



Press release

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Over the week-end of 20-21 September, motorists on the Milan-Brescia and Brescia-Padua stretches of the A4 motorway and the Modena-Brennero A22 motorway who stop at the Autogrills at Sebino, San Giacomo North, Montealto North and South, Scaligera, Adige Brennero West, Laimburg East and West will be able to choose from a selection of 30 typical agro-industrial products supplied directly by the top producers in the provinces of Brescia, Verona, Trento and Bolzano. 130,000 visitors are expected

Autogrill showcases typical gastronomic products

Milan, 19th September 2003 - A chance to buy typical Italian produce during stop-overs at Autogrill locations on some of the country's busiest motorways: another leg in Autogrill's journey to discover the most authentic tastes and flavors of the great Italian agro-industrial tradition.

Over the weekend of Saturday 20 and Sunday 21 September, the initiative covers the motorways in the Italian regions of Lombardy, the Veneto and Trentino Alto Adige. At each one of the ten Autogrill markets on these motorway stretches, one or more local producers will be present at the locations to offer drivers samples of their specialties, explain how they are made and the ingredients used, and suggest the best way to enjoy them.

Motorists stopping at the Sebino Autogrill between Bergamo and Brescia will have an opportunity to try local cheeses, including taleggio dop, casolet and rosa camuna. The San Giacomo North location will be offering strawberries, blackberries, redcurrants and blackcurrants grown in the Trentino valleys by the one thousand farmers of the Sant'Orsola cooperative. Montealto South will be focusing on cheese; Scaligera on golden delicious and stark apples; Montealto North on honey and dried fruit. Trentino grana, primero, puzzone di meona are some of the cheeses at the Brennero West Autogrill; at Laimburg, speck, wurstel, rye bread and Marlene apples from the Alto Adige will be available.

With this initiative, Autogrill's motorway locations become showcases for the best local agro-industrial produce.

The idea was devised by Autogrill as a way to strengthen local agriculture and increase knowledge about the national agro-industrial system which depends so heavily on the traditional produce of local farmers. Optimization of these products could make an important contribution in reducing Italy's trade deficit, given that agro-industry today is the largest deficit category, ranking ahead of oil products.

The project has been organized jointly with Coldiretti and in co-operation with the Brescia Chamber of Commerce, which has arranged for the companies in the Confagricoltura confederation to take part, and the Bolzano Chamber of Commerce. It has the support of the Ministry of Agriculture.



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The week-end of 20-21 September is the second leg of a journey that began in June, when the Autogrills on the A1 motorway in the provinces of Piacenza, Parma and Modena provided the venues for the trial promotions of high-quality local produce. Results were excellent: consumer interest and sales beat the records set by previous initiatives, with approximately 90,000 consumers visiting the markets at the San Martino East, Arda East/West and Secchia East/West Autogrill locations.

“The idea is to transform Autogrill markets into showcases for our agricultural and agro-industrial economy and at the same time stimulate the gastronomic interest of tourists and invite them to visit the villages, farms and agritourism centers in the areas they are traveling through,” said **Autogrill Group Chief Executive Officer Gianmario Tondato**. “The initiative is also an effective way of reconciling modern infrastructures with the territory and the environment, and showing how Autogrill’s motorway services can contribute to local economic growth.”

The initiative will continue over the weekends of 27-28 September and 4-5 October with, respectively, Confagricoltura on the Rome-Naples and Florence-Rome stretches of the A1 motorway and Coldiretti on the Salerno-Caserta A30 motorway. The star attractions will be produce from central and southern Italy, including extra virgin olive oil from the Umbrian hills and the Sabina area, pecorino cheese from Rome and buffalo mozzarella cheese from Campania.