



**MONTENEGRO**

QUALITÀ ITALIANA, DAL 1885

# BONOMELLI FOOD DIVISION HOT DRINKS



# AGENDA

**STORY AND UNIQUENESS OF THE BRAND**

**BRAND LEADERSHIP**

**COMMUNICATION HIGHLIGHTS**

**PRODUCT RANGE**

# AN ITALIAN ADVENTURE

It was in 1908 that Luigi Amedeo Bonomelli created his own herbal pharmacy in Milan

In 1939 the first Italian center for experimental trials, cultivation and drying of chamomile was founded in Foggia

After the Second World War a production plant was built in Dolzago (Lecco), which still represents the main production site.

It is constantly supplied by the chamomile raw material from Foggia

Bonomelli is the leader in the chamomile market and since the '90s also offers a wide range of Herbal Teas and Infusions.



# STORY TIMELINE



# WHAT MAKES IT UNIQUE



## CHAMOMILE SOURCING 'FROM FIELD TO CUP'

- Selection and preparation of the fields
- Sowing and harvesting
- Drying, processing and packaging



## EXCELLENCE OF RAW MATERIALS

- Network of selected partners for supplying of raw materials always compliant with the required standards
- Analysis of all supplies for checking of organoleptic profiles



## UNCOMPROMISED QUALITY

- Master Blenders who select raw materials and create the ideal blends of all our products



## ALL THE PLEASURE OF NATURE IN A CUP

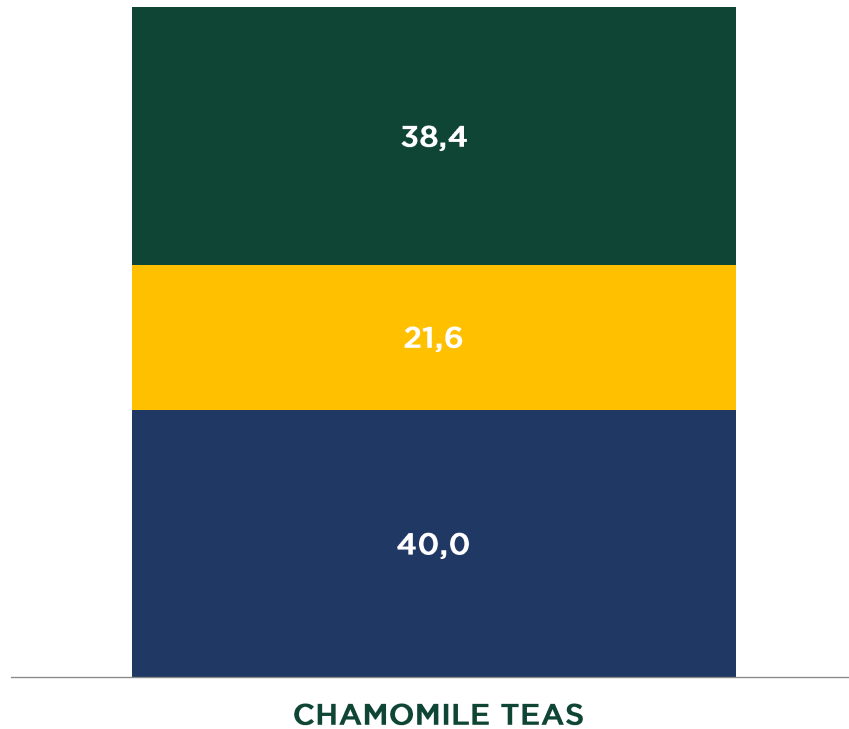
- Skills and experience that go back over a hundred years to create special recipes in which naturalness, functionality and taste meet to offer consumers unique and unforgettable experiences

# EXPERIENCE, SUPPLY CHAIN & PRODUCT RANGE



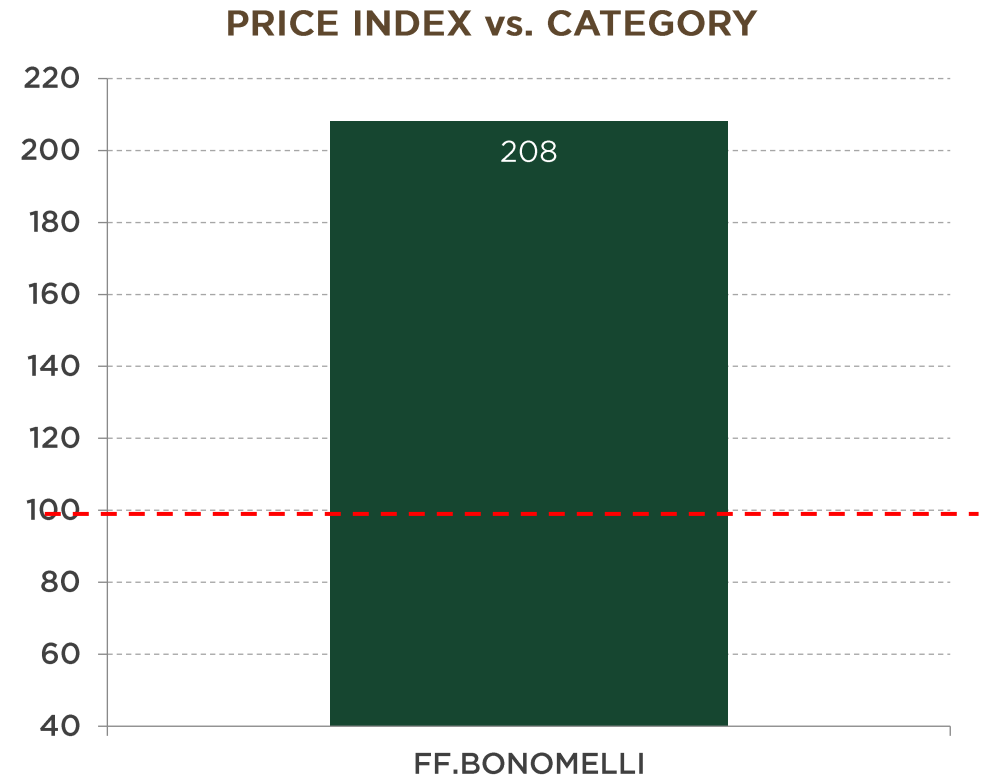
Click on  
the image  
to see the  
video →

# LEADERSHIP & PREMIUM PRICE STRATEGY



○ OUR BRAND    
 ○ PRIVATE LABEL    
 ○ OTHER BRAND

(Source: Nielsen IQ / IRI: Total Retail, Value MKT Share MAT Apr 2021)



(Source: Nielsen IQ / IRI: Pice idx Total Retail MAT Apr 2021)

# COMMUNICATION HIGHLIGHTS: ADV & SOCIAL



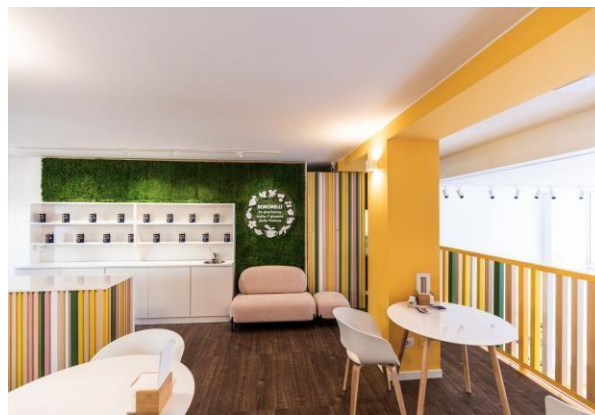
## BONOMELLI REACHES ITS TARGET THROUGH

- Brand activation tours
- Italian TV campaign
- Social media





# COMMUNICATION HIGHLIGHTS: FLAGSHIP STORE «ATELIER DELLA NATURA»



## UNIQUE

- “Atelier della Natura” is the first ever flagship store of Bonomelli, icon of natural healthiness in Italy

## EXPERIENCE

- enjoy your herbal tea in our cafeteria
- discover the “Tasting Experience” corner or take part of our Educational Class
- “Pick and Mix”: chose and create your own tea collection
- Unique and customized merchandising

CHAMOMILES

**BONOMELLI**  
DAL 1908

A colorful barcode with vertical lines in various colors including red, green, blue, yellow, and purple.

# CHAMOMILES PRODUCT RANGE

## LEADERSHIP

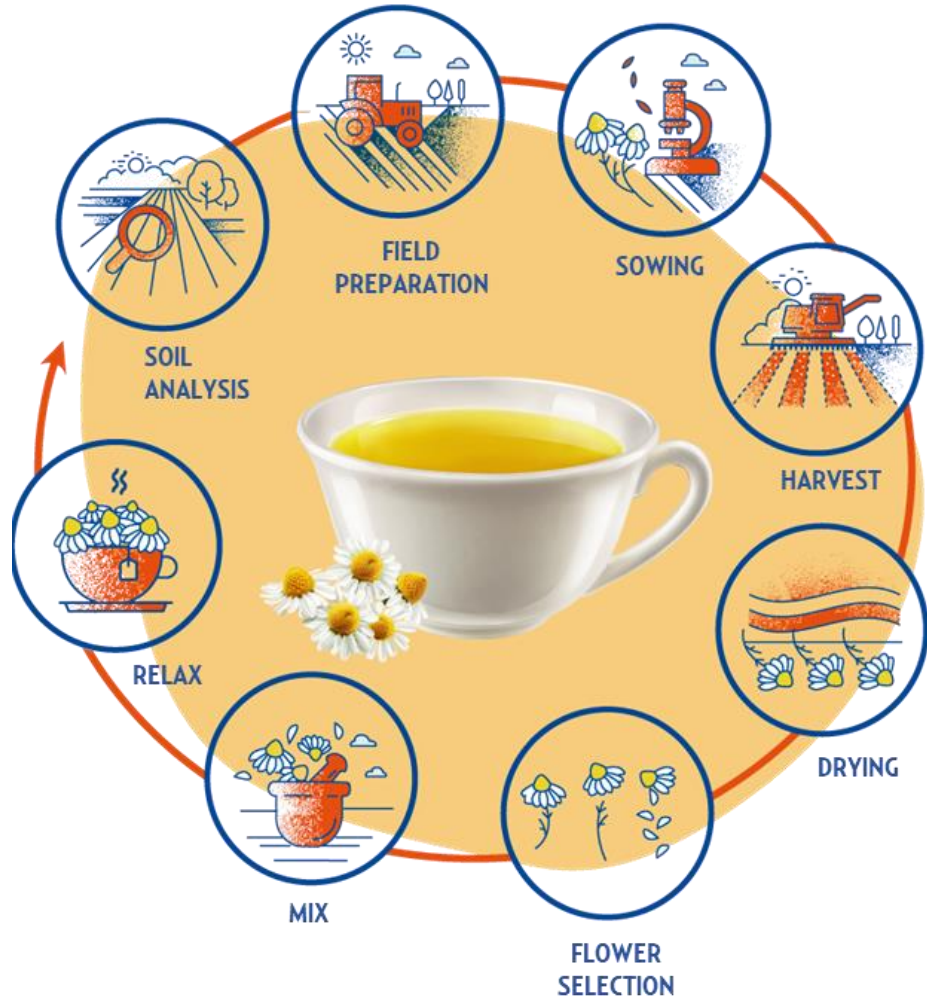
- Bonomelli has always been leader in the chamomile market, offered in different varieties:
  - whole flower
  - sifted
  - instant

## RELAX

- Chamomile is traditionally considered a relaxing hot drink



# BONOMELLI CHAMOMILE SUPPLY CHAIN



Bonomelli oversees the Italian chamomile supply chain from field to cup

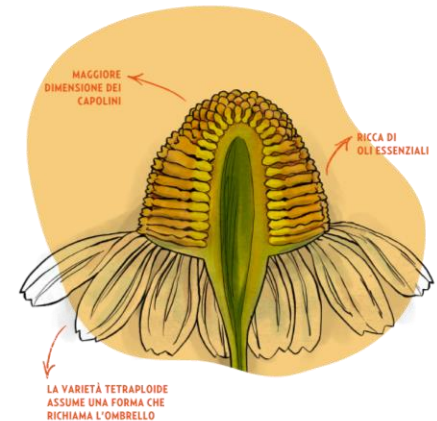
## UNIQUENESS OF THE LAND

- Each land is subjected to a series of analyzes, tests and checks aimed at drawing up the identity card of each field. This is the tool that allows us to assess the suitability and compliance of the parameters with Bonomelli standards

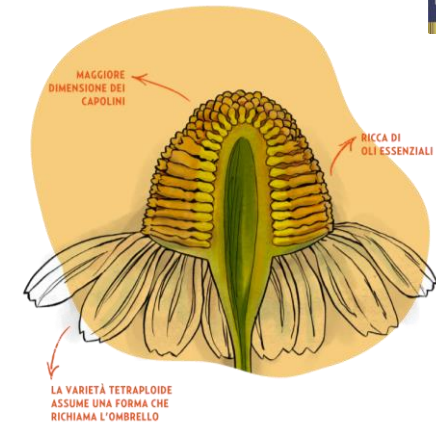


## TETRAPLOID VARIETY

- From the centennial experience of the Bonomelli researchers, thanks to natural selection, a seed was identified from which a tetraploid variety chamomile flower with unique organoleptic specificities is obtained



# FILTROFIORE CHAMOMILE UNIQUENESS



## FILTROFIORE UNIQUENESS

- Bonomelli Filtrofiore Chamomile is unique because it is made with the entire top of the dried flower. In this way the rich and enveloping aroma of the plant is accompanied by the traditional relaxing properties of the whole flower, gathered at its most vital moment - rich in active ingredients and essential oils

## COMPOSTABLE FILTERS

- The filter is made of untreated paper to respect the environment and protect the natural properties of the flowers

# FILTROFIORE CHAMOMILE

Easy opening with perforations (no cellophane)



Clear and immediate identification of the product

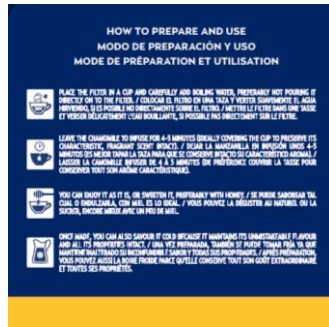
Clear and simple preparation method

Enhancement of the premiumness through the pack

Kosher certified

Both in French and in English

# FILTROFIORE CHAMOMILE



**PACK SIDE**

- Clear and simple preparation method



**VERTICAL DISPLAY**

- Pre-cut to use the pack as 'dispenser'
- Business opportunities in the Horeca channel



**CHAMOMILE BAGS**

- Heat-sealed paper bag (preserving the integrity of the flower heads)



**FILTERS**

- Compostable paper filter
- No more metallic needle

# SIFTED CHAMOMILE



## CENTRAL PART OF THE FLOWER

- Bonomelli Sifted Chamomile is made from the central part of the flower rich in precious essential oils. It is a high quality natural product, coming from carefully selected crops from around the world to guarantee the virtues of chamomile together with a unique and special taste.



# INSTANT CHAMOMILE



**QUICK & EASY  
PREPARATION**

- Bonomelli Instant Chamomile is made using an extract of chamomile flowers that have been carefully selected and cultivated with care. It combines the natural benefits of chamomile with quick and easy preparation. It is pre-sweetened to be ready to be enjoyed at any time of the day



# MELATONIN & MAGNESIUM CHAMOMILES RANGE



BACKGROUND

# THE GROWING NEED OF EMOTIONAL WELLBEING THROUGH FOOD AND DRINK

- People around the world continue to feel physically and mentally exhausted as a result of the pandemic.



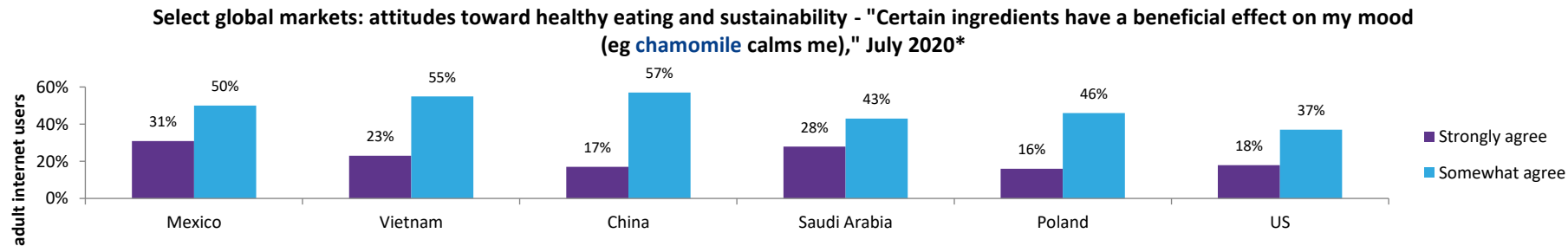
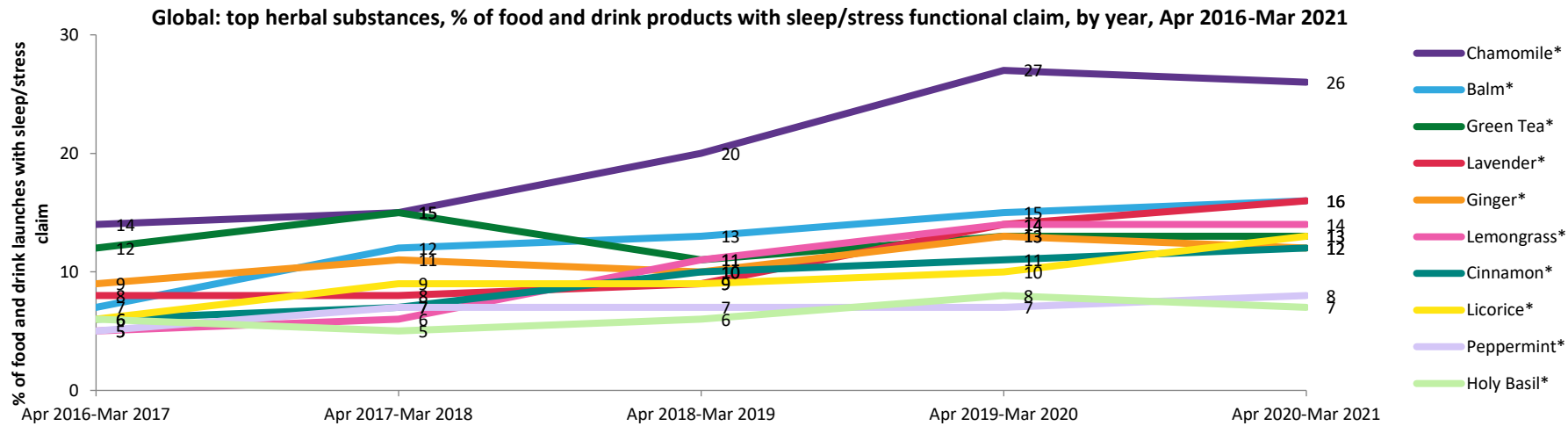
- As a consequence, a need has emerged: to improve sleep with functional ingredients to reduce stress and anxiety.
- Driven by hot tea launches, botanicals such as **chamomile**, green tea and ingredients, as melatonin and magnesium, are trending in global food and drink products with a sleep/stress functional claim.

BACKGROUND

# TOP FUNCTIONAL INGREDIENTS TO REDUCE STRESS AND ANXIETY

Melatonin teams up with other functional ingredients, as magnesium, to aid sleep.\*

Chamomile continues to dominate in products that aim to improve sleep and reduce stress.



\* Source: Mintel GNPD | \*Mintel – Emotional wellbeing

## BACKGROUND

# MAGNESIUM & CHAMOMILE AS BEST HELPER FOR SLEEP

**Magnesium** has been seen blended with other functional ingredients, such as tart cherry, **chamomile**, **melatonin** and **L-theanine**, to calm the nerves or improve sleep.

The "mindfulness mineral", magnesium, is important for many physiological functions and can help activate the parasympathetic nervous system, helping the body rest and relax.

**Magnesium** was used as an added ingredient in 5% of the global sleep/stress food and drink launches over the past five years.



No Ugly Sleep Magnesium + Tart Cherry Passionfruit Wellness Tonic (NZ)



Bonomelli Notti Calme Chamomile with Melatonin and Magnesium (Italy)



In France, Terre d'Oc's Organic Herbal Tea & Essential Oil for Sleep & Well-Being features essential oils from mandarin and sweet oranges in addition to relaxing botanicals, chamomile flowers and wild hawthorn. The product is said to be ideal for soothing, relaxing and restorative sleep.

### Sleep health is part of holistic health.

**Sleep health** is an important part of wellness. In the US, adults believe that getting enough sleep can have far-reaching health benefits, including improving energy, reducing stress and improving overall mood.

### Diets can influence sleep quality.

Proper nutrition is important to keep the body functioning at its best – including its ability to sleep. Nutrients such as tryptophan, **magnesium**, vitamins B6 and more, play important roles in the hormonal pathways involved in sleep (eg serotonin and **melatonin** regulation).

BACKGROUND

# HEALTH PRESERVATION PRIORITIES VARY ACROSS COUNTRIES

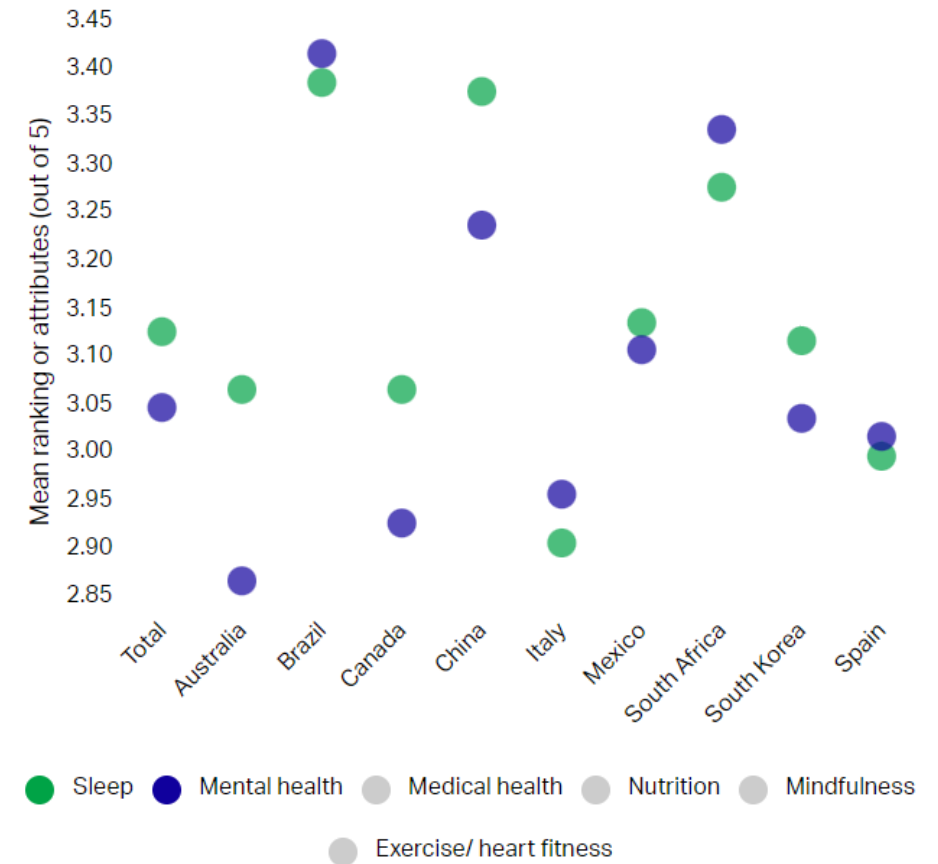
It is important to recognize that preservation-focused physical and mental health and well-being priorities look very different across markets.

Notice the fluctuated ranking of sleep, where it is ranked a critically important priority for consumers in different countries.

This highlights the need to understand the differences that have and will continue to emerge in the are of a consumers' physical and mental health and well-being

Source: NielsenIQ 2021 Global Health & Wellness Study of 17 markets, September 2021. Countries included: Australia, Brazil, Canada, China, France, India, Indonesia, Italy, Mexico, Poland, Singapore, South Africa, South Korea, Spain, Thailand, United Kingdom, USA.

Preservation priorities by market



# TO SATISFY THE CONSUMER'S NEEDS...

Considering the market overview and the analyzed trends, concerning the mental health...



Bonomelli presents the new range of **Chamomiles with Melatonin & Magnesium**, which satisfies the need of mental well-being, giving an effective help to reduce the time to fall asleep...

# BONOMELLI CHAMOMILES WITH MELATONIN & MAGNESIUM THE RANGE



## SIFTED

Bonomelli Sifted Chamomile contains exclusively the inner part of the chamomile flower: the richest one of precious essential oils.



## INSTANT

Bonomelli Sugar Free Instant Chamomile is obtained from a concentrated extract of chamomile flowers, grown and carefully selected all over the world.

## MELATONIN

- with MELATONIN which helps to reduce the necessary time to fall asleep

## MAGNESIUM

- with MAGNESIUM that is effective against tiredness and weariness

## ECO

- 100% plastic-free, NO cellophane



# SITFED CHAMOMILE WITH MELATONIN & MAGNESIUM

Well highlighted ingredients



Functional Claims:

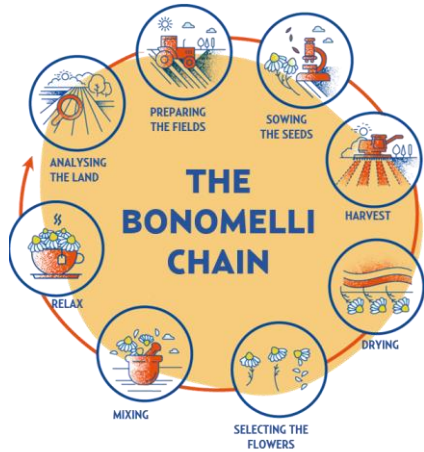
- ✓ WITH MELATONIN to fall asleep more rapidly
- ✓ WITH MAGNESIUM, effective against tiredness and weariness

The pack will be **compliant** with the reference market

Enhancement of the offer 'in filters'

Enhancement of the offer 'in filters'

# SIFTED CHAMOMILE WITH MELATONIN & MAGNESIUM



**PACK SIDE**

- Clear and simple preparation method **Supply chain control**



**DOUBLE DISPLAY**

- Double positioning way both vertical and horizontal
- Tear-off opening into classic horizontal orientation
- Pre-cut to use the pack as 'dispenser' in the vertical display



**CHAMOMILE BAGS**

- Heat-sealed paper bag (preserving the integrity of the aroma)



**FILTERS**

- Compostable paper filter
- No more metallic needle

# SIFTED CHAMOMILE WITH MELATONIN & MAGNESIUM

Categoria **BEVANDE  
& PREPARATI**



Bonomelli Sifted Chamomile with Melatonin and Magnesium won the Best Food Product 2022 award in

- 'Drinks & Preparations' category

It is a reference award in the Food & Beverage sector that rewards the best innovations of the year in different product categories through a rigorous evaluation system in which the entire supply chain is involved:

- Distribution (through the sales performance measured by the Nielsen panel and the qualitative judgment of buyers, category managers and Chiefs of the main retailers)
- Industry (with the vote of the manufacturers and / or distributors of the Food & Beverage sector)
- Consumers (thanks to a survey conducted on a representative sample of the Italian population)

# INSTANT CHAMOMILE WITH MELATONIN & MAGNESIUM



The pack will be compliant with the reference market

Well highlighted ingredients

Functional Claims

# CHAMOMILES WITH MELATONIN & MAGNESIUM COMMERCIAL INFO



Skü	Instant	Sifted
N. of filters	16	14
Pcs per case	24	8
Shelf life	24	24

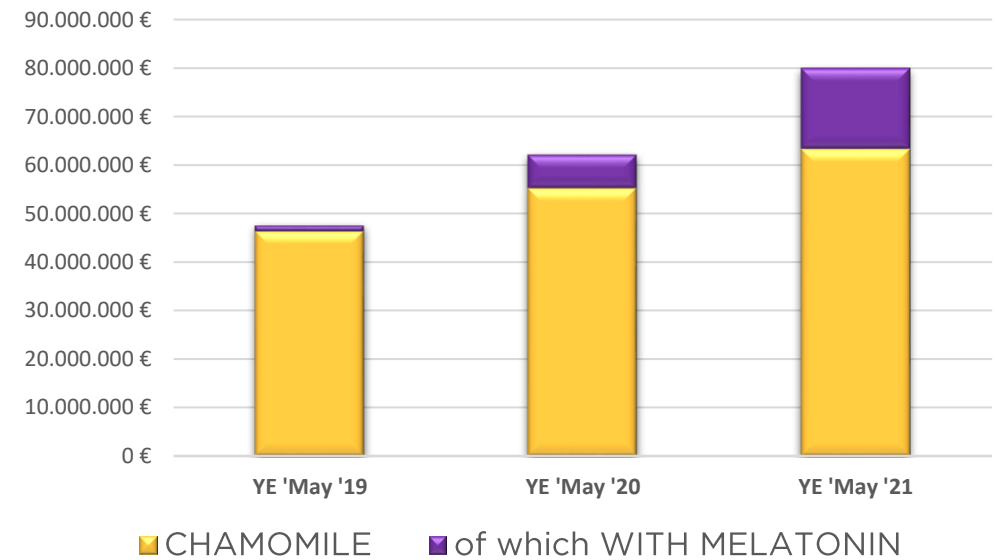
BONOMELLI CHAMOMILES WITH MELATONIN & MAGNESIUM

# A GREAT OPPORTUNITY FOR YOUR BUSINESS

Melatonins contribute **91%** to the growth of the **Italian** Chamomile market. The request of products with melatonin it's going to intensify worldwide...



Value Sales last 3 Years-ending



This is an opportunity for your market as well...

- FRUIT HERBAL TEAS
- SPICED HERBAL TEAS
- TASTY HERBAL TEAS
- HERBAL TEAS
- WELLNESS HERBAL TEAS

**BONOMELLI**  
DAL 1908



# BONOMELLI HERBAL TEAS

Our infusions are the solution for all requirements. The perfect taste for every palate

Bonomelli has developed a wide range of different products that meets all consumers' needs and complements their mood at different times of the day

We invest daily in research, innovation, selecting the best ingredients, blending and packaging. The resulting products offer consumers a unique and unforgettable experience

We create special recipes in which natural goodness, functionality and taste are combined to consistently offer the pleasure of nature in your cup





# HERBAL & WELLNESS TEA FULL RANGE



## FRUIT HERBAL TEAS

- They blend the flavours of fruit with a delicious scent



## SPICED HERBAL TEAS

- A perfect combination of spices and ingredients with a sweet, enveloping taste, for a true pleasure of the senses



## TASTY HERBAL TEAS

- Ideal for little moments of daily pleasure or to end a meal in pure goodness



## HERBAL TEAS

- Ideal for savouring the pleasure of nature in its purest form



## WELLNESS HERBAL TEAS

- A complete range for taking care of your wellbeing in a natural way

# IN EVERY SEASON... THE RIGHT INFUSION FOR YOU



**HOT**

**COLD**

INFUSION

**In every season ...  
we have the right  
infusion for you!**

The infusion in both hot and cold water makes our products perfect for any taste and for every preference.

Let's discover how to!

# BONOMELLI HERBAL TEAS HOW TO PREPARE



## Infusion

**With hot water:**  
place a filter in a cup and pour boiling water not directly on the filter. Leave to infuse for 3-5 minutes.

**With cold water :**  
pour fresh water into a glass containing a filter and leave to infuse for 7 minutes.



# FRUIT HERBAL TEAS FULL RANGE



**100%  
NATURAL**

- The only 100% natural fruit infusions in market

**HOT & COLD**

- Our fruit herbal teas may be used with both hot and cold water

**6 FLAVOURS**

- Delicious blends, which combine the healthiness of fruit with a rich and exquisite flavor. The line consists of 6 references available in practical packs of 12 filters



# FRUIT HERBAL TEAS PACK DESCRIPTION

Immediate identification of the product

A clear descriptor



Nr of filters

Fruit image to enhance the healthiness

Clear statement:  
HOT AND COLD  
infusion

# SPICED HERBAL TEAS FULL RANGE



**SPICES  
LEADERSHIP**

- Gruppo Montenegro is also market leader in the spice category in Italy with the Cannamela spice brand. Thanks to this connection we were able to develop a unique range of spiced teas.

**100%  
NATURAL**

- 100% natural infusions, with unique and unmistakable variety of spicy notes

**4 FLAVOURS**

- A range consisting of 4 references, each with a unique taste; the warm and aromatic flavors of spices are combined with sweet and enveloping ingredients, for a true pleasure for the senses

# SPICED HERBAL TEA PACK DESCRIPTION

Immediate identification  
of the product

A clear descriptor



Heritage

Nr of filters

Ingredient:  
blend images

- The Spiced Teas line was the winner of the Best Food 2020 Product Choice award in the 'Special Packaging Award' category. An award in the Food & Beverage industry which promotes product innovation towards distribution and the final consumer.



# TASTY HERBAL TEAS FULL RANGE



## NEW TASTY INFUSIONS

- Bonomelli presents the Tasty Infusions, in which the Noberasco dried fruit is combined with harmonic and refined aromatic notes, for a surprising taste

## 100% NATURAL

- With 100% natural and calorie-free ingredients, they are ideal in small moments of daily pleasure or to close a meal in pure goodness

## 3 FLAVOURS

- Tasty infusions are blends that enclose all the pleasure of dried fruit to a rich and exquisite flavour



# HERBAL TEAS FULL RANGE



**ONLY 2  
HERBS**

- Line of herbal infusions, 100% natural and composed exclusively from the combination of two herbs, without the addition of other ingredients

**100%  
NATURAL**

- The pleasure of nature in its maximum expression of purity

**INTENSITY**

- Each product has been developed to maximize the functional effectiveness of the two herbs

# WELLNESS HERBAL TEAS FULL RANGE



**OVER 110  
YEARS**

- For over 110 years Bonomelli has been cultivating well-being through the herbal virtues of its products. A unique experience, made of passion, research and knowledge, which starts from the field and arrives at the cup. A quality guaranteed by the choice of the best raw materials, selected to have the maximum result in terms of taste and pleasantness

**OUTCOME**

- Thus, it was born a line of wellness herbal teas that combine medicinal herbs, natural extracts, fruits and vitamins, each of them with a specific function, useful to take care of yourself in a pleasant and natural way.

**WELLNESS  
WITH  
TASTE**

- Ideal for taking care of your well-being in a pleasant, tasty and natural way. All infusible both in hot and cold water

# CONSUMERS & PROBIOTICS BACKGROUND



## GLOBAL ATTENTION TO PROBIOTICS

Consumers around the world are particularly attentive and oriented to the purchase of **dietary supplements** and products with **probiotics**

## WHAT ARE PROBIOTICS?

Vital and active **microorganisms** able to exert a beneficial action on the balance of intestinal flora

## BONOMELLI & INNOVATION

Bonomelli launches the first ever offer of Wellness Herbal Teas with Probiotic...

## A SCIENTIFIC STUDY

MICRO4FOOD - Faculty of Science and Technology, University of Bolzano, confirms the effectiveness of our Probiotic herbal teas, throughout a scientific study



# WELLNESS HERBAL TEAS WITH PROBIOTICS FULL RANGE



## EXCLUSIVE NEWS

- Bonomelli offers an absolute novelty: a range of three herbal teas with probiotics. The probiotics contained in herbal teas, thanks to an innovative manufacturing process, are activated during the infusion to reach the intestine and perform their beneficial function

## PROBIOTIC BC30

- Enhanced by the presence of at least 1 billion live cells of probiotic **Bacillus Coagulans BC30**, which allows a beneficial effect on the balance of intestinal flora

## 3 VARIETIES FOR 3 FUNCTIONS

- With Echinacea and Acerola which promote the body's **natural defenses**
- With Fennel, Anise and Caraway, which promote regular **gastrointestinal motility**
- With Mint, Verbena and Ginger Extract, which promote **digestive processes**



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QUALITÀ ITALIANA, DAL 1885

THANK YOU!

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