

HOCHDORF Nutrifood Ltd. press release: sales partner for Italy

HOCHDORF products to conquer Italy

Hochdorf, 6 September 2013 – **HOCHDORF Nutrifood Ltd. has agreed an important sales contract for the Italian market with the company Newchem S.r.l. The Milan-based company supplies food stuff producers from all over Italy with high-quality raw materials and ingredients. The range will now include the VIOGERM® wheat germ products from HOCHDORF Nutrifood Ltd.**

Newchem S.r.l. was founded in 1997 and is an important trading partner for the Italian food industry in the area of raw materials and ingredients. The company specialises in the distribution of products and brands with a high potential for innovation.

Two complementary partners

HOCHDORF Nutrifood Ltd. has agreed an exclusive three-year deal with Newchem S.r.l. Michel Burla, CEO of HOCHDORF Nutrifood Ltd., is convinced that the two companies are made for each other: “We are a perfect match. Newchem can help HOCHDORF to develop its sales network in Italy. Newchem will benefit in turn from our expertise in product development to break into new markets, such as the pasta industry. The partnership will help Newchem to extend its range of premium products.” Gianluca Morassi, Newchem’s General Manager in Milan, is impressed by the HOCHDORF products: “We are convinced that HOCHDORF Nutrifood Ltd. is the right choice for us because it has the high-quality ingredients and brand products, such as VIOGERM® wheat germ, that we need.”

HOCHDORF Nutrifood Ltd.

As part of the HOCHDORF Group, HOCHDORF Nutrifood Ltd. develops and sells high-quality products including VIOGERM® wheat-germ products (oil and wheat-germ granulates). The range includes various specialities in the instant dessert and wellness product sector. The company achieved a turnover of CHF 18.5 million in 2012.

VIOGERM® wheat germ

Healthy products such as VIOGERM® wheat germ are becoming increasingly important in the food industry. They are rich in folic acids, proteins (32%) and dietary fibres (12%), as well as other nutrients that are important for the body. They are used to enhance products such as pastries, as well as pasta and even soups. When the VIOGERM® wheat germ is processed into crisps it can be mixed with cereals, cereal bars and chocolate – or even sprinkled on the famous Italian ice cream.

Newchem S.r.l.

Newchem S.r.l. is based in Milan and trades in high-quality ingredients for the Italian food industry. As an additional service, the company also develops specific product solutions in conjunction with its customers.

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