

Italian company to sell frozen pulp in Japan and US

Detail Introduction :

In 2018, the frozen branch of the Mazzoni Group continuously improved its technical services and achieved good results.

Marketing Manager Carlo Trevisan explains, "The demand for frozen pulp from ice cream and bakeries in 2018 was a very positive year. Our business increased by 15% in Italy and 30% in Asia." From a marketing perspective, Trevisan pointed to a new marketing phase in Japan and the United States.



The manager points out, "We have added new flavors to the Bio-Pure range, such as mango, lemon, raspberry, and strawberry. Exotic fruits are provided by our reliable suppliers, whom we supervise throughout the production process. On the other hand, Italian fruit comes from our own supply chain, or from partner companies. "

Trevisan concludes: "The results are excellent, as is the preparation of the smoothies. As the frozen branch of the Mazzoni Group, we have invested heavily in improving the production and packaging lines. In 2019, we expect to sell 2 million boxes of Ketty Frutta branded products in the smoothie segment alone. "