

MAZZETTI

A Balsamic Explosion

Produced and bottled exclusively in Modena (where an impressive 1.5 million gallons is constantly aging in wooden barrels), Mazzetti today is exported to more than 50 Countries



Michael Giaimo, Mazzetti USA's marketing manager, with some of the company's products.

Mazzetti was among the first companies to adopt the AIB (Italian Balsamic Vinegar Tasting Association) "vine leaves" classification system for Balsamic Vinegar of Modena, which allows the brand to offer consumers a reliable and guaranteed choice when buying Balsamic Vinegar of Modena.

In the United States, where Mazzetti has been available since 1976, the brand has begun implementing its distribution and marketing plans thanks to the recent sealing of a partnership with Modena Fine Foods, which specializes in importing and marketing Italian food specialties. F&B asked Michael Giaimo, the company's Marketing Manager, to explain the background and future plans for Mazzetti in the U.S. market.

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Can you explain the history of the Mazzetti brand in the U.S.?

The Mazzetti brand was among the first brands of Balsamic Vinegar of Modena ever exported in the U.S. In particular, the Mazzetti "rattan" bottle (a distinguished square bottle wrapped with a layer of straw) was among the first balsamic items to be imported in the U.S. From the beginning, the Mazzetti brand has been identified among traders and consumers as the original, high quality brand.

What are the main characteristics that distinguish Mazzetti products from other balsamic vinegars in the market?

Since the introduction of the Grading System, Mazzetti has been offering a precise, guaranteed and certified range of different qualities. This not only helped from an

educational point of view, but it was a great merchandising tool to show traders and particularly consumers the different qualities and most of all the different applications of the product.

What are your strategies for 2009-2010 and what positioning are you planning for the U.S. market?

In the current difficult economic situation and with a mature balsamic vinegar category, our goal and strategy for the U.S. market is aggressiveness. We, in fact, are planning and implementing a series of aggressive promotions with our distributors and retail clients to increase the vitality of the Mazzetti brand on the shelf. So far, this has been appreciated and we have already started to see results. For example, Mazzetti has grown 20 percent in the past nine months compared with a flat trend for the total balsamic vinegar market.



To support the image and the high quality recognition of the brand, Modena Fine Foods recently started a media campaign aimed at consumers with advertisements in specialty, gourmet magazines. For 2010 and 2011 we will continue this plan, again, to further support the sales of the Mazzetti brand.

What service does Modena Fine Foods provide Mazzetti clients in the U.S.?

Modena Fine Foods, Inc. has been importing, marketing and distributing specialty food since 1996. Marketing, in particular, has always been our main focus. We are providing our clients with the right marketing and merchandising tools to put them in a position to be successful with the products we marketed. With our own distribution center, we are able to be extremely flexible and mostly, we offer a very short lead time for order processing.