REGIONE PIEMONTE

PIEMONTE ITALY
THE PLACE TO TASTE

Tempting and Delicious by Tradition


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AGRIFOOD

PIEMONTE, NORTH-WEST ITALY



LOGISTICS PLATFORMS

EUROPEAN RAILWAY CORRIDORS

ROAD LINKS

TORINO AIRPORT
(30 MINS FROM CITY CENTER)

CUNEO AIRPORT
(1H FROM TORINO)

MILANO MALPENSA AIRPORT
(1H FROM TORINO)



European and global gateway

Piemonte is strategically positioned at the **heart of the European development system**, right at the **crossroads of the main routes between the North-South, East-West**. As part of the European Union, companies located in Piemonte have duty free access to more than 30 national markets within the European Economic Area and to the world's richest consumer market of 500 million people, over 330 million of whom sharing the same currency.

Italy is Europe's 2nd largest manufacturer and for the past 30 years has always ranked in the World's Top 10 Manufacturers. Piemonte has strongly contributed to this success, demonstrating to be **one of the manufacturing engines of Europe**. It produces about 8% of Italy's national wealth and its production system has reached high levels of excellence and tertiary sector expansion. Piemonte is a **promising and competitive business area**: the region is as **dynamic in industry as in services, with a skilled, flexible and versatile workforce**.

POPULATION
4.2 m
(7.2% OF THE NATIONAL TOTAL)

PEOPLE LIVING IN TORINO AREA
2.2 m
(52% OF THE REGIONAL TOTAL)

OVER
1.1k towns
AND 8 MAIN CITIES

EXPORT
€61.8 bn
(9.6% OF THE NATIONAL TOTAL)

GDP
€156 bn
(7.7% OF THE NATIONAL TOTAL)

COMPANIES
417,000
(7.1% OF THE NATIONAL TOTAL)

OVER
1.8 m
PEOPLE EMPLOYED
(8% OF THE NATIONAL TOTAL)

ABOUT
€1.5 bn
TO BOOST REGIONAL
COMPETITIVENESS

AN ECOSYSTEM FOR GROWTH

EDUCATION & RESEARCH

4
Universities

University of Torino
www.unito.it
Politecnico di Torino
www.polito.it
University of Eastern Piemonte
www.uniupo.it
University of Gastronomic Sciences
www.unisg.it

2
Business Incubators

2i3t
www.2i3t.it
I3P
www.i3p.it

R&D SYSTEM AND INNOVATION

7
Innovation Clusters

Polo AGRIFOOD — Agrifood - www.poloagrifood.it
BioPmed — Life Sciences and Health - www.biopmed.eu
CGreen — Green Chemistry and New Materials - www.cgreen.it
CLEVER — Energy and Clean Technologies - www.poloclever.it
MESAP — Smart Products and Manufacturing - www.mesap.it
Pointex — Textile - www.pointex.eu
Polo ICT — Information Communication Technologies - www.poloinnovazioneict.org

200
private and public R&D centers,
3 Science & Technology Parks

2nd
Italian region
for propensity to innovation

2nd
Italian region
for private investment in R&D

PIEMONTE IS AGRIFOOD

Piemonte fine wine and food tradition is appreciated all over the world and is one of **the symbols of Italian excellence**. The region is featured by a unique offer made of many typical and wholesome products, rich in quality and variety, based on artisan or semi-artisan techniques, including a **wide spectrum of specialties**: sweets, chocolates and bakery products, cheese, cured meats, rice and pasta, fruit, vegetables, the prestigious white truffle and preserves, wines and spirits, characterized by a bouquet of particularly intense perfumes.

Among **Piemonte's leading key players**

- **Balocco**
- **Biraghi**
- **Eataly**
- **Ferrero**
- **Igor**
- **Inalpi**
- **Lavazza**
- **Lauretana**
- **Martini & Rossi**
- **Nutkao**
- **Raspini**
- **Riso Acquerello**
- **Riso Vignola**
- **Saclà**
- **Sant'Anna**
- **San Bernardo**
- **Venchi**

Facts and **figures** about **agrifood sector** in **Piemonte**

19 DOCG wines
(Controlled and Guaranteed Designation of Origin)

41 DOC wines
(Controlled Designation of Origin)

14 PDO products
(Protected Designation of Origin)

9 IGP products
(Protected Geographical Indication) among which the Piemonte hazelnut

344 PAT products
(Traditional Agricultural Food Products)

52,500 companies among:
> 4,300 food & beverage
> 300 agricultural machinery & equipment for the food & beverage industry
> 47,900 operate in agriculture and forestry

118,000 employees

8,6 bn € export

Source: Unioncamere Piemonte on Istat data.

Chocolate

It is impossible to talk about **chocolate** in Torino and Piemonte, without talking about **hazelnuts**. The successful blending of the two ingredients occurred by chance due to the need to replace cocoa - which had become too expensive following the blockade ordered by Napoleon in 1806 on products from Great Britain and its colonies - with hazelnuts as these were widely available locally. The successful blend confirmed in Gianduja the perfect affinity between these two raw materials, marking the development of the future chocolate production in Piemonte. The first historic ***Gianduja*** producer was **Caffarel**, or rather Mr. Michel Prochet who later joined the Caffarel company. He invented the ***Giandujotto***, the first wrapped chocolate in 1865, again at a time when high taxes made imports of large quantities of cocoa unaffordable.

Today the Piemonte chocolate district is the largest Italian chocolate processing center with a production of 85,000 tons, equivalent to almost 40% of the national total: pralines, Easter eggs and creams are but a few made in Piemonte specialties produced by more than 110 production companies (14.6% of the Italian total), from the smallest artisans to large industries, most of them characterized by a strong focus on quality. Brands like **Ferrero**, **Venchi**, **Nutkao** and niche producers like **Guido Gobino** and **Guido Castagna** are symbols of this multifaceted tradition that over the years internationally acclaimed Piemonte as "the land of chocolate".



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Did you know?

In 1963 Michele Ferrero, decided to renew his father's *Supercrema* with the intention of marketing it throughout Europe. Its recipe, label and name were modified: the word **Nutella** (based on the English word "nut",) and the logo were registered towards the end of the same year, remaining unchanged until today. The first Nutella jar came out of the Alba factory on April 20, 1964. The product was instantaneously successful: in 1965 it was released in Germany where it was an immediate huge success and the following year it was distributed in France.


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photo I.com Multimedia

Confectionery Products

The bakery sector is one of the most traditional in Piemonte. The famous ***Grissini*** (breadsticks) are an original made in Torino specialty whose birth dates back to 1679 when the baker of the royal family invented a light, crispy bread for the baby prince Vittorio Amedeo II.

Today, breadsticks are produced in two versions: ***Stirati*** (stretched) or ***Rubatà***, a thicker variety with less yeast, a more solid texture and a rougher surface. Grissini are made both by bakers in their shops and industrially, with a wide choice of flavours and packaging both for the Horeca and the retail channels.

Baked products in Piemonte also boast an important **confectionery tradition** derived also by the abundance of ingredients which were available locally: from milk and dairy products to wheat, corn, rice, honey, fruit, hazelnuts, chestnuts, aromatized wines, as well as sugar. Among the region's most typical biscuits are ***Amaretti, Krumiri, Baci di Dama, Savoiardi, Canestrelli di Biella*** and ***Biscottini di Novara***, to name but a few. The variety of cakes include the strong tradition of ***Panettone*** and ***Colomba*** (Christmas and Easter cake), which are produced, in handcrafted or industrial way, in many versions: from the traditional recipe with raisins and candied fruit, to the recipes with chocolate or custard cream, chocolate drops, *marrons glacés* (candied chestnuts). Today, the most famous industrial confectionary producers are **Balocco** - the second Italian player - **Galup** and **Maina**, among others.

The latest data available show that exports of Italian confectionery products totals 3.8 million €. Piemonte has an 11% share and is one of the best performing regions: France is the main market as it absorbs about a quarter of the made in Piemonte confectionery products, followed at a distance by Germany, Spain, the United Kingdom and the United States.


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Did you know?

Napoleon was a great lover of *Grissini*, so much so that he set up a Torino-Paris stagecoach service, mainly to transport what he called the "*petits bâtons de Turin*".

Rice and Pasta

Piemonte is Europe's leading rice-producing region. The plains of the Eastern provinces - namely Vercelli, Novara, Biella and Alessandria - constitute the most prestigious rice-growing area in Europe, **yielding over 50% of the Italian production** that reached about 1.4 tons in 2024.

The rice is produced in an environment friendly and organic way and sees the production of a number of prized and traditional varieties, identifiable according to the ground in which they were grown. In Piemonte the production focuses on certain prized and traditional varieties, namely ***Carnaroli, S. Andrea, Arborio, Baldo, Balilla, Vialone Nano*** and *Roma* and, more recently, the black ***Venere*** rice. Since 2007, Piemonte can boast **the only Italian PDO rice**: ***Riso di Baraggia Biellese e Vercellese*** grown in some of the Biella and Vercelli municipalities.

Talking about **pasta**, Piemonte boasts a tasty tradition in pasta-making, here like in most of Northern Italy, mainly identified with fresh pasta like ***tajarin*** and filled pasta such as ***agnolotti*** and ***ravioli*** mainly produced by small family owned companies like **Allemandi** and **Alfieri**. These companies exist along with large production units of "dry pasta", such as **Pasta Berruto** and **Rey**, as well as with multinational groups.



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Did you know?

The University of Gastronomic Sciences backed by Slow Food and based in Pollenzo (Cuneo), is the world's first university entirely dedicated to the culture of food and committed to the spread of food and wine culture.

Cheese

Piemonte has a centuries-old tradition in dairy farming thanks to its wide pastures on the Alps and on its hilly areas: some of the cheese products of the region date back to the Middle Ages. The dairy sector in Piemonte offers a host of high quality products. Today, a total of **51 cheese varieties** are produced in the region by several small enterprises and some large and marketing-oriented companies like **Igor** and **Biraghi**.

Every year in Piemonte between 90,000 and 100,000 tons of cheese are produced. The region boasts 10 PDO kinds of cheese, among which the world famous ***Grana Padano, Castelmagno*** and ***Gorgonzola***: indeed 70% of the Italian production of this exquisite blue cheese comes from Piemonte.



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PIEMONTE IS AGRIFOOD

The white truffle

Every autumn, in the middle of the night, the white truffle hunters of southern Piemonte – mostly **Langhe** and **Monferrato areas** – take their dogs to seek and find the highly prized *Tuber Magnatum Pico* or **White Truffle**, one of the most expensive foods in the world, whose cost varies between € 2,500 and € 6,000 per kilogram, according to how bountiful the season is.
The white truffle grows underground symbiotically among the roots of oak, hazel, poplar and beech trees and ripens during the autumn. It can reach a width of 12 cm and a weight of 500 gr. or more, though it is usually much smaller. The flesh is pale cream or brown with white marbling, its unique flavour makes it extremely sought-after by starred chefs and food lovers and rightly considered as **the "king" of Piemonte's cuisine**. A sprinkling of tiny slivers over *tajarin* pasta or even just fried eggs releases its unique aroma you can describe as a winning mixture of earth, tree roots, old cheese, honey, hay, garlic and ammonia.

Did you know?

The **truffle hunting season** lasts from October to January. The hunt often takes place at night to avoid being seen by fellow hunters and risking that they will find the spots where each hunter knows for sure that truffles grow year after year, but also because at night their aroma is more intense and the dogs can scent them better.

Coffee

Italy is the second largest coffee producer in Europe after Germany. There are about 700 producers, 7.5% are in Piemonte, employing about 6,300 people, 1,800 of which in Piemonte. The coffee processing and producing tradition is thriving throughout the region, especially in Torino, hometown to the largest Italian producer, **Lavazza**, one of the top ten coffee production companies in the world holding alone 43% of the Italian market. The coffee industry is constantly growing in the region - with an annual turnover increase of 5%, thanks to many equally dynamic smaller companies, among which **Vergnano**, **Costadoro**, **Excelsior**, **Caffè Fantino** and **Giuliano Caffè**.

Did you know?

In 1884 Angelo Moriondo invented in Torino the first patented and earliest known **espresso coffee machine**.



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photo Giorgio Perottino

Did you know?

Like all native cattle with a white coat, **Piemonte's *Fassona* breed is very ancient**. Unlike some others, this breed was not born from the manipulation of the genetic heritage and its origins can be traced back to the Quaternary era. Its history begins in the Pleistocene period, with the migration of *Aurochs* cattle from present-day Pakistan towards the Alps and the Apennines. The eastward migration of these animals was stopped by a marshy territory which extended across the entire area of today's Piemonte.



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Cattle breed and cured meat

Piemonte is the second most important Italian cattle breeding region, with 14% of the national total of beef cattle. Piemonte stands out for being the largest breeder of native breeds at national level, with 300,000 head of a particularly prized autochthonous breed, the Piemonte breed, better known as ***Fassona***, which has acquired the Protected Geographical Indication (PGI) and has become a Slow Food presidium. In Piemonte, 6,000 companies and 15,000 people are involved in actively breeding the Piemontese cattle, generating a turnover of 500 million €. Piemonte also counts breeding of pigs, sheep, goats and poultry most of which are autochthonous.

Thanks to the traditional system of animal breeding and feeding of the small and medium livestock farms, there is a rich and variegated development of fresh meat and cured meat products topped up by the presence of large producers like **Raspini** and **Lenti**. Piemonte's offer includes raw and cooked ham - worth mentioning is the PDO ***Prosciutto Crudo di Cuneo*** (Cuneo Crudo Ham) - salami, sausages as well as the ***Salame Piemonte***, a cured and seasoned raw sausage that vaunts the PGI recognotion. Its particular flavour comes from the wise mixture of herbs and spices, such as garlic and cloves, and from a careful selection of pork meats, as well as, the presence of Piemonte wines. Among the ingredients, in fact, you have always a local red wine amongst *Nebbiolo, Barbera* and *Dolcetto*, reflecting the deep link between the product and the territory.



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PIEMONTE IS AGRIFOOD

Craft beers

Craft breweries and brewpubs have increased by 400% over the last ten years, meaning a production growth rate of 53% a year. **In Piemonte there are presently 115 such establishments, comprising craft breweries, brewpubs and "beer firms" or farmer brewers**. The widely recognized Italian creativity has developed very distinctive products such as the grape ales, fermented with wine must, which in Piemonte can be made from *Moscato d'Asti* wines or also from other white or red grapes. Here you can also find beers made with special cereals (rye, kamut, rice, spelt or wheat) or fortified with fruits such as cherries, strawberries, black currants, the *Madernassa* pear, wild berries, apples, or local herbs as well as beers that are aged in wine barrels.

Liqueurs and spirits

Piemonte is the land of liqueurs and spirits of great quality and worthy of the excellent indigenous grapes and cultivated or spontaneous aromatic and officinal herbs they come from.

One of the leading spirits is certainly ***Grappa***, a distillate obtained from marc, the grape skins when they are separated from either must or wine. *Grappa* is exclusively an Italian product by tradition and culture and is protected by the EU geographical indication. Two *Grappas* are exclusive to Piemonte: ***Grappa di Barolo*** and ***Grappa del Piemonte***.

Not to forget is ***Genepy***, the Artemisia-based liqueur whose flavour and aromas evoke domestic and homemade atmospheres.

Did you know?

Curious historical-literary anecdotes dot the life of ***Genepy***. Documents dating back to 1755 testify the first production of this aromatic liqueur in Piemonte, precisely in the area of the Olympic Mountains, the so-called Val di Susa. Here Artemisia grew and still grows among the rocks and stones at very high altitudes. It is so difficult to harvest this aromatic herb that even the famous French author Jean-Jacques Rousseau, in 1782 in *Les confessions*, writes about it. In the novel, he describes the death of the gardener Claude Anet, who, while climbing the Alpine slopes to find and collect Artemisia contracted a lethal pleurisy that not even *Genepy*, considered at the time the right remedy for such ailment, was able to cure.


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photo Giorgio Perottino

Did you know?

Vermouth by Piemonte producer **Cocchi** continues to rank among the most appreciated by international bartenders. In 2025, for the ninth time in a row, Cocchi secured first place in both the *Best Selling Brands* and *Top Trending Brands* categories of the *Annual Brands Report*, published by the British magazine *Drinks International*. This is one of the most authoritative rankings in the beverage industry, based on the preferences of high-level professionals of 100 venues selected from *The World's 50 Best Bars*, the *Spirited Awards* by *Tales of the Cocktail*, as well as competitions like the *50 Best Bars* in North America and Asia and the *Class Bar Awards*.

Vermouth di Torino

Vermouth is an aromatized fortified wine made famous all over the world by the Piemonte company Martini & Rossi. Its roots can be found in ancient civilizations, which commonly infused botanicals in their wines. In 1786 the young Antonio Benedetto Carpano created a superior elixir in his Torino workshop, based on *Moscato* wine, to suit the taste of women. In the years to come, many other companies followed his example and the production of *Vermouth* flourished with the creation of very important companies that are still operating such as **Gancia**, **Bosca**, **Cinzano**, **Martini & Rossi**, and it was drunk by aristocrats and sold at local cafés, soon confirming its role as Italy's classic *aperitivo*.

Today it has been recognized an EU geographical indication as *Vermouth di Torino* and it is produced by 40 producers, both artisanal and industrial. It is enjoying an interesting revival thanks to the mixology culture, which is adding new charm and interpretations of this aromatized wine alongside with the old classical *Vermouth*-based cocktails such a Manhattan, Martini and Negroni.

Wine

Barolo, Barbaresco, Moscato d'Asti and ***Asti Spumante*** are but a few wines that sell millions of bottles every year all round the world: **Piemonte is the region that produces some of the best known and finest Italian wines** which are globally appreciated and need no introduction. Around 85% of the wines produced in Piemonte are PDO: 19 are DOCG (Controlled and Guaranteed Designation of Origin) and 41 are DOC (Controlled Designation of Origin) wines. Piemonte wines are mostly produced with 20 native Italian grape varieties, amongst which ***Nebbiolo*** - boasting alone 4 DOCG wines: *Barolo, Barbaresco,* ***Ghemme and Gattinara - Barbera, Dolcetto*** and ***Moscato***.

A snapshot of the wine industry in Piemonte shows over 44,200 hectares of land under vine, with a total production of grapes around 300,000 tons per year. All grapes are processed into wine - there are no table grapes in Piemonte - resulting in a little more than 2 million hectolitres of wine.


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- Photo Alessandro Sgarito


© Pixabay

Did you know?

The Italian canning industry was born in Piemonte, specifically in 1850 in Torino when Giuseppe Lancia had the brainwave to preserve meat along with another innovative entrepreneur, Francesco Cirio, who introduced "appertization": a canning technique based on vacuum processing and the elimination of bacteria, by removing the air from food containers, after having filled and sealed them with preserves by prolonged boiling. In addition to the famous pelati (peeled preserved tomatoes), which Cirio started to produce in Torino, this new technique paved the way to the start of a thriving canning industry that today includes hundreds of companies engaged in the production of appetizers, sauces, condiments, preserved mushrooms, fruit and vegetables, as well as vinegar and a few large producers of olive oil.

PIEMONTE IS AGRIFOOD

Fruit, Vegetables and Preserves

With 100,000 hectares of land under **fruit and vegetables** cultivation, Piemonte is a very important player among the fruit and vegetables producers in Italy. The region's exceptional panorama of food products also features prized traditional products cultivated on its fertile plains: apples, peaches and nectarines, kiwis, apricots, plums, pears, cherries, strawberries, berries, chestnuts and hazelnuts, along with many vegetables, including typical varieties, such as peppers, tomatoes, aubergines, zucchini, beans, cardoons (globe artichokes), melons, cauliflowers, cabbages, potatoes. Not to forget is the **hazelnut** variety grown in Piemonte - ***Tonda Gentile Trilobata delle Langhe*** -, a particularly appreciated and sought-after by the confectionery and chocolate industry due to its extraordinary organoleptic properties: high percentage of oil, excellent aroma and taste after roasting, excellent peelability and long shelf life.

This flourishing vegetable and fruit production gave birth to an outstanding preserved food industry featured by dipping specialties, appetizers and sauces for pasta, meat, vegetables or simple bread: **Saclà**, **Ponti** and **Galfré** are among today's most well-known producers in this field, to which we should also add the production of spreads, condiments, vinegars, that are quite widespread in the region.

Machinery and equipment

The production of agricultural, forestry and gardening machinery in Piemonte is very lively and diversified. It includes companies covering a wide range of sectors: from traditional machines for cultivating, fertilizing and sowing the land, to those for collecting fruit, straw and fodder productions, forestry machines such as chippers, machines for gardening, paddy fields and vineyards. Italy is the second world player in the production of agricultural machinery and tractors in terms of volume, immediately behind the U.S.A. In Piemonte, the industry accounts for some 200 companies and big players like the **New Holland** industrial giant, forming part of the **CNH Group**.

Piemonte also boasts a top class tradition in equipment and technologies for the food and beverage industry: from dairy to frozen products, from cereals to preserves and confectionary, from packaging to bottling and labelling. Over 70% of winemaking machinery and technologies present in the cellars around the world are made in Italy. Piemonte has a significant role in this industry: important companies such as **Guala Closure**, making plastic and metal closures for wines, spirits, oil and other drinks or **Arol** which manufactures closing and capping systems, **Gai** with bottling plants, are just some of the industries operating in the sector. Innovation, security, performance, versatility and network: these are some of the keywords passed down by entrepreneurs from generation to generation, making their enterprises competitive and contributing to be Made in Italy ambassadors.



Find the **right partner** for your **business**

www.agrifood.centroestero.org

SUPPLY CHAIN PROJECT

Agrifood is the Integrated Supply Chain Project promoted by **Regione Piemonte** (Regional Government), co-funded by the European Regional Development Fund 2021-2027 and carried out by Piemonte Agency, providing international players a preferential channel to meet and start business with **top class agrifood companies based in Piemonte**.

The Team ascertains international players' needs and upon request suggests possible suppliers and arranges matchmaking activities:

- **organization of b2b meetings in Piemonte or on one's premises**
- **visits to local companies to discover the region's agrifood sector**
- **participation in international events**
- **trade missions to connect demands and supplies**

The project team's assistance is supply chain focused and completely free of charge for international players.

For more information on the **AGRIFOOD sector in Piemonte** and its business opportunities, contact the **Project Team**:

agrifood@centroestero.org | Ph. +39 011 6700 639/623/622/523

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The Integrated Supply Chain Projects are promoted by Regione Piemonte (Regional Government) and carried out by Piemonte Agency

CENTRO ESTERO INTERNAZIONALIZZAZIONE PIEMONTE

DISCOVER THE AGRIFOOD SUPPLY CHAIN



SUPPLY CHAIN PROJECT

Companies of this project represent the best of Made in Italy in the following fields:

- beers, spirits and liquors, mineral waters and beverages
- bread, breadsticks, bakery products
- coffee, tea, infusions
- confectionary, chocolate and pastry
- dairy products and cheese
- fresh and preserved fruit & vegetables
- ice creams and other frozen products
- meat and cured meat
- oil, vinegar, other dressings and spices
- pasta, rice, cereals and flour
- starters, jams, sauces, gastronomic specialties
- machinery for the food and beverage industry
- machinery for the wine industry
- other equipment, services and technologies for the food and beverage industry
- vending machines
- laboratory testing
- agricultural advisory service
- food hygiene test, food processing control systems.

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Co-funded by the European Union

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The Integrated Supply Chain Projects are promoted by Regione Piemonte (Regional Government) and carried out by Piemonte Agency

CENTRO ESTERO INTERNAZIONALIZZAZIONE PIEMONTE

Piemonte Agency

the entry point to make business & invest in Piemonte

To get to know about the local economic system, find information on **business opportunities** in the area and identify a **quality destination for direct investment**, Regione Piemonte offers an entry point: Piemonte Agency.

THE AGENCY PROVIDES A COMPLETE RANGE OF FREE SERVICES TO FOREIGN COMPANIES:

- willing to locate in Piemonte
- searching for suppliers and partners in a variety of sectors
- needing technical training on foreign trade.

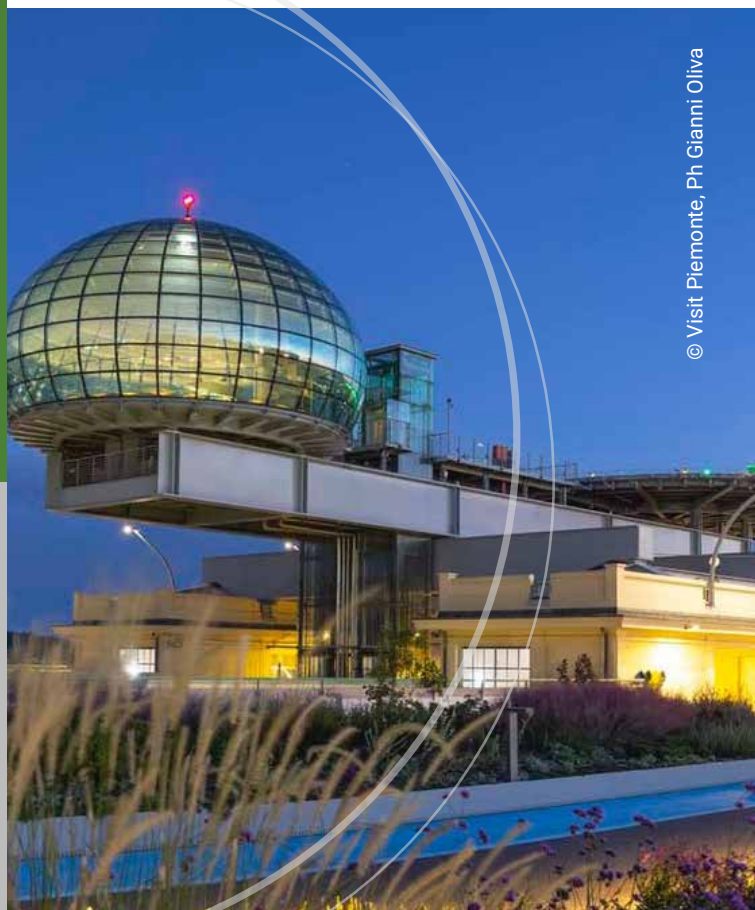
THE AGENCY IS A RELIABLE PARTNER THAT GUARANTEES:

- responsive and tailored assistance at all stages of the investment project
- matchmaking of the regional production offer with the needs expressed by international markets
- targeted activities to connect highly qualified local companies with foreign partners
- training in the field of internationalization.

Did you Know?

Piemonte is the 1st Italian region to have established a regional Agency dedicated to inward and outward investment: Piemonte Agency.

Piemonte Agency
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ITALY

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CENTRO ESTERO INTERNAZIONALIZZAZIONE
PIEMONTE Agency for Investments, Export and Tourism
Promoted by Regione Piemonte and Chambers of Commerce

2026