

COMUNICATO STAMPA

NEW, GREENER PACKAGING: EYE-CATCHING, IN A SMALLER SIZE FOR VITELLOTTE POTATO MAMMOLI FROM OUR TOP BRAND, DIVINE CREAZIONI®

Lavezzola (RA), June 2022 - The same recipe, with new, **greener packaging, which is more eye-catching and less bulky**. The Vitelotte potato Mammoli from our **top brand, Divine Creazioni®**, have been given a new look, and are now available in a **1 kilo pack**, half the size of the previous pack, which is more manageable and less bulky in the freezer, in boxes containing 4 pieces. The main novelty is their eco-friendly credentials: the **pillow bags** are made from **single-layer monofilm plastic**, so it is no longer bonded, and therefore **100% recycled and recyclable**. This is a significant change in terms of sustainability, which Surgital considers to be a value for the company, as well as for all professionals that care about the environment, which today is no longer just an afterthought. The **graphics have been updated** too, and they are now more eye-catching and better able to promote the contents, ideal for **bulk sales at C&C stores**. The colour choices reflect the distinctive colour of Vitelotte potatoes, which is also clearly visible through the transparent half of the bag, through which we can appreciate the product at first sight, as well as its taste.

The new packaging for Divine Creazioni® Vitelotte potato Mammoli is part of the process to update the Divine Creazioni® "**Gnocchi Collection**", a premium brand that stands out for the true **excellence of its raw ingredients**, as well as for the **care taken over its presentation** and its **handmade look**. Mammoli, for example, are made with only Vitelotte potatoes, washed one by one and milled in our factory before being cut into the **special shape that resembles the way handmade gnocchi are cut with a knife**. A **continuously evolving collection** that contains a high percentage of distinctive ingredients in every product, offering gnocchi with an authentic, genuine flavour.