

THE OPTIMA GROUP EXPANDS ITS FOOTPRINT IN BRAZIL WITH THE ACQUISITION OF BLEND COBERTURAS

San Clemente (RN), Italy, 7th November 2019 – Optima, world leader in the ice cream and confectionery sectors, after the recent acquisition of Pernigotti's Ice&Pastry business unit, continues its growth strategy by strengthening its presence in Brazil with the acquisition of Blend Coberturas, through its subsidiary Mec3 do Brasil. Blend Coberturas has been designing and supplying innovative products and solutions for the pastries, ice-cream and sugar-free confectionery market for over 20 years.

Over the years, MEC3 do Brasil, which has been active in the country since 2011, has achieved a leadership position in the local premium market for the preparation of ingredients and semi-finished products for artisan ice-cream products and confectionery. Thanks to this operation of greatly strategic importance, the company aims to significantly strengthen its offer in a sector with high growth potential such as that of industrial products without added sugar, thanks also to a strong ad hoc investment plan regarding products and this specific business, planned for the coming years.

Francesco Fattori, CEO of the Optima Group, said: "Our global footprint is one of the characteristics that underpins our leadership in the ice cream and confectionery sectors, as is our constant commitment to product innovation. For this reason, we are particularly proud of the acquisition of Blend Coberturas, which allows us not only to further strengthen the leadership of Mec3 do Brasil and its presence in the South American market, but also to implement and innovate our offer in the field of products without added sugar".

Thanks to this operation, Blend Coberturas and Mec3 do Brasil have pooled their wealth of know-how, experience and capacity for innovation, to serve clients who are constantly looking for partners to support them in the development of new products, concepts and technologies. The founding partners of Blend Coberturas will guarantee continuity in the management of the company and will personally follow this important project with a long-term commitment.

Optima Group

Spreading the passion for the art of Italian artisan gelato and confectionery is the mission of Optima which, through the brands MEC3, Modecor, Giuso, and Pernigotti Maestri Gelatieri Italiani, is a leading player in over 150 countries worldwide through a widespread network of agents and distributors. MEC3 was founded in 1984 and is leader in the production of ingredients for artisan ice-cream production and confectionery. Together with Modecor Italiana – a reference company at European level in the production of decorations for pastry, acquired in November 2017 –, Giuso Guido S.p.A. – a company specializing in the production of compounds for gelato parlours and artisan pastry shops, acquired in May 2018 –, and Pernigotti Maestri Gelatieri Italiani – the symbol of Made-in-Italy confectionery since 1860, acquired in October 2019 – MEC3 forms a pole that represents the excellence of Made in Italy in the ice cream and pastry sectors at a global level.