



Press Release - March 9, 2022

**Avril acquired a stake in the capital of the start-up, *Eccellenza Italiana*,  
continuing the Group's development in the consumer goods sector.**

Today, Avril announces its acquisition of a majority interest in *Eccellenza Italiana*, an Italian gourmet start-up specializing in manufacturing premium food products. This transaction, which is already effective, is in keeping with Avril's strategic priorities. The Group is thus fulfilling its intention to bolster its position in the consumer goods market and to expand its portfolio of brands both in France and internationally, thereby addressing consumer demands for local, healthy, and sustainable food.

Founded in 2014, *Eccellenza Italiana*, markets in France 100% natural, preservative-free sauces, pastas, spreads, and olive oil made exclusively in Italy. This Foodtech leader is built on three complementary brands: *Italians Do It Better* for products marketed in supermarkets, *Al Dente Al Salsa* a product range intended for specialized Italian delicatessens, and *Il Biologico Italiano* for distribution networks dedicated to organic products.

By selecting the best ingredients from the four corners of Italy - sauces and breadsticks from Piedmont, pasta from Gragnano, and antipasti from Sicily - *Eccellenza Italiana*'s young brands are already highly regarded by their clients and consumers for the quality of their local sourcing as well as their attention paid to artisanal production in industrial volumes.

This acquisition will enable *Eccellenza Italiana* to accelerate its international development by drawing on the expertise of Avril's teams and brands, while maintaining its originality. The two founders, Christian de Waldner and Patrizio Micelli, will continue to run the company that currently employs close to 15 people.

Jean-Philippe PUIG, CEO of Avril, declared: *"I am delighted to welcome the Eccellenza Italiana teams to the Avril Group, and I extend my sincerest wishes to them. We share the same values and commitments, giving top priority to local, healthy, and sustainable food. We intend to preserve the full creativity of Eccellenza Italiana, which has been the source of its success, while providing it with the means to enter a new phase of its development, thanks to the support of the Group and our in-depth knowledge of the markets. This will further strengthen our positions in the consumer goods sector, in line with the Group's strategic priorities, while remaining true to our commitments and our purpose, Serving the Earth."*

Christian de Waldner and Patrizio Miceli, co-founders of *Eccellenza Italiana*, commented: *"We are delighted with Avril's investment. Our ambition is to become the market leader in hot sauces within an accessible premium positioning in France and then internationally, in addition to developing new categories of products. Avril's muscle and expertise in the savory food market will give a powerful boost to the development of our brands. Our shared ambition and common values as activists for healthier food while preserving our planet are in line with our strategic vision."*

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### **About Avril**

Founded in 1983 as an initiative of the agricultural world to ensure sustainable outlets for French production, Avril is the main industrial and financial player in the vegetable oil and protein sector. It is built upon two complementary trades that are key to the strength of its model. On the one hand, an industrial business organized around plant processing, from the seed to the processed product. And on the other hand, an investment business, carried out by its subsidiary, Sofiprotéol, through the acquisition of minority holdings in support of companies in the French agricultural and agri-food sectors.

Present in sectors as diversified as consumer food, animal nutrition and expertise, renewable energies, and green chemistry, Avril relies on a portfolio of well-known brands that are leaders in their fields both in France and abroad: Bunica (Romania), Lesieur, Matines, Oleo100, Puget, Sanders, Taous (Morocco)...

For nearly 40 years, the Group has remained true to its original mission: feeding people and animals, and preserving the planet. In view of the current challenges posed by the climate emergency and the demographic growth that is putting a strain on resources, Avril has chosen to reaffirm its power to act, expressed through its purpose: Serving the Earth. Serving the Earth and the six commitments that support this purpose are a genuine driving force for the men and women of Avril on a daily basis. They reflect the Group's new ambition to become the leader in plant-based solutions for the agricultural, food, and environmental transitions.

In 2020, Avril generated a turnover of €5.8 billion. With a presence in 19 countries, it employs nearly 7,600 people at 82 industrial sites around the world. For further information: [groupeavril.com](https://groupeavril.com) | Twitter @Avril | LinkedIn Avril

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