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## COMPANY PROFILE 2011



COOPERATIVA ITALIANA DI RISTORAZIONE

# Introducing CIR food

**CIR food, the Italian Catering Cooperative**, is one of the biggest names in the Italian and European catering industries. Founded in 1992 and now with over **10,500 employees including 1,200 cooks**, CIR food is today the most widespread group in Italy, with activities in **16 regions and 70 provinces**. The national headquarter is located in Reggio Emilia and the Group also operates overseas in Belgium, Bulgaria, USA, and Vietnam.

**10.500**  
EMPLOYEES  
including

**1.200**  
COOKS

CIR food is the emblem of **quality Italian catering**, promoting national cuisine is one of the Group's core values. The company's mission is focused on quality and the customer, with its primary objective the dissemination of **a healthy food culture**, thereby improving eating habits.

## AROUND THE WORLD

BELGIUM  
BULGARIA  
USA  
VIETNAM



**16**  
REGIONS

**70**  
PROVINCES

## THE IMPORTANCE OF HUMAN RESOURCES

Human resources are the main source of value for CIR food; every single staff member helps the company to achieve its results.

CIR food bases its development on personal responsibility, work quality, transparency of actions, and correct conduct. With its **Catering Academy**, the Group holds internal training courses and refresher courses to transmit and share both its know-how and its corporate values, which are inspired by the culture of food and cooperative ideals.



## SHARED VALUES

RESPECT  
INVOLVEMENT  
RESPONSIBILITY  
MODESTY AND THE  
DESIRE TO LEARN  
TEAM SPIRIT  
DYNAMISM  
ENTHUSIASM



# The Catering Services

CIR food operates in all market segments:

- **Collective catering** (schools, healthcare and social services, businesses, armed forces, communal living facilities)
- **Catering for public eateries**  
(RITA self-service restaurants, **Piazza del Sole** pizza-focaccia restaurants, **Pastarito-Pizzarito** restaurants)
- **Meal tickets** with the **Bluticket** division
- **Banqueting** with the **Gargantua** brand
- Educational service planning with the company **Progettare Zerosei**

## COLLECTIVE CATERING

In the collective catering sector, CIR food offers both management services for its customers' kitchens and distribution services for the meals produced at its food preparation centres, which include drawing up menus and creating dishes for all the various types of services. CIR food offers a team of planners, nutritionists, and specialists that supervise every detail of the service and help ensure the menus produced are optimal.

The raw materials come from certified suppliers with high quality standards and considerable attention is focused on organic and locally sourced produce, in order to bring benefits to the surrounding area.

Overall, CIR food uses **65% organic products**, in accordance with agreements made with local authorities and with all safety and traceability criteria.

In the **school catering sector**, where the Group ranks first in Italy, CIR food has always been involved in food education projects aimed at families, children, and teachers. This department is always extremely busy due to increasing public awareness that good health begins at the table.

### CATERING FOR SCHOOLS

SERVICE AVAILABLE  
IN HUNDREDS OF  
TOWNS AND CITIES

OVER 30  
MILLION MEALS  
PROVIDED



### CATERING FOR HEALTHCARE AND SOCIAL SERVICES

OUR MAIN MANAGEMENT  
CLIENTS:  
BOLOGNA HEALTH SERVICE  
MODENA HEALTH SERVICE  
SAVONA HEALTH SERVICE  
NIGUARDA HOSPITAL, MILAN  
CASA SERENA REST HOME,  
TURIN



## CATERING FOR PUBLIC EATERIES



Self-service restaurants



Pizzerias and focaccia restaurants



Restaurants



### MEAL TICKETS



### BANQUETING



# Certified Systems

The Group is more than aware that, nowadays, a product or a service needs more to offer more than just factors such as the ability to meet a specific need, the right price and supply conditions, and the relative service. In today's world, a company like CIR food cannot stop at the "WHAT" is produced, it has to go one step further, and focus also on the "HOW".

With this in mind, CIR food has implemented a range of food certification systems aimed at reaching **ever higher levels of service performance**, while ensuring respect for the environment and natural resources, health and safety, and customer and staff satisfaction.



- Quality \_\_\_\_\_
- Health and Safety at Work \_\_\_\_\_
- Environment \_\_\_\_\_
- Social Responsibility \_\_\_\_\_
- Food Safety \_\_\_\_\_
- Organic Production \_\_\_\_\_
- Traceability in the Food Chain \_\_\_\_\_

**Quality - ISO 9001**  
 To increase internal efficiency and boost customer satisfaction.

**Health and Safety at Work - BS OHSAS 18001**  
 To improve working conditions and reduce the risk of accidents.

**Environment - ISO 14001**  
 To limit the environmental impact of our manufacturing processes.

**Social Responsibility - SA8000**  
 to respect ethical and social rights throughout the supply chain and prioritise people.

**Food Safety - ISO 22000 and UNI 10854**  
 To ensure processing hygiene and healthiness of the meals we produce.

**Organic Production - EC REG 834/07**  
 To guarantee our customers the use of organic products.

**Traceability in the Food Chain - ISO 22005**  
 To document traceability from receipt of the raw materials to delivery of the meal to the customer.

# Quanta Stock and Go

CIR food relies on a **centralised distribution platform** for the foodstuffs known as Quanta Stock and Go, which stemmed from the need to optimise the management of its food products and provide the CIR food Group with a certified and increasingly automated supply chain. There are around one hundred providers for the **6,000 sqm** platform, all carefully selected by CIR food in compliance with food safety, quality, and traceability standards. Totalling around 1,500 contacts, Quanta supplies schools, businesses, hospitals, social/welfare facilities and self-service restaurants located throughout central/northern Italy.

**DISTRIBUTION PLATFORM**

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**6,000 sqm**



# Il Giornale del Cibo

CIR food has created an online cultural hub dedicated to the world of food and natural eating: **www.ilgiornaledelcibo.it**

This online journal is packed with features, information, forums, gastronomic tours, and is enriched day by day through the contributions of visitors, who have created a virtual community of specialists of healthy and balanced catering and good food lovers.

The site raises public awareness and promotes intelligent debate on issues concerning cuisine, catering, food production, the environment, and local traditions and identity.

**GASTRONOMIC INFORMATION**

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**100,000 UNIQUE USERS PER MONTH**



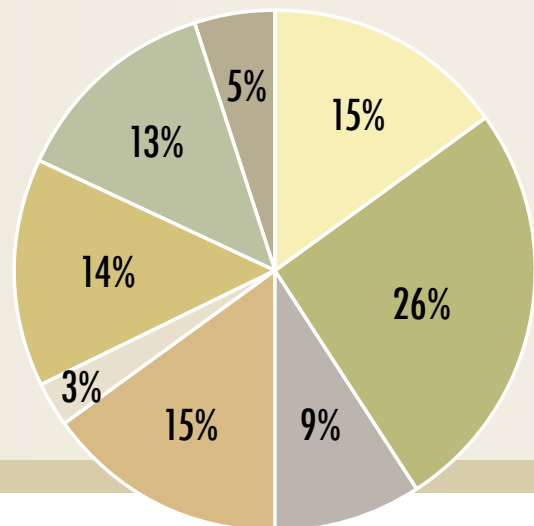
# CIR food Italia, the figures

Further to the merger of Eudania into CIR food, on 1<sup>st</sup> March 2011, the aggregate data from the 2010 financial statements of CIR food and Eudania is presented below.

Total annual income	€ 448.615.000	Taxes and contributions paid	€ 43.466.000
Net profit	€ 7.536.000	Subscribed share capital	€ 15.734.000
Number of employees	10.000	Resources allocated to the cooperative promotion fund and to indivisible reserves	€ 6.307.400
Meals produced and served	72.154.000	Cooperative members	5.516
Meal tickets sold	10.682.000	Net shareholders' equity	€ 57.545.000
Number of self-analysis performed on products	9.000	Social lending	€ 60.869.000
Costs of analysis performed and costs for product quality improvement	€ 2.081.800	Premises throughout Italy	16
Expenditure on staff training	€ 1.131.000	Kitchens managed	1.053
Total investments	€ 17.248.000	Public eateries managed	111

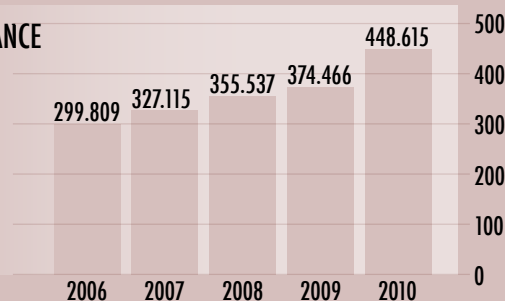
## INCOME ACCORDING TO SERVICE TYPE

Catering for public eateries	67.218.000	15%
Catering for schools	114.478.000	26%
Catering for businesses	40.686.000	9%
Catering for healthcare and social services	68.549.000	15%
Catering for armed forces	13.397.000	3%
Food preparation centres	60.640.000	14%
Bluticket division	60.101.000	13%
Others	23.546.000	5%
<b>Total</b>	<b>448.615.000</b>	<b>100%</b>



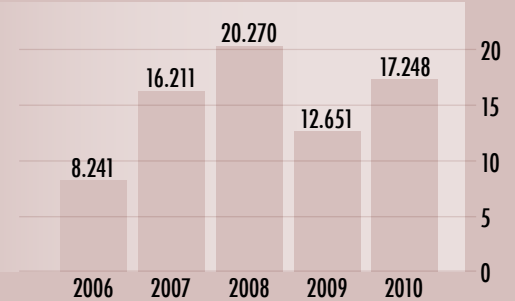
## INCOME PERFORMANCE

in thousands of euros



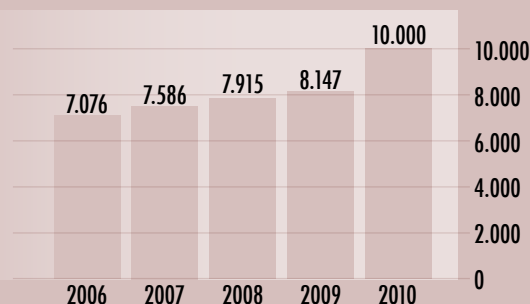
## INVESTMENT PERFORMANCE

in thousands of euros



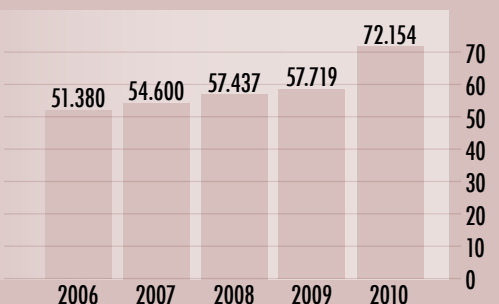
## EMPLOYMENT PERFORMANCE

in thousands of units



## MEALS PRODUCED AND SERVED

in millions of units



# THE PREMISES

## Registered Office, Management and Administration:

Via Nobel, 19 - 42124 Reggio Emilia  
Tel. 0522/53011 - Fax 0522/530100 - FREEFONE 800.836655  
Tax code and VAT n. 00464110352 - Post box N. 65  
E-mail: cir-food@cir-food.it **www.cir-food.it**

## BLUTICKET Meal Ticket Division :

Viale Teodorico, 21 - 20149 MILANO  
Tel. 02/3454191 - Fax 02/34541955  
FREEFONE 800.01140011  
**www.bluticket.it**

DIVISION	Address	Contact
	Via Colle Ramole, 9 Loc. Bottai - 50023 IMPRUNETA- FIRENZE Via Corcianese, 218 - Torre E, 3rd floor, flat 5 - 06132 ELLERA SCALO-PERUGIA	Tel. 055/22621 - Fax 055/2262331 Tel. 075/5173193 - Fax 075/5173325
North West Area	Viale Sauli, 39/4 - 16121 GENOVA	Tel. 010/5373711 - Fax 010/5373739
Lombardy Area	Largo Donegani, 2 - 20121 MILANO	Tel. 02/2909891 - Fax 02/6570540
North Area	Via Della Libertà, 16 - 46030 SAN GIORGIO - MANTOVA	Tel. 0376/270806 - Fax 0376/373037
North East Area	Via Savelli, 28 - 35129 PADOVA	Tel. 049/7800581 - Fax 049/7808653
West Emilia Area	Via Nobel, 19 - 42124 REGGIO EMILIA	Tel. 0522/53011 - Fax 0522/530200
East Emilia Area	Via Portogallo, 13 - 41122 MODENA	Tel. 059/317611 - Fax 059/452058
Romagna Area	Via Zandonai, 40 - 44124 FERRARA	Tel. 0532/908611 - Fax 0532/769675
South Central Area	Via Tenuta del Cavaliere, 1 - Building B c/o CAR - 00012 Guidonia - ROMA	Tel. 0774/390368 - Fax 0774/39235

## BANQUETING DIVISION

GARGANTUÀ REGGIO EMILIA	Via Nobel, 19 - 42124 REGGIO EMILIA	Tel. 0522/556594 - Fax 0522/550242
GARGANTUÀ FERRARA	Via Zandonai, 40 - 44124 FERRARA	Tel. 0532/793436 - Fax 0532/769675
GARGANTUÀ MILANO	Largo Donegani, 2 - 20121 MILANO	Tel. 02/2909891 - Fax 02/6570540
GARGANTUÀ MODENA	Via Portogallo, 13 - 42122 MODENA	Tel. 059/317611 - Fax 059/452058

## ITALIAN COMPANIES

PASTARITO srl	DESIO FOOD spa	RISTO 4	CONVITO srl	ALISEA scarl	PROGETTARE ZEROSEI srl	ARCO srl
100%	99%	70%	48%	40%	40%	25%

## FOREIGN COMPANIES

CIR GOLDEN REST ad BULGARIA	ESEDRA sprl BELGIO	CIR food USA	417 LA FAYETTE RESTAURANT LLC	VITA food J. V. CO. Vietnam	LA PRIMA Food Group	CAFFÈ CENTRALE LLC U.S.A.
100%	74%	60%	40%	31%	30%	6,2%

## MAJOR COMPANIES IN THE GROUP

### ITALIAN COMPANIES

Pastarito srl	Management: Viale Certosa, 151 - 20151 MILANO Registered Office: Via Nobel, 19 - 42124 REGGIO EMILIA	Tel. 02/30091711 - Fax 02/33496863 Tel. 0522/532262
Convito srl	Via Tazzoli, 6 - 20154 MILANO	Tel. 02/36637422
Progettare Zerosei srl	Via Nobel, 19 - 42124 REGGIO EMILIA	Tel. 0522/530258 - Fax 0522/530100

### FOREIGN COMPANIES

CIR Golden Rest	Mladost bl.136 vh. 1 eet. Perter ap.3/4 - 9010 VARNA (Bulgaria)	Tel. 00359/52699322 - Fax 00359/52699321
ESEDRA sprl	Place de Jamblinne de Meux, 30 - 1030 BRUXELLES (Belgio)	Tel. 0032/2/7434520 - Fax 0032/2/7434528
CIR food USA	5105 Berwyn Road, Suite 101, College Park - 20740 MARYLAND (USA)	Tel. 301/220/1001 - Fax 301/220/4489
417 LA FAYETTE RESTAURANT	99 Hudson st. - 3° New York (USA)	
VITA food J.V. CO.	Lot. D1 - 7 TT, DA 1 - 2 st. My Phuoc 2 Industrial Zone, Ben Cat District, Binh Duong Province (Vietnam)	Tel. 0084/8/9100373 - Fax 0084/8/9102487
LA PRIMA FOOD GROUP	5105 Berwyn Road, Suite 101, College Park 20740 Maryland (USA)	Tel. 301/220/1001 - Fax 301/220/4489
Caffè Centrale LLC	7 East 59th Street - 10022 NEW YORK (USA)	Tel. 001/212/2232724 - Fax 001/212/2233608