



Press release

GLF AT SIGEP WITH AN EYE TO THE FUTURE

Hall B5, stand 074

What is quality? What is innovation? GLF, the Unigrà brand dedicated to the "artisanal" channel, tells us by showcasing the latest talents. At Sigep, three must-see events to find out, not just about new products, but also new ways to communicate and new strategies to increase your turnover. All in one exhibition space divided into three macro-areas: "New Prosperity in the Bakery", "Colour and Flavour for your Business" and "More Space for Creativity".

Sigep, Rimini, 23-27 January 2016. A new, modern, instant, comprehensive way of communicating. This is the mission of the **Unigrà brand, GLF**, that aims to assist artisans in their daily work to meet modern day requirements and achieve an ever-increasing level of customer satisfaction.

To overcome the challenges posed by an increasingly complex market, it is, in fact, necessary to look further and "open up" to the world. And **GLF wants to encourage and assist bakers and patissiers to be creative and innovative, offering not just quality products, but also ideas on how to sell their product** by evoking and stirring emotions that can be easily communicated to their customers.

The brand is, therefore, at Sigep, the sector-based trade fair with a strong international influence, with **an exhibition space divided into three macro-areas**: "New Prosperity in the Bakery", "Colour and Flavour for your Business" and "More Space for Creativity". The objective is to **publicise the wide range of new products** - Risoli, the range of mixes for confectionery and bakery and the new lines of mirror glazes, water-based fillings and sugar pastes - in specific containers that put them in context, enhance the characteristics and suggest possible business strategies.

A **forward-looking approach** tackled with **modern responsibility** and the desire to help **show off the talent and passion of food professionals** by **experimenting with new techniques**, designed to respect the ingredients to the full and process them more efficiently to obtain consistent quality.

This led to the decision to involve, over the course of the exhibition, some of the **most important names in the bakery and pastry world** to give professionals opportunities to gain in-depth knowledge, as well as the .

Saturday 23 January, 12 pm, press event with Luca Montersino: Risoli, your non-dairy choice

The first day of the exhibition is dedicated to the presentation of **Risoli**, a 100% non-dairy product to use as an alternative to butter in both sweet and savoury applications in confectionery and catering, developed by GLF with **Luca Montersino**, with whom the brand shares **a focus on well-being, quality and results**. The collaboration has also resulted in a **series of recipes** dedicated to anyone who is looking for small daily rewards without sacrificing a healthy life style. The meeting will be hosted by the presenter, **Federico Quaranta**, accredited food and wine expert, TV presenter and the unmistakable voice behind the radio programme *Decanter*.

Sunday 24 January, 10 am, launch event dedicated to GLF customers with Luca Montersino: Risoli, your non-dairy choice

The same exceptional duo will also be on the GLF stand on **Sunday from 10 am onwards**, when Risoli will be presented to GLF customers with an event dedicated to them where they can watch the exclusive presentation of the new product by chef Montersino and taste delicious finished products made with this innovative ingredient.

Monday 25 January, 2.30 pm, event with Alex Revelli: Alex and Mix, watch out for those two!

Alex Revelli - university lecturer, journalist and researcher on food and wine traditions, renowned for his historical essays on food and **founder of Taccuinistorici.it**, a **multimedia magazine on gastronomy**, is the star of the **third day**, dedicated to **creative confectionery**. During his appearance, **the advantages of using quality mixes** will be highlighted. An important event for anyone wanting to learn more about



the world of semi-finished products, useful for anyone wanting to find out what is new and enjoyable for anyone wanting to take part in an event that a little bit out-of-the-ordinary.

Monday 26 January, 2.30 pm, event with Barbara Castiglione: Mirror glazes on the wall...

A journey of discovery in the world of glazes, essential for sophisticated, show-stopping desserts! **Barbara Castiglione**, during her demonstration, will illustrate the various uses of the icings on cakes, desserts, semifreddo and traditional ice cream or on a stick. With the aim of showing how **easy and quick it is to use not only in catering, but also in retail sales. Using icing, both from the point of view of preservation and appearance**, helps boost products, and gives a lift even to the simplest of desserts.

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