

October 2012

## Stefano Berruto Managing Director of the Pasta Berruto Spa company

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Pasta Berruto Spa company which was created in December 2004 by the merger of Arrighi and Italtasta, two pasta-making companies that already belonged to the family. The operation was prompted by the need to adapt the size of the company to the modern market.

The Berruto family has been in the pasta business since 1920, with a century of experience in the cereals market and pasta-making. Its plant in Carmagnola, in the province of Torino, employs a workforce of 80 and has an output capacity of 50,000 tonnes/year, with 7 manufacturing lines that turn out long, short and small pasta, 'nests' and special formats, a highly advanced packaging department, and reception and raw materials storage systems.

Pasta Berruto Spa company became part of the Webcor Group several years ago. It currently has a turnover of about € 800 million and operates all over the world with offices in Geneva, Antwerp, Singapore, Shanghai, Buenos Aires and Montevideo. It is not only active in the food sector, but also in construction, building and commodities.

Web site: [www.pastaberruto.it](http://www.pastaberruto.it)

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### ***For several years now you have been part of the multinational Webcor group: a case of the acquisition of an Italian food brand by a foreign corporation. What was the reason behind this choice?***

In 2007, Webcor, which was founded by a family of Lebanese businessmen, bought into our company when it acquired a consistent part of our stock capital. For many years we were commercial partners, developing business on the African and Middle Eastern market, which is very strategic for us. We built up a trusting relationship which resulted in the acquisition at a moment of strong expansion for the group: the operation was an opportunity for us, because it opened up new trading channels and other doors in Africa, which is an interesting market for the agriculture and food sector.

### ***What part do exports play in your total output?***

We are a strongly international company: we export 98% of our products to 86 countries all over the world. In Europe, France accounts for an important part of our sales (about 30%). We work a great deal with large retail chains, particularly in Germany, Scandinavia where we have been a supplier for over 30 years, and Eastern Europe. We also work with retail chains on the Italian market, with both our own brands and our clients' brands. We are very interested in the African markets, and Angola in particular, and a project to build a manufacturing plant in the Angolan capital, Luanda, is now at an advanced state of development.

### ***How do you defend your product from international competition?***

Above all by guaranteeing the highest quality standards, which evolve rapidly and demand particular attention and constant internal training. We operate in full respect of Italian, European and international legislation, and we constantly update our quality system in line with ISO 9001:2000 standards and international IFS and BRC standards.

***In your opinion, what could the local system and institutions do to foster the competitiveness of the agriculture and food sector?***

Piedmontese tradition is linked to the automotive sector in particular, but there is a great deal of excellence in the agriculture and food sector, with large names and a huge number of small and micro enterprises that operate successfully on international markets, guaranteeing outstanding quality. However, Italy's image is not sufficiently protected abroad: it might be useful, particularly at a national level, to encourage more guarantees to Italian labels for the food sector to protect the Italian system, quality and excellence all over the world, which is increasingly eroded by the competition.

Some initiatives have been launched with professional associations, but a great deal remains to be done.