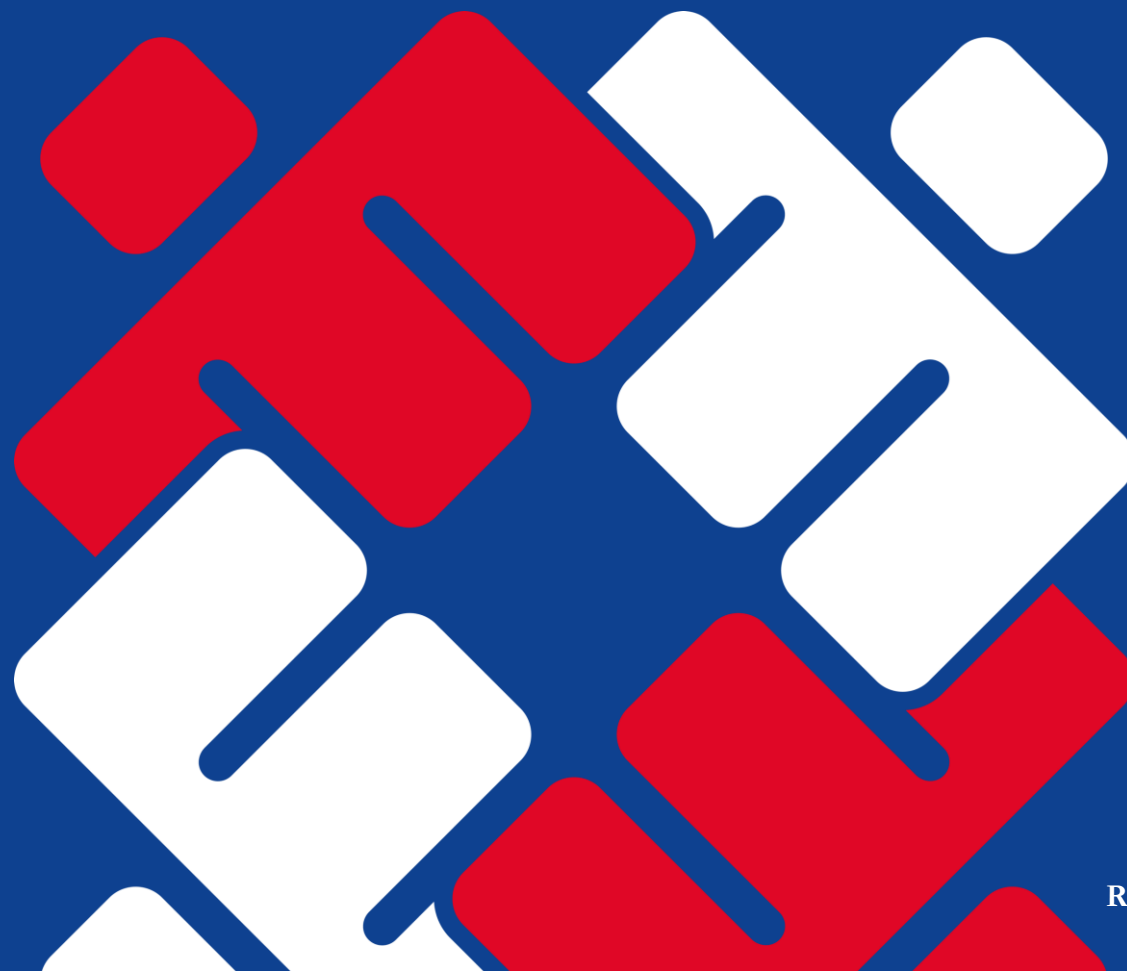


# GRUPPO multicedi

22 maggio 2024



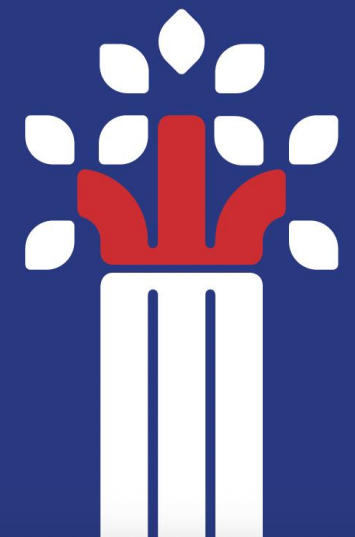
Direzione Marketing: G. LUPO  
Responsabile Filiera e Mestieri Ittico: L.COLUCCI



Multicedi was founded in 1993 in Pastorano (CE), by a group of Campanian entrepreneurs.

Today, it's a leading presence in the Grocery Retail sector in Central-Southern Italy.

OTHER BRANDS  
SERVED BY THE  
COMPANY





**The Distribution Center represents the company's heart and it is spread over a logistic area of 108.000 m<sup>2</sup>:**

- **40.000 m<sup>2</sup> of groceries;**
- **7.000 m<sup>2</sup> of fruit and vegetables;**
- **15.000 m<sup>2</sup> of fresh and frozen products.**





WE ARE A MULTI-CHANNEL COMPANY  
LEADER IN RETAIL DISTRIBUTION  
WITH DIFFERENT FORMATS  
AND REFERENCES FOR BUSINESS CONSUMERS







Decò was born in 2006 as a flagship brand of Multicedi and represents one of the most significant intangible assets of the company, a source of competitive advantage and value for the consumers.



Decò Superfreddo is specialized in frozen and deep-frozen products sales, bulked and packaged.



Decò Gourmet was born in Rome in 2022. The brand combines culture, sociality and food, with innovative layouts. Its objective takes up an ancient concept at the basis of customer loyalty: craftsmanship.



The Adhoc brand has been present in Campania since 2004. It is the professional channel reserved for VAT holders with an offer designed on the needs of Horeca customers.



The Italian words “Selezione” and “Bontà” (Selection and Goodness) represent the guidelines of Sebon’s philosophy, created to fulfill the need for good and quality shopping close to home.



Dodecà is Multicedi’s Everyday Low Price (EDLP) format. It was born in 2016 with the aim of tracking development trends in the distribution sector and consumer shopping behaviours.



From an alternative business proposal to a consolidated business in the Pet Food & Care sector. Ayoka's mission is to offer the most curated range of products for the nutrition and health of all kinds of pets.



## OUR PRODUCTS

### DECÒ

Convenience line that combines quality and every day low prices

### GASTRONAUTA

Premium line that offers local specialties and refined flavors with budget-friendly prices

**Decò**

**TAGLIATI X LA CONVENIENZA**

**Decò**  
PASSATA  
SOLO POMODORI ITALIANI

**Decò**  
PACCHERI  
100% GRANO ITALIANO  
Cottura 12 minuti

**Decò**  
Pane Bianco  
MORBIDO PANE A FETTE  
CON OLIO DI OLIVA

**Decò**  
Senza Lattosio  
\*Intensivo a 0,1 g / 100 ml  
LATTE PARZIALMENTE SCREMATO  
LIT A LUNGA CONSERVAZIONE  
SOLO LATTE ITALIANO

**La qualità dei prodotti Decò a prezzi bassi sempre**

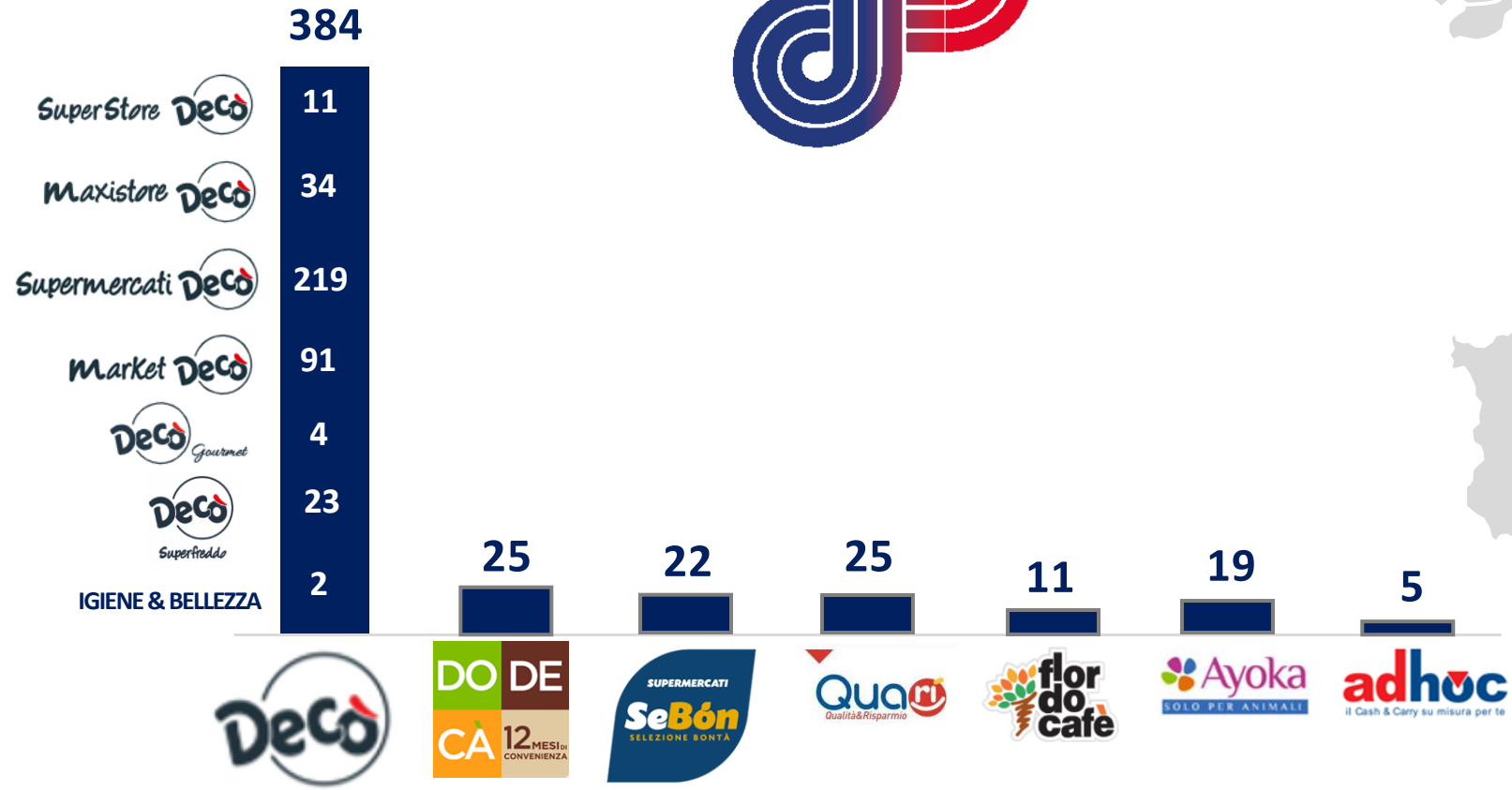
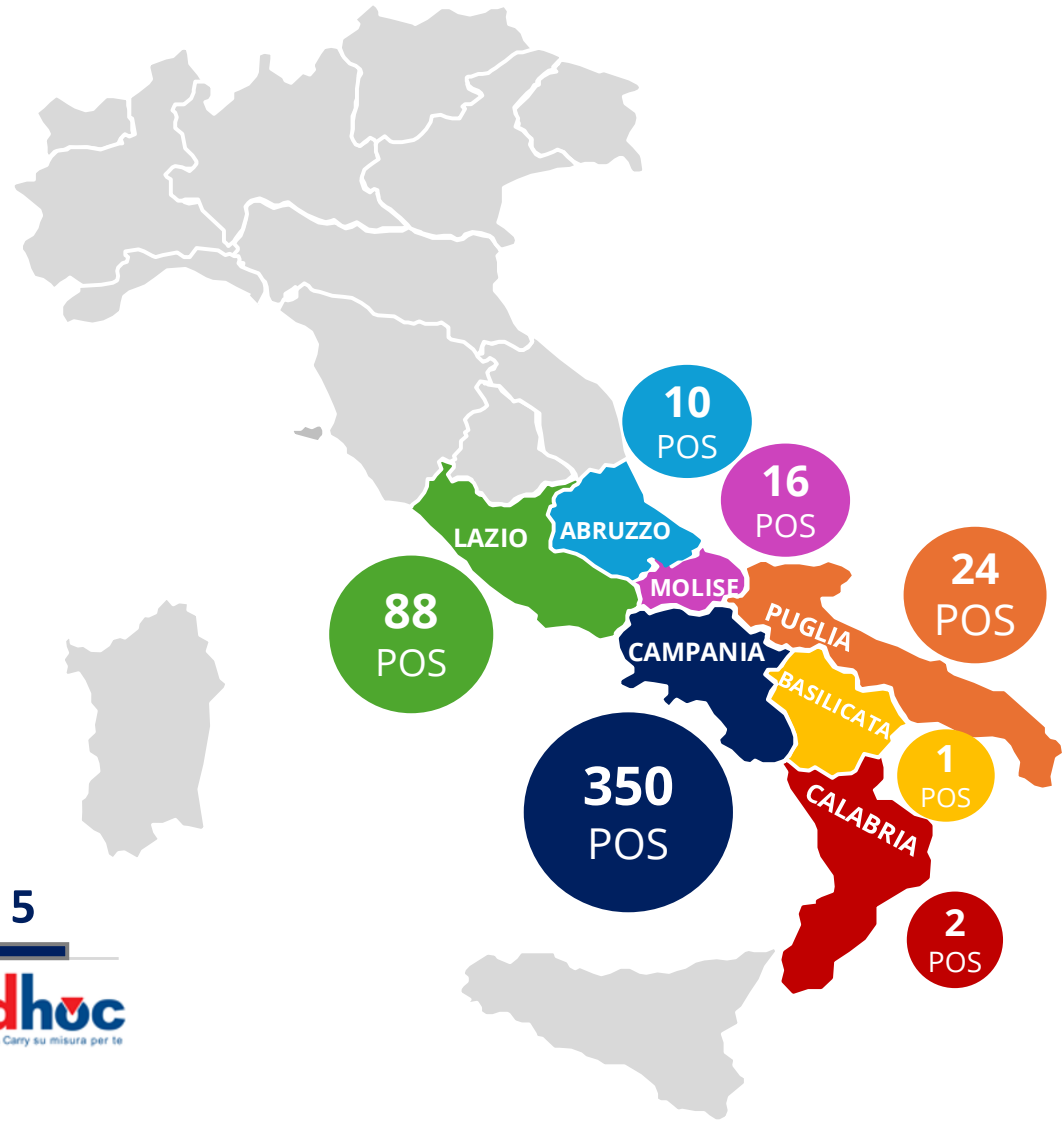
**Gastronauta**  
IL RICERCATORE DEL GUSTO

Conservas  
Pasta fresca  
Gastronomia  
Formaggi e mozzarelle  
Vino e bevande  
Surgelati e gelati

In 2023, the sales network reached a total of 491 stores, spanning 7 regions and featuring 7 different brands.



491





In 2023, we opened 44 new Retail Stores, 4 Pet Shops, and 1 Cash&Carry.



**49**  
NEW  
OPENINGS







# TRENDS AND EVOLUTION FOR CURED SEAFOOD IN RETAIL AND CASH & CARRY



**STOCKFISH & BACCALÀ**



## Retail Channel

With “cured seafood” today we mainly refer to Stockfish and Baccalà. Baccalà and stockfish consumption has changed in recent years, here in the south of Italy, and **moving from salted/cured products** (to be soaked in water), **to ready-to-cook products**, either fresh or frozen.

We can divide the evolution of consumption into two parts:

1. Year round (“periodo continuativo”)
2. Christmas period





# TRENDS AND EVOLUTION FOR CURED SEAFOOD IN RETAIL AND CASH & CARRY

## Retail – Year round

Regarding baccalà and stockfish sales, throughout the year, we all know that **volumes have dropped** down dramatically since the beginning of the new millennium.

But we can also say that a portion of consumers has moved towards **self-service counter products**, including the frozen department and the ready products in the fish department.



In particular, **ready-to-cook products** present in the fresh fish counter (in stores where the fish counter is present), represent the largest portion.

These products, which are already portioned, have a defined cost, give continuity over time and lend themselves to quick preparation in the kitchen, **better satisfy customer needs**.





# TRENDS AND EVOLUTION FOR CURED SEAFOOD IN RETAIL AND CASH & CARRY

## Retail – Year round



Store packed, non-soaked



Soaked



Soaked & frozen



Store packed, non-soaked





# TRENDS AND EVOLUTION FOR CURED SEAFOOD IN RETAIL AND CASH & CARRY

## Retail - Christmas period

During the Christmas period, the **non-soaked** product still retains its charm, and is purchased throughout the month of December.

In the last years, however, the **ready-to-cook products have grown** exponentially.

At the same time, the **non-soaked baccalà** has been **purchased less and less**, due to an increase in prices which directs consumers from the more expensive baccalà to the less valuable salted ling.



**SALTED BACCALÀ ON SALE**



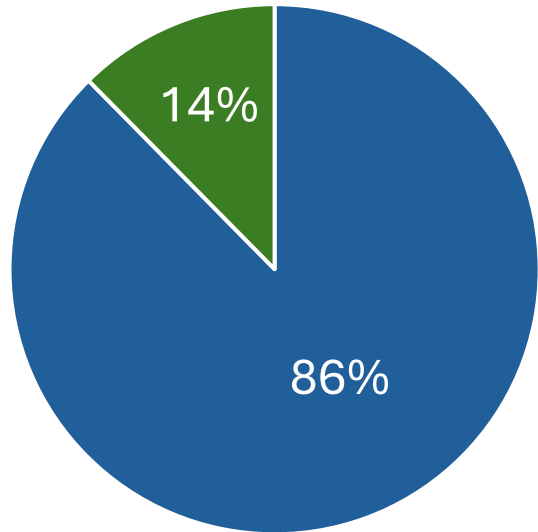
**SALTED LING**



# TRENDS AND EVOLUTION FOR CURED SEAFOOD IN RETAIL AND CASH & CARRY

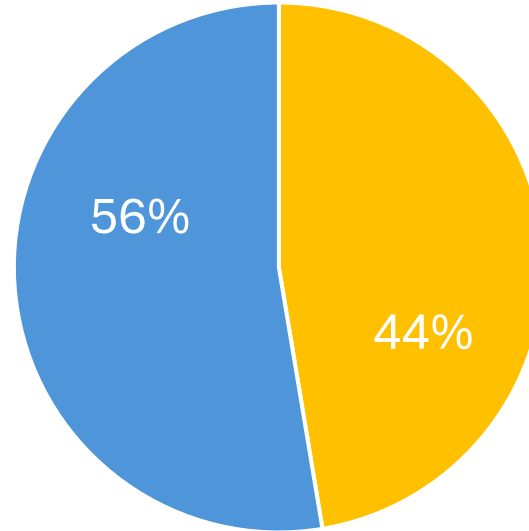
## RETAIL - SALES PERCENTAGES

### BACCALÀ vs STOCKFISH SALES



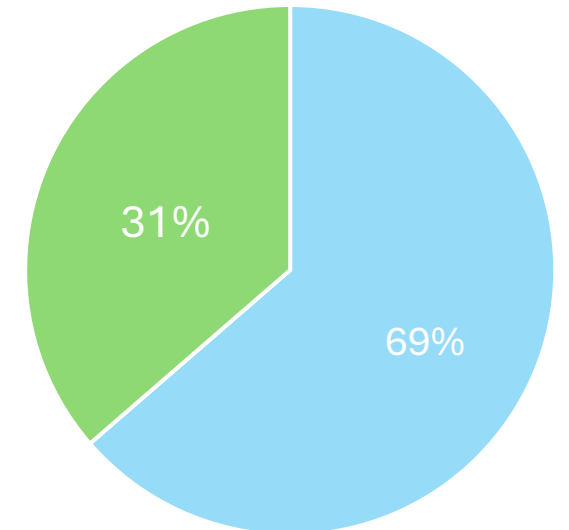
■ Baccalà ■ Stoccafisso

### DISTRIBUTION OF SALES Y2023



■ January to November ■ Christmas

### SALES BY FISH DEPARTMENT

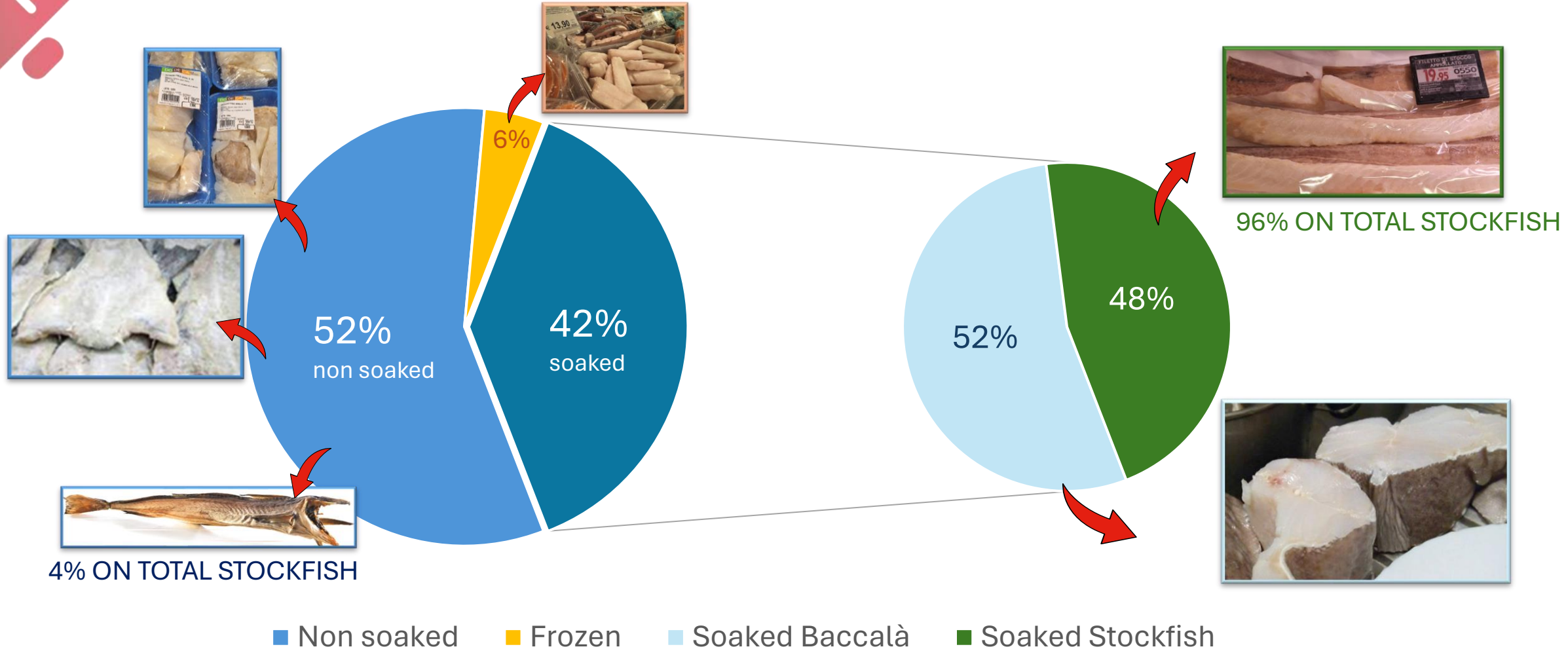


■ Not Fish Counter ■ Fish Counter



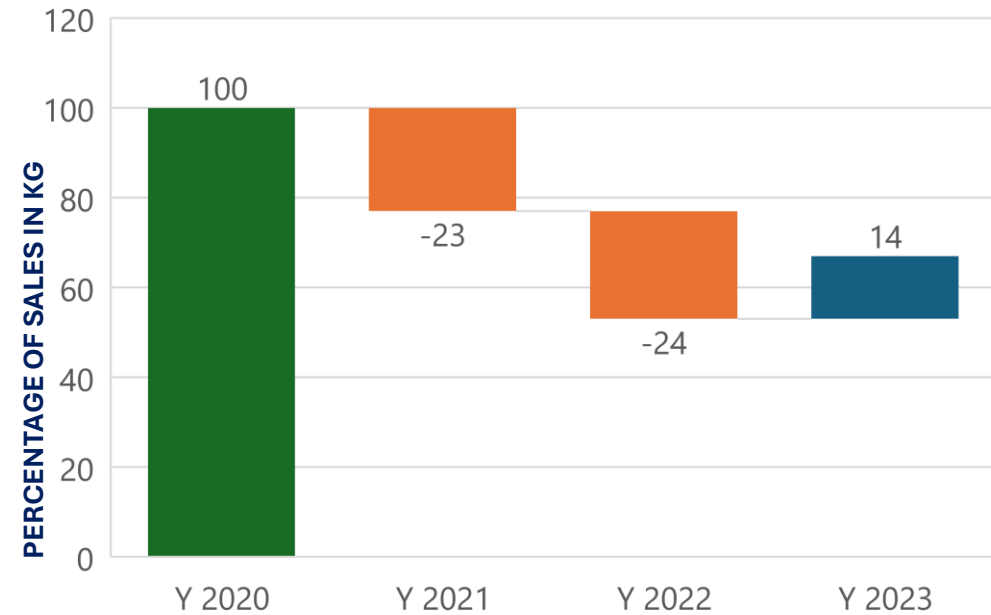
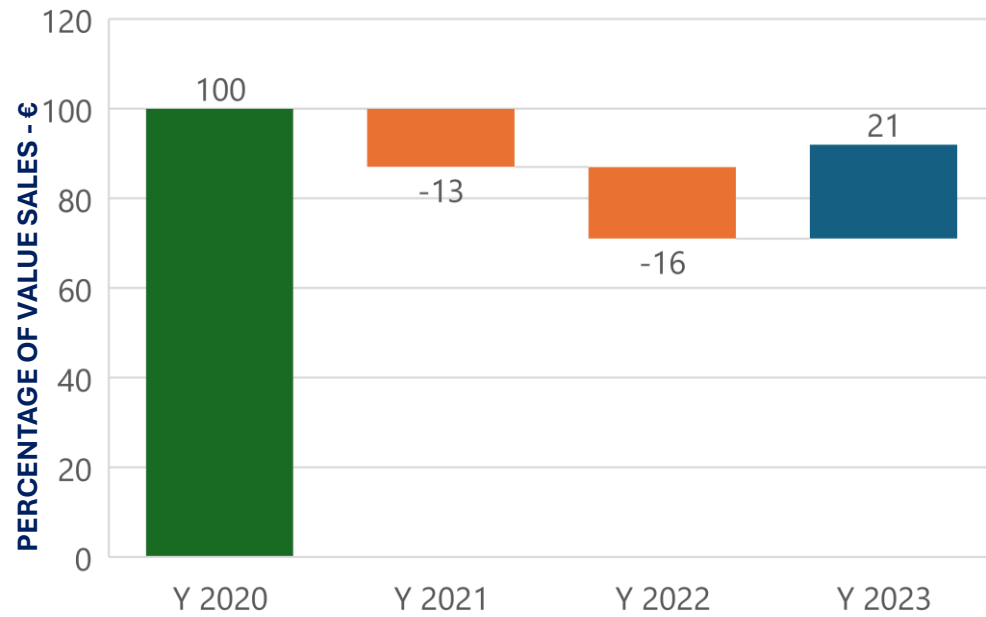
# TRENDS AND EVOLUTION FOR CURED SEAFOOD IN RETAIL AND CASH AND CARRY

## THE POSITION OF STOCKFISH INSIDE THE SALES



# TRENDS AND EVOLUTION FOR CURED SEAFOOD IN RETAIL AND CASH & CARRY

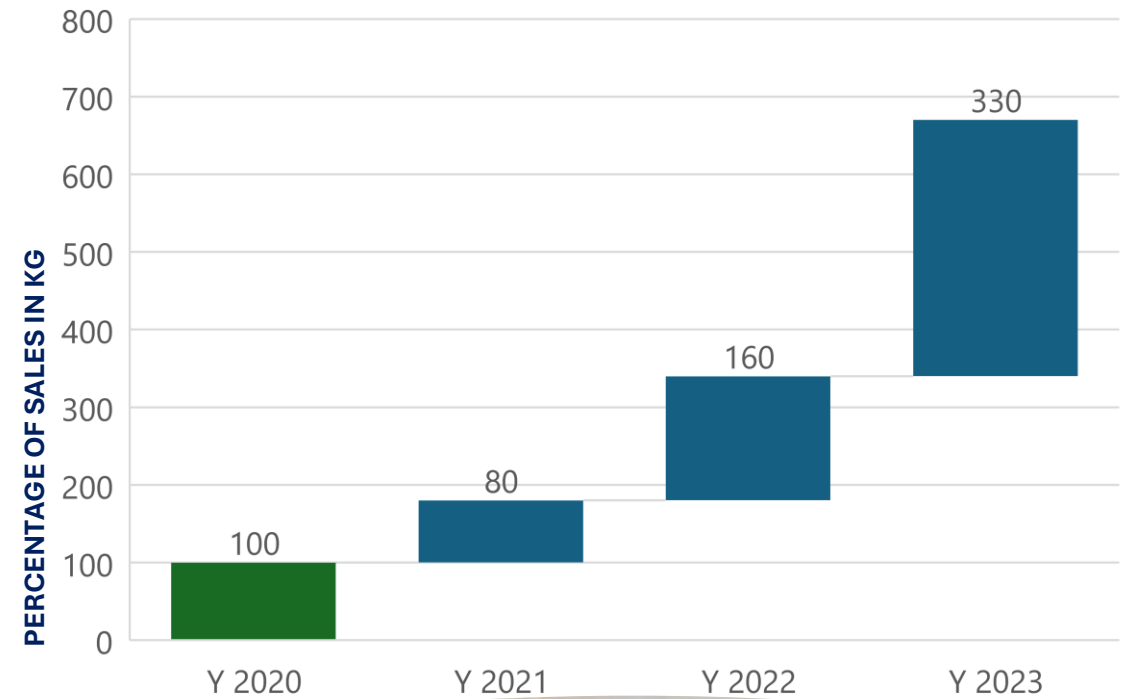
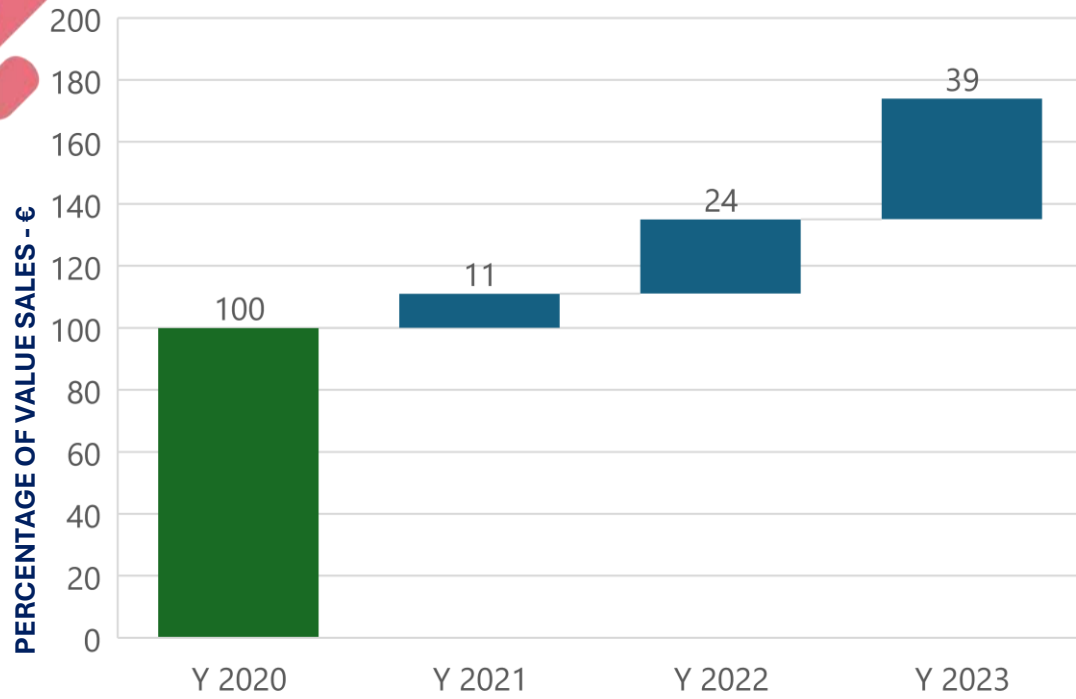
## SALES TRENDS OF NON-SOAKED BACCALA'





# TRENDS AND EVOLUTION FOR CURED SEAFOOD IN RETAIL AND CASH & CARRY

## SALES TRENDS OF SOAKED BACCALA' & READY-TO-COOK

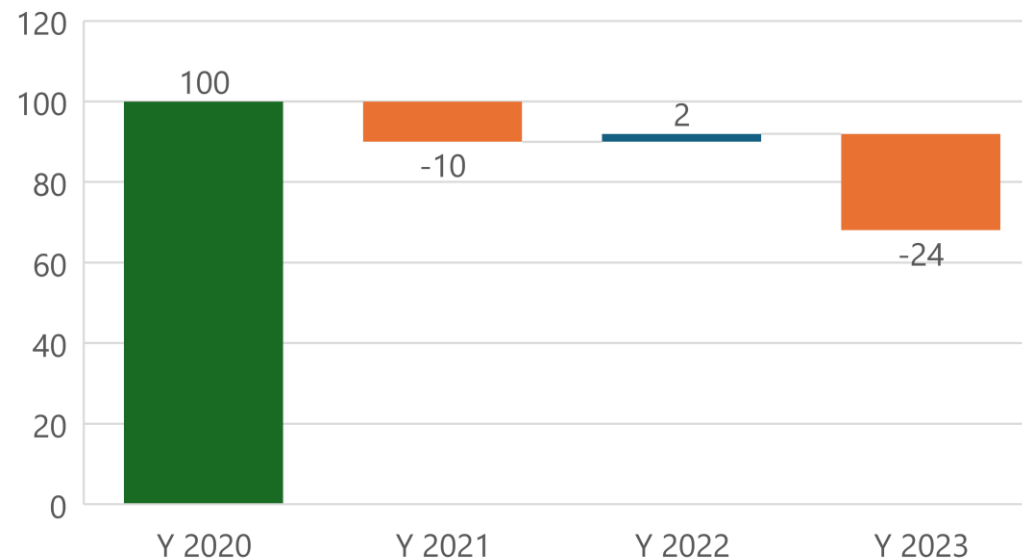
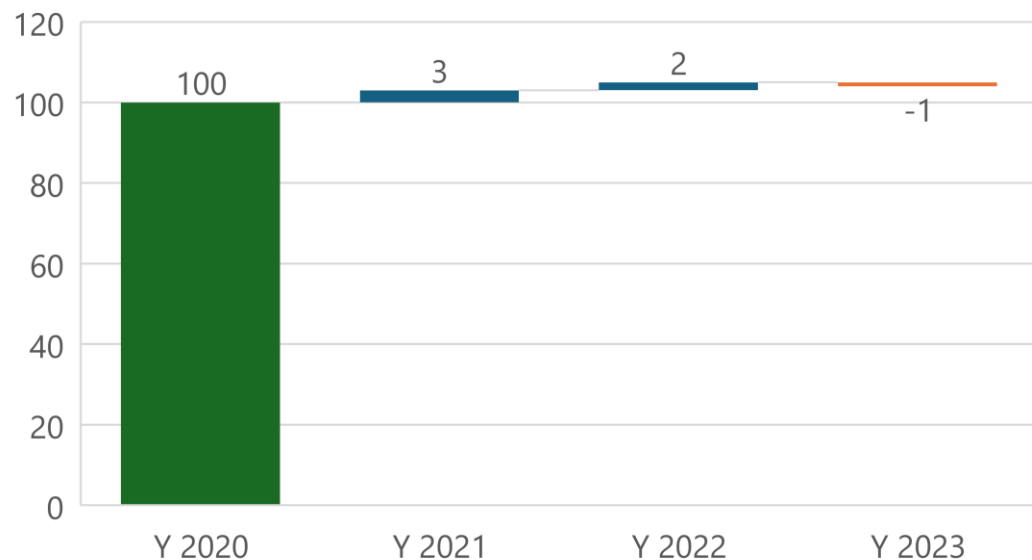






# TRENDS AND EVOLUTION FOR CURED SEAFOOD IN RETAIL AND CASH & CARRY

## SALES TRENDS OF FROZEN BACCALA'



## Cash&carry Channel



Also in the cash&carry sector, there is a difference between the year-round sales and those in the Christmas period.

But the value added products are the most successful.





## Wholesale – Year round

The frozen product, in small and medium portion formats, is the product that's preferred by customers on our wholesale stores.

The frozen product also saw growth in the Christmas period, firstly due to the added value in the product, and secondly for its more affordable price for HoReCa customers.

# TRENDS AND EVOLUTION FOR CURED SEAFOOD IN RETAIL AND CASH & CARRY

## Wholesale – Christmas period

The frozen product represents the most purchased product.

Even the non-soaked products are chosen by restaurateurs, but they stopped buying the boxes and prefer to purchase only the single piece.

Where available, they prefer products already packaged in a plastic bag, since they are less messy.

Obviously, also in this case, price is a very important factor.



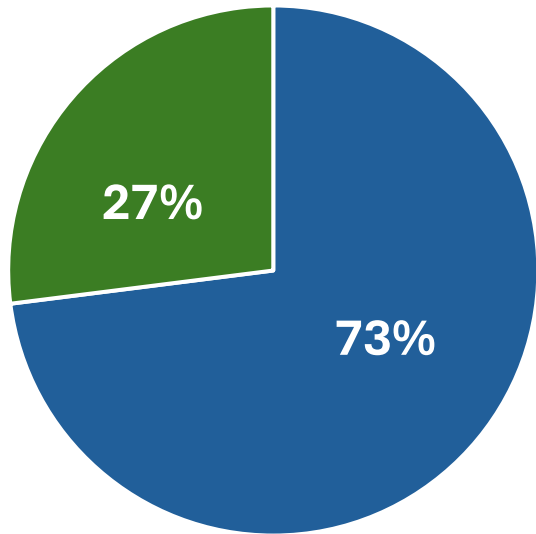




# TRENDS AND EVOLUTION FOR CURED SEAFOOD IN RETAIL AND CASH & CARRY

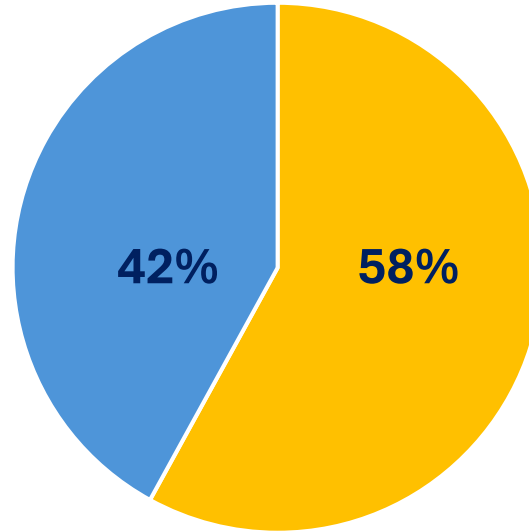
## CASH&CARRY - SALES PERCENTAGES

### BACCALÀ vs STOCKFISH SALES



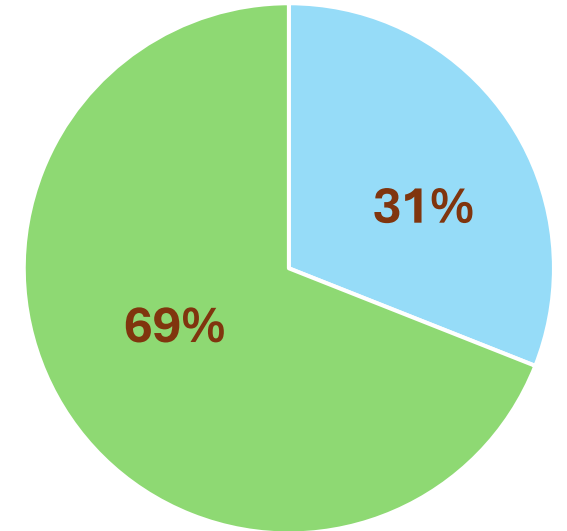
■ Baccalà ■ Stoccafisso

### DISTRIBUTION OF SALES Y2023



■ January to November ■ Christmas

### SALES BY FORMAT



■ Frozen Format ■ All Other Products

# TRENDS AND EVOLUTION FOR CURED SEAFOOD IN RETAIL AND CASH & CARRY

Over the last ten years, as we have seen, baccalà and stockfish have evolved into products that are closer to consumer needs.

The salted/cured product that requires soaking before being consumed has given way to a whole series of products ready for cooking.

In the future, these products will further evolve into ready-to-eat, with different formats, perhaps also dedicated to children, as happens with surimi, or other products that encourage parents to make their children eat fish!

As well as formats in line with the Mediterranean diet that remind of tradition, but which can be consumed quickly during a lunch break by people who don't have much time.

The packaging and nutritional information, the inclusion of QR codes with origin, processes, dedicated cooking recipes and eco-sustainability will certainly be a valid future communication tool.

Concerning Italy, and especially the south of Italy, the price in the future will be a strong discriminant in the recovery of consumption of the product.



*Futuristic examples*



**THANKS**

