

Productor italiano de tomates desde hace 100 años





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Una oportunidad para adquirir un productor italiano líder de productos premium a base de tomate con un fuerte reconocimiento de marca, operaciones integradas verticalmente y una importante presencia internacional.

La empresa opera en toda la cadena de valor -desde el abastecimiento de materias primas hasta los productos de marca acabados- y atiende a los canales minorista y de restauración en todo el mundo.

Fuerte valor de marca y reconocimiento en el mercado

- Posicionamiento premium en la categoría de conservas de tomate italianas
- Innovación de productos reconocida, incluidas las SKU premiadas en 2025
- Reputación consolidada de calidad y autenticidad
- Alta fidelidad de los consumidores en los mercados nacionales e internacionales

Huella internacional

- Negocio orientado a la exportación con una fuerte penetración en Europa, Norteamérica y otros mercados internacionales
- Red de distribuidores bien establecida
- Presencia creciente en cadenas minoristas premium

Operaciones integradas verticalmente

- Control sobre el abastecimiento, la transformación y el envasado
- Instalaciones estratégicas de producción en Italia
- Relaciones sólidas con los proveedores agrícolas
- Cadena de suministro eficiente con control de calidad en cada etapa

Rendimiento financiero

BUSINESS TYPE
Empresas agrícolas

COUNTRY
Italia

BUSINESS ID
L#20261008

- Crecimiento constante de los ingresos gracias a un posicionamiento de primera calidad
- Atractivos márgenes de EBITDA en comparación con la media del sector
- Fuerte perfil de generación de efectivo
- Rendimiento resistente en los segmentos de marcas blancas y de marca

Oportunidades de crecimiento

- Expansión a nuevos mercados de exportación
- Mayor penetración en Norteamérica y Asia
- Ampliaciones de la línea de productos e innovaciones premium
- Asociaciones estratégicas con cadenas minoristas mundiales
- Mejoras en la eficiencia operativa

Productos

- Passata de tomate de primera calidad
- Tomates pelados y troceados
- Especialidades de tomate cherry
- Líneas de productos ecológicos y especiales
- Producción de marcas blancas para minoristas internacionales

Ventajas competitivas

- Sólidas relaciones de abastecimiento con los agricultores italianos
- Posicionamiento de calidad superior
- Capacidad de producción escalable
- Relaciones duraderas con los clientes
- Innovación de producto reconocida (ganador del premio de la categoría 2025)

Clientes internacionales de marca blanca

- E.Leclerc
- Carrefour
- DIA
- Jardin Bio
- Sainsbury's
- ASDA
- Morrisons
- Supermercados Coles
- Waitrose
- Kaufland

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