




MERCATO ITALIANO
THE EXTRAORDINARY ITALIAN FOOD



THE ITALIAN TASTE OF EXCELLENCE

Mercato Italiano is a food company created to bring true **Italian gastronomic excellence** to the Middle Eastern market offering a wide range of high-profile products and services to the **professionals of catering and industrial cuisine**.

The world-wide-recognized **Italian mastery**, the scrupulous **quality controls**, and the attention to the choice of the **best raw materials** are the key elements of an offer that perfectly represents the most beloved masterpieces of tradition.

All the **perfectly made and tasty products differ in terms of type to meet all the multiple needs**: frozen, pre-cooked frozen, fresh to heat, and enjoy on the spot.



Mercato Italiano's difference lays also in the great experience of its team, a group of scrupulous professionals who love the most authentic Italian food.

Our dedication allows us to guarantee great products and services and the **maximum reliability** in terms of **on-time deliveries** and customer satisfaction.



PROCESS & TECHNOLOGY

It is important to count on an impeccable preparation and high-profile technologies to enhance the Italian gastronomic tradition and guarantee the maximum reliability. **Mercato Italiano adopts different techniques and cooking methods** so as to perfectly guarantee the consistency, color, taste, and nutritional qualities of every dish.



MILESTONES



There are two milestones in the production: **the choice of raw materials and the way they are used**. Our choices define the sensory characteristics, compositional and health aspects, traceability, safety, geographical origin, and sustainability. Depending on the use of the raw materials in the second milestone, the sensory characteristics, compositional and health aspects, safety, and sustainability will be influenced.



PROCESS & TECHNOLOGY



COOKING METHODS



Mercato Italiano offers a wide selection of top-quality Italian dishes and ingredients, **cooked with great care in respect of the specifics of each individual dish**, by conduction, convention, or irradiation. Depending on the result and the desired characteristics, **different cooking methods** are used. For dry heat, **roasting** (oven) and **grilling** (grill), **grilling** and **charcoal cooking** can be considered. For moist heat, **however, steaming** and **boiling** must be considered. **Immersion** and **contact cooking** are considered for **frying**.



PROCESS & TECHNOLOGY



THE BENEFITS FOR FOOD



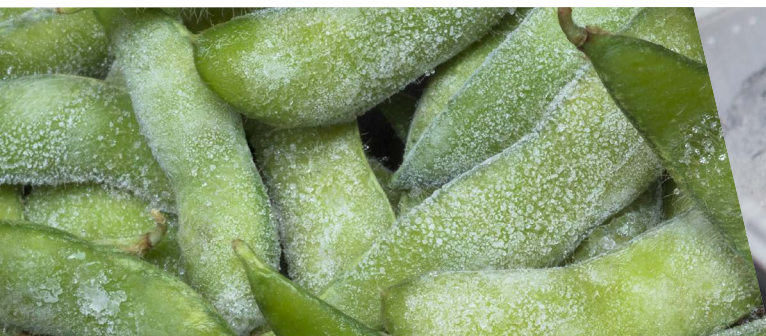
The **heat treatment** that comes from cooking **gives many advantages to the food**, improving the **quality, stability, and lifespan**. This can be referred to as restoration in reference to the destruction of the vegetative microbial cells of alternative and pathogenic agents, an effect similar to pasteurization that varies according to the different combinations of temperature and time. **Cooking also improves food stability**, thanks to its ability to deactivate the enzymes that cause the quality deterioration called blanching.



COOKING AND PROCESSING



Depending on the type of consumption expected, **foods are cooked in different ways and at different times**. Consumption within 24 hours involves **simple cooking**, whereas consumption is expected after a few days it is **cooled to 4°C** immediately after cooking. In the case of food intended for consumption after long periods of time, after cooking, it is first packaged and then **deep-frozen at -18°C**.



SERVICES



**FROZEN
FOOD**



PIZZAS



**FRESH MEAT
AND FISH SALE**



**FRESH PASTA
PRODUCTION**



SAUCES



DESSERTS



**INDUSTRIAL
FOOD
PRODUCTION**



**CATERING HOTELS,
PARTIES, BOATS,
PRIVATE HOUSES**



**PERSONALIZED
CATERING
SERVICES**



**GENERAL
TRADING**



**RETAIL SUPERSTORE
OF ITALIAN
PRODUCTS**



**DIRECT SALE
OF ITALIAN
PRODUCTS**



PRIVATE CHEF



**STAFF TRAINING CONSULTING
FOR THOSE WHO WANT TO
CREATE AN ITALIAN CONCEPT**



**ITALIAN
COOKING LESSONS**





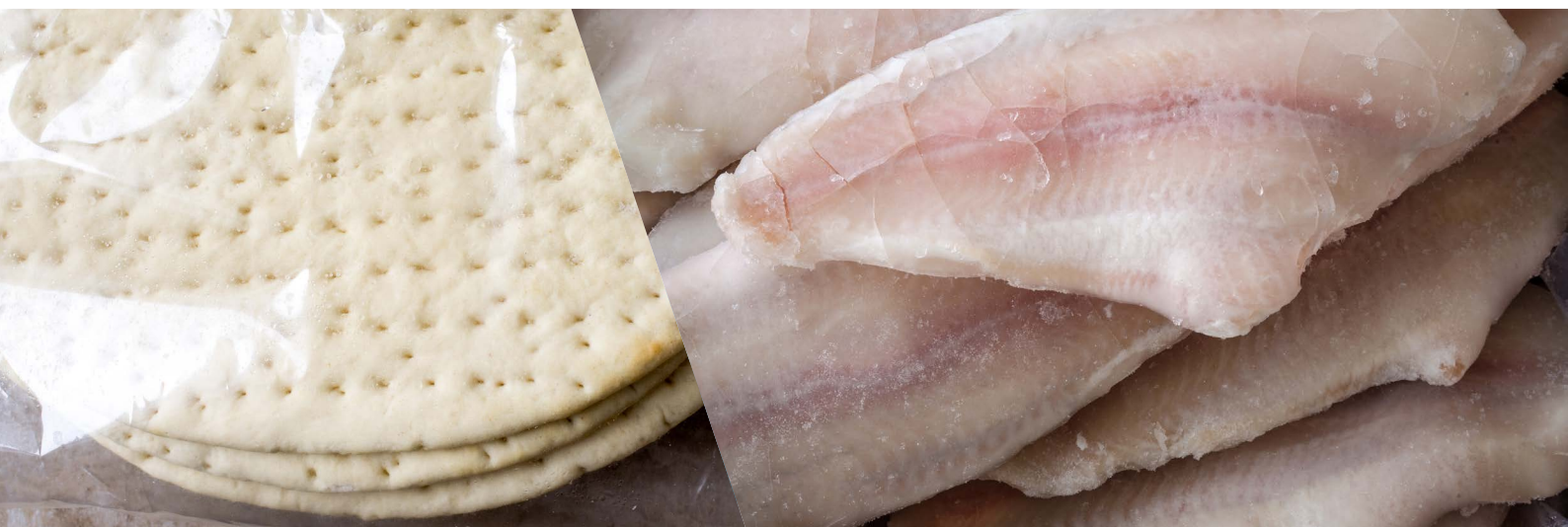
SERVICES



FROZEN FOOD



Thanks to Mercato Italiano's vast experience in the food sector, the use of **innovative technologies** and a **careful temperature management**, we always guarantee the highest quality and safety standards. Our products provide our customers with all the comforts of the frozen food with great organoleptic qualities that have nothing on the fresh products. The production process involves several milestones: first, the **raw materials' prepping, followed by the processing**, pasteurization, wrapping, and cooling in blast freezer machines before the final packaging in a controlled atmosphere. This process involves various kinds of products from fresh to frozen, such as pasta, pizza, and sauces of all kinds.





SERVICES



PIZZAS



A symbol of the Italian culinary tradition such as the pizza could not be missed in the **Mercato Italiano's** offer.

Catering professionals are offered with many solutions all made with the **best Italian flour**, in order to guarantee the customers with an authentic and delicious experience: rounded dough, bases ready to be seasoned, and garnished pizzas.





SERVICES



SALE OF FRESH MEAT AND FISH



In the range of products sold directly from **Mercato Italiano**, the most requested are often fish and fresh meat.

Raw materials of great value, coming only from **carefully selected suppliers**, are cared for and managed with great care and expertise to maintain **quality and safety at the highest levels.**





SERVICES



ALL TYPES OF PASTA



This icon of Italian food is interpreted at the highest levels by **Mercato Italiano**, with the **possibility to request any shape, size, or filling, even whole and gluten-free**. The production process is meticulous in every detail: it starts with the preparation of the filling and continues with the creation of the dough and its rolling or drawing before focusing on the desired shape.

Then, we are ready for the final stages that proceed with the packaging in a **controlled environment**: bulk pasteurization, drying, wrapping, and cooling with blast freezer chillers that freeze the products from +4 ° to -18 °. No matter if it is fresh, frozen, classic, or filled pasta; every creation can be requested in green, red and black colours as well as the classic one. **Special colours are obtained by using only natural ingredients** such as spinach, beetroot, or squid ink, without resorting to any artificial colouring. Mercato Italiano offers **infinite possibilities in the production of pasta**, with **Made in Italy machines** that can produce every hour over 100Kg of excellent pasta tailored to each individual request.





SERVICES



SAUCES



For a true Italian masterpiece of taste, pasta is not enough; **a dressing that preserves the secrets of tradition is fundamental.** **Mercato Italiano** offers all the sauces that are now considered international classics: **Bolognese, pesto Genovese, tomato sauce, Alfredo sauce,** and many others made to order.

Cannelloni and **Lasagna Bolognese** are also produced frozen and ready to be heated and served in a few minutes.





SERVICES



DESSERTS



From the classics of ice cream to the most elaborate desserts, Mercato Italiano's proposals in the field of desserts can always satisfy the most refined palates.

A wide range of products inspired by the Made in Italy tradition, reveal on tasting a **perfect mix of sweetness, balance, and personality that melt the heart.**





SERVICES



INDUSTRIAL FOOD PRODUCTION



Efficiency, innovation and **ongoing monitoring** allow us to offer a selection of the best traditional Italian foods, which preserves all the quality and taste that made them famous.

A perfectly balanced combination of excellent **raw materials, skillful processing, and consolidated production processes.**





SERVICES



CATERING HOTELS/PARTIES/ BOATS/PRIVATE HOUSES



Mercato Italiano's catering services guarantees a unique taste to every kind of location or event providing our customers with a tailor-made solution for privates and companies.

What makes the difference is the high-leveled Italian cuisine, a **great organization**, and **experience and accuracy of our staff**.





SERVICES



PERSONALIZED CATERING SERVICES



Being a market leader also means **being able to offer a tailor-made service** in the catering sector.

Together with the customer, we develop **ideal solutions** for every need with particular attention to specific **food needs** such as **intolerances** or **vegetarian/vegan diets**, **sports**, etc.





SERVICES



GENERAL TRADING



Mercato Italiano selects the most interesting products of the Made in Italy gastronomy within a general trading service that stands out for its **completeness, quality, and safety**.

In addition to the goodness of the products, the **continuous quality controls** and the punctual **management of storage and distribution** also play a central role.





SERVICES

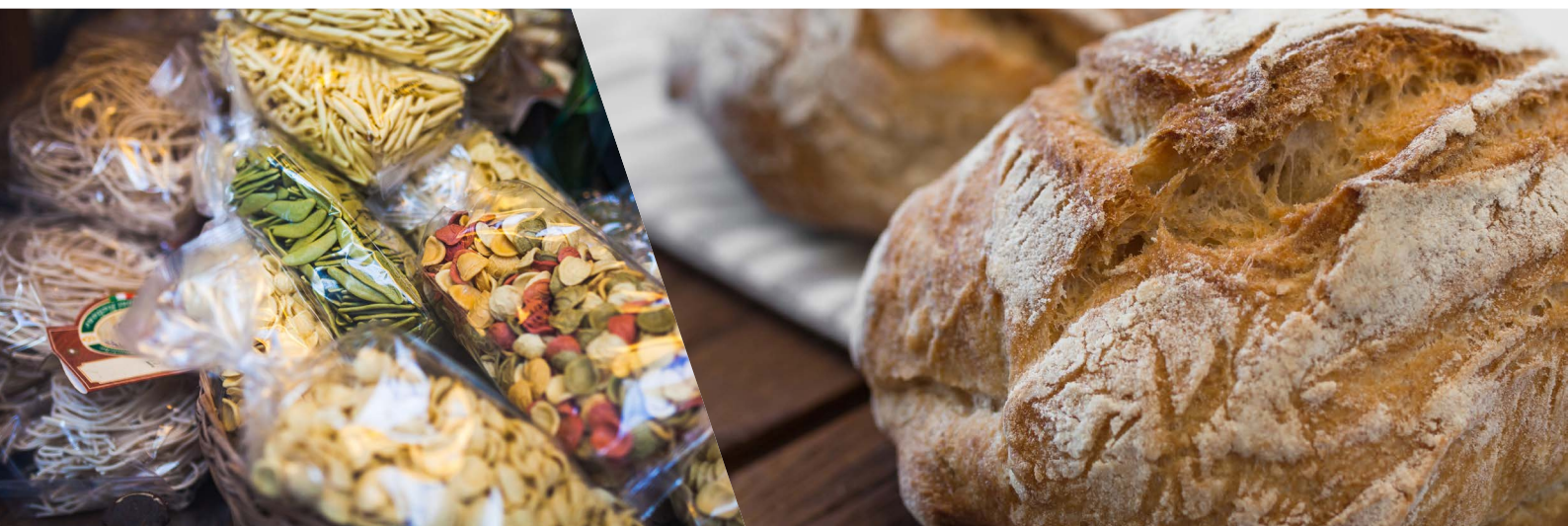


RETAIL SUPERSTORE OF ITALIAN PRODUCTS



The demand for Italian products by final consumers is constantly growing all over the world; for this reason **Mercato Italiano** also sets up retail supermarkets dedicated to them.

Spaces reserved for the excellence of the territory **where you can find many types of** products suitable for different groups of consumers.





SERVICES



SALE OF DIRECTLY PRODUCED ITALIAN PRODUCTS



All those who love the Italian tradition know how important it is to use the right products to obtain results that meet the expectations.

Mercato Italiano is the solution to this need thanks to a **direct sales service that includes all the best Italian products on the market.**





SERVICES



PRIVATE CHEF



For customers who love Italian cuisine but do not want to give up a **perfect execution at home**, Mercato Italiano offers a **high-level private chef service**.

The best professionals will agree on a menu based on the requests and the occasion, **ensuring a final result of absolute value in all dishes**.





SERVICES



CONSULTING AND TRAINING TO OPEN AN ITALIAN CONCEPT



The deep experience and mastery of the **Mercato Italiano team** is an invaluable asset that few can boast of.

Thanks to a **consulting and training service designed for those who want to open an Italian concept**, this wealth of knowledge becomes available to all those seeking new opportunities in the field.





SERVICES



ITALIAN COOKING LESSONS



The **knowledge of the Italian master chefs** of Mercato Italiano are the main characters of a series of unmissable training courses.

Haute cuisine lessons in which to **learn the basics** that make pizza and pasta special, the **secrets of the preparations**, the **characteristics of the raw materials**, and **how to best create the most complex dishes**.

