

FIORANI®



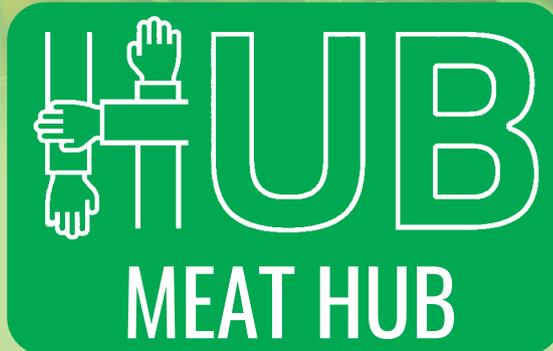
CATALOGO





FIORANI®

services

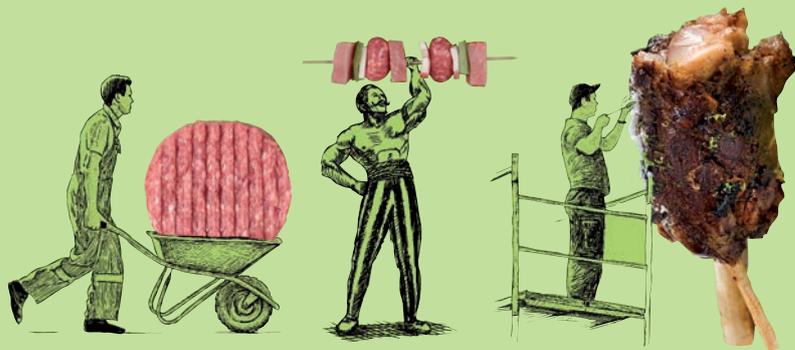


Fiorani & C. is a cutting-edge meat processing and preparation center with integrated departments guaranteeing efficiency and strict quality controls.

Fiorani's experience has led to a production concept based on hub logics: a single center that receives goods from all suppliers and has full control over the whole processing chain, before delivery to the points of sale.

In this way, all the processes are standardized, the boning yields improved and complete supply information is assured at the points of sale.

To avoid the risk of cross-contamination, our production sites have separate, specific departments: only beef is processed in Piacenza (60,000 m², of which 15,000 indoor), and only pork in Castelnuovo Rangone in the province of Modena (27,000 m² of which 11,500 indoor).



INNOVAZIONE

EFFICIENZA

FIORANI®

services

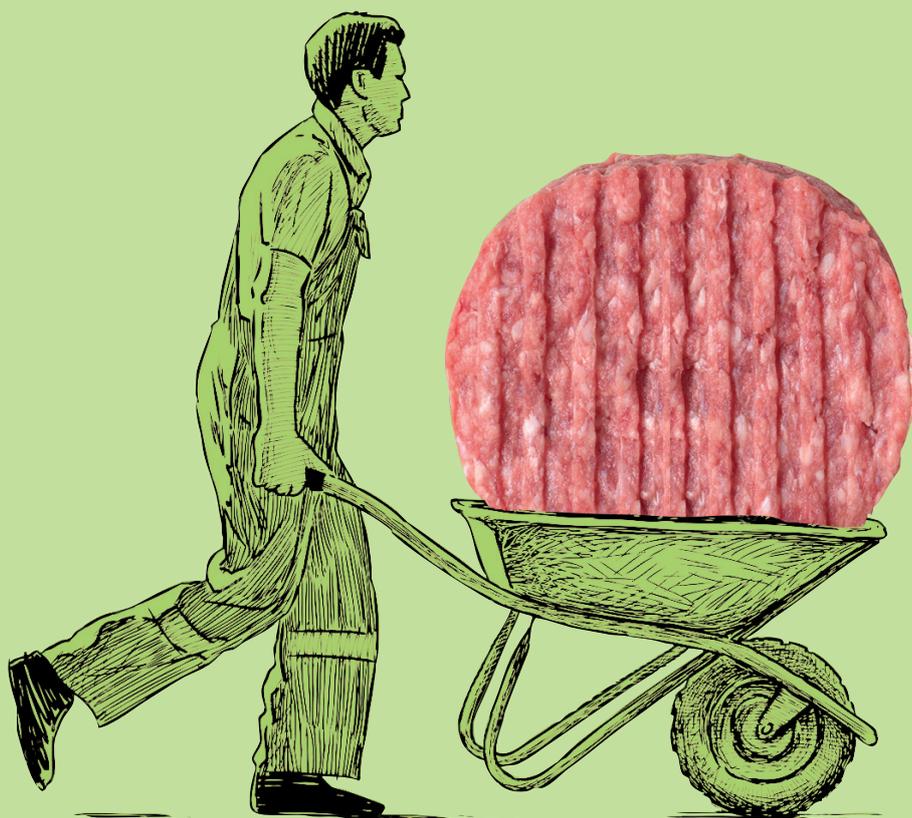
HANDLING

The of Fiorani platform covers all activities from receipt and storage, to picking and loading vehicles. This guarantees control over the quality and quantity of incoming goods and an efficient, centralized stock management.

When the trucks arrive, the goods are checked to ensure conformity to the order in terms of article type, weight, quality, quantity and traceability, even by single head.

For each delivery, the pH, temperature, color and SEUROP category are checked.

The goods are then stored in cold cells at a controlled temperature. At the Fiorani hub, the retail sector has a warehouse that meets store re-supply needs while guaranteeing the highest quality standards.



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services

BONING AND VACUUM PACKAGING

This is the most traditional activity, which consists in portioning the half-carasses into vacuum-packed cuts ready to be used in traditional butcher's counters. The company's effective IT system traces every single cut processed, head by head.

During the boning phase, the cuts sent to the portioning department and hamburger/minced meat departments are selected.

Depending on the breed, the fat content and collagen and protein ratio, the standardized operations in the boning room ensure that uniform raw materials are managed by the departments.



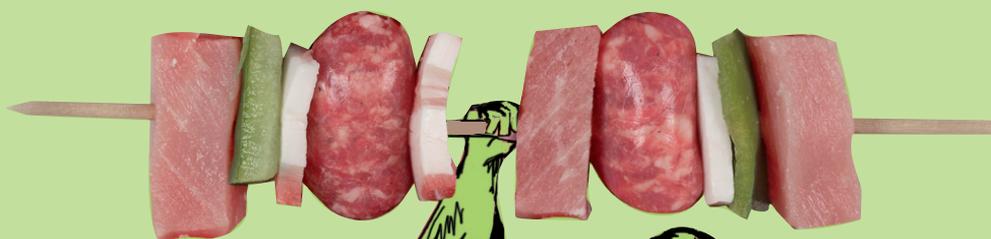
ESPERIENZA

QUALITÀ

FIORANI®

services

MAP/SKIN PACK PORTIONING



Preparing the meat in portions (slices, diced meat, minced meat, carpaccio ...) meets the needs of the Large Retail Market and Discount channels wishing to move towards a free-service range.

The range of fresh, quality products, always available in chiller cabinets, responds efficiently to the organizational needs of supermarkets, in terms of longer opening hours and staff management.

Fiorani has always invested in research and innovation, implementing packaging technologies aiming to increase the shelf-life of fresh products and offer a superior quality of service to consumers.

The fixed weight of the packages has been found to be of great help to the retail sector, facilitating both promotional policies and the management of department costs.





services

RESEARCH AND DEVELOPMENT



FIORANI research and development focuses especially on sustainable packaging that is: and

- more compact packaging
- with a longer shelf-life to reduce the amount of unsold items.
- made with increasingly more recyclable materials

Great variety of packaging supports: protective atmosphere with plastic or polystyrene trays, heat-formed skin packs and paper packaging. FIORANI's experience, know-how and technologies guarantee top-quality preparation and the full enhancement of the product characteristics.

SOSTENIBILITÀ,

RICERCA

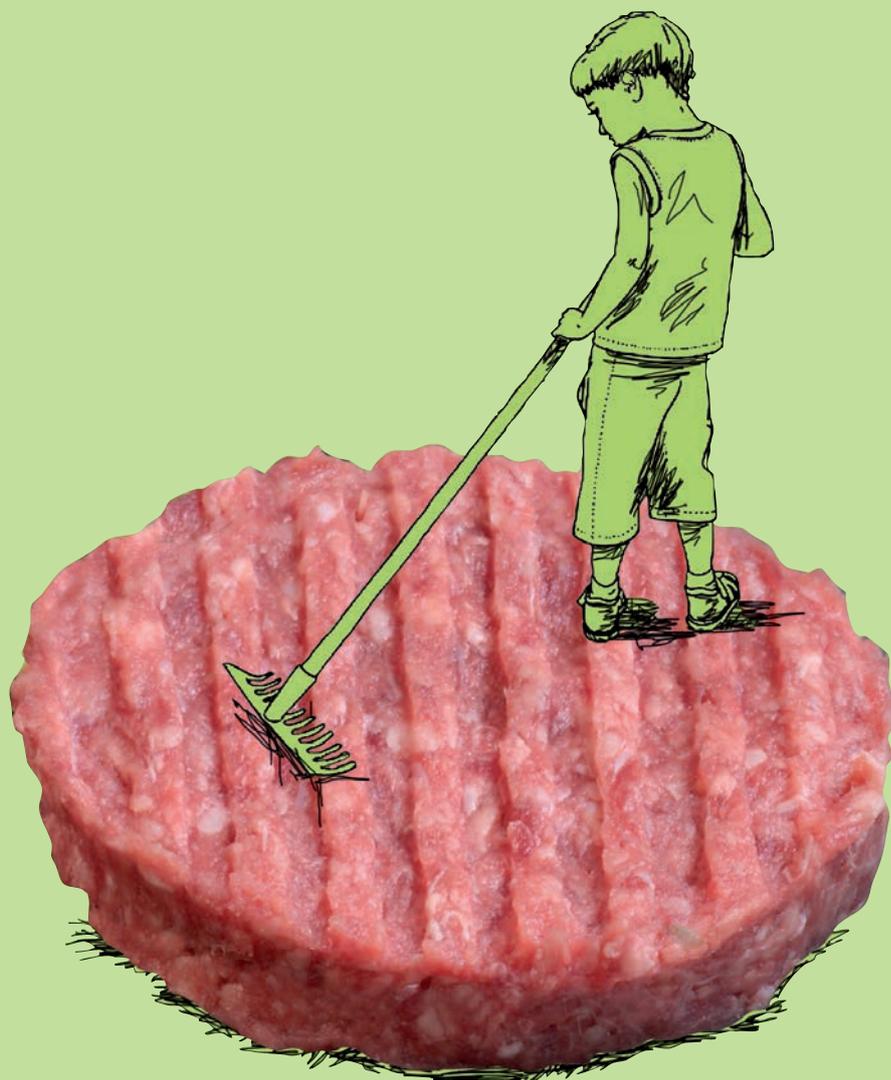
FIORANI®

services

HAMBURGERS AND MINCED MEATS

We make hamburgers and minced meats in different weights and shapes in skin or MAP packs, with or without additives (spices, ascorbic acid...).

Thanks to the large production capacities of our departments, all our production are made to strict fixed weights, allowing us to guarantee orders on a just in time basis and meet major peaks in order volumes.



FIORANI[®]

services

FROZEN STORAGE AND TRANSPORT

In both production sites, the goods can be stored in blast chilling cells at up to -40°C and freezer cells up to -18°C .

Fiorani logistics covers the whole national territory and is also structured to reach international destinations. Every delivery takes place at a controlled temperature, with the full assurance of a guaranteed cold chain. Strict controls are performed on the vehicles regularly, during loading as well as throughout the journey to the final destination, with thermographic testing.

SICUREZZA



CONSUMER ORIENTED

GUSTO

INNOVAZIONE BUONUMORE
SERVIZI RICERCA
EFFICIENZA
FUTURO PARTNERSHIP
QUALITÀ, CONTROLLO
SIMPEGNO SICUREZZA
EVOLUZIONE

FIORANI®

trade

The logo for ARKETPLACE features a stylized 'A' composed of a grid of small squares. Below this graphic, the word 'ARKETPLACE' is written in a bold, uppercase, sans-serif font.

ARKETPLACE

Fiorani & C. was founded in 2004 as a processing outsourcer for Italian supermarket chains and began to develop its own sales activities immediately. The trade sector was launched by presenting a range of high-quality, fixed-weight “free-from” sausages to the large retail market. Introducing innovation, these products were successful in a saturated yet obsolete market.

In July 2018, driven by the Cremonini family, the range was extended to cover a new range of prepared cuts with a high service value launched under the FIORANI brand.

Fiorani’s motto, “The origin of the future” embodies the company philosophy: combining experience and knowledge of the meat sector, developed over four generations, with the “future” in mind, understood as the constant search for innovation in products, packaging and production processes.



EVOLUZIONE

CONSUMER ORIENTED

FIORANI[®]

trade

BRANDED

FIORANI[®] the brand

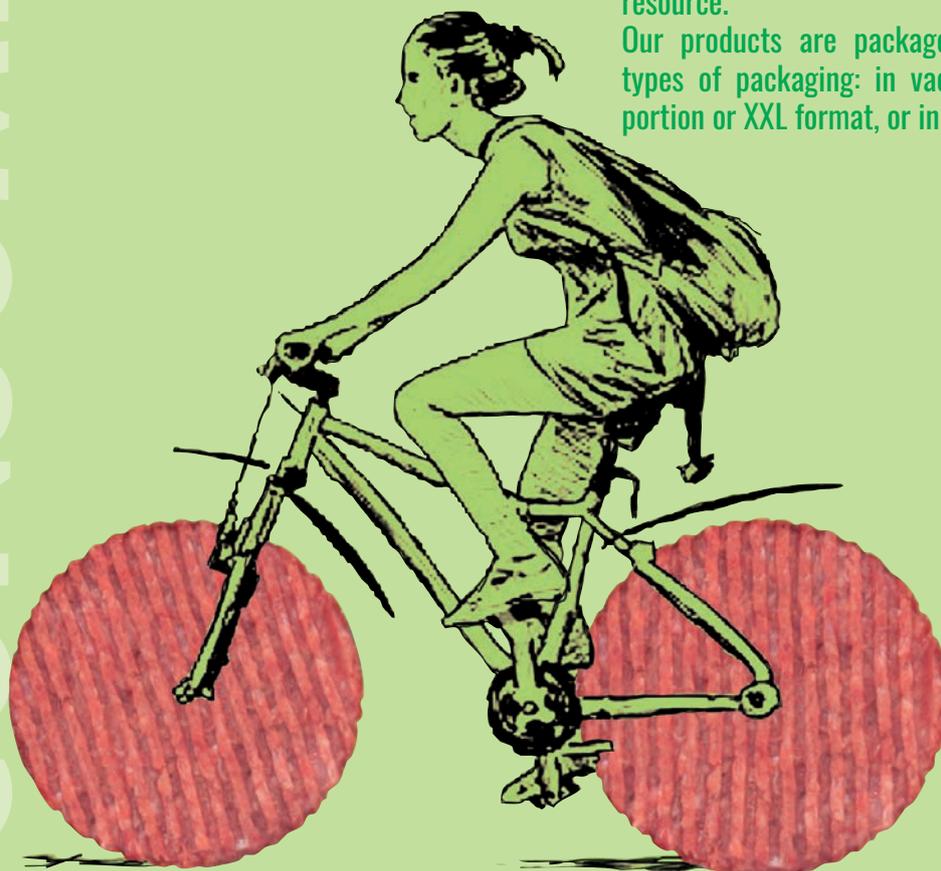
Fiorani products (hamburgers, tartar, cooked, etc...) are certified gluten-free and developed from a constant research towards innovation and modernization.

The company's mission is to provide effective answers to the emerging needs of consumers who require nutritionally balanced food, quality and taste without neglecting practicality and safety.

The FIORANI brand wants to represent the added value that a healthy diet can bring in the life of everyone.

The range consists of: HAMBURGERS with different recipes; TARTARES ready for immediate consumption or customizable according to your culinary imagination; ELABORATE CUTS for which we start from high quality meat and we enrich it with ingredients and marinades to create delicious recipes and fast; COOKED MEATS to eat with taste even if time is a scarce resource.

Our products are packaged with different types of packaging: in vacuum skin, single portion or XXL format, or in map trays.



FIORANI[®]

trade

Wellness line Fiorani

The Fiorani Wellness line was developed with the courageous aim of raising the prestige of consumer products like sausages and other prepared pork meats, in a market that considers them to be a poor, price-oriented product.

This range challenges a saturated offer by successfully establishing itself thanks to the innovations introduced in terms of product format, recipes, packaging and labeling.

The assortment includes, with different recipes and formats, SAUSAGES, HAMBURGERS, SKEWERS and PRODUCTS with high added value.

Wellness Line offers the recipes of the butchery, but reinterpreted to be more adherent to new styles of consumption, such as whims and sausages with edible vegetable gut designed for the little ones or for parties and aperitifs, or the skewers suitable for reed cooking on the stove or in the oven.

It is a range designed to combine well-being and taste: without gluten, without dyes, without preservatives and only with first choice ingredients and recipes rich in flavor.

The "B" shaped label indicates the motto of this range: "Buoni, Belli... Be-nessere".



BUONNUMORE

SERVIZIO

FIORANI®

trade

OUR PRODUCTS

We work to transform the complexity of research and innovation into surprisingly simple and easy to consume products.

HAMBURGERS

TARTARES

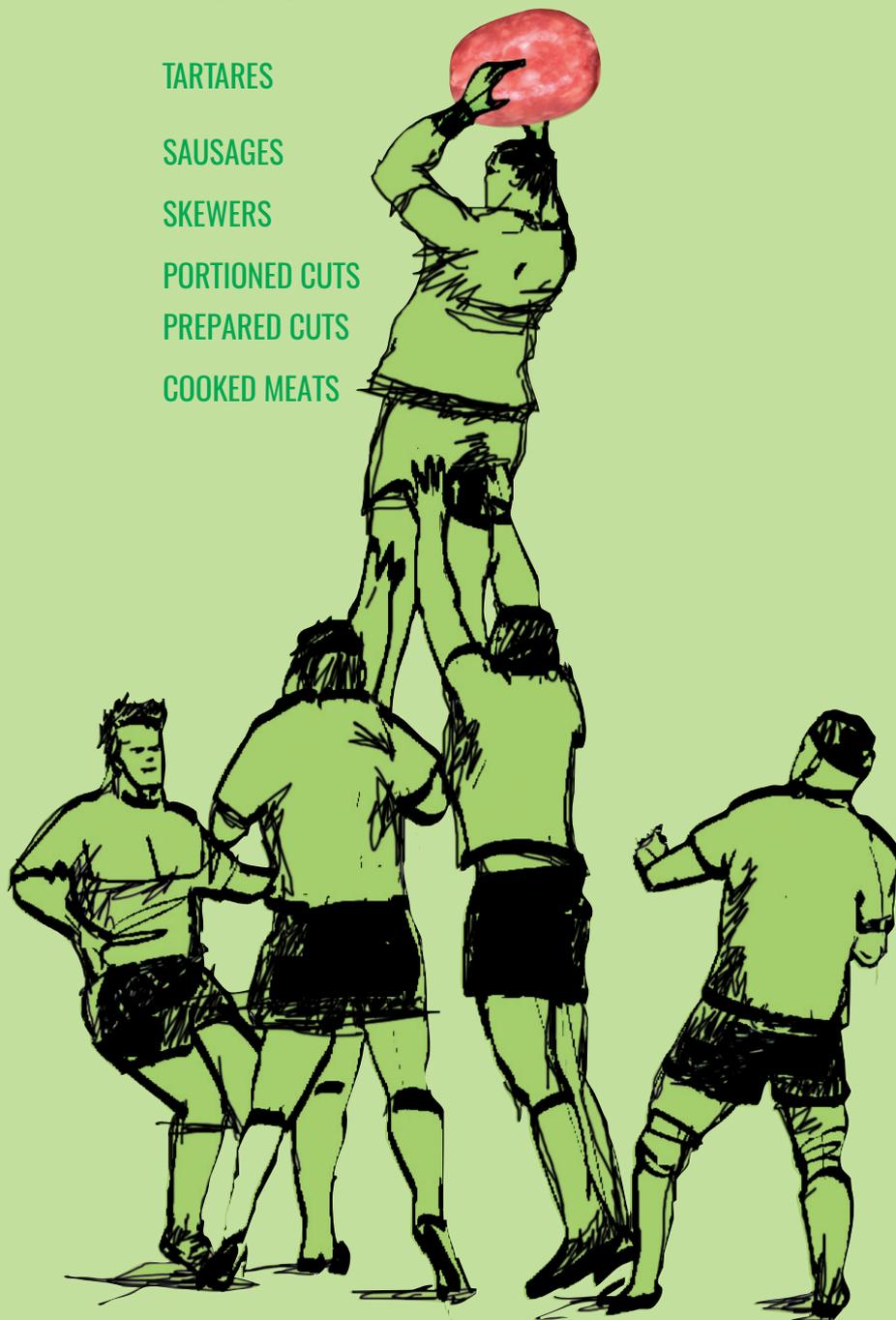
SAUSAGES

SKEWERS

PORTIONED CUTS

PREPARED CUTS

COOKED MEATS

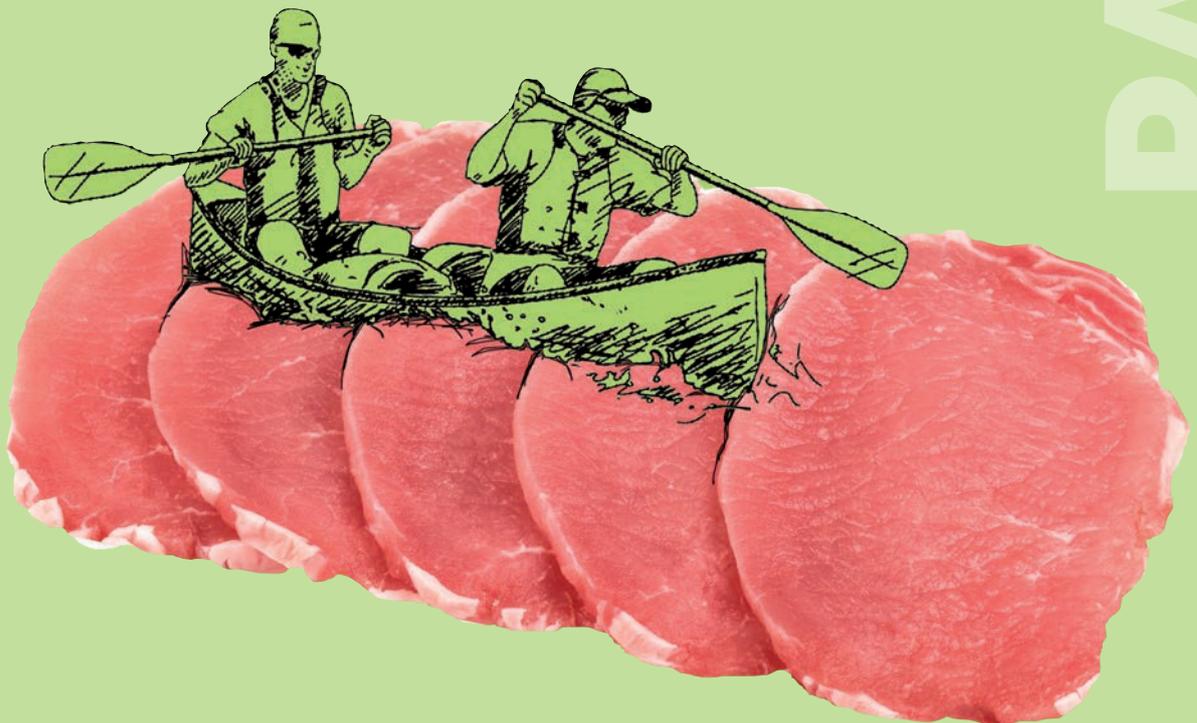


FIORANI[®]

trade

UNBRANDED

The Fiorani platform also produces and markets UNBRANDED products. It is a major player in the national retail sector, and also supplies other channels, including discount, catering and industry.



PARTNERSHIP

GUSTO

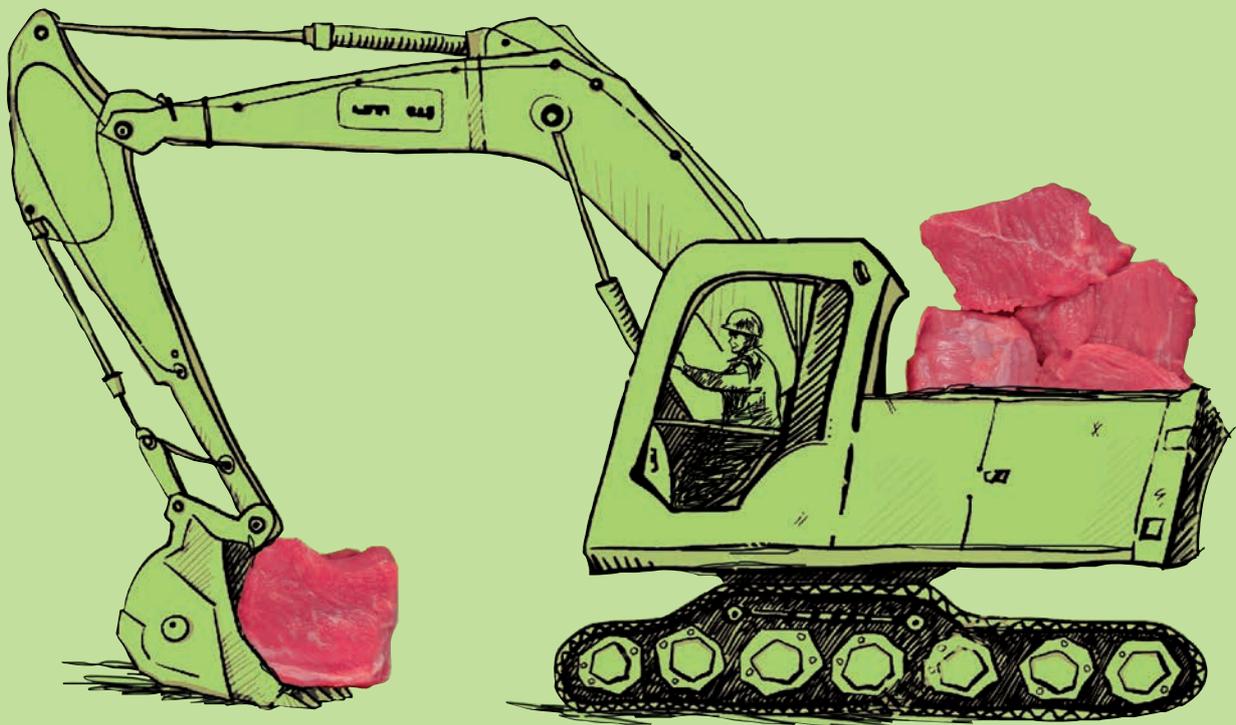
FIORANI®

trade

PRIVATE LABEL

Fiorani & C. was founded as a copacker for large retail distribution (as well as for catering, industry and discount chains) and plays an increasingly important role as a private label producer for major Italian and foreign retail brands working in Italy, both as a supplier and an outsourcer.

According to individual business strategies, we work with our clients to develop customized projects based on innovative packaging, products with the best added value, new recipes and new product/range concepts, including Free From, Antibiotic Free, Controlled supply chain, Organic.



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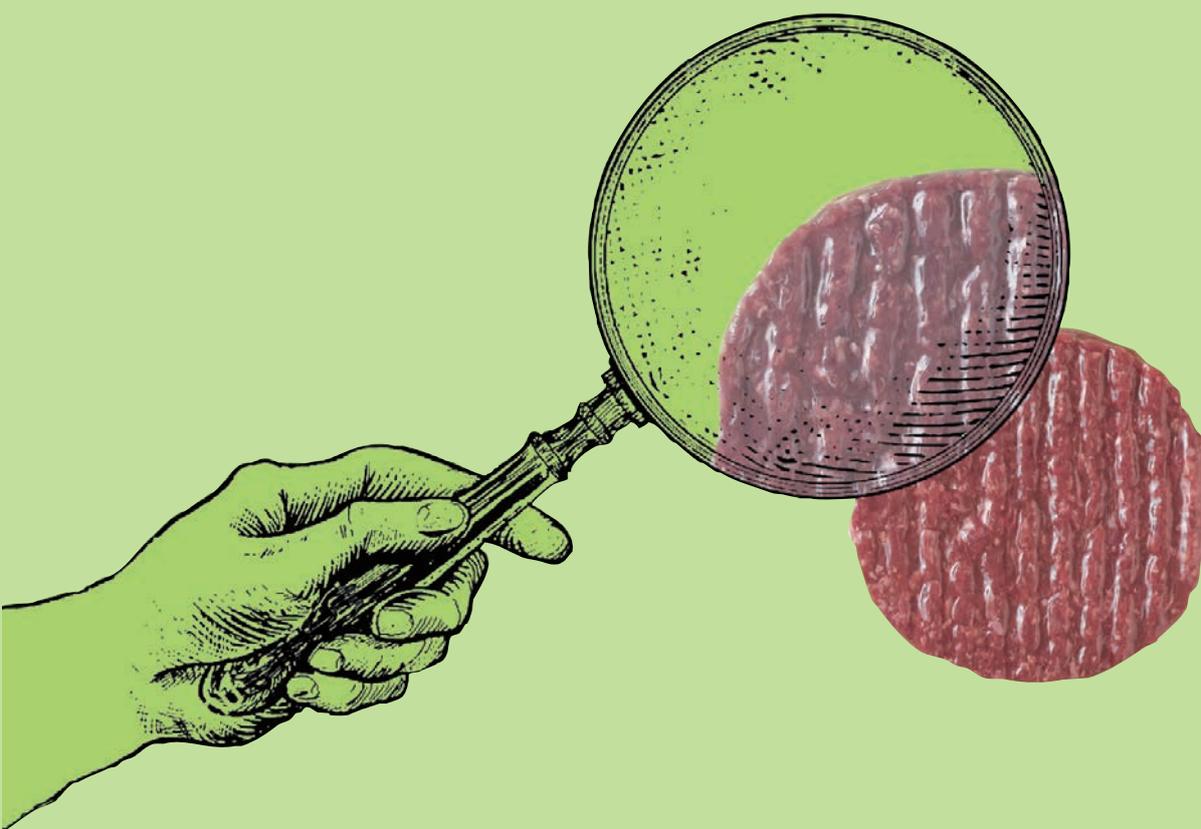
QUALITY

The analysis plans, conforming to EC regulations, include microbiological and chemical sampling of the meats and microbiological sampling in all facilities that are a potential source of contamination.

Complete controls are performed on a daily basis, with over a thousand analyses every year. With its effective IT system, the production sites are able to ensure traceability by head of all processed beef supplies, using the optional IT001ET labeling specification..

All our employees and auxiliary staff are trained in health, hygiene and safety at work, as required by the laws in force, to guarantee the best production standards.

Fiorani & C. has IFS (International Food Standard) certification, given to branded food operators in the large retail sector, according to their ability to supply safe products conforming to contractual specifications and legal requirements. The model is recognized both in Europe and worldwide, promoting food safety throughout the supply chain.



CONTROLLI

FIORANI®

GLUTEN FREE

The Fiorani range and the Wellness line have the "Spiga Barrata" (crossed-spike) mark, authorized by AIC, the Italian Celiacs Association.

In our production sites, the whole process, from goods receipt to delivery, excludes all risk of contamination of the meat, naturally gluten-free, with other foodstuffs considered to be "at risk".

We apply strict controls on both raw materials and finished products, monitoring the production process, the work environments, equipment and systems. We train our staff to guarantee that our products are suitable for celiacs.





ORGANIC

FIORANI, a certified organic supplier, produces a range of ORGANIC cuts, minced, portioned and prepared meats obtained from organic breeders and farming processes that respect nature. Certified by the control body CCPB, the Fiorani Organic range is produced in conformity with Reg (EC) 834/2007, which defines its production, processing, labeling, control and certification process.

Organic means farming and breeding that uses natural resources responsibly. Our certified ORGANIC products help you to live a natural lifestyle that privileges simple, genuine foods. The products in the ORGANIC range are born, reared and processed in harmony with the rhythm of nature, paying full attention to animal well-being. This is the way to being sensitive to the world, safeguarding the environment, rural development and the ecosystem we are part of. Organic farming forbids the use of GMO products.

IMPEGNO



FIORANI®

Environmental sustainability

Fiorani & C. pays close attention to environmental and energy saving issues through:

- Exclusive partnerships with FSC (Forest Stewardship Council) certified suppliers for skin packaging and new development projects. The FSC logo identifies products containing wood from forests managed correctly and responsibly in accordance with strict environmental, social and economic standards.
- Reducing CO2 consumption in packaging production
- Use of washable, re-usable containers
- Use of renewable energies, including a 520 kwp photovoltaic system.
- Fighting waste
- Research into new recyclable material solutions.

Fiorani & C. received a mention in 2017 from the Coop supermarket chain for its concrete commitment to fighting waste, as part of the project "Coop: Insieme per un futuro sostenibile" ("Together for a sustainable future").

