

COMPANY PROFILE



MOLINO
BONGERMINO

· ENGLISH ·



3
COMPANY

5
COMPANY
DETAILS

6
RANGE

9
CONSUMER
LINE

11
PROFESSIONAL
LINE

12
PRODUCTION

13
FILIERA
PUNTO ZERO

14
DISTRIBUTION
AND POSITIONING

15
SERVICES

16
CONTACTS



COMPANY

Molino Bonghermino is a **handcraft company** specialised in the **milling of different cereals**.

It was born in **2012** in **Laterza (Apulia, Italy)** from the passion of the agronomist, Pasquale Carbone, and his wife Maria Bonghermino, biologist and daughter of a longstanding baker from Laterza.

Molino Bonghermino has focused its production on high quality **remilled semolina** and has subsequently expanded its range through research, the development of new products, the careful selection of the **finest local wheat**, the control of the production process and rigorous daily laboratory analysis.

Today the company has a **fully automated, state-of-the-art milling plant** and boasts a qualified and highly professional management team. To ensure the quality of its products, Molino Bonghermino has focused on **traceability** of the whole production chain, on **environmental sustainability** and on **food safety**.

From this propensity for sustainability arises the **Filiera Punto Zero project**: a short supply chain of exclusively Italian wheat. The project aims to ensure the highest quality and transparency of the whole production process from farm to fork.

In Italy the company boasts important partnerships and the new marketing strategy aims to develop the export quota and to increase sales on international markets.



QUALITY MATTERS



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COMPANY DETAILS

- 30 ton/24 h
- 2 product lines
- An old stone mill for the production of wholemeal and semi-wholemeal flours
- 97 SKUs
- 10 private label with more than 30 SKUs
- Automatic packaging in **modified atmosphere**
- **Distribution in Italy and abroad**
- Distribution channels: **HoReCa, Large-scale distribution and specialised retail stores.**
- 2014: **ISO 22005:2007 Certification - Food chain traceability** for the phases of purchase of raw material (Farms), Storage, Preprocessing, Packaging and selling of semolina flours and by products of durum wheat milling.
- 2016: **EU-Organic Certification**

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RANGE

Molino Bongermino's range meets the needs of different distribution channels and it is divided into **2 lines: Consumer line** and **Professional line**.

Each line has specific flours according to their intended use: **bread, pasta, pastry and pizza**.





RANGE



Consumer line



Professional line

SKUs

49

48

Use

Bread, Pasta, Pastry and Pizza

Bread, Pasta, Pastry and Pizza

Distribution

Specialised retail stores,
Large-scale distribution

Ho.Re.Ca, Delikatessen, Restaurants

Description

Flours for domestic use with long shelf-life. Obtained by milling selected cereals.

Flours for professional use and for the experts in “Art of Baking”.



CONSUMER LINE



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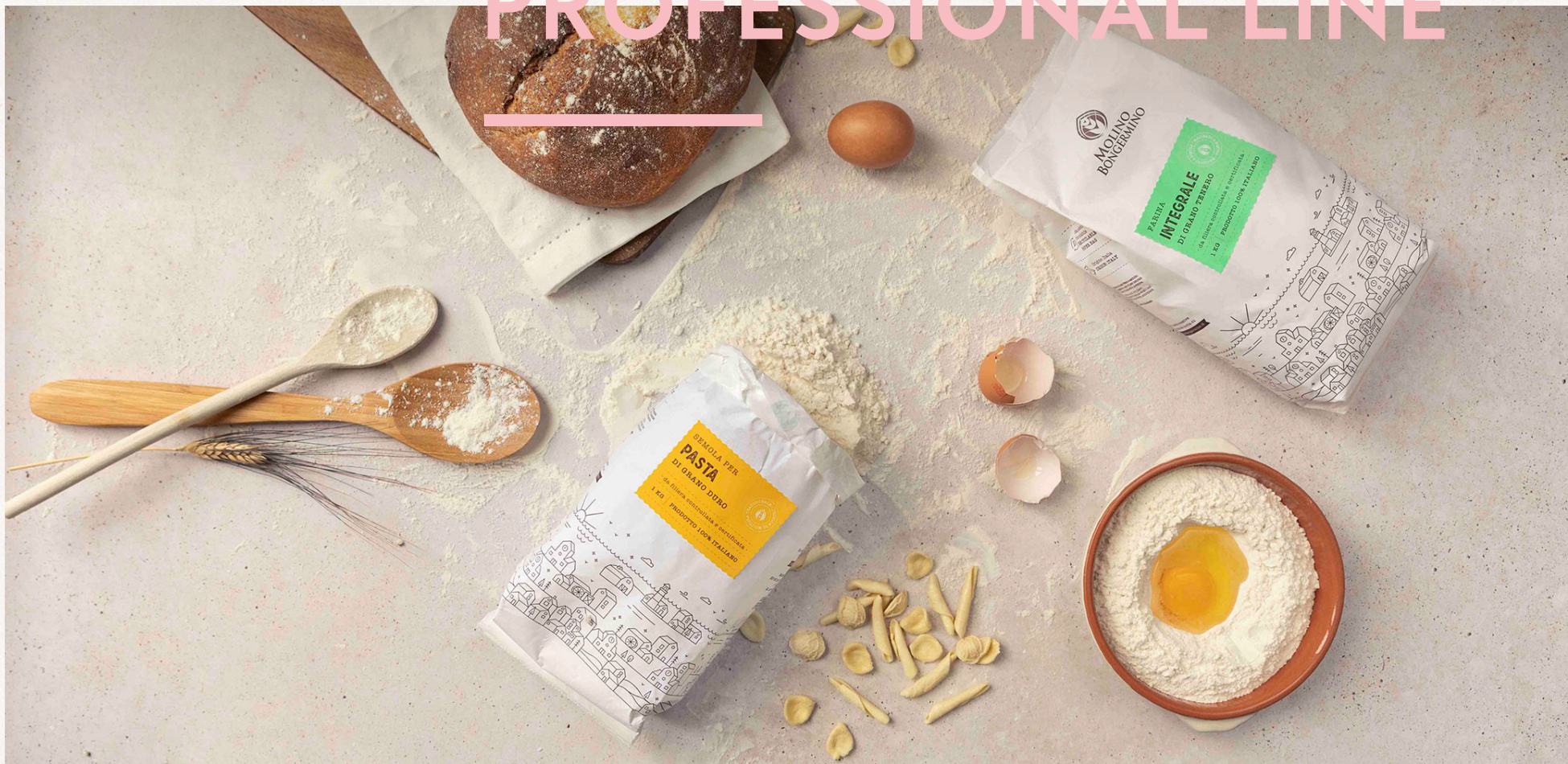


CONSUMER LINE

Line		Tot. SKUs	Packaging	Description
Classic	SKUs	22	1 kg / 3 kg	Flours and semolina obtained by milling selected and traceable cereals.
Organic	SKUs	5	500 g	Flours and Semolina obtained by milling certified organic cereals grown according to the regulations of the organic and sustainable agriculture.
Stone milled	SKUs	10	500 g	Flours and semolina obtained by stone milling to retain all the properties of the grain and to produce real, not reconstituted wholemeal flour.
Organic stone milled	SKUs	9	1 kg / 500 g	Flours and semolina obtained by stone milling organic and certified cereals.
Special	SKUs	3	500 g	Flours obtained from mixing old cereals with fine ingredients.



PROFESSIONAL LINE





PROFESSIONAL LINE

Line		Tot. SKUs	Packaging	Descrizione
Classic	SKUs	8	25 kg	Flours and semolina obtained by milling selected and traceable cereals for the experts in “Art of Baking”.
Organic	SKUs	10	3 kg / 25 kg	Flours and Semolina obtained by milling certified organic cereals grown according to the regulations of the organic and sustainable agriculture.
Stone milled	SKUs	12	3 kg / 25 kg	Flours and semolina obtained by stone milling to retain all the properties of the grain and to produce real, not reconstituted wholemeal flour.
Organic stone milled	SKUs	12	3 kg / 25 kg	Flours and semolina obtained by stone milling organic and certified cereals.
Special	SKUs	6	3 kg / 25 kg	Flours obtained from mixing old cereals with fine.



PRODUCTION

The company has a fully **automated, state-of-the-art** cylinder milling plant that is energy-efficient and it has been built according to Atex regulations. This plant enables to produce semolina and flour with a **low bacterial content** and to ensure a **high hygienic-sanitary standards**.

Molino Bonghermino regularly carries out laboratory analysis of wheat and of flours samples to check the quality of the production process. The company is able to supply **large quantities** and to ensure **continuous deliveries** even on request of minimum purchase lots.

The company offers a highly flexible production making new and **customisable flours** on customer request.

Each SKU in Molino Bonghermino's range reflects its production philosophy:

- Only Italian **product's origin** from regulated and certified supply chain;
- **Additives and GMO substances free;**
- **Products traceability via QR-Code;**
- **Fully recyclable packaging;**
- **Long shelf-life** through the modified atmosphere packaging.



Filiere Punto Zero is a Molino Bonghermino's project that aims to **ensure the highest quality and transparency of the whole supply chain.**

Molino Bonghermino, as project leader, entered into agreements with other stakeholders such as cereal growers, storage centers, bakeries and pasta factories. In this way the end user can follow and track the whole production cycle: **from sowing to the final product.**

Filiere Punto Zero in a nutshell:

- **The agreement** with the cereal growers to select and grow only the best qualities;
- **Sustainable** cultivation and local production with a consequent decrease in consumption of CO2 and pesticide in the environment;
- **Process Control** due to the cooperation between farmers and specialised technicians;
- **Transparent** supply chain by recording every single step to ensure the full traceability of products.



DISTRIBUTION AND POSITIONING

Molino Bonghermino is positioned in the **medium-high market segment**. The distribution channels are: **Ho.Re.Ca, specialised retail stores and large-scale distribution**.

The range is on the **national and international** market both under **Molino Bonghermino brand** and under **private label**.

In Italy, the company works together with some major brands of the large-scale distribution also under private label.

Distribution in international markets is handled by specialised distributors in the **high quality food sector**, with whom the company works for brand positioning and sales development.



SERVICES FOR FOREIGN DISTRIBUTORS

Molino Bongermino offers **customisable services** according to the customer and the distributor needs:

- Joint participation in **trade fairs and promotional events**;
- **Collaboration** with the distributor to develop the sales force and to build up customer base;
- Support for the distributor during sales visits;
- Multilingual **customer service (english, german and french)**;
- Customised production on distributor's request (**private label, customised recipes**);
- Organisation of **incoming** events for importers, distributors and their clients.



CONTACTS

Molino Bongermano srl
SP 580, km 3
74014 Laterza, Ta · Italy

T +39 099 8297496

www.molinobongermano.it

Pasquale Carbone
Sales Manager

T +39 347 0650476

M commerciale@molinobongermano.it

Export Department

T +39 099 8297496 ext. 4

M export@molinobongermano.it





www.molinobonghermino.it