

ITALIAN FOOD EXCELLENCE

A guide for buying food made in Italy for buyers, wholesalers, importers & trading companies

fresh

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Sipo goes to Romania and Eastern Europe

Adriano Palazzolo · 23 March 2017



Thanks to a partnership with Agriro Fresh, Romanian leader firm in the market of fruit and vegetables, Sipo products now have a distribution in Romania and in the Eastern Europe countries.

In this international agreement, each of the two companies will field their own production and technical and commercial know-how. Sipo will manage the cultivation of the vegetables in the best areas of the Italian territory and in particular of the Romagna and the following preparation and packaging at its plant in Bellaria Igea Marina, while Agriro Fresh will field its commercial strength and appeal of his brand, known and appreciated by the major players of modern distribution for the trade of products both in Romania both in other countries of Eastern Europe.

The two Sipo and Agriro Fresh brands will be highlighted on the product packaging.

"Finally we can formalize the first partnership between two companies in the same industry that team up to bring from field to table the specialties of Italian vegetables - says Cosmina Mahara, eco of Agriro Fresh. Unity is strength - she adds - and this alliance can be profitable for everyone, including the consumers".

"We are proud of this collaboration with Agriro Fresh that represents an important milestone on the path of internationalization initiated by our company - said Massimiliano Ceccarini, Managing Director of Sipo. This partnership will lead to a further expansion of the range of products marketed and of the presence of the two companies in joint marketing and communication activities in Romania and other Eastern European countries".



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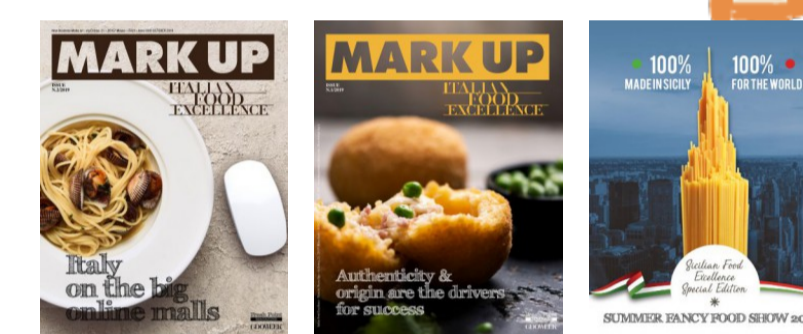
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