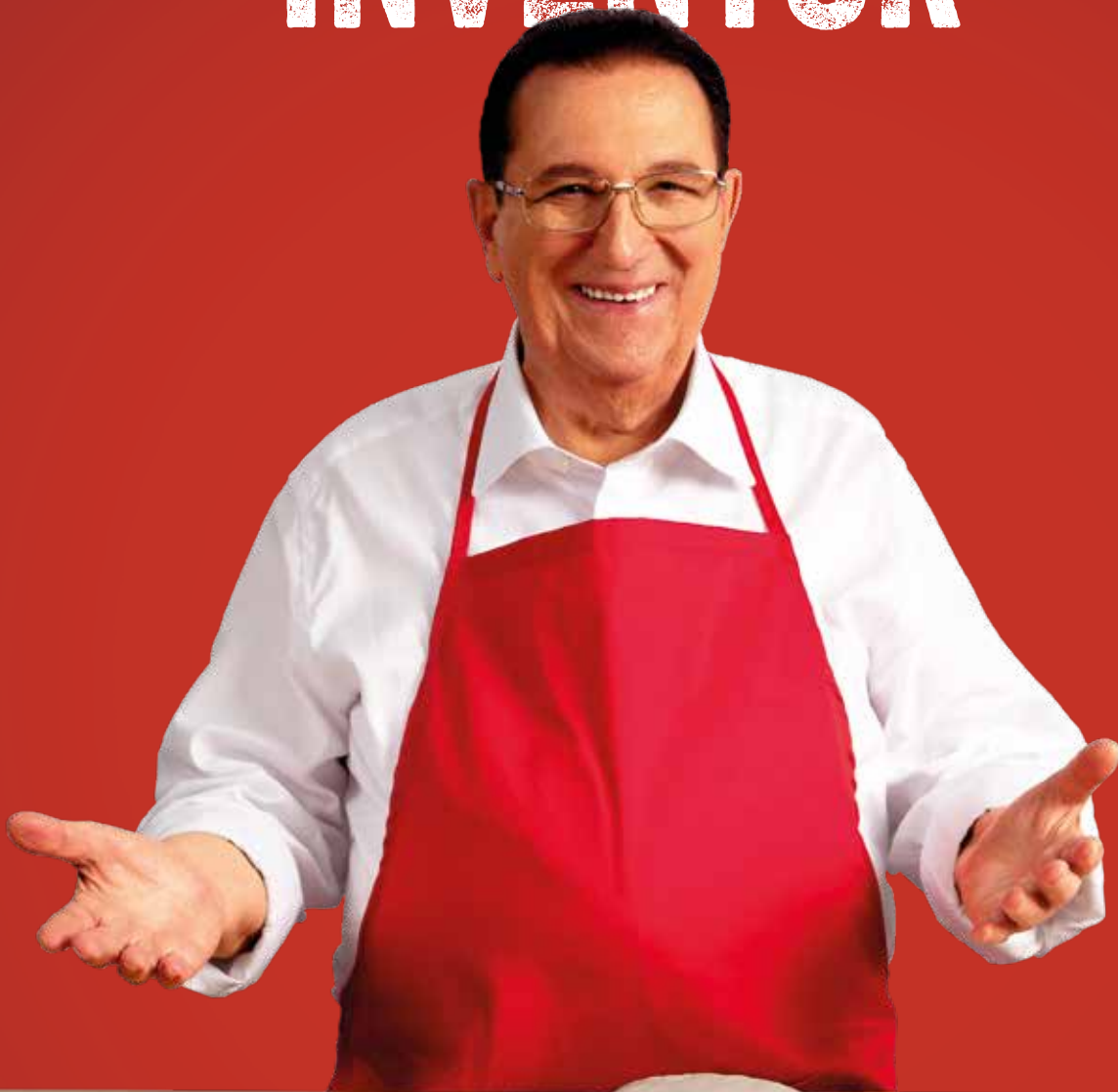




THE PINSA OF THE PINSA INVENTOR





THE ORIGINAL PINS A ROMANA

Corrado Di Marco's revolutionary idea

In 1985, I started experimenting with flour blends and fermentation to find the **perfect combination** to satisfy my **innovative idea**.

In 2001, we introduced our Pinsa to the world! A **strictly artisanal, highly-hydrated dough** to press with your fingers to form the **characteristic dimples**, with a signature **oval shape**. Hence the name, which derives from the Latin 'pinsere' – to press or crush.

Practical and versatile, it can be topped with **sweet or savoury ingredients** for an authentic flavour that has made this the new emblem of Made in Italy.

Corrado Di Marco



WHAT MAKES PINSA SO SPECIAL?



Di Marco Pinsa has developed a unique dough with a low fat and sugar content, ensuring it remains lighter and more digestible.

The blend of selected flours and mother dough, after leavening for up to 72 hours, is worked by hand by master Pinsa-makers to guarantee a artisan experience and an impeccable result.

Packaged in a modified atmosphere, the Pinsa retains its properties and offers an amazing taste after just 5 minutes of cooking.

Crunchy on the outside and soft in the middle, our Pinsa is excellent on any occasion, from gourmet meals to quick aperitifs, as a first course or a snack – the only limit is your imagination!

The approval rating of our Pinsa is above average: Chosen as 2024 Product of the Year*.



Intention to repurchase Di Marco Pinsa: 73% of those who tried our product vs 65% in the food sector as a whole.

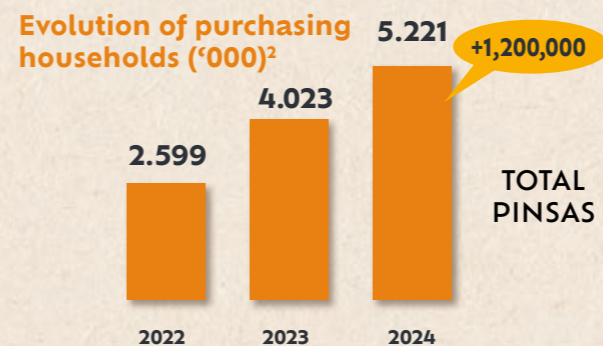
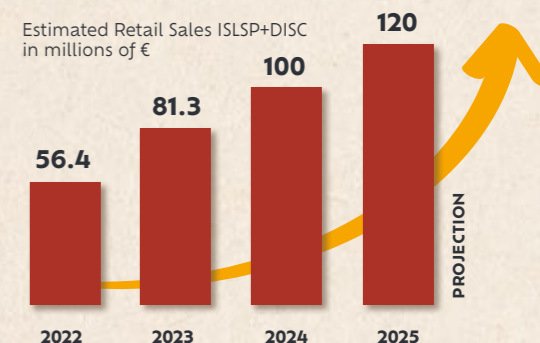
* Circana survey of 12,000 consumers on product selection – prodottodellanno.it in the Pinsa category.



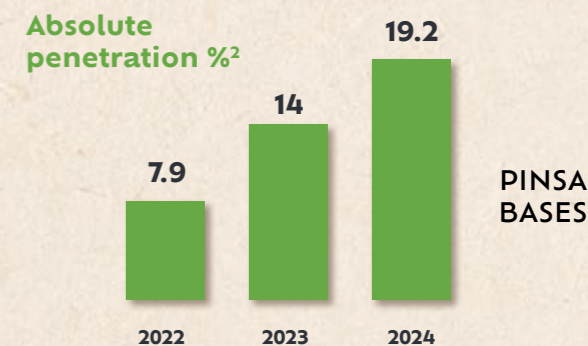
THE PINSA MARKET IN ITALY

The 'Pinsa' category continues to grow within the modern market channel. The speed of preparation, convenience and exceptional taste make this an increasingly popular category that merits inclusion in any range.

The category has continued to grow over time, with an expected growth rate of 29% in 2025¹.



The number of family consumers continues to grow,



as does shopping cart penetration.

However, the category still has a lot of potential for growth given that the number of families concerned is just one-third of households consuming piadina products.

Di Marco is a market leader³ in the chilled segment, worth over 65% of the market.



¹ 2022 and 2023 data from IRI; 2024 and 2025 data from internal estimates

² Source FGK: RY June 2024

³ Source: IRI - Circana: YTD data for October 2024 – Di Marco + La Roman Gluten-Free

A UNIQUE AND ORIGINAL PACKAGE

Our Pinsa is a **premium product**. Corrado Di Marco has put his own face on the product as a guarantee of **quality and excellence!**

Preserves the artisanal production and all organoleptic characteristics of our Pinsa

Di Marco logo
Impactful and recognisable, in a central position.

The inventor is the face of the product!

Transparent
Shows the actual product

Cooking instructions
At a glance



Image
Delicious and tempting recipe

Communication
Clear and readable

Storage method
Clearly visible

CHILLED CLASSIC



For an authentic taste

Product description	Dimensions (cm)	Weight (g)	Items per carton	Cartons per layer	Layers	Cartons per pallet	Items per pallet
PINSA CLASSICA CHILLED *1	19x30	230	8	10	8	80	640
PINSA CLASSICA CHILLED *2	19x30	2x230	5	10	8	80	400

CHILLED MULTIGRAIN



High in fibre

For a more rustic experience

Product description	Dimensions (cm)	Weight (g)	Items per carton	Cartons per layer	Layers	Cartons per pallet	Items per pallet
MULTIGRAIN PINSA CHILLED *1	19x30	230	8	10	8	80	640
MULTIGRAIN PINSA CHILLED *2	19x30	2x230	5	10	8	80	400

ROOM TEMPERATURE CLASSIC



For those who always want a Pinsa on hand

Product description	Dimensions (cm)	Weight (g)	Items per carton	Cartons per layer	Layers	Cartons per pallet	Items per pallet
PINSA CLASSIC ROOM TEMPERATURE *1	19x30	230	8	10	8	80	640
PINSA CLASSIC ROOM TEMPERATURE *2	19x30	2x230	5	10	8	80	400

MULTIGRAIN ROOM TEMPERATURE



High in fibre

Many nuances of taste served immediately

Product description	Dimensions (cm)	Weight (g)	Items per carton	Cartons per layer	Layers	Cartons per pallet	Items per pallet
MULTIGRAIN PINSA ROOM TEMPERATURE x1	19x30	230	8	10	8	80	640
MULTIGRAIN PINSA ROOM TEMPERATURE x2	19x30	2x230	5	10	8	80	400

FROZEN CLASSIC



For those who never want to run out

Product description	Dimensions (cm)	Weight (g)	Items per carton	Cartons per layer	Layers	Cartons per pallet	Items per pallet
PINSA CLASSIC FROZEN x1	19x30	230	8	10	8	80	640
PINSA CLASSIC FROZEN x2	19x30	2x230	5	10	8	80	400

CHILLED SNACK



The smallest and most versatile of the range

Ideal for consuming on a range of occasions:

DESSERT AT THE END OF A MEAL

SNACK AT ANY TIME OF THE DAY

A TASTY APERITIF

FOR CHILDREN

Product description	Dimensions (cm)	Weight (g)	Items per carton	Cartons per layer	Layers	Cartons per pallet	Items per pallet
PINSA SNACK CHILLED x1	19x21	130	10	15	7	105	1050
PINSA SNACK CHILLED x2	19x21	2x130	6	15	7	105	630

ROOM-TEMPERATURE SNACK



prepared in a flash without any hassle

Ideal for consuming on a range of occasions:

TO SATISFY A SWEET TOOTH

AS A SNACK

AT HAPPY HOUR

FOR CHILDREN

Product description	Dimensions (cm)	Weight (g)	Items per carton	Cartons per layer	Layers	Cartons per pallet	Items per pallet
PINSA SNACK ROOM TEMPERATURE x1	19x21	130	10	15	7	105	1050
PINSA SNACK ROOM TEMPERATURE x2	19x21	2x130	6	15	7	105	630

CLASSIC IN THE BAKERY DEPARTMENT



NEW

The original,
authentic-tasting pinsa

Special oval shape for
the bakery department

New flowpack editions

Less plastic than the original packaging

Product description	Dimensions (cm)	Weight (g)	Items per carton	Cartons per layer	Layers	Cartons per pallet	Items per pallet
PINSA CLASSICA FLOWPACK x1	19x36	250	8	8	8	64	512

CHILLED ROUND PINSA



NEW

Large and tasty, for
those who are never full

Special round shape,
ideal for serving on a plate!

These communicate greater freshness and a more artisan product

Product description	Dimensions (cm)	Weight (g)	Items per carton	Cartons per layer	Layers	Cartons per pallet	Items per pallet
ROUND PINSA FLOWPACK x1	32x29	250	8	12	8	96	768

WE SUPPORT THE **PINSA MARKET**



As the inventors of the Pinsa Romana, we take the development of the category very seriously:

We support growth both in **Retail** and the **Food Service and Hotel industries**.

We support our brand and its **development** by investing in communications and activities aimed at **publicising and trying our products**.

We train Pinsa-makers, provide advice and participate in major trade fairs, **convinced that your first experience with Pinsa is the one that counts the most**.

But above all, we are **results-oriented**, meaning zero compromise and maximum craftsmanship for a result of the **highest quality**.

ALL WITH A **CONSTANT COMMITMENT!**



A product of the **highest quality** made with the same care and attention **that goes into any artisan product**.



We support sales by investing in communications, such as with **the new commercial**.



We are opening the category up to new consumers with **iconic partnerships** such as that with **Casa Azzurri**.



We offer **product samples** because anyone who tastes our product ends up buying it!

SUSTAINABILITY

A CONCRETE APPROACH



The Di Marco objective

is to reconcile production with a **reduced environmental impact** through service excellence, combining **responsibility and quality**.

A reduction in smoke and CO₂ emissions

Exclusive use of **low-emission electric ovens**

0% preservatives and no alcohol

The rigid **thermoformed packaging** of the freezer and chilled versions ensures product freshness

Clean energy production

Availing of **solar PV panels** installed in the company

Not exactly beautiful but very delicious

Donations to the **Food Bank** of products that are perfectly good but misshaped

Less plastic

Packaging made of **30% recycled plastic** for packaging that is still rigid and protects the product from moisture

Zero waste

Waste transformed into **compost** or animal feed

And this is just the
beginning ...





DI MARCO CORRADO SRL
Via Monte Nero 1 - 00012 Guidonia Montecelio (RM)
www.pinsadimarco.com

