



Press release

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Saturday 27 and Sunday 28 September is the second week-end Autogrill will be showing typical Italian products, at the Tevere East location on the Florence-Rome motorway and the La Macchia East location on the Rome-Naples motorway. Producers in the Confagricoltura confederation will present agro-industrial products from the regions of Umbria and Lazio. 17,000 visitors are expected

Autogrill continues its "Taste Tour" with Confagricoltura

Milan, 26th September 2003 - A second September week-end for an opportunity to sample typical Italian produce on motorways. On Saturday 27 and Sunday 28 September, Autogrill continues its presentation of the best regional agro-industrial merchandise produced by farmers using traditional local methods. The spotlight this week-end is on oil, cheese, mozzarella, sauces and relishes from the regions of Lazio and Umbria, which will be available in two Autogrills on the A1 motorway: at Tevere East, between Florence and Rome near Orvieto, and at La Macchia East on the Rome-Naples section, near Frosinone. The initiative has been organized by Autogrill together with the Confagricoltura confederation, which has selected a group of top producers from the provinces of Terni, Viterbo, Perugia and Frosinone.

At the Tevere East location, motorists will be able to sample and purchase protected-origin extra-virgin olive oil from the Assisi-Spoleto hills, produced with biological methods by Frantoio Fioretti, a oil-pressing firm that has been cultivating its 110 acres of olive groves in the Terni countryside for 200 years. The Castello di Corbara farm will be offering hare and boar sauces (the raw material comes from an 870 acre reserve on the farm, which dates back to medieval times) and its relishes of olives and almonds, rocket, olives and peppers, truffles, artichokes. An equally tempting selection will be displayed at the Autogrill market at La Macchia East: pecorino cheese and ciociaria caciotta cheese produced with traditional methods by a consortium of small farms, who will also be presenting wine cakes, amaretti from the Ciociaria area, mushroom and truffle spreads and the highly prized Pontecorvo pepper. Also, dairy products from the Stella Co-operative, whose dozen employees churn milk by hand from 400 buffaloes to produce mozzarella and ricotta cheese, which is packaged in distinctive canvas squares in time-honored Frosinone tradition.

According to estimates based on statistical traffic analyses on the motorway sections involved in the initiative, at least 90,000 motorists are expected to be traveling on Saturday and Sunday, with approximately 17,000 consumers stopping in the two Autogrill locations at Tevere East and La Macchia East.

Autogrill CEO Gianmario Tondato commented: "the facts confirm our belief that Autogrill is a growth factor for local economies. Sales figures from last week-end – when the initiative covered the Milan-Brescia-Verona motorway and motorway sections in the provinces of Trento and Bolzano –



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demonstrate the feasibility of a promotion policy for Italian produce: 1,384 consumers bought the local products, for a total of 1,880 items sold directly by the farmers.”

Confagricoltura president Augusto Bocchini stressed the economic value of the week-end project: “We are delighted to take part in this initiative, with Autogrill acting as a showcase for local agriculture in the areas covered by the motorways. The idea is to stimulate gastronomic interest in Italy, whose attractions include a wealth of local products and traditions about which little is known.”

About the Autogrill Group

Autogrill is an Italian multinational organization which has grown over 25 years to become worldwide leader in its business sector: food & beverage services and retailing of consumer products and travel merchandise on motorways, in airports and in railway stations. The company is controlled by Edizione Holding, the Benetton family’s financial holding, which owns 57.09% of equity. Autogrill has approximately 40,000 employees and operates in 15 countries through more than 4,300 outlets in 900 locations. In 2002, it reported revenues of 3,315.8 million euros.

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About Confagricoltura

Confagricoltura is the oldest agricultural confederation. It has assisted Italian farms and farmers for more than 100 years, making an important contribution to the growth of the national primary sector. Its head office is in Rome and its nationwide network consists of Regional Federations, Provincial Unions and area offices, which provide Italian farmers with support and assistance.