



“The food expert’s many contacts and her comprehensive knowledge of the British food industry quickly led to conversations with the most suitable partners.”

CHRISTIAN WAGNER  
Export Manager PPURA



## PASTA FOR THE BRITS

### Meals like mama used to make – pasta by PPURA is flying off the shelves

In the PPURA company, founded by Cemal Cattaneo and Maurizio Flocari, everything centers on Italian cooking. It’s about pasta prepared with love, about pesto and salsa – all made from original Italian recipes with choice organic ingredients from the best agricultural regions of bella Italia and prepared based on old family recipes. “The double P in PPURA stands for our creed, ‘Passione e Perfezione’ – passion and perfection”, says export manager Christian Wagner, and he adds: “Only with handed-down craftsmanship can the taste of the ingredients fully develop; therefore we accept longer production times and smaller quantities.” We value not only quality, but also sustainability. Wagner: “A company has to take responsibility for the environment and society.” The concept of the company is panning out: PPURA products are sold successfully in organic shops and delicatessens in Switzerland, Germany and Austria, and recently in the UK too.

### Brits show good taste – PPURA scores with the “Great Taste Award”

The latest PPURA success story began at an export conference of Switzerland Global Enterprise (S-GE). The talk was about the growing demand by Britons for premium and especially gluten-free foods, and the possibility was discussed of preparing for a market entry via the Swiss Business Hub UK + Ireland (SBH) in London.

After a few weeks they, together with a local food expert, presented an initial evaluation of potential partners. “Her many contacts and comprehensive knowledge about the British food industry very quickly led to decisive conversations with the most suitable distribution partners”, according to Wagner. A partner was finally found in Cotswold-Fayre, which supplies many of the best and largest delicatessens, gourmet and organic shops as well as renowned supermarkets with select products. The Brits are happy: Four PPURA products were honored at the Great Taste Award 2016.

### FACTS

EXPORT COUNTRY  
United Kingdom

SECTOR  
Food

TARGET MARKET  
Organic and delicatessen  
retailers

### PPURA

LOCATION  
Dulliken

[www.ppura.ch](http://www.ppura.ch)

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100% NATURA, 100% TRADIZIONE

OFFICIAL PROGRAM

Switzerland.   
Trade & Investment Promotion.