

TINEXT ▶

*Leone*  
DAL 1857

BEYOND TRADITION:  
LEONE 1857's DIGITAL  
TRANSFORMATION  
JOURNEY

DAL 1857



# Tinext in a nutshell



## Clients



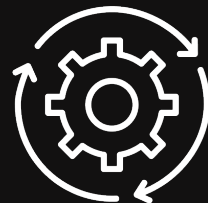
## Partners



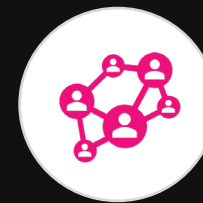
CONSULTING



DELIVERY



OPERATIONS



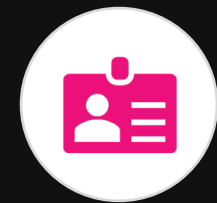
**+ 800**

Customers



**+ 1500**

Projects



**+ 100**

Employees

# WE ARE 170 YEARS YOUNG



1857

*It all starts in Neive, a small village near Alba in Piedmont. Luigi Leone embarks on his adventure in his father's small tavern, where he decides to produce **delicious** mint, cinnamon and clove **pastilles** to be offered to diners as a digestive after they finish their meals.*



*Leone opens his first hop in Turin and becomes the official supplier to the Royal House of Savoy.*

1861



1934

*Giselda Balla Monero buys Leone and passes on her passion to her children, who run the company up until 2018 with passion and dedication.*



2018

*The baton gets passed to **Luca Barilla** and **Michela Petronio** who, together with their children, realised the dream of continuing to develop and add value to this historic brand.*



*Leone is the best-selling pastilles brand in Italy (Source: NielsenIQ 2022).*

2023



# PURE INGREDIENTS, PURE INDULGENCE

**Leone**  
DAL 1857



## PASTILLES

Powdered Sugar and Natural Flavors



## GUMMIES

Made exclusively with Arabica Gum



## JELLIES

Only real fruit pulp, unmatched quality



## HARD CANDIES

Tradition and style in timeless Italian classics



## DROPS AND TABLETS

The highest expression of  
Confectionery Craftsmanship



## PRALINES

Tradition reinvented



## CHOCOLATE TABLETS & BARS

Bean-to-Bar, Stone-Ground Chocolate.  
Perfectly unrefined.



WITH A HIGH DEGREE OF COMPLEXITY

~ 300 SKU'S / 4 SEASONS

~ 6000 CUSTOMERS IN 29 MARKETS

DEPARTMENT STORES, WHOLESALERS, PREMIUM SUPERMARKETS, INDEPENDENT GOURMET STORES, COFFEE BARS, TOBACCONISTS, 4+ STAR HOTELS

- KEY ACCOUNT TEAM

~ 90 THIRD-PARTY SALES REPS



# OUR GOALS

**INCREASE ORDER FREQUENCY (INDEPENDENT CUSTOMERS)**

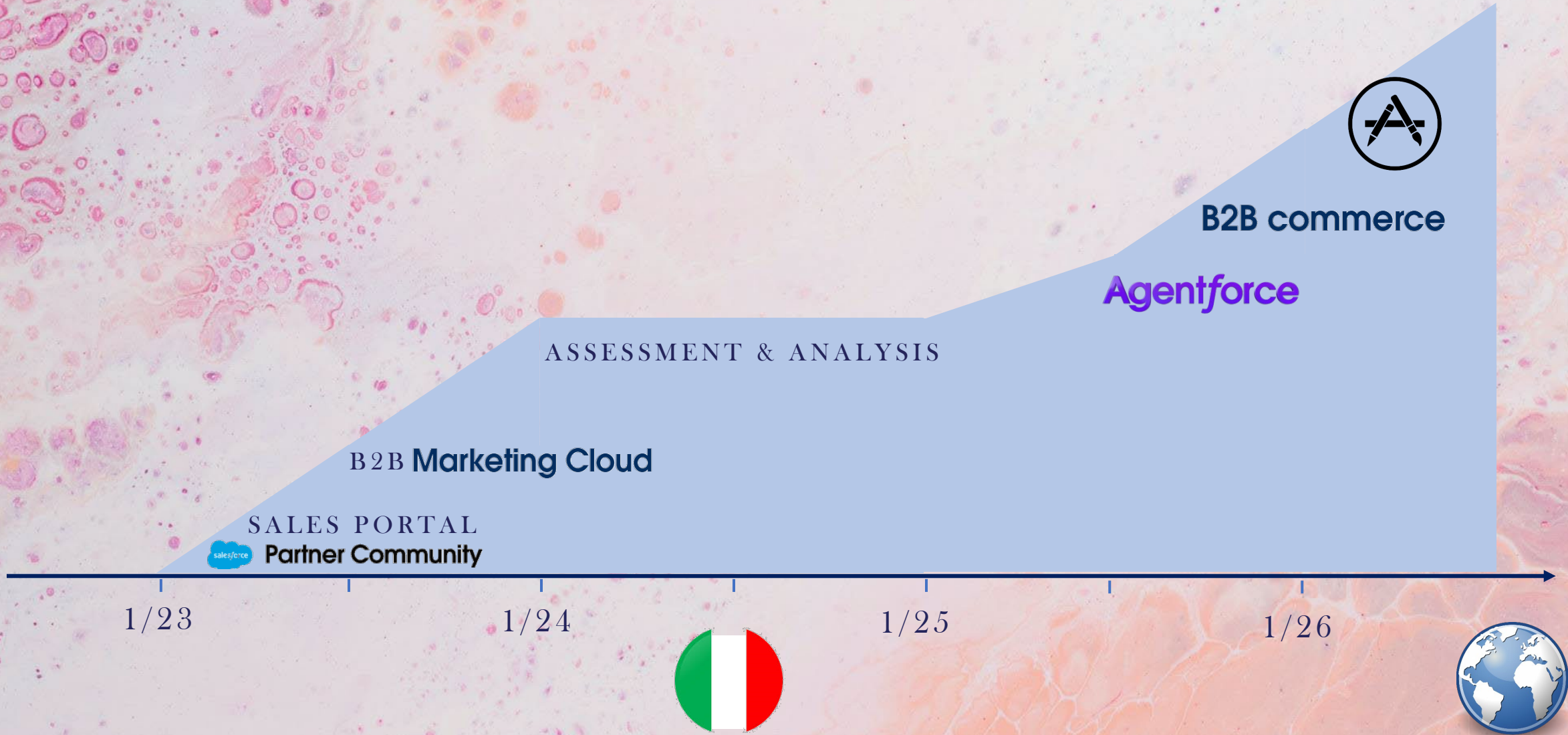
**INCREASE NUMBER OF ACTIVE CUSTOMERS**

**STREAMLINE SALES AND SALES ADMIN PROCESSES**

**ON-TIME RELIABLE INFORMATION**



# BUILDING A FLEXIBLE, SCALABLE, CUSTOMER-CENTRIC ECOSYSTEM



HOW WE SEE IT

*Leone*  
DAL 1857

A REVOLUTION NOT AN EVOLUTION

START WITH WHAT YOU WANT TO ACHIEVE

IT'S ABOUT THE PEOPLE

