



Industry Leaders speak

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Since when is Vitabella part of your new product line?

We launched the Vitabella brand for Pharmacy Channel in Italy three years ago. Two years ago we decided to redesign the logo and packaging and added value to the brand with a new organic and gluten free product line for the launch in the USA and now also Europe.

How does Vitabella sets itself apart from other (gluten free) products?

Our mission as an Italian gluten free food manufacturer is to have no compromise on taste at all. Furthermore we have full control on the supply chain for the main raw materials (corn, rice, oats) so we can guarantee constant quality and safety of our products. We plan to launch new Vitabella products soon, offering additional health and environmental claims, such as 'lactose free' and 'palm oil free', with the aim to be recognized as a brand with a wide offer of great tasting products, suitable for people who suffer from the most common intolerances.

Why is the consumer happy with Vitabella?

We created a consumer panel test in the USA. Celiacs especially enjoyed our Pillows and overall they appreciated the certification (<10 ppm) and dedicated facility for gluten free products. Also, we received two golden stars from the International Taste and Quality Institute for our Chocolate and Hazelnut Pillows. We are committed to keep the highest standard for our Vitabella lines in order to gain the appreciation and trust of our consumers.