

A photograph of an elderly man with a white beard and hair, wearing a dark suit, white shirt, and red tie. He is sitting in the driver's seat of a red truck with a cream-colored cab. The truck's door is open, and he is holding the door handle with his left hand. The background is slightly blurred, showing a building. The Balocco logo is overlaid on the image.

BALOCCO®

Buoni dal 1927

COMPANY PROFILE



Buoni dal 1927

OUR HISTORY

**OUR FAMILY, FOR FOUR GENERATIONS,
HAS BEEN MAKING LIFE SWEETER
TO MILLIONS OF CONSUMERS
ALL AROUND THE WORLD**





Buoni dal 1927

OUR ORIGINS

BALOCCO FAMILY' S PASSION FOR BAKERY
BEGINS ALMOST ONE CENTURY AGO,
IN 1927, WHEN THE FOUNDER,
FRANCESCO ANTONIO BALOCCO,
OPENED HIS FIRST PASTRY SHOP
IN THE HEART OF FOSSANO,
A SMALL TOWN IN
NORTH WEST OF ITALY





Buoni dal 1927

FROM PASTRY CHEFS TO INDUSTRIAL COMPANY

IN 1933, A SECOND PASTRY SHOP
WAS OPENED IN VIA ROMA,
MAIN STREET OF THE TOWN

IN 1945, THE PASTRY SHOPS AND
WORKSHOPS, DESTROYED DURING
2ND WORLD WAR, WERE REBUILT

IN 1949, ALDO BALOCCO,
SON OF THE FOUNDER, AT THE AGE
OF NINETEEN, JOINED HIS FATHER.
TOGETHER THEY SET UP THE FIRST
PRODUCTION PLANT - 5,000 SM -
WITH 30 WORKERS





Buoni dal 1927

GROWTH

IN THE FIFTIES, THANKS TO THE TRIALS
ON SOURDOUGH, MANDORLATO BALOCCO
WAS INVENTED: THE FIRST PANETTONE
CAKE, GLAZED WITH HAZELNUTS,
ALMONDS AND FROSTED SUGAR

FROM THE LAUNCH, MANDORLATO BALOCCO
WAS A GREAT SALES SUCCESS,
SO THE COMPANY STARTED TO SPREAD
DISTRIBUTE THIS ICONIC PRODUCT
THROUGH ITALY, THANKS TO A NEW
SALES AGENT NETWORK





FIRST TV COMMERCIALS

ON DECEMBER 01ST 1975,
FIRST BALOCCO COMMERCIAL
WAS ON AIR ON TV.

ALICE AND ELLEN KESSLER,
TWO SHOWGIRLS COMING FROM
WORLD FAMOUS PARIS LIDÒ, WERE
APPOINTED TO PROMOTE THE
ICONIC MANDORLATO BALOCCO

THE GREAT ADV SUCCESS
CONTINUED WITH INSPIRED ADV
COMMERCIALS THAT LINKED
BALOCCO BRAND TO THE GREAT
TV STARS OF THE MOMENT



**GODITI LE KESSLER CON
IL "BALOCCO" SORPRESA!**





Buoni dal 1927

THE ARRIVAL OF THE NEW MILLENNIUM

FROM 1990, THE THIRD FAMILY GENERATION JOINED THE COMPANY. ALESSANDRA AND ALBERTO, SONS OF THE PRESIDENT ALDO BALOCCO, STARTED TO ACTIVELY WORK IN THE COMPANY. IN 1994, THE FOUNDER FRANCESCO ANTONIO BALOCCO PASSED AWAY

CONTINUED GROWTH LED TO FURTHER PLANT EXPANSION IN 2003, WHEN THE PRODUCTION AREA REACHED 44.000 SM

FROM 2006 THE COMPANY INCREASED PRODUCTS PORTFOLIO, BREAKFAST BISCUITS, STARTING "MR. BALOCCO" SUCCESSFUL TV ADV CAMPAIGN





Buoni dal 1927

THE NEW GENERATION

IN JULY 2022, AT THE AGE OF 92, ALDO BALOCCO
PASSES AWAY.

A MONTH LATER, AS A CONSEQUENCE TO A
TRAGIC ACCIDENT, ALBERTO DIES PREMATURELY.
VISIONARY AND KIND-HEARTED,
ALBERTO HAS BEEN CRUCIAL FOR THE
DEVELOPMENT AND SUCCESS OF THE COMPANY
IN THE LAST THIRTY YEARS.

TODAY, HIS SISTER ALESSANDRA IS AT THE HELM OF
THE COMPANY.

AT HER SIDE, HER HUSBAND RUGGERO
COSTAMAGNA AND DILETTA, ALBERTO'S FIRST
BORN AND FOURTH GENERATION.



BALOCCO TODAY



€ 222 MILLION
TURNOVER
2022

€ 85 MILLION
EQUITY
2022

397 EMPLOYEES
AVERAGE NUMBER
OF WORKFORCE 2022

66.000 TONS
VOLUME OF BAKED
PRODUCTS in 2022

EXPORT

€ 29 MILLIONS

**TURNOVER
2022**

13%

OF TOTAL SALES

9,000 TONS

**BAKED PRODUCTS
SOLD IN 2022**

OVER 70 COUNTRIES

**67% TO EU
16% TO AMERICA
10% TO FAR EAST AND AUSTRALIA
7% TO MIDDLE EAST**



Buoni dal 1927

PRODUCTION FACILITIES

(Fossano headquarter)



75,000 SQUARE METERS
PRODUCTION AND LOGISTIC FACILITIES

**CONTINUOUS CYCLE
PRODUCTION**

24 / 7

**10 PRODUCTION
LINES**

5 for breakfast biscuits
3 for seasonal cakes
2 for wafers

€ 88 MILLIONS
INVESTMENTS IN
TECHNOLOGY AND IN
BUSINESS PROPERTY
over the last 10 years

FACILITIES

2 LOGISTICS PLATFORMS

FOSSANO (CN)

PLATFORM FULLY INTEGRATED WITH THE
PRODUCTION AREAS

AUTOMATIC PALLETIZING AND
HANDLING SYSTEM

15,000 PALLET STATIONS

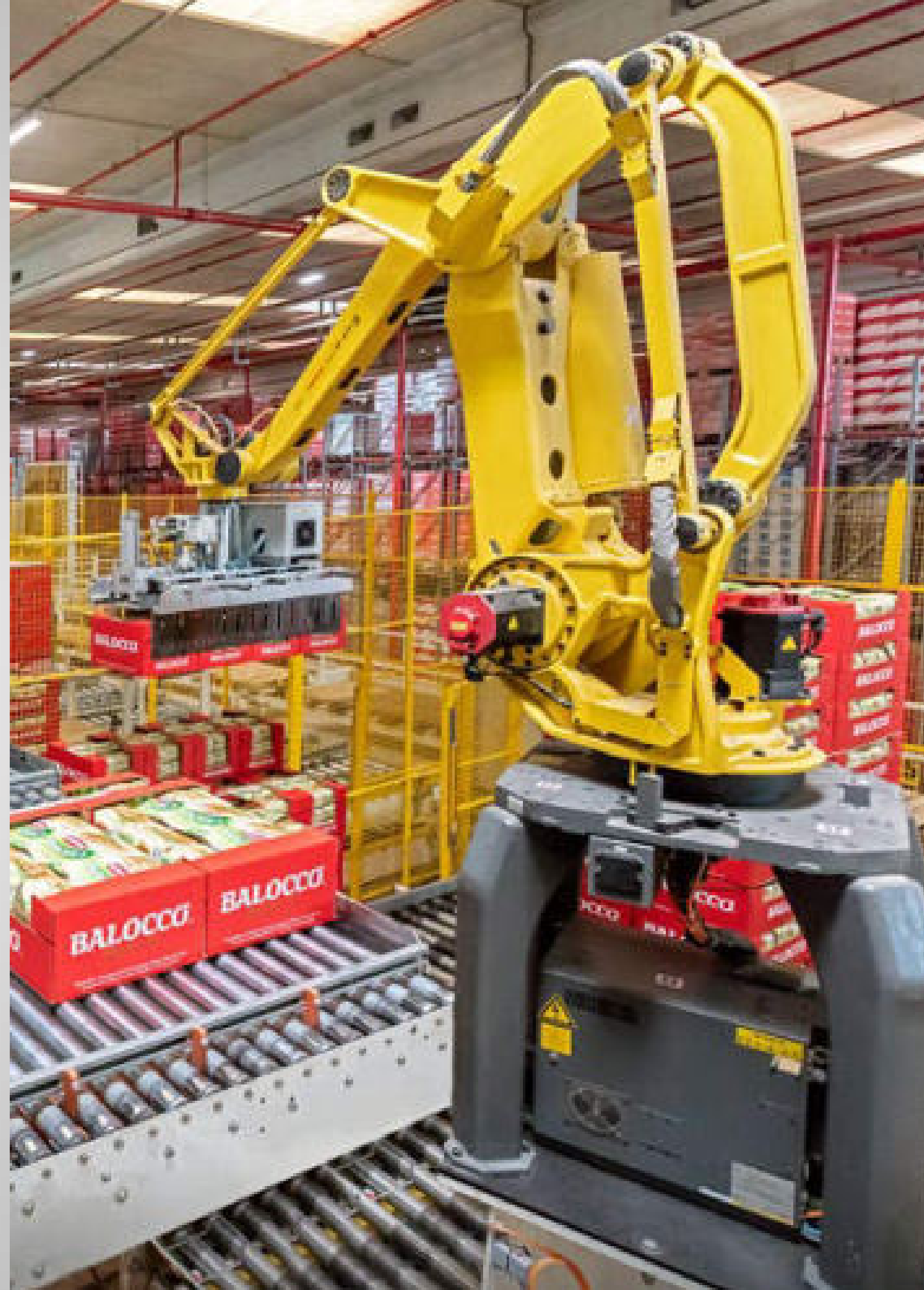
TRINITÀ (CN)

LOGISTICAL SUPPORT HUB

25,000 PALLET STATIONS

16 EXTERNAL DISTRIBUTION CENTRES

TO DISPATCH ORDERS WITHIN 24 HOURS
THROUGHOUT ITALY





Buoni dal 1927

SEASONAL CAKES

29,4 MILLIONS ITEMS

**SOLD BETWEEN EASTER
AND CHRISTMAS 2022**

**18,5% MARKET SHARE
AS JOINT LEADER**

**+32% GROWTH
IN VOLUMES**

**OVER THE LAST 10 YEARS
(+3,600 TONS VS 2013)**





Buoni dal 1927

BREAKFAST BISCUITS

44,700 TONS

SOLD IN 2022

9,3% MARKET SHARE

2nd COMPANY IN THE MARKET

+ 23,4% INCREASE IN VOLUME

OVER THE LAST 10 YEARS

(+8,500 TONS SINCE 2013)



Buoni dal 1927

WAFERS

2,800 TONS

SOLD IN 2022

**MORE THAN 50%
EXPORTED TO MORE
THAN 70 COUNTRIES**





Buoni dal 1927

QUALITY AND CERTIFICATION

**WE ADHERE TO GFSI RECOGNIZED QUALITY
STANDARDS (BRC AND IFS)**

**140,000 ANALYSES A YEAR
OF RAW MATERIALS, SEMIFINISHED
PRODUCTS, FINISHED PRODUCTS AND
PACKAGING**

**A STAFF OF 12
BIOLOGISTS, CHEMISTS AND ANALYSTS**

**5 LABORATORIES FOR
CHEMICAL, MICROBIOLOGICAL,
INSTRUMENTAL, BIOMOLECULAR (PCR) AND
FLOUR RHEOLOGICAL PROPERTIES ANALYSES**

BRC

Food Safety

CERTIFICATED



NON GMO



Buoni dal 1927

BALOCCO

SUSTAINABILITY

SOLAR ENERGY

€11.5 MILLION
INVESTMENT
since 2010

5.5 MEGAWATTS
INSTALLED POWER

RECYCLABLE PACKAGING

1,944 TONS
OF CO₂ EMISSIONS
SAVED EACH YEAR

1/2 NOMINAL
COVERAGE OF
ENERGY DEMAND

ANIMAL WELFARE

COMMITMENT TO
USING RECYCLABLE OR
COMPOSTABLE PACKAGING

REDUCING IMPACT ON
ENVIRONMENT IN ALL
PROCESSES

ONLY
BARN EGGS

TO PROMOTE
ANIMAL-FRIENDLY
HUSBANDRY