



The Cereal Factory at Acquapendente

Dear possible Partner,

the Cereal Factory, based at Acquapendente about 120 km north of Rome, is providing the Italian Food Industry with technically high developed cereal products and is market leader in production of pearl barley for different purposes.

In Italy (pearl) barley is strongly growing in the last years in human consumption, especially as replacement of other cereal rice. This is progressing in all forms of rice consumption, for example in form of "Orzotto" instead of "Risotto" (Orzo = ital. barley). Key point of enabling the growth of "Pearl Barley" versus rice both in the organic and conventional food segment was special combination of treatment of vertical and horizontal polishing, developed by the Cereal Factory. These special treatments are providing very stable needed cooking times for different pearl barleys (of 21 minutes for Risotto = Orzotto-barley).

Moreover , Cereal factory can offer different types of pearl barley processing , all made on single varieties in a short supply chain regime : Cereal Factory gives in to the farmer our Certificated seed per sowing and signs a withdrawal contract for the future crops.

Certainly, beside the special interesting taste there are other benefits of pearl barley from Cereal Factory is pushing the consumption of it versus rice:

1. Sufficient high beta – glucan level health claim for maintenance of normal cholesterol levels
2. About 3 times lower "Carbon Footprint" of Pearl barley from Cereal Factory versus rice produced in Italy and versus imported rice from other countries anyhow
3. About 4-5 times lower use of pesticides for pearl barley than rice. Furthermore, "Water Footprint" for pearl barley is about 3-4 times lower than for rice as well.

Even without using last 3 arguments significantly (pearl) barley consumption has reached meanwhile about 10% of rice consumption in Italy (= 7,1 kg/person and year).

Development in the food-industry in Italy are often spreading some years later in other countries as well. We like to discuss this with you face to face for joint participation in this growth segment.

Pearl barley processed in very different specifications are available both from conventional and organic agriculture.

Please reply shortly on this mail for further digital information or for possible interest of direct communication. I'm planning late summer/early autumn to Germany for distribution of our pearl barley or use of our technical know-how on licence base.

Thank you in advance for any comment!

Kind regards

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