



*The player that brings innovation
and safety in the rice market*

Love for territory and tradition

- **The rice mill “La Pila” was formed as a cooperative in 1987 by 12 companies producing rice Agricole in low-Verona**
- **In 2016 the company became agricultural company and this allows greater integration with member farms and the conferring farmers**
- **The agricultural area cultivated annually by the members of the cooperative is approximately 600 hectares**
- **The cultivable area is more than triple to allow every 6 years of crop rotation**
- **La Pila represents 80% of the Nano Vialone Veronese I.G.P. production.**



Our mission

- **Work and enhance the paddy rice produced by members and bringing to market a high quality rice with traditional workmanship and better guarantees than those offered by more skilled competitors.**



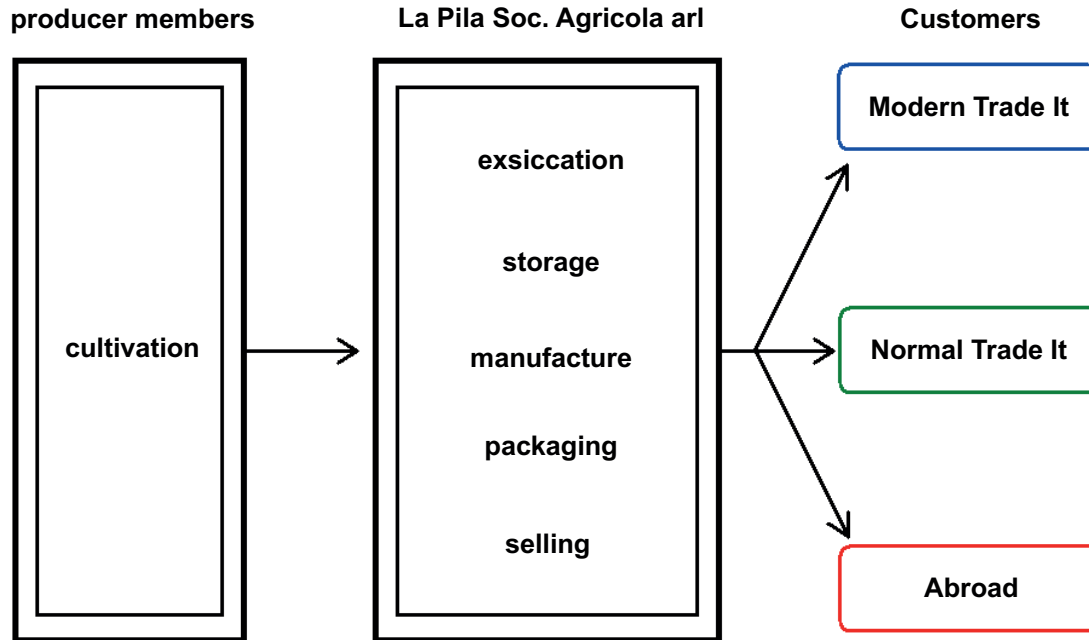
Corporate Vision

- **Expand into large scale - wide distribution nation - in the premium price segment with the brand La Pila and with premium private labels**
- **Increase our business in Italy on retail, wholesale and Ho.Re.Ca. trade markets and foreign trade and with the brand Riso del Vò**





Our supply chain



Our supply chain

- **One of the twelve member companies of "La Pila" is characterized by long and distinguished experience of breeding seed whose activity allows the other eleven member companies to have original seed varieties specially selected for Arborio Classic, Carnaroli Classic, Vialone Nano Classic:**
 - free from new pests,
 - certainly not polluted by genetically modified seeds
 - able to maintain the purity of rice seed
- **The seeds used are in fact certified by "CREA DC" in which is merged the Italian National Seeds Elected**



Classic Rice

- Italian legislation allows the use of similar seeds, therefore, for example:
- the Arborio could be cultivated also using other 5 alternative seeds
- the Carnaroli could also be cultivated using another 9 alternative seeds
- All these seeds generated price scales within the varieties
- Consumers, for example, read Arborio or Carnaroli on the packaging because the legislation did not include the specification of the seed used on the label; the consumer was aware of it due to the different resistance to cooking, the difference in the transfer of starches, the lesser taste, etc.



Classic Rice

- **La Pila solved this situation by declaring to the consumer the use of original seed using a QR code on the back of the rice bag.**
- **From the 2018 harvest, rice grown from original seeds is called CLASSIC RICE.**
- **La Pila cultivates exclusively Classic Rice.**



The First European P.G.I. on Rice

- La Pila is part of the “Consortium Vialone Nano Veronese Rice” and with it was reached to obtain recognition by the EEC geographical indication “I.G.P.” (Indication Geographical Protect)
- One of our farms was the first in Italy to obtain the I.G.P.



Our potential productivity

- **The factory of La Pila located in Isola della Scala (under Verona city), the highly suited to the production of I.G.P. Vialone Nano, provides:**
 - **The receipt of over 3,500 tons of paddy**
 - **Daily exsiccation about 200 tons of paddy**
 - **The storage of paddy in 29 silos with refrigeration of the product and continuous monitoring thermo-hygroll**
 - **packaging in paper bags and vacuum bricks; capacity of over 3,800 tons of white rice**



The environment

- **La Pila installed a photovoltaic system for the production of clean electricity from renewable sources in the environment, because the company is aware that conservation and environmental protection are essential to the quality of life.**
- **A partnership with RePower is active, providing us with clean energy from the Grosio hydroelectric plant.**



Our Certifications

- **UNI EN ISO 22005:2008**
 - (Tracking with “Certiquality” n. P310)



Our production cycle – the Sowing

- **Between April and May is sowing in the paddy fields owned by members of La Pila. During the various stages of cultivation La Pila technically follows the member companies in order to allow traceability**



Our production cycle – the Flowering

- We monitor, towards the end of July, the flowering of rice in order to have a prevision of maturation
- Under a plan drawn up for the ripening, there is a reaping plan that is constantly updated in the light of seasonal weather



Our production cycle – the Reaping

- **When the rice has finally reached the right degree of ripeness (between mid September and mid October), there is threshed using specialized companies**



Our production cycle – the Exsiccation

- The threshed paddy is given to the Rice Mill La Pila, who it dry in his exsiccation columns to reach 12% humidity
- Then the paddy rice is stored in concrete silos insulating and cooled below 15° C
- The new paddy rice will start processing (husking) only to January next year, to consent to the moisture content will stabilize and remain constant



Our production cycle – the Husking

- **Husking is the operation that allows you to "peel" a grain of rice and it makes the "white rice that is commonly known. It occurs through the passage of some 15 machines that eliminate the waste product, broken grains, and all the impurities of their raw paddy.**
- **Obviously at this stage is possible determine the type of rice that is required, calibrating the right degree of processing, for example, is possible don't whiten the rice thus obtaining the "husked rice" that has unique sensory characteristics**



Our production cycle – the Packaging

- The product thus obtained is called husked rice (or worked), and can be packaged in different formats to better meet customer needs
- La Pila currently has three packaging lines (brick vacuum case or not, bag in modified atmosphere technology)
- With the launch of the new packaging, bag PE with modified atmosphere, in the various formats (250g/500g/1kg/5kg), La Pila is packaging in 3,000 tons of white rice varieties: :
 - Vialone Nano Classico
 - Vialone Nano Classico Semi Lavorato (*Husked*)
 - Nano Vialone Veronese I.G.P.
 - Carnaroli Classico
 - Carnaroli Classico Semi Lavorato (*Husked*)
 - Arborio Classico
 - Nerone
 - Rosso Selvaggio



What are the needs of the consumer and trade?



What are the needs of the consumer and trade?

- **Guaranteed foods** (focus on the actual quality of the product-process = / search information, identifying the "guarantor of the process")
- **Italian raw materials, including PGI**, ("back to the past, interest in local products, return to traditional values, territoriality, craftsmanship, culinary identity, against the globalization of consumption that are perceived both as "opportunity and threat)
- **Certified composition and traceability of the production chain, verifiable at any time by the website**
- **Optimal Value for Money**

**La Pila is the only one
able to offer this!**



la Pila brings quality on the market

- **To meet the wishes of consumers, more and more in need of safety because of the known events as protagonists harmful food (largely from abroad) objects of fraud, adulteration or GMOs**
- **Using only original and non-derived seeds complying with the disciplinary of Classic Rice; the seeds are largely reproduced by our associated farms**
- **Making product culture to the consumer with a unique pack that illustrates the peculiarities of rice and the Traceability concept of the Supply Chain**
- **To give guarantees and service to the trade as copackers high quality for the p.l. premium;**



Every dish has its rice

- **The Rice is not the same and it goes well with Italian cuisine, which for historical connotations of our country, is extremely varied and imaginative in every region**
- **Vialone nano Classico has a unique feature compared to other rice: in addition to a large estate in cooking has a grain porous and not glassy like other fine Italian rice (Arborio Classico and Carnaroli Classico). This allows the absorption of the flavors of the toppings with which it is accompanied**
- **It is ideal combined with meat and fish while the Carnaroli Classico goes perfectly with delicate sauces.**



Special Products

- **In our product range as well as the concept of chain traceability, which on: Arborio Classico, Carnaroli Classico and Vialone Nano Classico is verifiable in the details from a QR code printed on the back of our rice bags:**
 - **the Nano Vialone Veronese IGP is grown in spring water and it's the finest of Italian rice; the Vialone Nano Classico Semi Refined has 70% of fibers more than the Vialone Nano Classico, which is already in itself rice with the highest fiber content. The Vialone Nano Classico Semi Refined has however the disadvantage of rice grains because it cooks with 3 minutes more than in a conventional rice**
 - **The Integral Nerone that is a rice, rich in nutrients and with a high fiber content of beans that are crisp and pleasant smell of toast**
 - **The Integral Wild Red also with a very high level of fiber content is an aromatic rice greatly appreciated**



The only Company
with Verifiable
Traceability
by the Consumers

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SCOPRI LA STORIA DEL TUO SACCHETTO DI RISO
Riseria "La Pila" Soc. Agricola a R.L.

LOTTO NUMERO : 016
DATA LOTTO : 03/10/2016
DATA SCADENZA : 03/04/2019

LA PILA

Articolo: RZD198011224	RISO NANO VIALONE VERONESE I.G.P.
Azienda Agricola	Società Agricola Bragagnani S.S.
Lotti di seme certificato:	B 21472 2014 00 001, B 21474 2014 00 002, M 04518 2014 00 002
Epoca di semina:	24/04/15
Periodo di fioritura:	fra il 10/08/15 e il 22/09/15
Periodo raccolta ed essiccazione:	fra 27/09/15 e il 03/10/2015
Siloz di stoccaggio:	28



Società Agricola Bragagnani s.s., socio della Riseria La Pila



Our brands



La Pila



Pack – ½ kg – Atmosphere



Pack – 1 Kg – Atmosphere



Pack – 5 kg – Atmosphere



Riso del Vo'



Pack – 1 Kg – Atmosphere



Private Labels

A reliable partner:

La Pila develops premium private labels for major chains of the European modern trade, as Conad (“Sapori & Dintorni” brand and «Creazioni d’Italia» brand dedicated to «AgeCore» partners), Carrefour (“Terre d’Italia” brand), Unes U2 and Iper (“Il Viaggiatore Goloso” brand); all these are premium private labels (P.G.I. Rice or Rice with Traceability Certified and also verifiable directly by consumers from a QR code printed on the back of the atmosphere



Private Labels



Terre d'Italia
the premium P.L.
of **Carrefour**

Riso Nano Vialone Veronese P.G.I.
pack with
2x1/2 kg vacuum brick



Private Labels



Sapori e Dintorni
the premium P.L.
of Conad



Creazioni d'Italia
the premium P.L.
of Conad
for the partners of



Riso Nano Vialone Veronese PGI
½ kg bag in atmosphere



Private Labels

VG

il Viaggiator Goloso®

il Viaggiator Goloso
the premium P.L.
of Finiper & Unes

Riso Nano Vialone Veronese P.G.I.
pack with
1 kg vacuum brick



Private Labels



I Tesori
the premium P.L.
of Pam Panorama

Riso Nano Vialone Veronese P.G.I.
1 kg bag in atmosphere







Thanks for your attention

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