

# PRODUCT SHEET FORM



## Company's Profile

Company Name	Riseria del Basso Veronese Grazia s.r.l.		Production Region in Italy	Veneto	
URL	<a href="http://www.risograzia.it">www.risograzia.it</a>				
Product Category	CEREAL / RICE				
Export Country	DK, CZ, PL, FR, UK, HU, AT, AL, SE	Export Experience in Japan	NO		
International Exhibition	<input checked="" type="checkbox"/> Cibus/Tuttofood <input type="checkbox"/> Sana <input type="checkbox"/> Vinitaly <input type="checkbox"/> Sigep <input checked="" type="checkbox"/> Others: SIAL, ANUGA				
Target	<input checked="" type="checkbox"/> Retail <input checked="" type="checkbox"/> HoReCa <input checked="" type="checkbox"/> Industries <input type="checkbox"/> Others:				
Presence of Export Manager	YES	Spoken Language	English	Number of Employees	less than 10 employees
Presentation, Proposals (max 100 words)	<p>Riso Grazia is an historical italian rice mill that has been operating since 1946. It offers different italian rice excellences, such as <b>Vialone Nano</b>, for which is leader, <b>Carnaroli</b>, <b>Arborio</b> and many others (also organic and whole rice).</p> <p>The mill, that nowadays is run by the third generation, selects and works each kernel with a special industrial system that makes sure of a <b>top quality product</b>. The secret is in the rice movement: it is done less times and in the most delicate way possible so to limit any damage or break of the kernels. The optical scan removes even the slightest imperfections and the scratching process has been planned to pledge a perfect cooking resistance and the right creaminess point.</p> <p>The modern and functional structure leads the company in <b>food service</b> and <b>large scale retail trade</b>, supplying different packaging formats and doing also private label brands. Nevertheless Riso Grazia works also for food processing industry.</p>				

## Main Product Information

Name of Product	Vialone Nano Rice	Name of Product	Carnaroli Rice
			
EX-Works Price	1,75 €/kg.	EX-Works Price	1,50 €/kg.
Unique Selling Point		Unique Selling Point	
1)	Milled with a unique, Italian production plant, able to mix ancient traditions and modern innovation.	1)	Milled with a unique, Italian production plant, able to mix ancient traditions and modern innovation.
2)	It is called "the king of risotto" as, because of its porous kernels, it is able to perfectly absorb any type of condiment.	2)	It is the most known Italian rice in the World. Carnaroli is very much appreciated for its cooking resistance and for its grainy consistency.
3)	We have more than 6 different Vialone Nano rice, also one IGP, grown just in the Verona countryside.	3)	We have more than 4 different Carnaroli rice, also one RISERVA SPECIALE, milled with a strict variety selection, in order to offer to consumers a unique culinary experience.