

# 100年続くイタリアのト



**MERGERSCORP**

## 100

イタリアを代表する高級トマト製品メーカーを買収するチャンスであり、強力なブランド認知度、垂直統合された事業、国際的な存在感を持つ。

当社は、原材料の調達からブランド製品の完成品に至るまで、バリュー・チェーン全体にわたって事業を展開し、小売と外食の両チャンネルにグローバルにサービスを提供している。

## 強力なブランド・エクイティと市場での認知度

- イタリアのトマト保存食カテゴリーにおけるプレミアム・ポジショニング
- 2025年に受賞したSKUを含む、製品の革新性が評価された。
- 品質と信頼性で定評
- 国内外の市場における高い消費者ロイヤルティ

## インターナショナル・フットプリント

- 欧州、北米、その他の国際市場に強く浸透した輸出志向のビジネス
- 定評ある代理店ネットワーク
- 高級小売チェーンでの存在感拡大

## 垂直統合オペレーション

- 調達、加工、包装の管理
- イタリアの戦略的生産拠点
- 農業サプライヤーとの強い関係

## BUSINESS TYPE

農業企業

## COUNTRY

イタリア

## BUSINESS ID

L#20261008

- 各段階で品質管理を行う効率的なサプライチェーン

## 財務パフォーマンス

- プレミアム・ポジショニングに支えられた安定した収益成長
- 業界平均と比べて魅力的なEBITDAマージン
- 強力なキャッシュ生成プロファイル
- プライベートブランド部門とブランド部門ともに底堅い業績

## 成長機会

- 新規輸出市場への進出
- 北米とアジアでのさらなる浸透
- 製品ラインの拡張とプレミアム・イノベーション
- グローバル小売チェーンとの戦略的パートナーシップ
- 業務効率の向上

## 製品紹介

- プレミアムトマトパッサータ
- 皮をむいて刻んだトマト
- チェリートマト料理
- オーガニックおよびスペシャリティ製品ライン
- 海外小売業者向けプライベートブランド生産

## 競争上の優位性

- イタリアの農家との強い調達関係
- 最高品質のポジショニング
- スケーラブルな生産能力
- 長年にわたる顧客との関係
- 製品の革新性が認められた（2025年部門賞受賞者）

#### プライベートブランド海外顧客

- E.ルクレール
- カルフル
- ディーアイエー
- ジャルダンビオ
- セインズベリー
- ASDA
- モリソンズ
- スーパーマーケット
- ウェイトローズ
- カウフランド

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