

GAMBERO ROSSO



Dagorà
Food & Beverage

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Lugano 6 Febbraio 2025

Gambero Rosso – The Italian Multimedia and Multichannel Food and Wine Platform

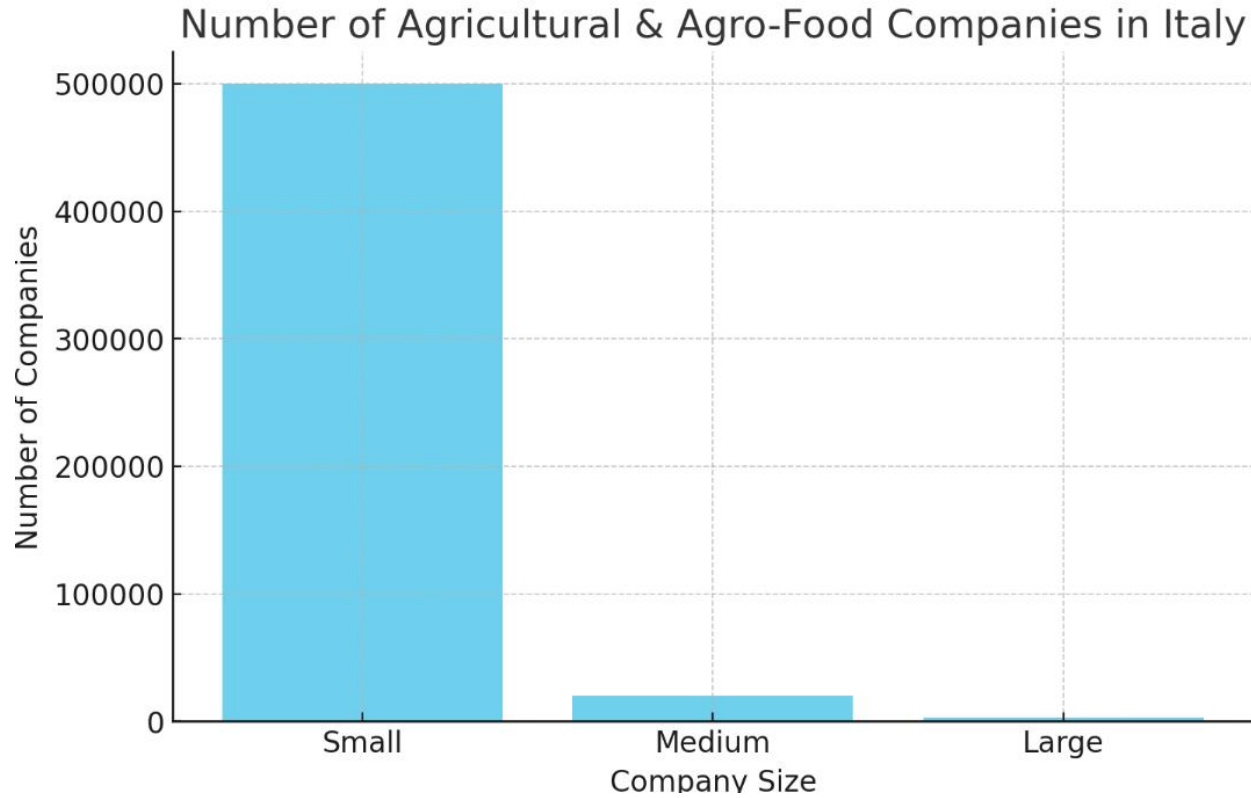
- Operates in publishing magazines, books, digital contents and in particular 12 guides
- Broadcasts through Gambero Rosso Channel, the first Italian food and wine satellite, DTT and WEB TV channels
- Provides training with cooking schools and masterclasses worldwide
- Promotes Italian excellence globally with over 50 national and international events in 30 countries annually

Biodiversity in Agro-Food and Gastronomy

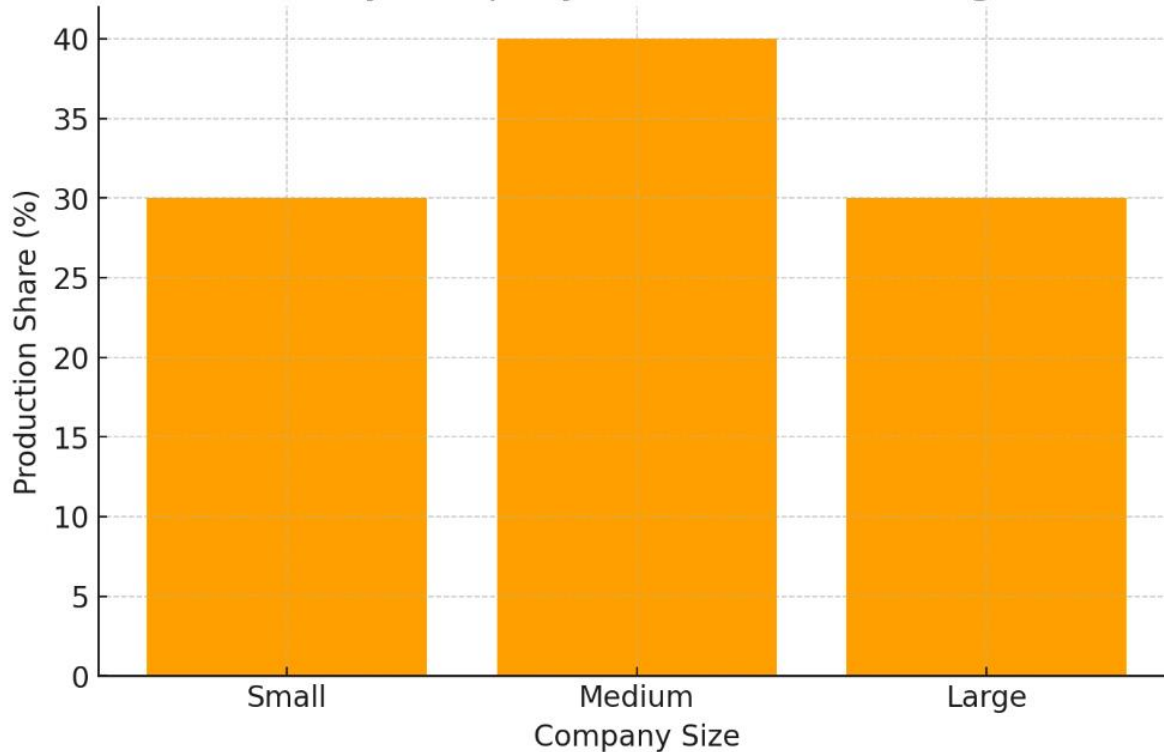
- Italy is home to some 21% of food registered products, 32% of registered wines and 40% of oil cultivars
- Key role of small-scale producers in preserving regional specialties
- Gambero Rosso supports biodiversity and sustainability through guides and awards

Supply Chains and Economic Impact

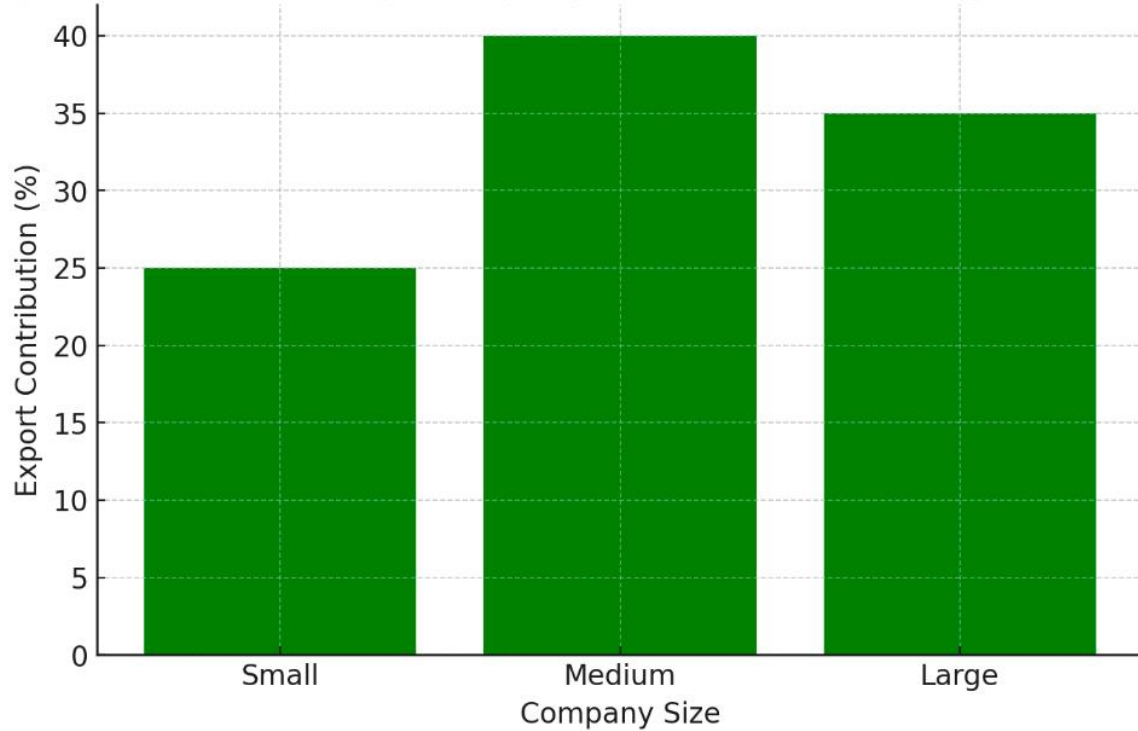
- The agri-food sector contributes over 15% to Italy's GDP
- More than 1.4 million jobs are linked to food production and hospitality
- Gambero Rosso enhances international visibility for Italian producers



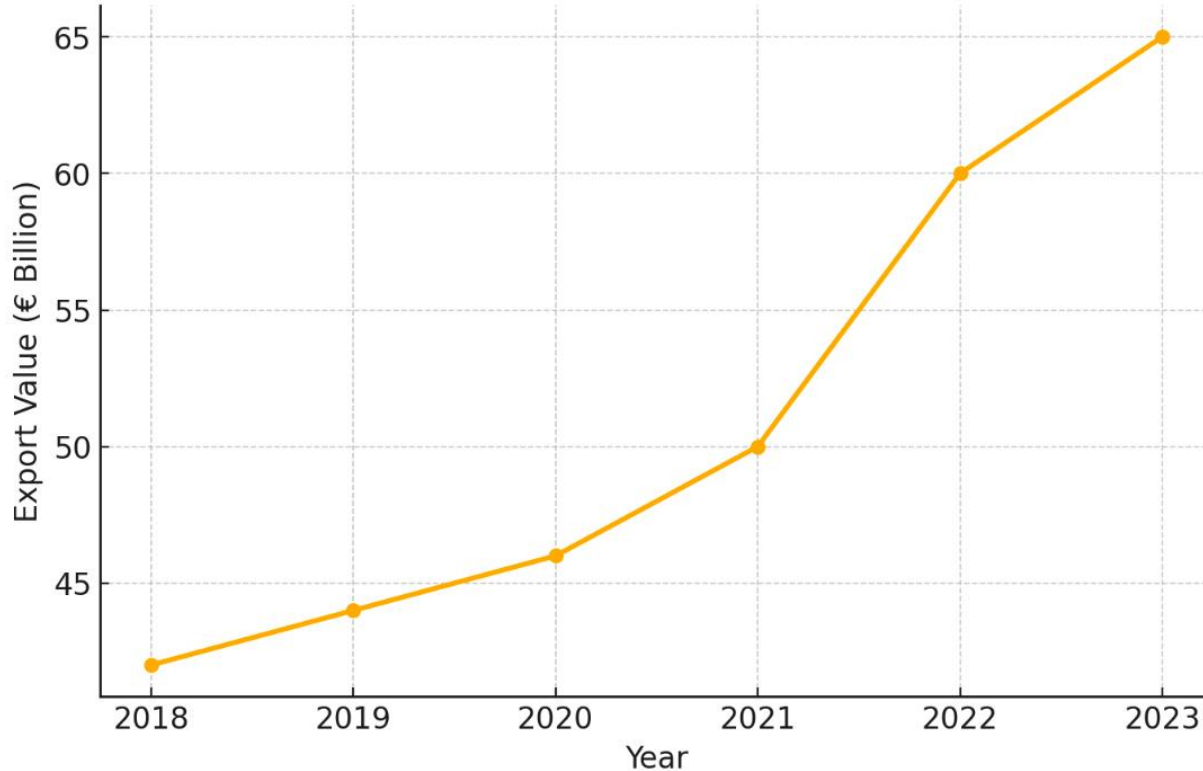
Production Share by Company Size in the Italian Agro-Food Sector



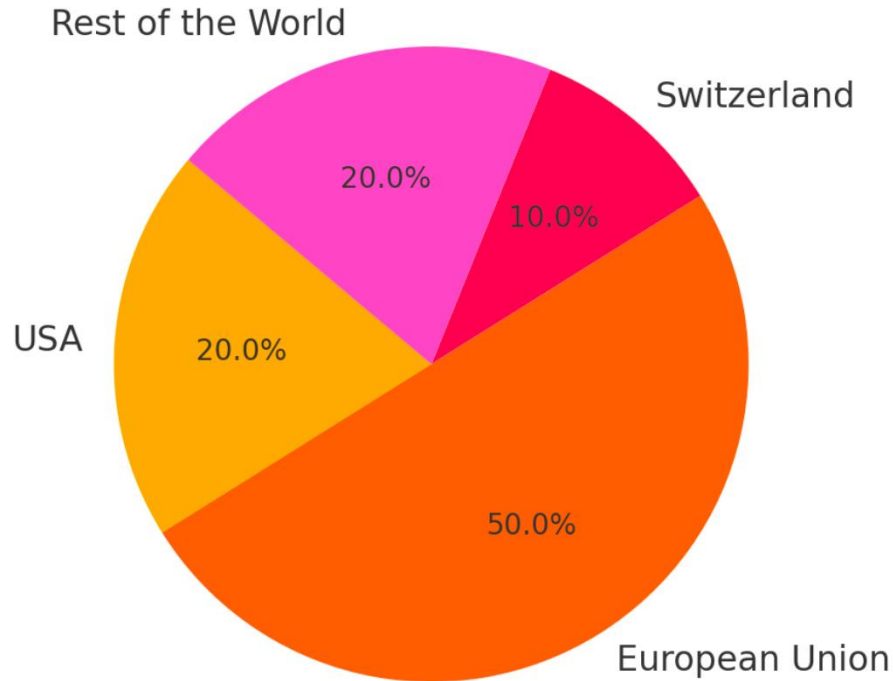
Export Contribution by Company Size in the Italian Agro-Food Sector



Italian Agro-Food Export Growth (2018-2023)



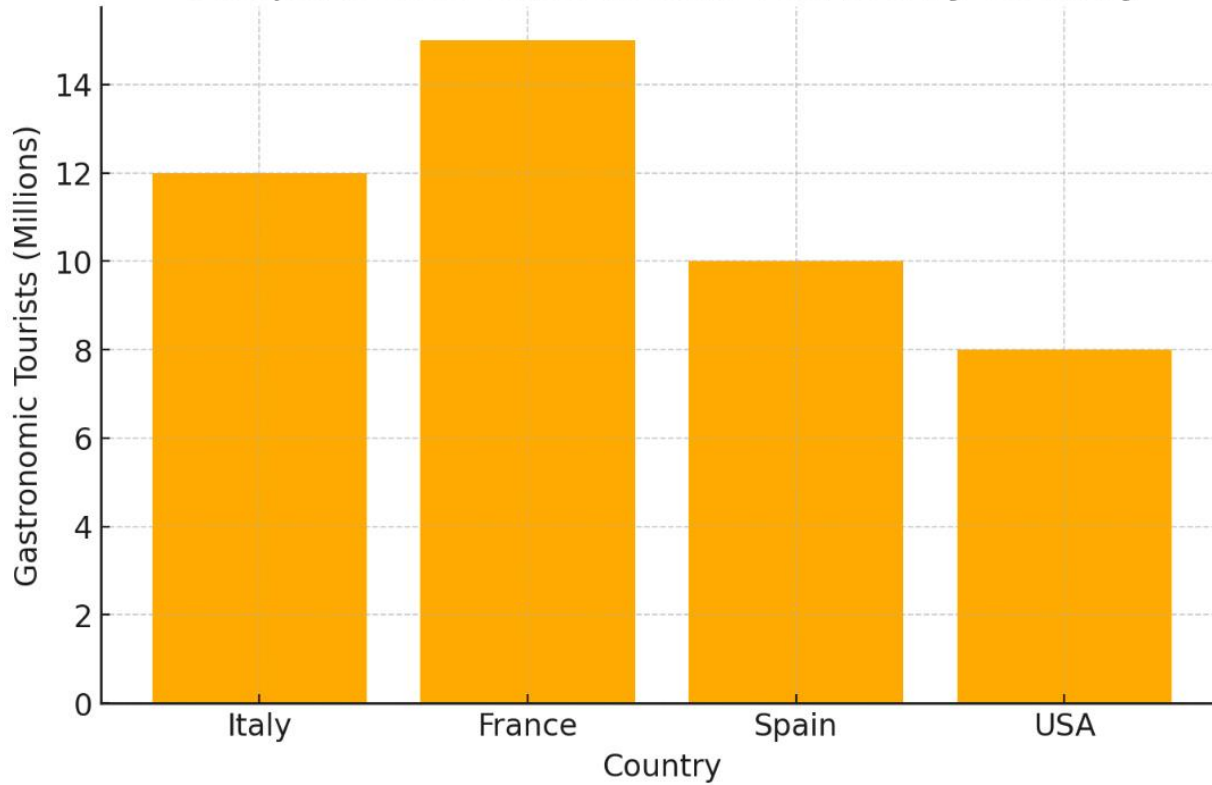
Destination of Italian Agro-Food Exports

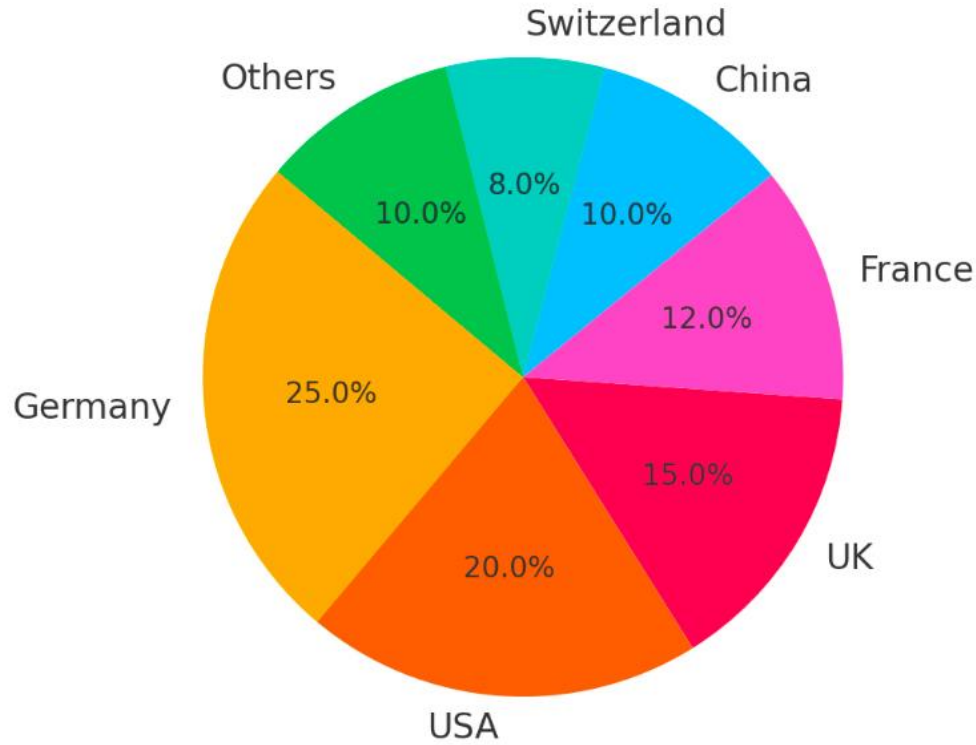


Tourism Impact and Competitive Analysis

- Food & wine tourism attracts millions of visitors annually
- Italy competes mainly with France, Spain, and the USA in gastronomic tourism
- How Gambero Rosso fosters food tourism through education and media

Comparison of Gastronomic Tourism by Country





Conclusions

Gambero rosso is keen to constantly update and expand its coverage of Italian excellences as well as to introduce international best practices and culinary cultures and for that we are open and welcome partnerships