



MAURITIUS  
SUGAR  
SYNDICATE



*Pinin Pero*

*Firma lo ZUCCHERO*

**FIGLI DI PININ PERO & C.**  
SPA

**PARIS**

October 17 th, 2022

# THE WAY WE WERE

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Figli di Pinin Pero, is a family run business based in Northern Italy that over the years has become a point of reference for the Italian and European sugar market.

## 1890

Giuseppe Pero opened a retail and wholesale grocery shop near the railway station of Nizza Monferrato.





**1956**

Francesco and Lorenzo Pero founded the company that from now on will focus on the sugar industry.

**1976**

The company eventually entered the business of packaging and manufacturing of sugar.



# THE WAY WE ARE



## N. 3 PLANTS

- 26.000 mq (total area)
- 350 kW of green energy
- + 30 packaging machines

### NIZZA MONFERRATO

HQ and sugar packing facility



### BASALUZZO

Sugar packing facility



### CALAMANDRANA

Sugar Terminal



# A SWEET WORLD

Figli di Pinin Pero takes a flexible approach to the various challenges of the market, offering a diverse range of products, always ensuring the utmost professionalism from processing through delivery.

Our company is distinguished by:

- The utmost attention to quality
- The ability to innovate our products and packaging
- A deep knowledge of global sugar production

CONSUMER

BAKERY



VENDING





## THE MUSCOVADO SUGAR



Our partnership with MSS began in 1985 with the import of a single container while over the last 10 years we focused on the Muscovado sugar.

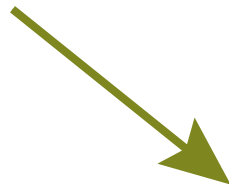
Today consumers really appreciate this kind of sugar as they are constantly seeking for different products: less refined and perceived as healthier.

# FROM THE NICHE TO THE PRIVATE LABEL

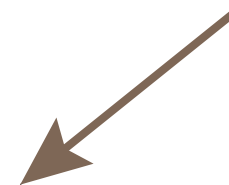
Today the Dark Muscovado sugar is among the best selling products in the private label both on a national and international level.



**QUALITY  
PRESERVATION**

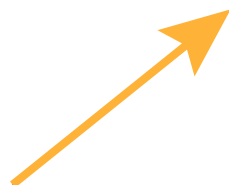


**SUSTAINABILITY**

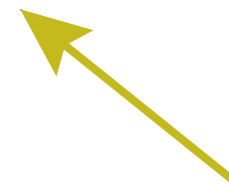


**YOUR BRAND  
HERE**

**ZIPPED  
STAND UP  
POUCH**



**RECYCLABLE  
SINGLE  
MATERIAL**





## BRAND NEW PRODUCT

In order to celebrate this special partnership with MSS we are about to launch the Light Muscovado.





# THANK YOU FOR YOUR ATTENTION

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Maria Vittoria, 10 month old  
**Pinin's great-great-granddaughter**

## 📍 FIGLI DI PININ PERO & C. S.p.A.

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