

COMPRITAL CELEBRATES ITS 40TH ANNIVERSARY AND UNVEILS ITS NEW SOLUTIONS AT SIGEP (ITALY)

The company, leader in offering innovative ingredients for gelato and pastry, will be present at the fair SIGEP 2025 to showcase its latest creations and celebrate two significant milestones.

Several new products will be presented at Stand 100, Pavilion C7, including the new Fruit Base Dolce Asporto, the "Pasticceria Veloce" project, and the Pasta Nocciola Anniversario from La Preferita.

Milan, January 17th, 2025 – **Comprital - a pioneer in innovating ingredients for gelato and pastry**, part of Italcanditi Group - **will participate to SIGEP** (Rimini, Italy, January 18-22, Stand 100 Pavilion C7). On the occasion, the company will not only introduce to the market its latest product innovations but also celebrate two major anniversaries: the 40th anniversary of Comprital and the 70th of La Preferita, acquired in 2016.

After a successful 2024 with several product launches, including the new *Pure Vegan* line – which expanded its range of vegan bases – and the two innovative gelato bases *Dolce Asporto* (white base and chocolate base), Comprital enters 2025 with the same objective: meeting the needs of an ever-evolving market by prioritizing innovation, quality, and versatility.

"Each year, SIGEP provides us with an invaluable platform to showcase our latest products and connect with clients and partners from across the globe," said Adriano Bert, Managing Director of Comprital. "This year is particularly special as we celebrate both the 40th anniversary of Comprital and the 70th anniversary of La Preferita, a brand acquired in 2016. Among our new offerings, we're proud to present solutions tailored to trending market segments, such as take-away, vegan, and lactose-free options, in addition to ranges that combine practicality and quality, as well as the Nocciola Anniversario. The latter is a special product we created to celebrate 70 years of history, tradition, and passion for La Preferita through one of the most iconic flavors of Italian artisanal gelato: hazelnut."

Among the numerous innovations that Comprital will present at SIGEP, three new proposals stand out in particular:

- **Fruit Base *Dolce Asporto*:** Building on the success of last year's *Dolce Asporto* bases, Comprital has developed a third base specifically designed for fruit gelato, perfect for take-away. This base can be worked at room temperature and to create desserts that are easy to glaze and resistant

PRESS RELEASE

to melting. The base can be flavored with fresh fruit, fruit pastes, and purees. It's the ideal solution for gelato shops aiming to diversify their offerings and reduce seasonality.

- **The “*Pasticceria Veloce*” Project:** In a sector where time constraints are increasingly tight, it is essential to find a balance between speed and quality. Designed to simplify daily work and save time and costs, the *Pasticceria Veloce* (“Speedy Pastry”) project includes all Comprital's pastry solutions characterized by versatility, practicality, and ease of use, along with practical tips and inspirational recipes. The six bases in the *Pasticceria Veloce* line – Pastry Cream Base, Mascarpone Cream Base, Meringue Base, Dessert Base, Gelée +4 Base, and Gelée -18 Base – are accompanied by a recipe book created in collaboration with pastry chef Riccardo Magni, featuring innovative, practical, and easily replicable proposals.
- **La *Nocciola Anniversario* by La Preferita:** To celebrate La Preferita's 70 years of history, Comprital introduces the *Nocciola Anniversario*, a raw, dark hazelnut paste crafted with carefully selected Piedmont hazelnuts. This new product celebrates Italian tradition through an artisanal process that prioritizes quality and attention to detail: the hazelnuts are slowly sun-dried and manually turned, using techniques passed down through generations. After two days of drying, the hazelnuts undergo a quick roasting process designed to preserve their organoleptic properties.

Comprital's participation to SIGEP 2025 underscores its dedication to pioneering solutions that anticipate the evolving needs of the gelato and pastry segments. This commitment has been the company's main driver over the last 40 years, establishing it as an industry leader thanks to its passion, relentless research, and continual growth.

Present in over 60 countries and with more than 35 product lines, Comprital today is synonymous with excellence and innovation. This achievement is the result of advanced R&D efforts and cutting-edge production technologies, which enable the company to bring the quality and expertise of Italian craftsmanship to the global stage.

Comprital's ability to combine tradition with innovation makes the company a truly unique player at international level, thanks to its deep respect of heritage and its capacity to inspire and support professionals worldwide. As the company celebrates these great milestone in 2025, the company remains committed to shaping the future of the industry with the same passion and enthusiasm that distinguished its beginnings.

Comprital

Founded in 1985 in Settala (Italy) as a family business and part of the Italcanditi Group since 2020, Comprital has achieved a solid position among market leaders in ice cream and pastry ingredients over the years, thanks to international market expansion and the establishment of its know-how based on quality and continuous innovation. A daily commitment supported by teamwork and the constant training of staff and customers to achieve excellence in product and service quality and meet customer expectations. With the creation of Comprital Polska and Comprital Shanghai in 2014, the opening of the modern Athenaeum training center also in 2014, and the acquisition of La Preferita in 2016, Comprital is now a cutting-edge company present in over 60 countries worldwide with 35 product lines and more than 3500 validated recipes. Along with CSM Ingredients, HIFOOD, Vitalfood by Italcanditi and Rubicone, Comprital is part of the [Ingredient-Tech Platform](#), a collective of companies with a common purpose: to support the evolution of the food industry to improve human well-being and the health of the planet. For more information: www.comprital.com

CONTACTS

Comprital / Ingredient-Tech Platform

Ionela Grigoras, Marketing & Communication, ionela.grigoras@comprital.com

Silvia Assirelli, Head of Corporate Communication, silvia.assirelli@csmingredients.com

Cristiana Ballarini, Marketing Director, cristiana.ballarini@csmingredients.com

Ad Hoc Communication Advisors

Sara Mastrorocco – Mob: 3351415590 – e-mail: sara.mastrorocco@ahca.it

Ivan Barbieri – Mob: 3351415581 – e-mail: ivan.barbieri@ahca.it

Maria Lucia Boi – Mob: 3426523390 – e-mail: marialucia.boi@ahca.it