf life of the product, its total asepticity and above all the love for what we do. Our research and development laboratory, together with the technologists of the sector, has been able to invent new products particularly appreciated by restaurants and gourmet shops.

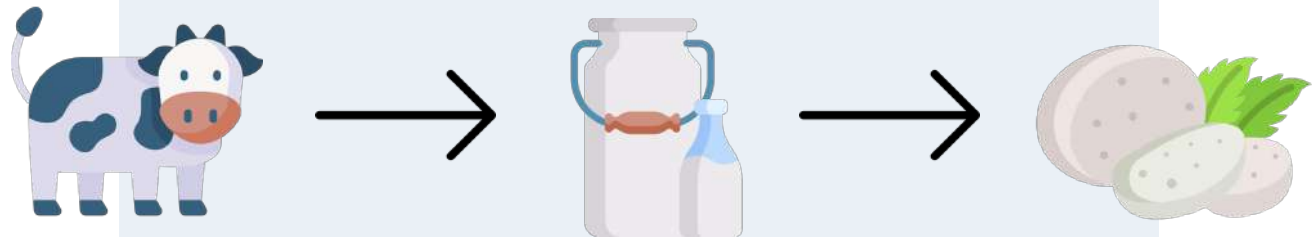






## Innovation, quality, creativity.

La Gioia bella is one of the few companies with a truly vertically integrated supply chain, from the collection of milk to the table, from the producer to the consumer.







Tutte il buono di casa tua.

## WHAT WE BELIEVE IN

Craftsmanship is the key word: our dairy products are made one by one, with great dexterity, as required by the Apulian tradition.

From the classic burrata, frayed and stuffed manually, to the Gourmet Burrata, innovative and refined, with ever more delicious fillings, our delicious fresh, typical of Gioia del Colle, mozzarella fior di latte, nodini and trecce. The seasoned products handcrafted and with care. All our products are like those of the past, specially made to bring all the goodness of your home to the table.

# Dexterity, passion, love.

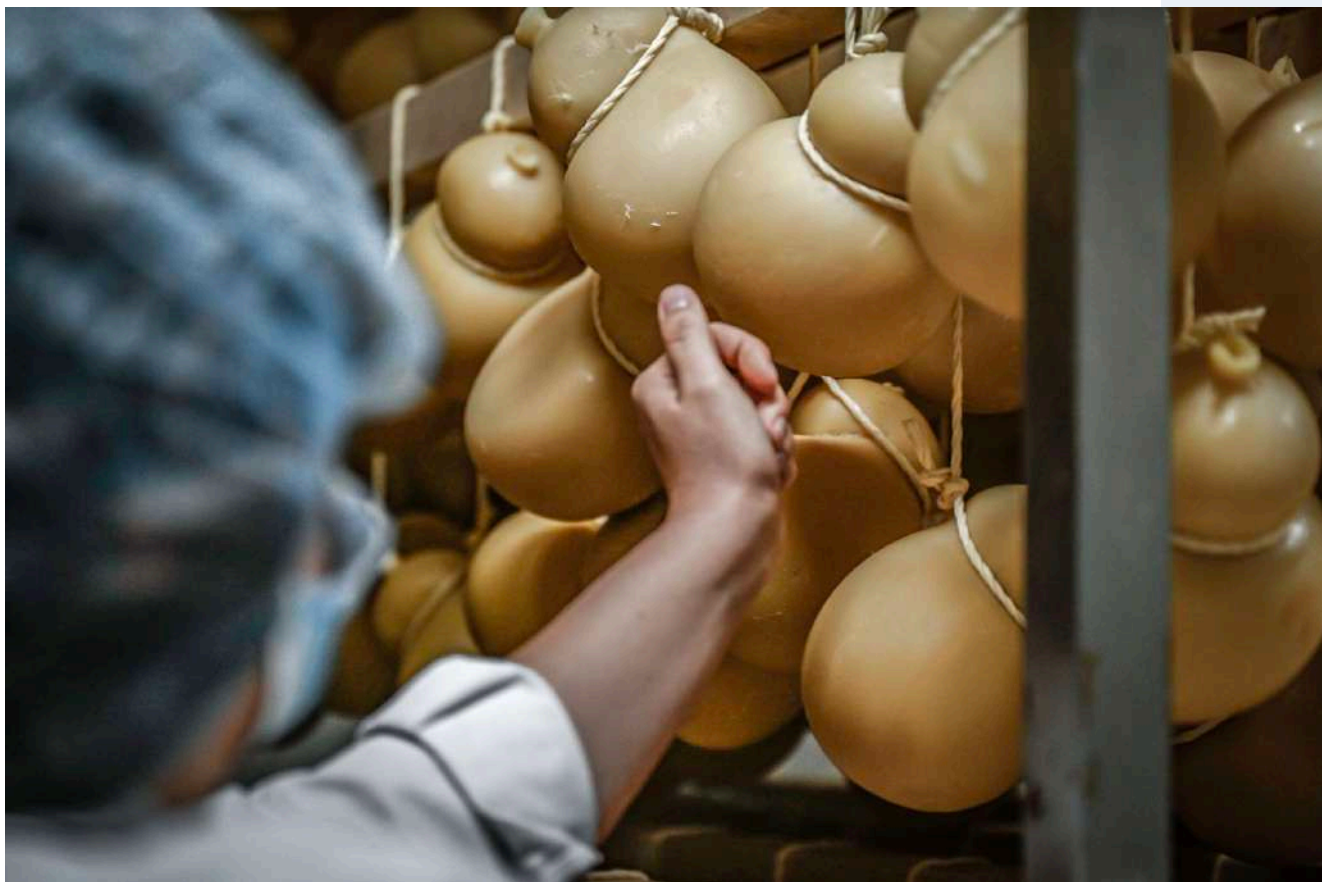






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## LA GIOIA BELLA... LOVE FOR GOOD THINGS



La Gioia Bella dairy was born in 2009 in Gioia Del Colle, province of Bari.

The company is destined to become the protagonist of the Gioia dairy market thanks to the selection of quality raw materials which, combined with scrupulous controls on the production chain, allow for a unique product of its kind for flavor and food safety.





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# RESPECT FOR ANIMALS: A VALUE

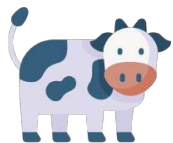
The hay and grass of our fields become the ideal nourishment for our dairy cows.

The lactic bacteria contained only in the hays of this territory, are transferred to the milk and therefore to the cheese, giving those unrepeatable flavors and nutritional characteristics that only LA GOLOSA DI PUGLIA products can boast.

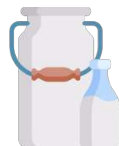
The protagonists of this transformation are our cows, raised according to the respect of animal welfare, with open spaces and comfortable rooms, to produce a milk that is already born special.

We currently have 18 local milk suppliers, thus developing a milk purchase turnover of € 2,371,000.00. Furthermore, from 2020, the territory allows the development of DOP brand products.

*we love*  
**OUR COWS**



*we love*  
**OUR MILK**



*we love*  
**OUR PRODUCTS**





# PRODUCTION

*production*







Tutto il buono di casa tua.

## LE BURRATE, OUR TOP PRODUCT THE CLASSICS

Burrata is a fresh stretched curd cheese produced in Puglia, in Gioia del Colle. Even if it resembles mozzarella, it's texture is much softer and more stringy.

It is made with cow's milk, in the shape of a cloud, smooth and soft white, the Burrata has quickly become popular throughout Italy and then in the world, as one of the tastiest and most recognizable typical products of the rich Apulian culinary tradition.

In addition to classic and smoked burratas, LA GOLOSA DI PUGLIA offers a great variety of Gourmet Burratas, filled with the best 100% Italian ingredients.



**100% APULIAN MILK BURRATA  
TRADITION OF APULIA.**









Tutto il buono di casa tua.

## TOP PRODUCTS

### ***Burrata Classica***

#### **Freshness at the first bite**

The classic Burrata packaged in a glass, a very delicate fresh stretched curd cheese, contains a creamy filling of frayed mozzarella and cream. The strong point of the dairy, the Burrata represents Apulian excellence and the ancient taste of tradition.







Tutte il buono di casa tua.

## TOP PRODUCTS

### ***Burrata al tartufo***

Refined specialty of our dairy, preferred by chefs and by those who love refined cuisine but with simple and natural flavors







Tutte il buono di casa tua.

## TOP PRODUCTS

### ***Burrata al gorgonzola***

From the experimentation of new tastes and new flavors, Gorgonzola Burrata is born. An unmistakable taste that brings together different flavors that blend harmoniously.







Tutto il buono di casa tua.

## TOP PRODUCTS

### ***Burrata ai ricci di mare***

At the first bite you are completely overwhelmed by a fresh wave with the taste of salt. This is the fabulous feeling that you experience while savoring the Burrata with Sea Urchins: the sea always with you!







Tutto il buono di casa tua.

## TOP PRODUCTS

### ***Burrata alle acciughe e peperone crusco***

The extreme delicacy of this Burrata Gourmet is guaranteed by the very precious anchovies that grow in the Cantabrico Sea and the Crusco Pepper from Senise, the red gold of Basilicata.







# PRODUCTION CAPACITY

at 31 december 2021

The company is developed on 9,600 square meters and has the following workforce and business potential:

**80**

Permanent employees, with an increase of 30% during the summer period. 2021 Annual expenditure for employees € 1,400,000.00.

**1**

Nitrogen freezing plant.

**900**

Quintals of milk is the transformation capacity of the daily material, using 4 polyvalent products for the transformation of milk into curd (2 of 50q and 2 of 30q).

**3**

Time slots managed in a single production shift (with the possibility of developing a double shift based on commercial needs).

**14**

Packaging machines divided by types of packaging (from single portions to gastronomy, passing through the ATM and vacuum packing).

**1**

Burrata department and 1 smoking department.





Tutto il buono di casa tua.

# PRODUCTION CAPACITY







Tutto il buono di casa tua.

# PRODUCTION CAPACITY







Tutto il buono di casa tua







Tutto il buono di casa mia







Tutto il buono di casa tua.







Tutto il buono di casa tua.

# MANUFACTURING PLANT







Tutto il buono di casa tua.

# PACKAGING PLANT







Tutto il buono di casa tua.

# PACKAGING PLANT



# OUR *our brands* BRANDS







Tutto il buono di casa tua.

## OUR BRANDS



### **BIOGIOIA**

*Brand for organic line*



### **FROZEN**

*Brand for frozen line*



### **LA GOLOSA DI PUGLIA**

The first brand of the company that has conquered over time a good slice of the national and international market.



### **LINEA GOURMET**

*Brand for gourmet line*



### **I DELATTOSATI**

*Brand for lactos free line*



### **LA GIOIA BELLA**

Secondary brand in addition to being the company name, it has become the second brand by market necessity.

### **LA REGINA DI PUGLIA**

*Brand for Ho.Re.Ca*











Tutte il buono di casa tua.

# CERTIFICATIONS



IT-BIO-007  
Agricoltura Italia



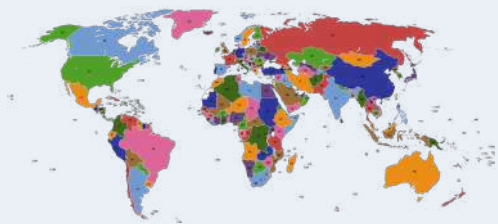
La Gioia Bella S.r.l. owns the main and most important certifications which attest to the absolute quality of products and production processes, in the field of organic, food safety and traceability.



# EVENTS & *awards received* ACKNOWLEDGEMENTS







## NATIONAL AND INTERNATIONAL FAIRS

**SIAL**  
INSPIRE FOOD BUSINESS

**15-19 October 2022**  
**SIAL – Paris**

**TUTTOFOOD**  
MILANO

**8-11 May 2023**  
**TUTTOFOOD – Milan**







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# ACKNOWLEDGEMENTS



**2017**

## **FIRST PLACE #ATUTTOBRAND**

The MIA stracciatella is first classified in the PACKAGING category of the annual award organized on the occasion of Tutto Food 2017 in Milan, for the creative idea of the pack and innovation.



**2018**

## **FLAVOR OF THE YEAR 2018**

Consumers have awarded this recognition to the CACIOGROTTA.



**2018**

## **FLAVOR OF THE YEAR BIO 2018**

Consumers have awarded this recognition to the Burrata BIOGLOIA.



**PREMIO  
ALL'AZIENDA**

**2018**

## **PUGLIA FOOD AWARDS 2018**

The Oscar dedicated to Apulian agri-food excellence.







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# ACKNOWLEDGEMENTS



**2019**

## **QUALITY AWARD 2019**

High quality awards for the Burrata in leaf and for the entire Caciocavalli line, (Caciocavallo Bianco, smoked Caciocavallo, Donato Caciocavallo with truffles and Caciocavallo di Grotta).



**2019**

## **INTERNATIONAL CHEESE & DAIRY AWARDS 2019**

Award for the quality of Burrata di Bufala and for the quality of the product at an international level.



**2019**

## **INTERNATIONAL CHEESE & DAIRY AWARDS 2019**

Award for Cheese with additives, dairy products awarded to Burrata Caprese for flavor and product innovation in an icon of the Apulian tradition.



**2020**

**2020 QUALITY AWARD 2020** - High quality awards for the gourmet burrata with Anchovies and Crusco Peppers and for the entire Caciocavalli line, consisting of Caciocavallo Bianco, smoked Caciocavallo, Donato Caciocavallo with truffles and Caciocavallo di Grotta.





# TURNOVER & *turnover & forecast* FORECAST





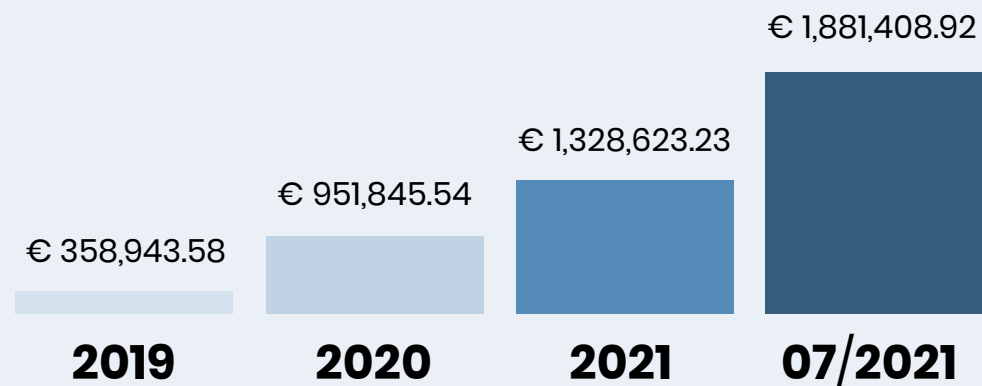
Tutte il buono di casa tua.

## TURNOVER

### Conquering the world!

As can be seen from the graph below, the increase in foreign turnover immediately catches the eye

#### ANNUAL INCREASE IN FOREIGN TURNOVER



**And there are still five months left in 2022 ...**





Tutte il buono di casa tua.

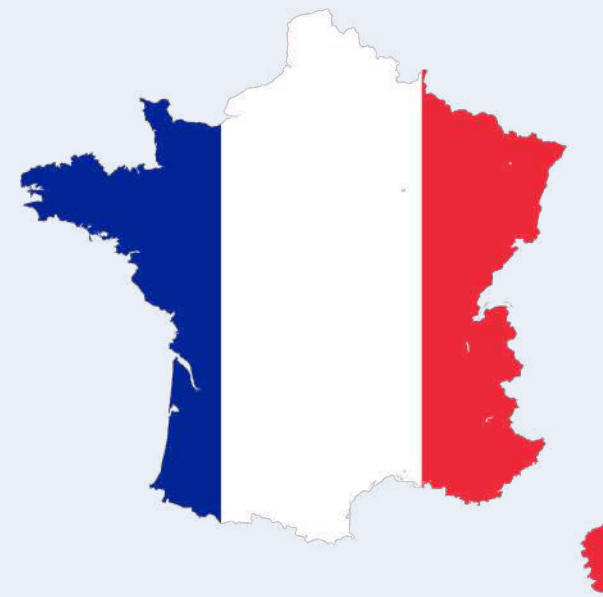
## WE ARE IN

### France

The development of the French market was made possible thanks to the agreement signed with three main companies:

Le Fromager des Halles, a supermarket chain with around 250 points of sale, which has guaranteed us constant growth over the last 2 years with Burrata and Caciogrotta; Société Del Gaudio Gourmet, a wholesale company that has increased its work especially with Burrata and organic products.

Alliance Eurofood, not least, is a real giant in France. With over 300 points of sale, it boasts collaborations with the largest French GDO chains: Intermarchè, Auchan, Carrefour, System U. With gourmet burratas, it guarantees important and constant orders at least twice a week. A real certainty





Tutte il buono di casa tua.

# WE ARE IN

## Belgium

We are also present in Flemish land thanks to the excellent work of one of our friends / distributors in the Brussels area who is making our products more and more known.

The demand in the last year has risen considerably. We continue to conquer every corner of the world!







Tutte il buono di casa tua.

# WE ARE IN

## Holland

From Belgium to Holland with the same desire to make our quality known.

Thanks to Zijerveld Bv, Burrata and Stracciatella to conquer the Windmills, certainly have and will have more luck than Don Chischotte!





Tutte il buono di casa tua.

# WE ARE IN

## Spain

Spiga Impex S.L. distributor in the Barcelona area, represents a large slice of the Spanish market.

E.P.C. Gestion Comercial, also their distributors, are responsible for distributing our products, mostly Burrata, in the Madrid area







Tutto il buono di casa tua.

# WE ARE IN

## Switzerland

Despite the historic cheese tradition, Switzerland has developed a strong interest in our products in recent years.

Zuger Frischkäse guarantees constant turnover especially with the Frozen line.

Another well-known distributor in the canton of Zurich is Divina Food, which is significantly increasing its turnover with the importation of our Burrata





Tutte il buono di casa tua.

# WE ARE IN

## United Kingdom

The United Kingdom was immediately familiar with our quality product.

With 2 weekly departures, the land across the Channel receives the dairy quality directly in their stores.

This support is thanks to Antica Bottega Limited, an important distributor located in London.







Tutte il buono di casa tua.

# WE ARE IN

## Romania

Passing through the Balkans, where over the years there have been deliveries of our products, we arrive in Romania.

Miramax Import and Frischeparadies are the major importers of our Burratas. Here too it was decided to take the Frozen path to ensure a longer shelf life.





Tutte il buono di casa tua.

# WE ARE IN

## Africa

At the foot of the Pyramids of Egypt, the quality of our Frozen Burrata extends.

Amico of Egypt, precisely, is our point of reference for product distribution.

Also in Zanzibar with Kaed Trading always with the Frozen line, they have known our quality and our love for what we produce.







Tutte il buono di casa tua.

## WE ARE IN

### Asia

Asia, a historically fascinating land.

Its landscapes, its traditions are enriched by the quality of our products.

China, Korea, Japan, United Arab Emirates, Qatar (with COLOSSEUM DOHA), Philippines (with S.L. FINE FOODS) and Australia have developed a considerable knowledge of our products.

Shanghai Cascino Trading is proof of this. With 3 containers a year, it guarantee the supply of our Burratas to the Chinese people. Considering the long distance to cover, we preferred to take advantage of the frozen line, which guarantees that the quality of the product can be maintained constant over time.





Tutte il buono di casa tua.

## WE ARE IN

### Asia

Last but not least, the America.

Our burrata landed in the far west about 5 years ago.

Most successful customer is International Gourmet Food, Virginia.

From there, our products travel to the America, driven by the large and growing demand for quality products. Even Canada does not stand by, Bertozzi Importing is constantly developing commercial to bring the Apulian tradition to the table.







Tutte il buono di casa tua.

# WE ARE IN

## Our quality everywhere!

As already mentioned, our logistic organization allows us to reach every corner of the world. The countries listed represent the core business of the foreign market. It should be added that we supply Germany, Malta, Sweden and Bulgaria

In Germany, especially in the Munich area, a customer activated last year is doing an excellent job and its growth is now constant. Most requested product?

**BURRATA, OF COURSE!**





Tutte il buono di casa tua.

# TURNOVER & FORECAST

From it's birth, LA GIOIA BELLA SRL, immediately reaches its marginal profitability and invests everything in the pursuit of quality and product innovation to obtain the optimization of it's turnover.



## LA GIOIA BELLA S.R.L.

2014	€ 5.700.000,00
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2015	€ 6.606.000,00
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2016	€ 7.425.000,00
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2017	€ 10.700.000,00
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2018	€ 11.845.000,00
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2019	€ 11.977.000,00
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2020	€ 10.404.000,00
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2021	€ 11.965.000,00
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## FORECAST

2022	€ 16.000.000,00
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2023	€ 22.000.000,00
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2024	€ 27.000.000,00
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# THANKS FOR *thanks for your attention* YOUR ATTENTION



We wait for you in Gioia del Colle to visit the supply chain,  
live the experience of this production and share values and ideas.

*See you soon ...*





La Gioia Bella s.r.l.

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#### Certificazioni



Num Reg. FDA 10629260404

