



I am pleased to have this opportunity to present VERALLIA, the new brand for all the glass packaging businesses of Saint-Gobain.

As Saint-Gobain refocuses its corporate strategy and communication around its core business of habitat, the VERALLIA brand is our way to project a strong identity for our glass packaging business and to communicate more consistently with our markets, our customers, our shareholders and all our business partners. It is also an opportunity to unite all our employees around the values underpinning our day-to-day operations and how we do business – professional commitment, respect for others, integrity, loyalty, respect for the law, caring for the environment, worker health and safety, and employee rights. As of April 15, 2010, in all our countries of operations around the world, we are known as VERALLIA. This new brand will raise the profile of our manufacturing network, and we are convinced that it will strengthen our positions in the

marketplace and reinforce our ties with regional economies. Therefore, the VERALLIA brand will take precedence over the historical names of Zorya, KMS, KMZ, Vicasa, Mondego, Oberland, Vetri, Vidros, Envases, Rayen Cura, Containers and Emballage. We have created our brand to reflect our values and our unique, winning combination of strength and proximity: the strength of our worldwide manufacturing and sales network, and the proximity that we cultivate everyday with our customers and business partners. We also wanted the new brand to project our expertise, our capacity for innovation and our ambition – our ambition to be a local partner who listens to the needs of our customers, understands the requirements of regional markets, and demonstrates a commitment to the sustainable development of the economic and social environments where we operate. We firmly believe that glass is the

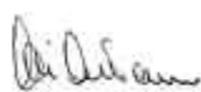
ideal packaging material to achieve the goals of sustainable development. We design and manufacture glass packaging that is increasingly respectful of the environment, infinitely recyclable, promotes its contents, preserves the quality of the products and enhances the well-being of consumers. We continuously innovate to better serve our customers.

We are VERALLIA.

Best regards.



Jérôme Fessard
Chief Executive Officer VERALLIA



Antonio Lui
General Manager and CEO
Saint-Gobain Vetri S.p.A

AN ALL NEW TITLE.

Thanks to the new brand Verallia, our newsletter has now got a new name and a new layout.

We have changed the name from ottocolonne to *è verallia*.

Whilst for everything else, we are still the same.

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THE IMPORTANCE OF BEING VERALLIA.

Antonio Lui, Managing Director, and Roberto Calibri, Sales and Marketing Director, speak about the change-over from Saint-Gobain Vetri to Verallia.

As from 15 April all over the world, **Verallia is the new name of a protagonist as ever in the segment of hollow food glass**, the new brand symbol of the unique and winning alliance of Power, Closeness and of our values. This operation was necessary to make clear a rather complex situation. If we look over the long history of the Saint-Gobain group, we realise that it is a history of acquisitions. Year after year, the Group gathered a series of names that require a unique image. As in other companies of the Group, **a unique name was chosen for the food hollow glass segment: Verallia.** This strategy was carried out by the top managers of the Group to make it immediately effective towards the market and it actually projected the company to the future. **The name Verallia is a specific sign of identity and awareness of one's own strength as a business reality.**

"This is not only 4 vowels and 3 consonants..." says Antonio Lui explaining the meaning of this change in name to Verallia "Name is at the basis of language, it outlines persons, things. It defines them. There is a content behind a name,



*and in this case, the values of our company. Values that remain the same even with a different name. This is why, in substance, **the content will remain unchanged.** This is the most important thing to keep in mind for us in the company and to clearly communicate to the market. And here in Verallia, we have time and methods for asserting with conviction that nothing has changed. We are determined to let immediately know that no change in strategy occurred and that, even if it seems paradoxical to say it in such a moment, **the key word is continuity with a view to strengthening the basic concepts of Power and Closeness.**"*

Thanks to this change, the Power of Verallia increases in the first place in that it contributes to resolve one of the problems of a multinational, gathering together different stories under the same head. The same name for all is already something to be shared with others and the name Verallia is used for doing this: gathering men, cultures and different customs together. Reduce distances. The force of a

multinational also consists in being able to manage the different economic situations of different countries and increase mutual effectiveness as a result of combined research, innovation, safety, production of the different countries. For example, a multinational as Verallia may carry out the WCM (World Class manufacturing) project at best by working on process optimisation from all viewpoints, starting from the economic process. Therefore, this new name means growth of synergy and growth of synergy means increase in the Power of the business in terms of services.

Keeping pace with the growth of Power, the value of Closeness also increases. An important example in this sense is the guaranteed product delivery, overburdening themselves directly, if required, with the costs of a production abroad to meet customer requirements. In this way, Power is expressed by finalising the customer service and Closeness by meeting the requirements on the territory also with the intervention of realities other than local. Antonio Lui states passionately that *"Nothing has changed with regard to customers and the Saint-Gobain bridge is no longer required to guarantee the optimum service. Verallia is already great and offers all the required guarantees. The impartial behaviour between customers, shareholders and employees that has always characterised the company policy, with the arrival of the crisis is developing a much greater attention to the customer that, with regard to*





the very quickly developing market, needs us more than ever and persistently requests guidelines, replies, quality, supplies. By guaranteeing all this, the values of Closeness are guaranteed and, above all, customer loyalty is developed”.



The market perceived all this and “It did not turn a hair” says Roberto Calibri. “Already previously, when changing from Vetri to Saint-Gobain Vetri, **our company has always been able to keep its identity and the market recognised it and this happens also today.** Everyone realises that the people are the same, they say the same things and the two basic values are still Power and Closeness. The market recognised that this operation has made Verallia stronger and sounder. Moreover, the positive fact that Saint-Gobain Vetri S.p.A. remains as the company name showing that nothing has changed also got through. Therefore, Verallia proposes itself as an international undisputed protagonist of the food glass segment with several objectives, all following the same course”.

In this continuity approach, **sustainable development remains the central point for the company and Verallia pursues it not for fashion, but by conviction.** As never before, it is important to enhance the strong points of the company and support the customers believing in these projects, thanks to the 100% eco-sustainable material we produce and that favours our image with respect to several companies. Having an eco-sustainable company policy and developing eco-conceived products is an opportunity that Verallia is able to enhance by increasing also market awareness on the fact that products are treated better in glass. On the other hand, there is no need hiding difficulties and keep in mind that glass is a material that requires a lot of energy to be produced and that, therefore, it is related to the oil price trend. The company intervened on this issue with transparency and promptness by offering contracts with prices linked to the oil price and by continuing to do so, supported by 50% of customers who understood this approach and confirmed it by renewing the contracts. This, from a business viewpoint, means flexibility and working with great commitment at Closeness level. The relation of Verallia with the persons working in the company and making a difference is also characterised by continuity. The greatest care was always given and will always be given to them: this led in time to reduced hierarchies by investing everyone with responsibility and by giving everyone the possibility of

expressing themselves completely. When a person goes home convinced that he/she has participated in achieving the objectives and results, this means that the person is involved in the project. The trade union also recognises this attention to persons. The Verallia personnel was already able to confirm over the years that the guidelines are always the same, that working on the territory remains essential and that Verallia will be another great opportunity. “Therefore, Verallia is a propulsive moment” concludes Roberto Calibri “ideal to be used for boosting resources, values and objectives, and also **make Verallia synonym of food glass.** This fact is possible with regard to our market, without forgetting the consumer. With Verallia and with its new force, everything seems within reach”.

Welcome Verallia!





VERALLIA INNOVATION TEAM. AT THE SERVICE OF IDEAS.

From today, Verallia Innovation Team is the Verallia point of reference for those who want to give the right shape to an idea.



Today, the market requires to develop ideas that must come to terms with beautiful and simple forms to transport, with primary packaging in the foreground to limit waste, with energy to be saved, with the respect for the environment. **Verallia focuses on innovation, technology and rapidity to offer customers a more efficient service every day** and it moves in this direction with Innovation Team, a structured group of professionals, ready to carry out any kind of idea and open to comparison in order to plan and implement solutions interacting with the future market. And future is green. **For this reason, Innovation Team works mainly in design and in eco-concepts** by devising containers perfectly tuned with the customer and respectful of the environment because they know how to combine packaging features (design, shape, colour, use) with environmental impact (production, transport, palletisation, weight). Innovation Team has dedicated professionals for each sector on whom you can always count: **Silvano Innocenti** for wine and sparkling wine, mineral water and international customer sectors, **Manuela Mazza** for jars and tomato sauces, oil/vinegar, milk sectors and **Rossella Miglietti** for spirits, fruit juices and beer sectors. The Team

follows each project from drawing to production directly with the customer, also allowing for planning constraints and implementation time. In the Verallia Labs, ideas are brought to life by means of a 3D technology that allows to check the project immediately and to display at best the container being designed. The prototypes are quickly carried out and, in a few words, an immediate answer is possible to be sure to carry out the final object as designed. Verallia has doubled its service on the territory: with the Gazzo Veronese and Dego premises, it increases its instruments and becomes at the same time even more closer and more suitable. And finally, Webex, the web conference service, that allows Verallia Innovation Team to be present anywhere by increasing its work synergies, optimising time and costs and carrying out an ecological approach for a low environmental impact. Thanks to Webex, business travels are limited and so is the production of CO₂, contributing in this way to the protection of the environment. And the space for the ideas in the Verallia Labs continues to grow.



Giuseppe Mastorchio designs moulds and distributes smiles.

He has been working in glassworks for 36 years designing moulds, cultivating also an artistic inspiration born in the school years at the high school specialising in art subjects. This passion resulted in nice cartoons and caricatures that portray ironically persons and events made in Verallia.

ECOVÀ: VALUE TO PACKAGING.

All companies must start coming to terms with the future.

And not only with one's own future. Their responsibility must not only concern products and factories. More than the increase in sales and turnover is involved: **today, the new mission for a responsible company is called "sustainable development"**. The purpose is to replace the word growth with the word development, separate quantity from quality, get renewed also according to the environmental impact of one's own work. Reflections that have been influencing for years the way of producing the glass containers branded Verralia, more and more tangible and real changes and that now, thanks to Ecovà, are under everyone's eye. **Ecovà is the most ecological line of the Verralia containers**, a range of products that represents the best of the industrial development from the point of view of environmental

protection. With Ecovà glass becomes an even more natural material: bottles are produced with high scrap glass percentages and are 100% recyclable endless times with a decrease in the extraction of raw materials. Lighter also for nature, the containers meet the same technical and aesthetical quality standards of the traditional range, with the same possibility of identifying new forms and using attractive colours and decorations. **The reduction of the environmental impact of all the production chain** is one of the main characteristics of the line. Today, thanks to the use of recycled glass, to the gradual integration of green energy, to the closeness of our factories to the wine-making areas and to the food industry, to the optimisation of transports, we considerably decreased the CO2 and greenhouse gas emissions.

Glass is even more healthier, and not only for the environment. It is the only material that keeps intact the organoleptic qualities of the contained foods, the only neutral and inert material in any climatic situation, the only one that guarantees total impermeability. Ecovà is the result of a development that involves each sector, from production to recycling passing through transport and gives new value to the Verralia packaging. Glass is the perfect container for protecting product taste, quality and freshness, as well as our future, the future of our environment and of the consumers.





THE SALONE DEL GUSTO IS AN EVENT FOR THE ENVIRONMENT.

The Salone del Gusto has reached its eighth edition. It fully dedicates its international calling and asserts itself as a central moment on the calendar of whoever in the world loves food. Together with Terra Madre, with which it forms an inseparable and interconnected set, the Salone del Gusto is maybe the only place in the world where farmers and craftsmen, the world of academic culture and chefs, great experts of gourmet cuisine and "simple" beginners may meet, creating exchanges and friendships. This is where a close-knit network of relations is carried out in the name of

sustainable food. Therefore, the Salone del Gusto is an educational event because it allows to learn, get to know, compare and get informed. **2010 is the international year of biodiversity**, for this reason at the Salone del Gusto 2010 we shall find **territories leading us towards the products** and the producers, relating us the ties that created them. Salone Internazionale del Gusto and Terra madre 2010 strengthen the planning choices adopted during the last edition and **promote new development scenarios heading to an event model with a low**

environmental impact. The collaboration with **Ecoglass, Verallia subsidiary**, the biggest company in Italy in the glass recycling segment is located in this viewpoint; **Ecoglass shall be one of the environmental partners of the Salone.** In particular, Ecoglass shall deal in the recovery and recycling of glass in order to substantially contribute to the Salone del Gusto that in 2008 had a 45% lower impact compared to that in 2006 and aims in 2010 to increase this already considerable result. **Verallia takes part in the Salone del Gusto as partner of the Slow Food**

Foundation for Biodiversity and supporter of Slow Food Presidia. Therefore, a rendez-vous with all from **21 to 25 October at the Lingotto of Turin** for a meeting that contributes to change the world into a better place.



VERALLIA AND VALLECHIARA AT COLLISIONI 2010.

Collisioni 2010, the festival of uncommon places was held at Novello in the Langhe area at the beginning of June.

Music, theatre, literature, art and other things spread on every corner, street, square and also church. In this occasion, Verallia met Vallechiara, with its mineral water according to nature. Born and bottled. This water has a very low fixed residue, ideal for a light and balanced diet and with a very pleasant taste that exalts the Mediterranean cuisine and that considers glass its perfect container. **Vallechiara is a**

company always attentive to lower the environmental impact at best and to choose the short production chain for its partnerships. With these premises and by adding that Vallechiara is located in Altare, in Val Bormida, the collaboration with Verallia, present on the territory with the factories of Deigo and Carcare, was bound to happen. For this reason, **at Collisioni 2010, the Vallechiara bottles of water are Verallia**

and the label created for the occasion says "if you think about it, water is tasty and surely healthy only in glass". Moreover, during the event, Verallia and Vallechiara undertook to awaken the citizens to a correct waste separation of glass. The meeting of these two realities is surely bound to continue due to the sharing of pursued values.



SE CI PENSI, SOLO IL VETRO SI RICICLA AL 100% INFINITE VOLTE.

Bevi in vetro l'acqua buona e sana.
Butta qui il vuoto per avere per sempre una bottiglia uguale a questa.
Ti porterà altra acqua buona e sana, rispettando l'ambiente al 100%.

verallia

Bottiglie e vasi in vetro per alimenti

VALLECHIARA



SCHOOL, CARCARE, VERALLIA AND JAM.

Like every year, the students of the Istituto Comprensivo (Comprehensive Institute) of Carcare thoroughly analyse a subject related to glass.

This year, the subject is **healthy food and using glass containers** as ideal instruments for a perfect food preservation. The purpose of Verallia is to contribute towards the training of future consumers, **awakening the children to the value of glass from the point of view of respect for health and environmental sustainability.** On 21 May, the fifth-class school boys and girls of the primary school of Carcare prepared orange jam guided by the expert hands of Mrs. Guglielmi of Azienda Agricola Parodi Alessandro of Finalborgo to discover the natural values of glass with the help of the Verallia

Marketing Manager, Maria Grazia Malatesta. They learned about the story and characteristics of a very special local product, the Chinotto orange of Savona, through the words of Danilo Pollero, Manager of the Slow Food Presidia. Moreover, in the afternoon, at the factory of Verallia Carcare, students and families were received by Raffaella Pescio, Manager of the plants of Deigo and Carcare; they attended the presentation of the workshop in the morning and other school activities related to glass, from discovering the characteristics of glass to a real survey of the

buying habits in terms of packaging, carried out on a wide range of people from Val Bormida. The event came to an end by tasting the Chinotto orange of Savona. The delicious jams, spread on a slice of bread or used as cake fillings were appreciated by everyone. Up with jam and up with glass!



FRIENDS OF GLASS GROW.

2009 represented a year of great initiatives for the association that gathers all those who think that glass is the right choice.

Friends of Glass is weaving a wider and wider communication network around the world of glass. And this is done by favouring the network par excellence: the web. The web site of Friends of Glass is in full action. There is the Forum to start with: a virtual but very lively place where many people meet and discuss and with great growth potentials considering that **75% of Europeans**, supported by the evidence of figures, **prefers glass.** The blog of the site is a window on the world with which Friends of Glass interacts by extending to all the social networks: Flickr, Facebook, Twitter. Tweetrecycling move on Twitter, in particular; the ways

in which each one of us can and chooses to recycle glass reach the web by communicating it directly and enhancing experience and contacts. There are initiatives such as the most beautiful and significant packs, and then there is Hank, the animated bottle testimonial of the glass values, that sings I'll be back and writes messages to famous persons by making targeted requests such as: Dear Gorbaciov can you add an S in your Glasnost to be in tune with glass? But Friends of Glass also worked out of the virtual world by organising Dinner Party: Glass versus Plastic during which the advantages and disadvantages of the two

materials were discussed. Guess who won? Then, it established one week for **directly promoting on the consumer the choice of glass by preparing a shop at Brussels** rich in creative events, exhibitions and more, whereas, at the same time, press conferences were held on the Friends of Glass movement in other European cities and personalised shopping bags were distributed. As can be seen, different Friends of Glass initiatives continued in 2009 with the **purpose of involving a little at a time more and more people** and make them friends of glass, the most natural material in the world.



GIOIOSO PROSECCO: NEW SHAPE, SAME CONTENTS.

An innovative packaging, abreast of the best tradition of Prosecco.

“Marca Gioiosa et Amorosa” is the old definition of the province of Treviso and “La Gioiosa” is the name with which the Moretti Polegato family has been signing its wines since 1975. A choice that pays homage to the territory, which fully reflects the traditional values that have always characterised production and products of the company of Treviso.

La Gioiosa is in the heart of the DOC Prosecco area, at the crossroad of the DOC areas of the Piave and Montello wines and represents the perfect point of intersection between the past and the future of wine. Love for the land is combined with the use of advanced technologies, a balance that makes La Gioiosa one of the most important Italian wine realities, with wines holding an important position on the market of large-scale retail trade also out of the national borders, with an important presence in more than 60 countries in the world.

A success achieved thanks to a product like “Gioioso Prosecco” that already at first sight communicates its uniqueness, a close bond with tradition and the territory, a wine that has built its own success also

on the quality/price ratio.

After 35 years from its launch, the company decided to renew the packaging of this best seller and relied again on Verallia, always partner and producer of the glass containers personalised for La Gioiosa. The new bottle has a completely new shape, a unique figure for the segment of prosecco wines. A packaging chosen to be different but mainly to underline the top quality of the product. The bond with the historical and founding values of the company is emphasised thanks to the label and cap that are based on the typical checked pattern of the old tablecloths of simple and genuine tables, an important sign that places this wine in the segment of everyday wine.

The bottom of the bottle is signed in relief “La Gioiosa”, a seal of the originality and quality of the Venetian trademark.

The new packaging enhances the contents, anticipates to the sight a pleasure that belongs to the palate, the pleasure of a wine that meets the requirements on loving customers, fond of natural and simple things that respect tradition. Like La Gioiosa.



SCHEDA TECNICA

Name:

Vino Gioioso Rest. 78 FA

Article:

Sparkling wine

Version:

78 cl

Colour:

green AG

Weight:

530 gr

Product name:

Frizzante Gioioso

Manufacturing company:

La Gioiosa

LAURETANA WATER: BLUE AS THE SEA, THE SKY AND GLASS.

A new colour to convey lightness and naturalness, a new look so that everybody can talk of the product.

Sometimes, even the greatest discoveries happen by chance, this was true also for the Lauretana water. If, on that day in '64, the founder Teresio Rossello did not have a walk along the paths of Caruzza, in the commune of Graglia, maybe today this water would not exist. Well, it was fated to happen... Destiny wanted him there, out for a walk and looking for refreshment, and it seems that the spring wanted to be discovered by him.

So good and light that the path for reaching it became for Rossello a familiar itinerary, only to quench his thirst again with that water.

An artesian spring, at 1050 meters above seal level, protected by the Monte Rosa massif, in an uncontaminated area, water flowing on an underground rocky bed that keeps it microbiologically pure and slightly mineralised. Simply tasty, with a unique characteristic, recognised by the Chemical Institute of the University of Turin and by millions of consumers: it is the lightest water in Europe.

The bottling activity with the name Lauretana started in 1965, a trademark that today produces 80

million bottles per year. Equipment has changed, more and more advanced and less and less heavy for the environment, but the origin of the tastiness of Lauretana remained the same: its source.

And to preserve and present at best the natural qualities contained in each bottle, the packaging is inert on the contents and communicating in shape: glass.

A material that keeps unchanged the characteristics of lightness and offers an aesthetic quality essential for market positioning: speciality stores, bio shops, chemist's shops and restaurants, but also in our country and on foreign markets. The Lauretana bottles shows its uniqueness already in the blue colour, which makes water seem even more natural and fresh, a specific mark also for strengthening the family feeling of the container. But colour is not only an attractive expedient, blue filters sunrays and light sources, like in an underground spring.

The production of the bottles of the new natural, sparkling and slightly sparkling water, returnable and disposable, is entrusted to Verallia, already partner of Lauretana, chosen for its technical capacities

but also for the similarity of values, above all the respect for the environment. The factories of Verallia produce two sizes of 1 litre and ½ litre, both with the practical screw cap, both in the new blue colour and indicating the writing "Lauretana" in relief on the glass, placed above the label. A sign of personality and elegance, of a quality guaranteed by the trademark but also by glass.



SCHEDA TECNICA

Name:

Lauretana Var 104 AL28

Article:

mineral water

Version:

104 cl

Colour:

blue BL

Weight:

450 gr

Product name:

acqua Lauretana

Manufacturing company:

Lauretana



GOOD NEWS FROM BURKINA FASO.

Verallia contributes to a project of Società Medico Odontoiatrica nel Mondo (SMOM - Medical and Dental Association in the World) to help one of the poorest countries in Africa.

Burkina Faso, "the country of upright men", is a poor country. Extremely poor. Here, life expectancy at birth is around 44 years, 27% lives with less than 1 dollar a day and only 39% has access to drinking water. The economy is based on agriculture and breeding, and the



population is obliged to cover kilometres to supply with limpid water in order not to use the water of stagnant wells, vehicle of diseases such as typhus and dysentery. The SMOM non-profit social organisation is carrying out, thanks to economic resources made available by Fondiaria SAI Foundation, a series of projects at the Boussouma community in the centre-east of the country to help the growth of the local economic development enabling the population to find in its own country the resources for living with dignity without having to emigrate. **During 2008, a school complex was built and in 2009, an agricultural and food project was**

started to enhance the environmental and human resources present on the territory and income opening for women. Therefore, the agricultural production for food purposes was strengthened and diversified aiming to the transformation in preserves for marketing. **Tomato preserves, in particular.** Verallia participated in this extraordinary project by sending 20,000 bottles for tomato sauces. Also thanks to this contribution, many children can continue their school, follow a treatment and are not obliged to see their fathers emigrate in not always friendly far-away lands. It is nice to give good news.



AT VERONA, GLASS COLLECTION IS SEPARATED BY COLOUR.

The experimental project of glass collection separated by colour was started in Verona to enable also the recycling of white glass. The project was promoted by CoReVe in collaboration with the Municipality of Verona, AMIA (Azienda Multiservizi di Igiene Ambientale, Multiservice Company of Environmental Hygiene), Assovetro, Ancitel-Energia e Ambiente. "Separation by colour represents a strategic challenge for the glass recycling sector and a real opportunity to increase the efficiency and quality of collection" says Enzo Cavalli, President of CoReVe. And Antonio Lui, President of the hollow glass section of Assovetro reaffirmed: "It is essential and strategic for the glass industry to increase the quantity and quality of glass scrap

deriving from waste separation in that the use of scrap allows to significantly reduce energy costs, which are those that mostly affect the bottle production process, with subsequent environmental consequences, in terms of reduction of CO2 emissions. If in Italy -continues Lui- we are at excellent levels for what concerns recycling mixed-coloured glass (ca. 65%), we are still far behind for what concerns the collection of only white glass compared to countries such as Germany and France, obliging our companies to import it". Therefore, this project is greatly welcome and we only hope that it will be extended as soon as possible to all the national territory.



VINITALY 2010. BIG NUMBERS, OPTIMISM AND THE MAYOR OF ITALY.

At the 44th edition, foreign operators increased and the threshold of 152,000 people was exceeded with President Napolitano in the front row.

"The visit of the President of the Republic, Giorgio Napolitano, was an historical event for Vinitaly - says the president of Veronafiere, Ettore Riello - who gave the segment the measure of the attention of the Institutions and a stimulus to look forward". Besides this important signal, the numbers of this edition of Vinitaly 2010 also contributed towards increasing optimism in this sector. Massive marketing operations directed on the main markets brought qualified delegations to Verona from the North, Centre and East Europe, Russia, as well as from the Usa, Canada and Australia, Mediterranean countries, Asia, Far East, Central and South America. Foreign operators increased by 4.4% totaling 47,000 coming from more than 110 Countries and especially from new markets, totaling ca. 152,000 persons. More than 2,500 accredited journalists were present, coming from more than 50 Countries. Therefore, there are signs indicating that it is possible to come out

of the crisis more quickly than other sectors: a market research developed by Axiter-ConfCommercio/Unicab for Vinitaly reported how Italian wine producers stood the test of the "big crisis" of 2009 and how they prepared themselves to continue to grow in 2010. Export and investments are still on the up. This edition of Vinitaly 2010 was successful.



GLASS IS A TEACHER.



During the 2009/2010 school year, boys and girls of the high school specialising in art subjects of Savona discovered the secrets of industrial glass thanks to a course by Verallia experts. Moreover, they thoroughly analysed the themes of artistic glass (blown glass, melting and engraving glass) which were followed by workshops at the Glass Museum (Museo del Vetro) of Altare held by glassmaker masters and by teachers expert in the different techniques that thoroughly analysed the different aspects.

Verallia made a contribution that allowed to prepare the workshops, by supplying also safety PPE: overalls, gloves, goggles, safety shoes. Finally, boys and girls analysed in depth the world of glass with visits and business internship in some very interesting centres for the world of glass, by discovering the extraordinary characteristics of this natural, healthy, safe, hygienic, reusable, recyclable material. It is created for making things that are characterised by beauty.

CLOSE UP

A few questions to those who deal with CAPERS closely.

The ancient volcanoes of the island sleep and dream of the big travel of Ulysses and the dances of Nausicaa on the seashore. We are at Salina, one of the Aeolian Islands designated as World Heritage by the UNESCO. Divided in the communes of Santa Marina, Malfa and Leni, it has ca. 2,300 inhabitants and here, among sky, land and sapphire-coloured sea, there is the Agrobiologicac Farm of Salvatore d'Amico.

Mr. d'Amico, when was your company set-up?

In 1972, year in which I decided to take care of the lands that belonged to my grand-father Antonio Divola. Passion has always been a family characteristic and it was this passion that allowed me in 1976, with the help of some old manuscripts of my grand-father and of the experience of my father, Raffaele d'Amico, and of my mother, Nunzia Divola, to create a very high-level Malvasia. The farm developed around this product, of which I am very proud.

What are your products?

First of all, wines. The diamond point is the Malvasia, produced with the old

method of sun-dried grapes that give a special fragrance, a taste and a scent belonging to this generous land. There are other two excellent wines: a white Salina IGT, with an excellent and perfectly balanced structure, and a red Salina IGT of great character. Then we have the Malvasia Grappa of Lipari, distilled in water-bath. In addition to vines, we cultivate age-old olive trees from which we obtain an excellent extra virgin olive oil. Olives are hand picked and cold-milled in the oil mill belonging to the farm.

And finally, caper plants grow along the dry-stone walls restored according to tradition, a prevailing element in the landscape of the island and important also for our company.

We are speaking about the famous capers of Salina.

Of course, because the farm also produces the caper of Salina that is part of Slow Food Presidia. Capers are picked by hand from the end of May to mid August every year. Then, they are divided according to size, marine salt is added and they are mixed up every day to favour fermentation and

make them ripe.

We have seen that you chose glass for packaging the product.

We chose a glass jar packaging because they are bio products and deserve the healthiest and most natural packaging from all points of view. And also because we wanted to give the product a refined and elegant packaging. Moreover, the Presidia Jar we chose makes us feel even more part of the big group of Slow Food Presidia and enhances our image.

Have you any recipe to suggest?

The caper of Salina is the basis of several recipes of the Mediterranean cuisine. The Aeolian pestum is the one I like best both as a sauce for spaghetti and for excellent "bruschette" (toasted bread). Here's the recipe: 50 grams of white olives, 50 grams of black olives, 100 grams of desalted Salina capers, 10 small tomatoes, chili pepper, garlic, basil and a bit of oregan. Desalt the capers, chop them coarsely with the olives and leave them in the oil and garlic. Add the skinned tomatoes and cook all together. Add a pinch of salt with chili pepper and aromatic herbs.

Any other curiosity on capers?

In the Aeolian popular medicine, the caper was used in ancient times for treating spleen diseases and for obtaining a medicinal decoction with a very efficient antiarthritic and diuretic effect. The medicinal properties of caper were also related to the crust of its root, which is quite common today in the preparation of medicinal herbs as a diuretic and stimulant of the hepatic functionality.



THEY SAY ABOUT GLASS

Small press review.

la Repubblica

"Sit down to eat with a critical mind. Because in times of fast food, it is always better to know what you are eating. In this way, the first restaurants are created in Apulia stimulating a more aware approach to food... Customers can choose to drink from plastic containers outside, but they must realise that they are polluting. Therefore, glass is better..."

from La Repubblica of 12 February 2010, Bari ed. – page 13

il venerdi

"However, the good news is that after avoiding for one year and a half plastic bottles and tableware, I carried out the tests again and bisphenol was greatly reduced. Since then, I try to use glass each time I can: besides, food and drinks are even tastier".

Werner Boote
from Il Venerdì di Repubblica
of 4 June 2010 – page 73

VIGNEVINI

"The choice of glass is also a responsible choice, respect for the environment. From each recycled bottle, if remelted in the oven of a glassworks, another bottle with the same quality characteristics is obtained. A total recyclability that enables a considerable energy saving during the melting phase".

Manuela Soressi from VigneVini
of November 2009 – page 32

la Repubblica

"... Eco Friendly feeding bottle. More and more young mothers prefer to use glass feeding bottles, healthy, ecological, recyclable, made unbreakable by coloured sheaths, in food silicone..."

Laura Asnaghi
from La Repubblica of 21 May 2010,
Milan section – page 13



Postcards from the world.

AND GLASS IS BOUND FOR SOMEWHERE



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