



A Venetian story
— since 1887 —



CA
ca.form

GROUP

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Producers of cheese since 1887

It was **July 1887** when, **at the foot of the Alps, Northwest of Venice**, the Cooperative of the Pedemontana del Grappa began the construction of the dairy that would open later in January 1888.

For the processing of the milk, state of the art machines were employed, considered to be the most scientifically proven and up to date in dairy production, so the dairy said: three Lawall system skimmers, a churn, a mixer, a cheese masher, two turning boilers with relative iron ovens, six double automatic presses, and a milk heating appliance with a steam generator.

From the processing of the milk the following products were obtained: butter; fatty, semi-fat, low fat (sweet or savoury); and Morlacco cheese. Serum was also obtained for the production of ricotta cheese. These products, in part satisfied local consumption, and part were exported to the main cities of Italy and abroad.

In this way the butter produced at the dairy was mainly sent in large batches to shopkeepers and posted in small quantities to individuals by parcel delivery, and was much appreciated in the various regions of the Kingdom of Italy and consumed abroad mainly in the squares of London, Paris, Constantinople, Thessaloniki, Cairo and Alexandria.

Since then, the cooperative has continued to lovingly and passionately work the milk, obtaining new products and qualitative results, thanks to the continuous renewal of the facilities and the introduction of new technology.

In 2012, following the construction of a brand new dairy and the meeting with Adriano Chiomento, the company became **Latterie Venete 1887 Spa** and it became part of the **Ca.Form Group** (Chiomento Adriano cheeses), together with a collection of **Italian companies** headed by the parent company **Ca.Form srl** (holding), specializing in the **production, aging, packaging and distribution of Italian DOP cheeses. As well as ricotta, organic yogurt and cured meats from the Veneto**, all are products of the highest quality under the **brand FiorDiMaso**.



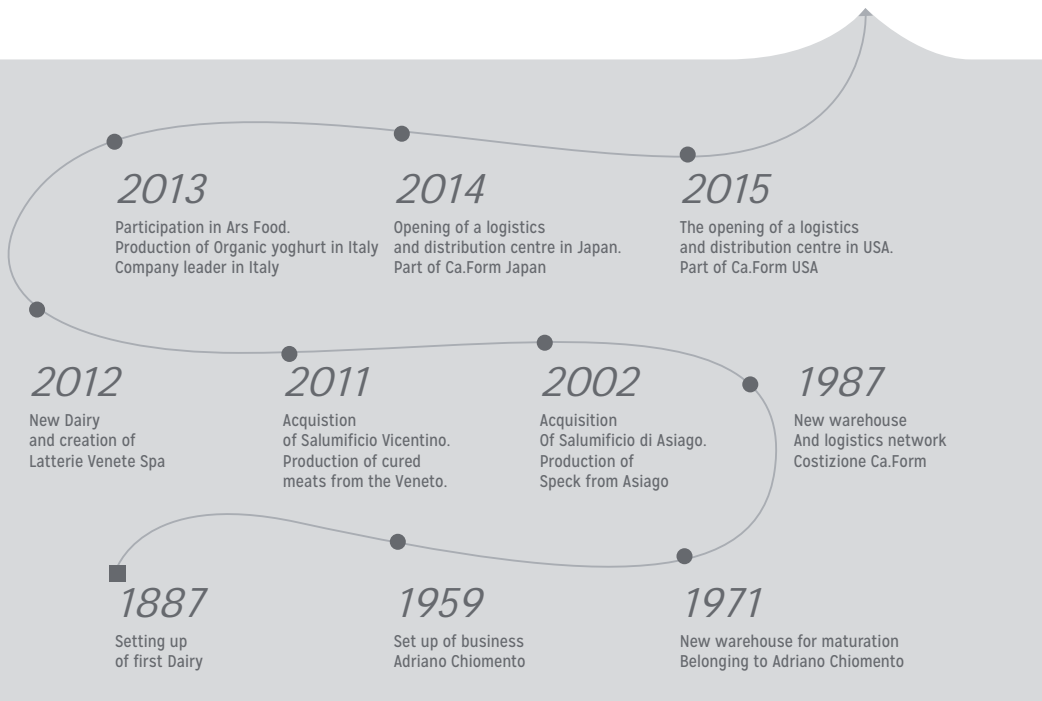
The Ca.Form Group and the company vision

Since 1959, Adriano Chiomento has turned his passion to the discovery of flavour, looking for the most prized cheeses in Italy, to the selection, aging and ripening of the best of these. In his small warehouse of 10 sqm located in Thiene, at the foot of the Asiago plateau, a story of passion, of sacrifice and a love of cheese began.

In 1971, thanks to much hard work, Adriano moved his business to a larger warehouse of over 350 sqm and thus increased the number of cheeses to which he devoted his time.

In 1987 he founded Ca.Form where, still today, in a factory of 5000 sqm, more than 100,000 types of cheeses are ripening daily, which are packaged in diverse sizes and shapes, and where every day hundreds of cheeses leave the premises destined for Italy and the world.

In the following years Ca.Form continued to invest in people, technology, quality in its products and processes and, to date, through a series of acquisitions, the Ca.Form Group is one of the principal companies in the Italian dairy and delicatessen fields.



The Ca.Form group



Ca.Form Srl

Headquarters. Cheese aging.
Packaging of cheeses and cured meats.
Logistics and distribution network.



Latterie Venete Spa

Production, aging and packaging of cheeses and ricotta.
Production of organic cheeses.



ARS Food Srl

Production and packaging of organic yoghurt.



Salumificio di Asiago Srl

Production, aging and packaging of Speck from Asiago.



Salumificio Vicentino

Production, aging and packaging of Veneti and organic cured meats.

Ca.Form in the world:



Ca.Form Japan Ltd

Importation and distribution in Japan.



Ca.Form USA Corp.

Importation and distribution in USA.



Yesterday, today and tomorrow the **Vision of Ca.Form** Can be summarised in a few, simple words:

“Doing Well by Doing Good”

Work every day to produce cheeses and cured meats of the highest quality in order to share with people, contribute to their well-being, to that of the environment and to society as a whole.



The production plants



 **Ca.Form S.r.l.**
Thiene (VI)
 Head Office
 Aging
 Packaging Centre
 Logistics

The Head Office

5.000 sqm

150
daily
deliveries


100.000
cheeses in stock

Thiene (Vicenza)


Ca.Form

Modern and functional **logistics and distribution centre** that guarantees punctual deliveries which are varied according to the type of products for both **Italians and foreign importers**.

Here **more than 100,000 types of cheeses** are aged and stored daily, both from its own production plants and originating from other regions. CA.Form offers its customers not only cheeses, salami and speck from its own production, but the **full range of Italian cheeses and cured meats**, from the most sought after niche products to the best known.

In Ca.Form cheeses and cured meats are also separated into portions in controlled conditions **with state of the art cutting and packaging technologies** to give each type of cheese and cured meat the weight, shape and most appropriate packaging to exalt the taste, the storage quality and its presentation at the sales counter.




 **Latterie Venete Spa**
Veduggio (TV)
 Production, aging and packaging of cheeses and ricotta.
 Production of organic cheeses.




 **Salumificio di Asiago S.r.l.**
Asiago (VI)
 Production, aging and packaging of Speck from Asiago.



 **Salumificio Vicentino**
Malo (VI)
 Production, aging and packaging of Veneti and organic cured meats.



 **ARS Food S.r.l.**
Varese (SP)
 Production and packaging of organic yoghurt.



10.300 sqm

6
Production
cheeses DOP

8.000
Cows give their
milk every day

180.000 kg
Ricotta
per month

50.000.000 liters
of milk processed
every year

Vedelago (Treviso) Latterie Venete Spa

10,300 square metres covered in an area of 36,000 square meters in total. Every day sees milk processed from 8,000 cows, producing 180,000 Kg of ricotta cheese per month. This dairy has always produced artisan cheeses of the highest quality that have adorned tables from around the world with its flavours and aromas. The area where the dairy was founded is certified to produce **6 DOP cheeses**: Asiago DOP, the Montasio DOP, Grana Padano, Provolone cheese, Taleggio DOP and Casatella Trevigiana DOP. Latterie Venete can count on milk produced by over 200 dairy farms and in its production plants more than 170,000 litres of milk are handled per day. Latterie Venete guarantees the **entire production line** is its own production, from the collection of milk to the packaging of the cheese.

3.000 sqm

1.000 metres
altitude

Production
Speck di Asiago

2.000 pieces
Produced
weekly

30.000 pieces
In maturation

Asiago (Vicenza) Salumificio di Asiago

Salumificio di Asiago manufactures its products artisan style, making use of cutting edge ventilation systems and aging areas capable of maturing 30,000 pieces of Asiago Speck. It is the only production plant where Asiago Speck is produced; lightly smoked raw ham with a distinct flavour. For its production only salt, pepper, Juniper, Rosemary, Bay leaves and other spices of the highest quality are used. A light smoke is obtained from wood with a low resin content and the temperature of the smoke is kept below 20 degrees centigrade. During maturation, which lasts no less than 22 weeks, the product is hung in rooms pervaded by a **fresh mountain breeze from the Asiago plateau**.



3.000 sqm

Production
Organic Yogurt

20.000.000
Pots per years

10.000 liters
Milk processed
daily

Varese Ligure (La Spezia) Ars Food

This is the leading company for the production of organic yoghurt, with 20 million pots produced annually. The production plant is situated in a natural oasis in the upper part of the Vara valley, in Varese Liguria, the first municipality in Italy and in Europe to be awarded the organic certificate Iso 14001. **Only fresh Italian milk, organically grown fruit and organic cane sugar**, without genetically modified organisms, artificial colouring, flavouring and thickeners: the Bio Bonta line has all the flavour of natural ingredients. In addition, they are certified by AIC, therefore the products are also suitable for those on a gluten free diet.

1.000 sqm

Production of Salami
and Sopressa
Vicentina DOP

1.500 pieces

Daily production

50.000 pieces
Maturing

Malo (Vicenza) Salumificio Vicentino 1960

In this production plant cured meats and salami are produced with selected ingredients, made strictly with Italian pork. The spices and aromas typical of the Veneto tradition combined with 60 years of experience in the art of curing are the recipe for quality that we carry to the tables of our customers every day. The meats are cured and packaged directly in the production plant, placing the utmost care on hygiene regulations and the quality standards that our customers demand. The plant is certified for the production of **Sopressa DOP**, produced only in the Vicenza province, in an area between the Little Dolomites, the Asiago plateau and the Berici hills, an environment which makes this **salami unique in taste and aroma** with a delicate harmony of flavours.

Our brand



FiordiMaso
Cheeses and cured meats



Adriano Chiomento
Finest cheeses and cured meats



Speck di Asiago
Speck



Salumificio Vicentino
Veneti and organic cured meats



FiordiMaso BIO
Organic products



Le BIO Bontà di Varese Ligure
Organic yoghurt



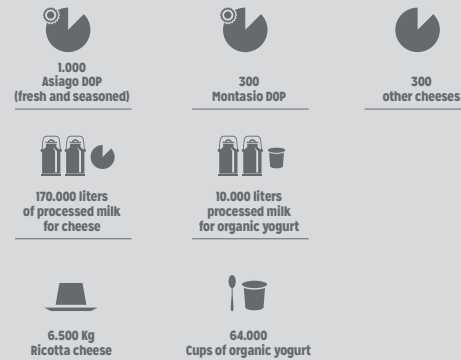
Le Chicche del Casaro
Cheeses

The Ca.Form group in figures

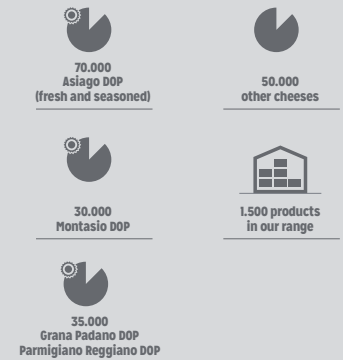
Ca.Form Group



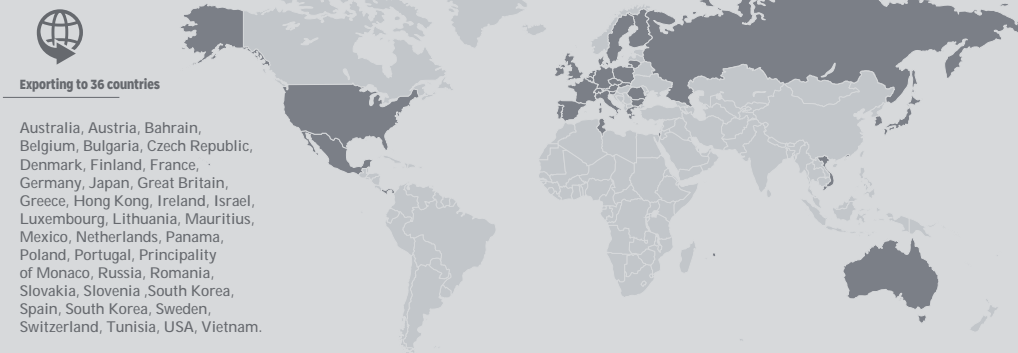
Daily production



Stock



Export



The nr. 1 company for Asiago DOP and Montasio DOP and the main production



The nr. 1 company for Asiago DOP and Montasio DOP

The **Ca.Form Group** with about 260,000 Asiago DOP cheeses and 120,000 Montasio DOP cheeses produced each year, is **the Italian leader amongst privately held companies** in the production and distribution of these two prestigious cheeses. Thanks to the quality of its production, the company is **also among the most successful at an international level**, and has helped to make Asiago DOP the 4th top-selling Italian cheese in the world and Montasio DOP the 6th. The unique, characteristic and distinctive taste of Asiago DOP and Montasio DOP FiorDiMaso is the result of over **138 years of production experience**, the careful selection of raw materials, continuous investment in technology and innovation and constant research.

Control of the entire production chain, checks carried out by the consortia of Asiago DOP and Montasio DOP who protect and ensure its genuinity and quality certifications (ISO 9001, BRC, IFS, BIO) always guarantee the freshness and safety of products. The wide and varied range of aging and packs, from single portions to 360° wheels, pander to the requests from those in the sector. The results of comparative tests requested by customers, have always placed FiorDiMaso products in first place in terms of satisfaction and desire to rebuy. For these reasons Ca.Form is also the **ideal partner for Private Label** retailers and industry, both in Italy and abroad and the increasing number of insignia given to companies to develop their own labels is a testament to this.



Company leader in the production of organic yoghurt and ricotta cheese

The Ca.Form group is a **leader in Italy** in the production and distribution of ORGANIC yogurt with around 20,000,000 jars a year. Only three ingredients are used: fresh milk, fruits and cane sugar, all organic. No artificial colouring, preservatives, flavouring or powdered milk are used. It is a product with no genetically modified organisms (OMG) and is gluten free (certified by the Italian Celiac Association). The creaminess, the distinguishing feature of this yogurt, comes from the high the quantity of protein; it is thickened naturally using evaporation to concentrate it: a significant part of the water evaporates from the milk resulting in an increased percentage of protein and a resulting creaminess.

With approximately 2,000,000 kg of product per year Ca.Form group is also **one of the leading Italian companies in the production of ricotta cheese**. The whey is worked while hot directly following the production of Asiago and Montasio cheese, thus allowing maximum freshness and preservation of all the organoleptic characteristics of the milk. As the milk used for Asiago and Montasio is a product of extraordinary quality and a sweet taste, the resulting **ricotta is also sweet and of a superior quality**.

In testimony to the goodness of Organic Yogurt and ricotta, many **industrial brands and large retailers** have turned to the Ca.Form group to develop and manufacture their own brands with these products.



The production of Speck from Asiago and Sopressa Vicentina DOP

The brand "**Asiago Speck**" can be assigned only to speck produced in Asiago. The Asiago plateau is a unique place where different climates meet and where the landscape is a harmony of pure air, crystalline streams, uncontaminated mountain barns and sunny mountains. The Speck from this land is a handmade product that **is sold only at specialty stores and boutiques**. It is a product characterized by the use of **very little salt, with a mild smoky flavour** made with finest quality natural wood, spices and fresh mountain air from the 1000 mt high Asiago plateau.

In addition to Asiago Speck, the Ca.Form group also produces **Sopressa Vicentina DOP**, a typical salami produced solely in the province of Vicenza, in an area between the Little Dolomites, the plateau of Asiago and the Berici hills, an environment that makes the **salami unique in taste and aroma** with a delicate harmony of flavours. Both the Asiago Speck that are produced in establishments which boast Sopressa DOP of the most advanced technologies in Europe and that guarantee the maintenance of high standards of quality and food safety.

The complete production line

Ca.Form is today one of the most important companies in the Italian dairy industry, and is able to control and oversee the entire production chain for its own products.



Quality awards

The safety of FiorDiMaso products safety is ensured through a process that prevents and eliminates the risks that may be present in foodstuffs. The HACCP (Hazard Analysis and Critical Control Points) and **10 quality certificates issued at an international level** are evidence of the diligence and dedication placed by the company on the issue of food safety and the quality of their products.



Client services



Private label

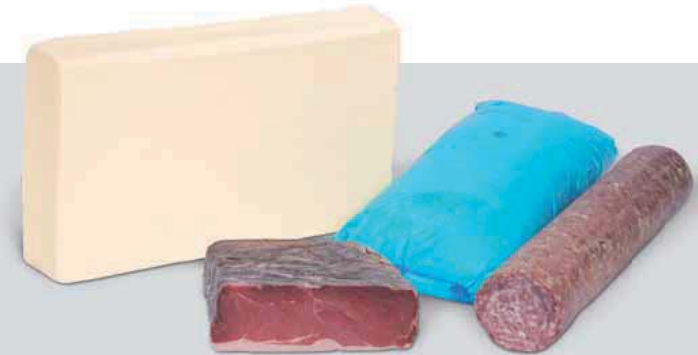
In all consumer markets there is a trend that leads distributors to develop their own “brand name” and to find industrial partners able to support their growth.

For the distribution it is important to rely on industries not only able to produce, but who are also able to safeguard their own category.

The Ca.Form Group is an **ideal partner for retail companies retail and all companies that want to develop their own “private label”** engage proactively in product innovation.

Flexibility and efficiency in the production, ability to respond in logistics and certified and transparent business systems are current preconditions, but in the future the distribution will require real and distinctive competencies that would constitute the basis for a collaboration in the product category.

The commercial brand will grow and the skills required of those who would become suppliers will grow: the Ca.Form group, thanks to the experience gained and the partnerships developed with the most prestigious insignia in distribution, it is commercially aware and intends to take advantage of new opportunities that arise, making available its expertise, such as **total control of the supply chain, the research and development of customised recipes, the creation of made-to-measure packaging and the ability to generate information to the end consumer**, in this way building long-lasting and long-running projects with its partners.



Products for food industry

The Ca.Form Group is a **supplier of high-quality ingredients** not only in the field of fresh cheese, seasoned cheese and ricotta, but also in that of typical Veneto salami and Speck.

In particular, rectangular cheeses with an edible rind, ricotta in 5 or 10 Kg industrial bags, salami and skinned sopressa ready to slice and a brick-shaped speck without rind. Behind this service is the willingness **to respond to the different needs of the food industry**, focusing on the quality of raw materials, the differentiation of the offer and the **high level of service**.

The products for industry represent the best answer to the growth trend in the consumption of pre-sliced cheeses and cured meats: optimizing time management, eliminating waste and off cuts in the processing industry. From the point of view of food safety and hygiene the guarantees are remarkable: in order to offer the customer an **absolute guarantee in terms of hygiene**. The products are packaged in a protected environment or in a vacuum with the use of materials suitable for food contact, thereby ensuring the perfect preservation of the organoleptic properties.

The services offered to high quality banqueting and catering companies: the Adriano Chiomento line



The cellar



The service is well-taken care into details. The products are portioned according to the customer's needs and delivered very fresh.

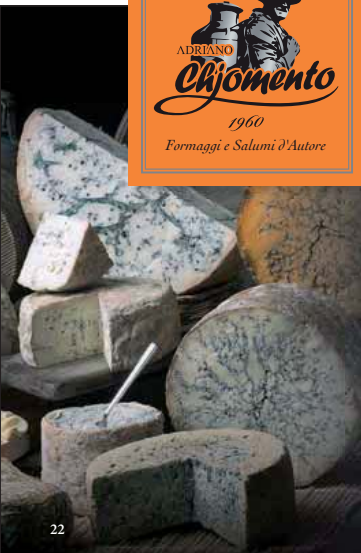


The Ca.Form Group offers its services to catering and banqueting companies, planning to take the highest quality cured meats and cheeses to the tables of their customers, guaranteeing, with the signature of the founder Adriano Chiomento, unique and extraordinary products. Italian, French, English, Spanish and the world's most prestigious cheeses, the best Jamon Iberico Bellota Patanegra of Spain, and even caviar and other delicacies are just a few of the products that are offered to companies wishing to create platters of cold cuts and cheeses and special dishes at weddings, anniversaries, corporate events, parties and receptions. These products are cured and aged in the personal cellar of Adriano Chiomento.

The Mediterranean basin has a long-running tradition in the practice of curing hams and aging cheeses, dating back to ancient Roman times.

The explanation lies in easy access to the supply of salt, a perfect ingredient for preserving food. This, along with a Mediterranean climate is the ideal combination of sea breezes and fresh air which find their way into the mountainous regions and woodland.

To finish a cheese means by definition to make it finer, so, during the aging process in the cellar, the cheese is turned regularly, inseminated with mould or washed. Depending on the cheeses, the dough becomes thinner and the taste more refined. The more the cheeses are refined, the more their characters differ.



Rare and fine cheeses.



Aging of Grana Padano and Parmigiano Reggiano.



French cheeses.



Aged cheeses in the cellar.



Research and development: the taste of tradition and the quality of innovation.

For the Ca.Form Group **research** and **development** have always **been key** in which to invest to improve the products, to optimise times and processes and to ensure a consistent high quality.

A quality and traceability system is applied to preserve the organoleptic and nutritional characteristics of the raw materials.

A fundamental element of the success of FiorDiMaso products is the careful selection of raw materials of the highest quality, whose supply is in full compliance with a strict code regarding their origin, collection and processing.

In a global context of increasing attention to the issues of security, nutrition and physical activity, the research strategy and the investment in production systems are geared towards creating products of the highest quality, studied in terms of nutritional value and portioning, so that they can be integrated into a balanced diet, with special care for children and the family. From this strategy comes Dolcesole BIO lactose free made with vegetable rennet, Panierino BIO, the lactose free Schietto, the Bianca Light, the organic ricotta and ricotta Light.



Ethics: well being in the company

For the Ca.Form group, ethics are essential in our organization and they are believed to be an ideal alliance that the company makes with its own human resources and with key external stakeholders.

Aware of working in a sector that is hyperactive and complex, characterized by many critical issues and where the response times to its customers must be immediate, Ca.Form has adopted its own **code of ethics**, effective from January 2014, which performs the following functions:

- locate the guiding principles for resources that operate in the company and for the company;
- define the basic commitments that the company takes towards employees and vice versa;
- express company position towards the parties with which it interacts.

The code of ethics belongs to all Ca.Form employees: it is an instrument at the service of people, arising from the values in order to allow anyone to create and distribute value.

At the basis of the Ca.Form code of ethics is an essential ingredient of compliance with laws and regulations in force.

It is therefore the duty of every company member, wherever they are operating, to not only respect the laws and regulations, but also the ethical code.

The code of ethics must also be respected by consultants, suppliers, customers and anyone who has a relationship with the company, to whom an explicit commitment to do so will be requested.

Communication

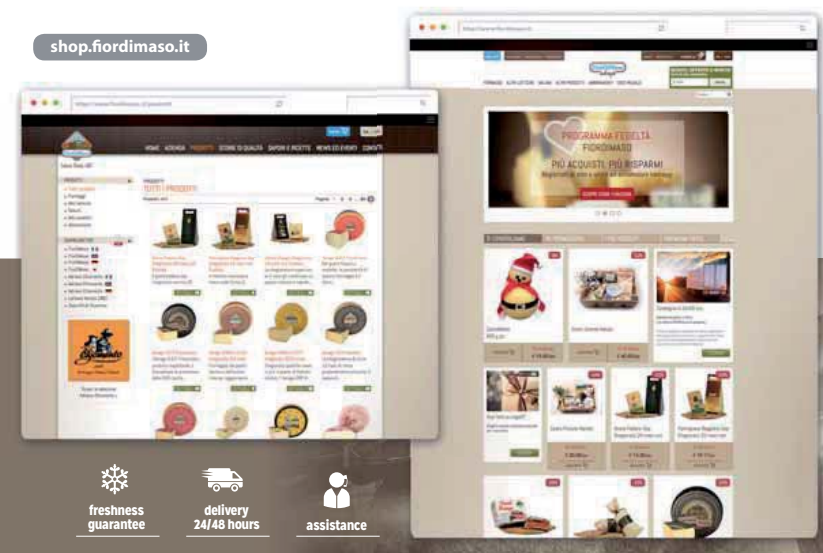
Ca.Form group has decided to support the end user through the site dedicated to its best-known and best-loved brand: FiorDiMaso. The site **www.fjordimaso.it** is clear and effective and allows one to have complete information about the company, its history and products offered. Recipes, videos, combinations of products, pictures of the production departments, company philosophy and much more are constantly updated in order to engage and retain customers. The site is also customized to support sales in foreign markets.



Shop On-line *A growing trend*

The atmosphere of the shop of times gone by with cheese, cured meats and many other tasty and genuine specialities, chosen from amongst the best in Europe to be sent directly to the home of the consumer.

Delivery in 24/48 hours, secure payments, ease of use, promotional programmes, coupons and loyalty programmes: tools needed to retain customer loyalty, but also important to increase brand awareness and support the sales of the Ca.Form Group's clients.



Customer relations *Social media*

The Ca.Form group also generates sales and awareness raising of its own brand FiorDiMaso through Social Networking. The products, latest news and initiatives from FiorDiMaso help to instill a rapport with the customers and those who love the brand. The strategy of communication that we have begun creates a system of rapport and engagement able to start a virtual circle through all the channels involved: the website, the Online Shop and, of course, social networks (more specifically Facebook and Youtube). The data collected confirms the effectiveness of the project: in very little time many followers and posts seen.



QR-code

Ca.Form strongly believes in the use of web tools; on every product package you will find the **QR code** which allows the consumer to instantly access information on the product. This initiative, too, was taken in order to establish a continuous relationship with our customers.






LE **BIO** BONTÀ
di VARESE
LIGURE





*Speck
d'Asiago*

Salumificio Vicentino[®]
1960




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