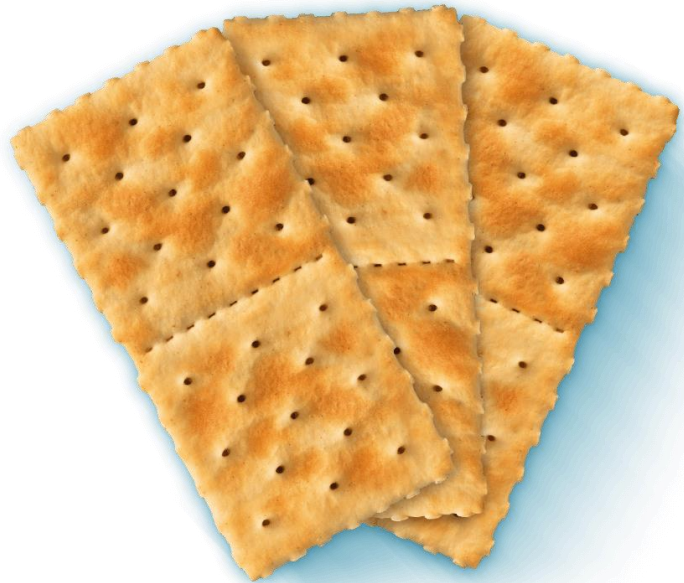


**HOW THE
MANUFACTURE OF
BISCUIT MOULDS AND
CUTTERS IN TERMS OF
INNOVATION HAS
BEEN AFFECTED BY
CUSTOMERS' NEEDS
AND TRENDS**



FRANCA LUPPI



1990 graduated at Bologna University

1991 started as a translator at Errebi Technology

1998-today responsible for global market sales at Errebi Technology, assisting and supporting customers' needs and requests.

BISCUIT MARKET



GROWTH



EVOLUTION

Sweet biscuits most popular in Asia-Pacific + Western Europe + North America

Glucose biscuits + chocolate coated biscuits declining

Global baked food & cereals market growing at CAGR (Compound Annual Growth Rate) 4,2% by 2023
(www.researchandmarkets.com)

Premium segment including cream filled biscuits + sweet biscuits + health biscuits increasing

Supermarket / hypermarket dominant share 45% market
Online retail growing

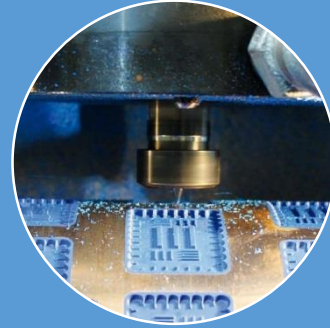


Metamorphosis of biscuit into something more accurate and sophisticated piece of food...

- New products
- Product improvement



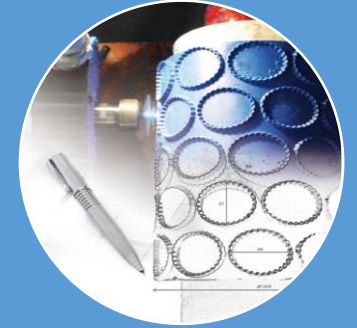
Metamorphosis of tools



Construction & technical features



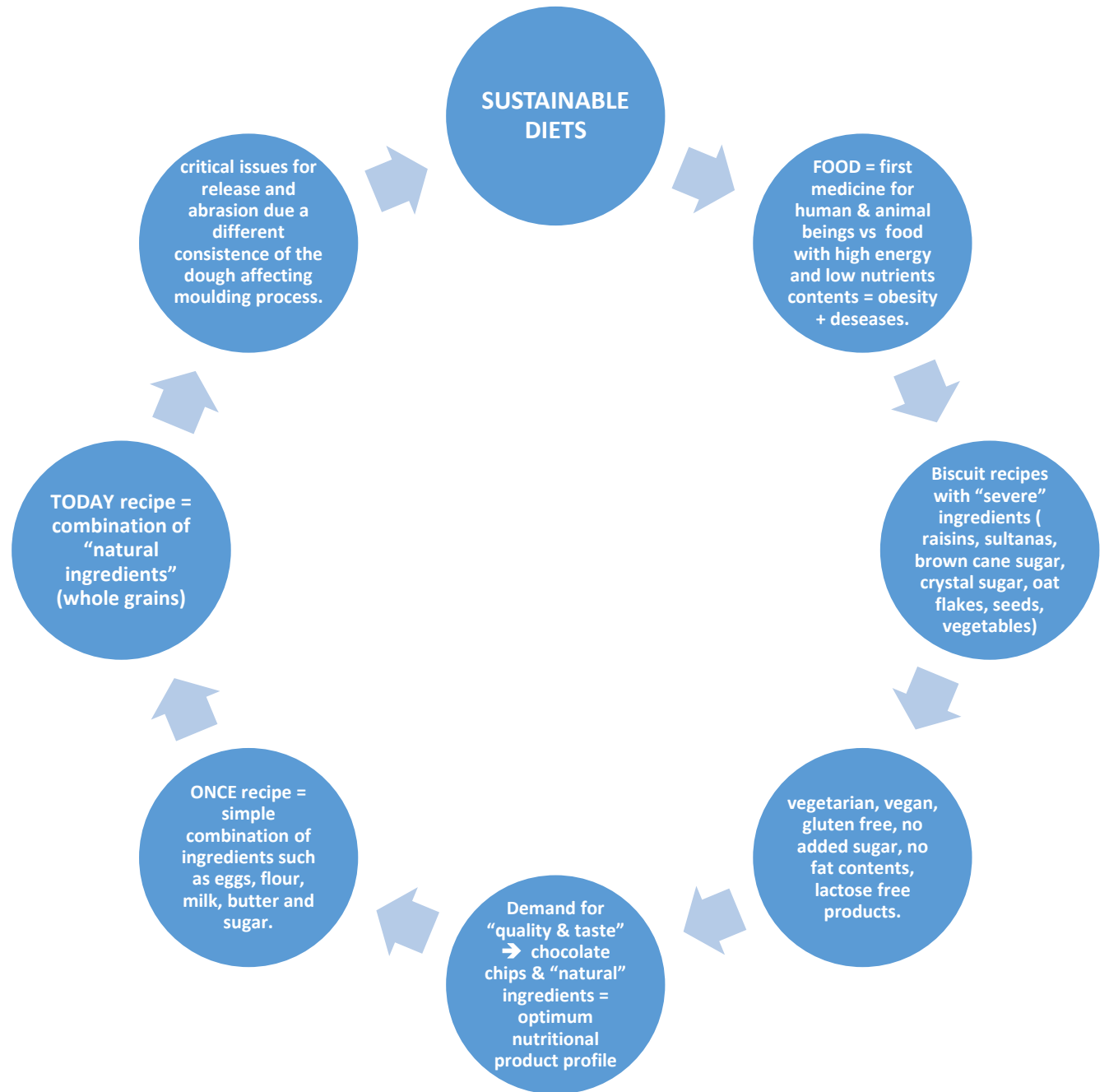
Consumers & Biscuit Producers



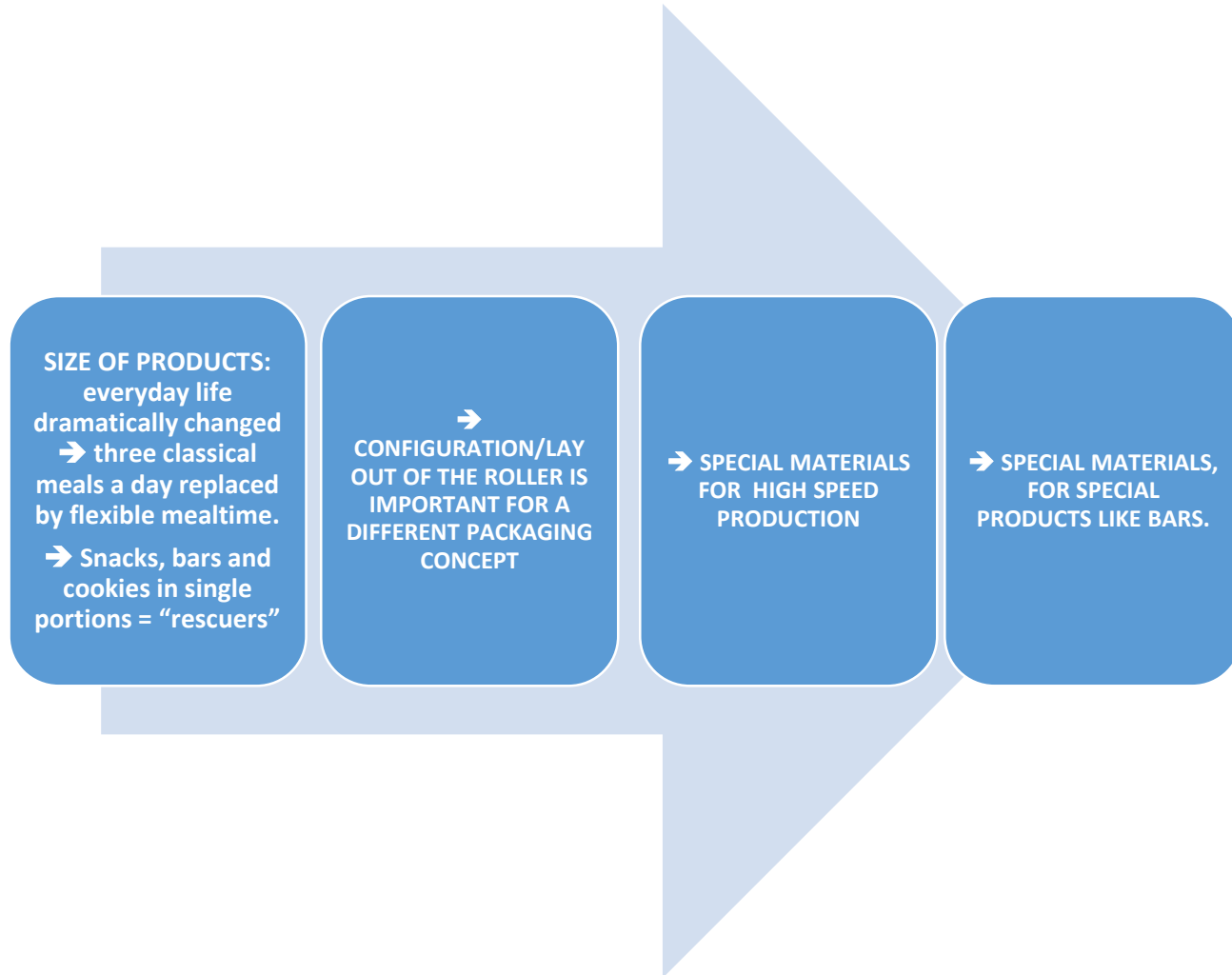
Biscuit producers : difficult challenges KEYWORDS:

- Production for following general trends
- Production for third parties
 - Legislation
 - Costs involved with production

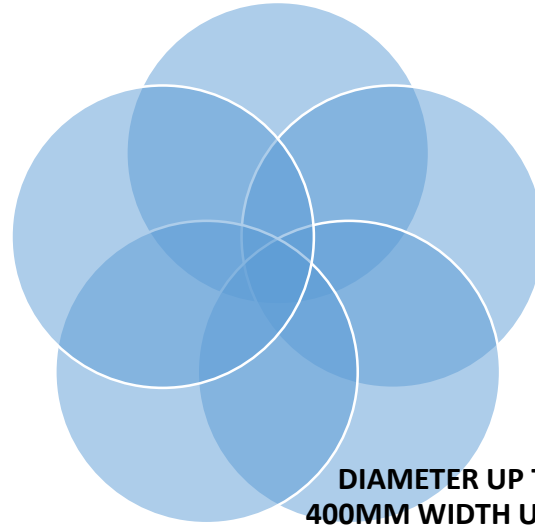
BISCUIT CONSUMERS:



BISCUIT CONSUMERS:



BISCUIT MANUFACTURERS:



**DIAMETER UP TO
400MM WIDTH UP TO
1700MM**

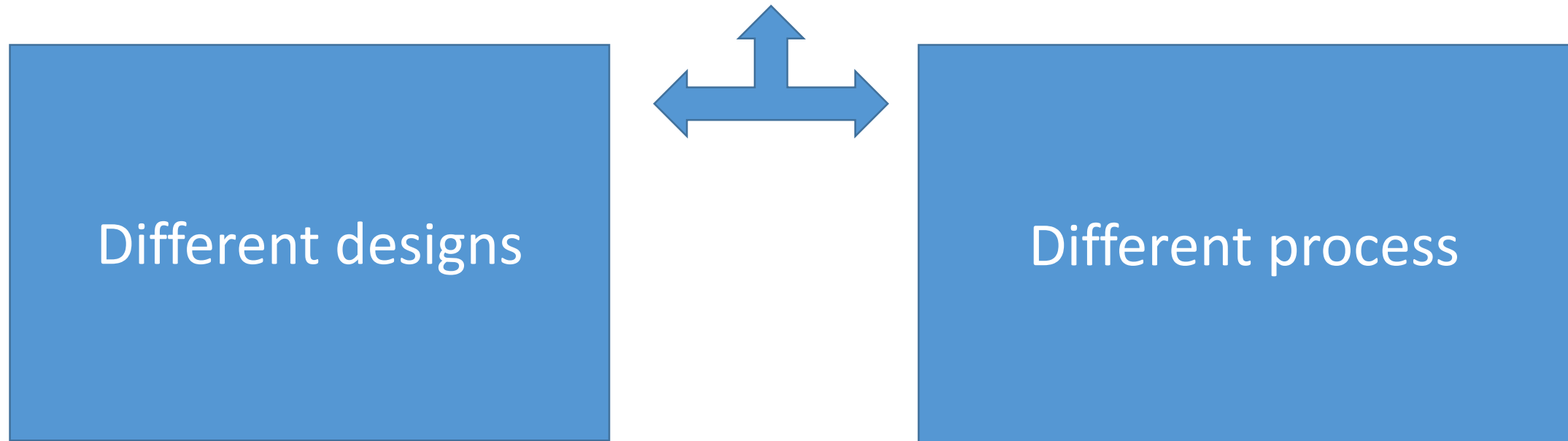
**“volumes” => “resized”
process with wider/longer
ovens and wider rollers
and bigger diameters =>
better release**



NEW TRENDS

COST REDUCTION

Price for raw materials more and more expensive



COST REDUCTION (d)

SOFT & HARD BISCUITS:
to get less weight with
illusion of new re-styled
product: “bite size”
and/or “thin” products:

**=> IMPORTANCE OF THE
DESIGN**





SEASONAL PRODUCTS/CARTOON CHARACTERS

CONCLUSION

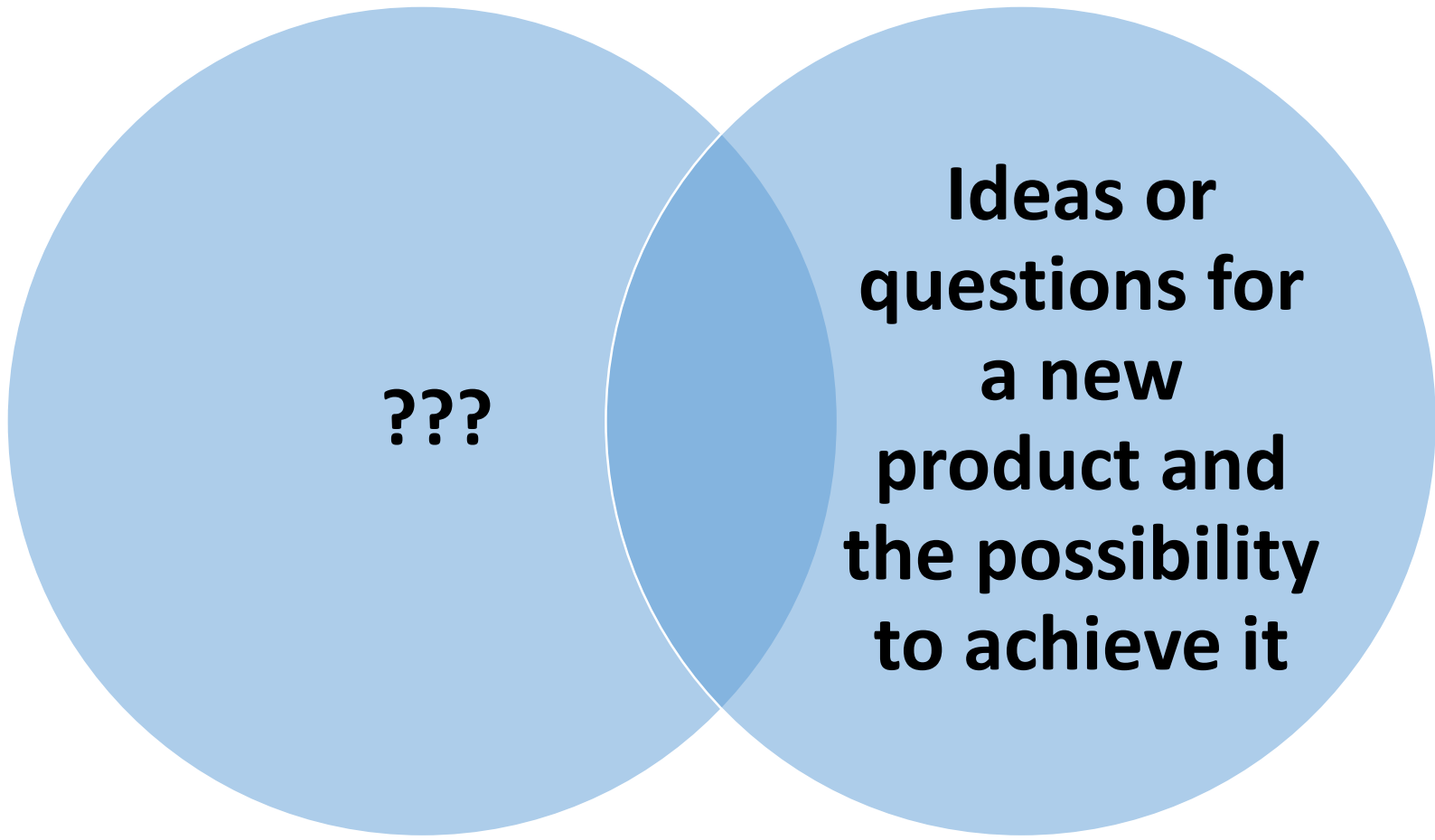
No limit to our imagination when creating new ideas or listening to marketing proposals : with the right tools a “mission impossible” can be successfully fulfilled





“No sooner had the warm liquid mixed with the crumbs touched my palate than a shudder ran through me and I stopped, intent upon the extraordinary thing that was happening to me. An exquisite pleasure had invaded my senses, something isolated, detached, with no suggestion of its origin. [...] Whence did it come? What did it mean? [...] ... And suddenly the memory revealed itself. The taste was that of the little piece of madeleine which on Sunday mornings at Combray [...] my aunt Léonie used to give me, dipping it first in her own cup of tea or tisane. The sight of the little madeleine had recalled nothing to my mind before I tasted it. And all from my cup of tea.”

*In the Search
of Lost Time,
Swann's
Way,*
M.Proust



???

**Ideas or
questions for
a new
product and
the possibility
to achieve it**

THANK YOU
FOR YR
ATTENTION



Contact details:

FRANCA LUPPI

Cell/ wsp + 39 366 56 35 257

Skype: Franca Luppi – Errebi Technology Srl

Email: contact@errebi.net

ERREBI TECHNOLOGY S.P.A

www.errebi.net