



## **PRESS RELEASE**

### **INALCA (CREMONINI GROUP): - celebrates their 40th Anniversary**

#### **Variety show starring Luisa Corna and Gene Gnocchi.**

The Cremonini Group celebrated today the 40th Anniversary of the birth of Inalca S.p.A., founded by Luigi Cremonini in 1963 and today, leader in Italy and amongst the first in Europe in the production and sales of beef and meat-based products.

To celebrate the event, the Cremonini Group organized in Modena a "Montana Day", dedicated to all the employees and sales force of Inalca S.p.A. and Montana Alimentari S.p.A., respectively operating in beef (fresh, frozen and canned) and salami and snack sectors all marked with the historical brand "Montana".

The convention opened at 17.00 with the first part reserved for the commercial area and at 20.30 was followed by a variety show with the presence of the President of the Group, Luigi Cremonini and illustrious guests. The show was held at the Forum Monzani with guest stars Luisa Corna and Gene Gnocchi, star in the recent Montana publicity campaign.

The entrepreneurial story of Luigi Cremonini began in the 60's, years of the economic boom and consumption of meat: Inalca grows at a fast pace and by the end of the decade, Luigi Cremonini starts the process of internationalisation, initiating commercial agreements in Europe.

In the 70's, the group began to diversify with the introduction of the salami sector and successively foodservice distribution (through the acquisition of MARR) and catering.

In 1982, the phase that made Inalca leader in Italy: the plant in Castelvetro (Modena) is amplified and productive capacity tripled, providing for the introduction of Large Distribution

In the 90's, the historical brand Montana was acquired with the strategic objective to transform the brand into a point of reference in the meat sector.

The beef project concludes in 1999 with the inauguration of the plant in Ospedaletto Lodigiano, the biggest plant in Europe that places Inalca amongst one the leading producers

Castelvetro di Modena, 26 September 2003