



Strategic Partnership
for the export of the



Private Label

Brochure
2024/2025

index

ABOUT US

TOP CATEGORIES:

- Pasta
- Tomatoes
- Oil
- Cooffee
- Preserves
- Balsamic Vinegar
- Beverages
- Confectionary
- Pesto

MORE

Rosso Fine Food

Rosso Fine Food is an Italian company operating in the Italian food and beverage export market. Founded in 2018 by Marcello Zaccagnini, an Italian entrepreneur already known for the worldwide export of wine. The company has grown rapidly and divides its activities into three areas of success:

- 1) 'www.rossofinefood.com' its B2B e-commerce portal dedicated to European restaurateurs and retailers;
- 2) Rosso Fine Food is one of the leading European players in the trade of Italian and foreign consumer goods. The macro-categories in which it operates are: food, beverage, clean, hygiene.
- 3) **Strategic partnership between Rosso Fine Food and Selex Gruppo Commerciale for the worldwide export of the private label 'VALE'.**



Marcello Zaccagnini
CEO & Founder



Management Team



★★★★★
AWARDS

2021: TOP Performer Shop on **Alibaba.com**
2022: Worldwide Winner "E-commerce Master Competition Alibaba.com"

Selex Gruppo Commerciale

Selex Gruppo Commerciale is an Italian retail group specializing in the grocery and supermarket sector. Founded in the early 1960s, it brings together various independent retailers under a single brand. The group focuses on providing quality products, competitive prices, and a wide selection of local and national specialties.

With a strong commitment to sustainability, Selex promotes responsible sourcing and environmental initiatives. Its network includes numerous stores across Italy, catering to diverse consumer needs.

The sales network - updated to 31/07/2024

	No. of Outlets	SQM
Hypermarkets	34	199,138
Superstores	142	419,611
Supermarkets	1,671	1,758,198
Convenience supermarkets	569	168,239
Discount stores	430	270,058
Minimarkets	340	45,582
Pet shop	15	5,315
Cash and Carry	93	240,378
Network Total	3,294	3,105,519

The Italian supermarket signs of Selex Gruppo Commerciale:



3294
RETAIL OUTLETS



MORE THAN 42K
EMPLOYEES



65
NEW STORE IN 2024



94
STORE REFURBISHMENTS
IN 2024

Pasta



Each day has more value

Pasta

VALE Pasta stands with quality and Italian tradition, made from carefully selected durum wheat to ensure perfect cooking and an always al dente texture. Available in a variety of shapes, it suits all recipes, from the simplest to the most elaborate, adding flavor and authenticity to any dish.

TYPES

Semolina Pasta

Egg Pasta

Fresh Pasta

Stuffed Pasta

Supermarket shelf photo



NUMBER OF
PASTA
PRODUCTS IN THE
CATALOGUE

45 SKUs

Tomatoes



Each day has more value

Tomatoes

VALE Tomatoes are carefully selected to offer maximum freshness and authentic flavor. Grown and harvested at the perfect level of ripeness, they retain all the genuine taste of Italian tomatoes. Ideal for preparing sauces, dressings, and Mediterranean recipes, they are a versatile ingredient that brings quality and nature's goodness to the table.

TYPES

Tomato puree

Peeled and cherry tomatoes

Tomato pulp

NUMBER OF
TOMATOES
PRODUCTS IN THE
CATALOGUE

24 SKUs

Supermarket shelf photo



Oil



Each day has more value

Oil

VALE Oil made from selected olives to guarantee a balanced and genuine taste. Perfect for enhancing any dish, from salads to more elaborate preparations, VALE Oil offers quality and versatility in the kitchen. Available in various types, it meets every need with the authentic taste of tradition.

TYPES

Extra virgin olive oil

Seed oil

Olive oil

NUMBER OF
OIL
PRODUCTS IN THE
CATALOGUE

11

SKUs

Supermarket shelf photo



Coffee



Each day has more value

Coffee

VALE Coffee is a celebration of rich aroma and bold flavor, made from carefully selected beans sourced from the finest coffee-growing regions. Expertly roasted to perfection, it delivers a smooth, balanced taste with every cup. Whether enjoyed as a morning espresso or in more elaborate coffee creations, VALE Coffee brings the essence of Italian coffee culture to your table, offering an authentic and invigorating experience in every sip.

TYPES

Ground coffee

Coffee beans

Coffee barley

Soluble coffee

Supermarket shelf photo



NUMBER OF
COFFEE
PRODUCTS IN THE
CATALOGUE

12 SKUs

Preserves



Each day has more value

Preserves

VALE Preserves capture the best of nature, with selected ingredients carefully processed to preserve their freshness and flavor. From mushrooms and artichokes to legumes and oils, each product is designed to enhance your dishes, bringing quality and practicality to the table. Ideal for enriching appetizers, side dishes, and traditional recipes, VALE preserves are a versatile ally for everyday cooking.

TYPES

Vegetables in Oil

Vegetables in Vinegar

Olives

Capers

Legumes

Fish

Fruits

Supermarket shelf photo



NUMBER OF
PRESERVES
PRODUCTS IN THE
CATALOGUE

94 SKUs

Balsamic Vinegar



Each day has more value

Balsamic Vinegar

VALE Balsamic Vinegar is a celebration of authentic flavors and Italian culinary tradition. Made with high-quality grape must, it offers a perfect balance of sweetness and acidity. Ideal for salads, marinades, and gourmet dishes, VALE Balsamic Vinegar adds a touch of refinement and depth to any recipe.

TYPES

Wine vinegar

Apple vinegar

Balsamic vinegar of Modena

Alcohol vinegar

Supermarket shelf photo



NUMBER OF
BALSAMIC VINEGAR
PRODUCTS IN THE
CATALOGUE



SKUs

Beverages



Each day has more value

Beverages

VALE Beverages offer a variety of options for every taste. VALE Juices & Pulps capture the natural sweetness of fruit for a refreshing and wholesome experience. VALE Soft Drinks bring a fizzy burst of flavor, ideal for any occasion, while VALE Teas provide a smooth and refreshing drink, perfect both hot and cold.

TYPES

Juices and nectars

Aperitifs

Sparkling

Tea

Supermarket shelf photo



NUMBER OF BEVERAGES PRODUCTS IN THE CATALOGUE

36 SKUs

Confectionary



Each day has more value

Confectionary

VALE Confectionary Line is designed to offer a tasty and wholesome start to the day. The jams are made from selected fruit, rich in flavor, and perfect for spreading on bread or toast. The spreadable creams, soft and creamy, are ideal for making breakfast or snack time special. Completing the line are pastries, biscuits, and sweets, perfect for a sweet start to the day or a tasty break, with quality ingredients that satisfy both adults and children.

TYPES

Jams

Honey

Spreads

Snacks

Supermarket shelf photo



NUMBER OF
CONFECTIONARY
PRODUCTS IN THE
CATALOGUE

39 SKUs

Pesto



Each day has more value

Pesto

VALE Pesto offers the authentic taste of Italian tradition in two varieties: with or without garlic. Made with fresh basil and high-quality ingredients, VALE Pesto with garlic delivers a rich, bold flavor, while the garlic-free version offers a milder, smoother taste. Both are perfect for enhancing pasta, sandwiches, and a variety of gourmet dishes.

TYPES

Pesto alla genovese

Pesto alla genovese without garlic

NUMBER OF
PESTO
PRODUCTS IN THE
CATALOGUE

4

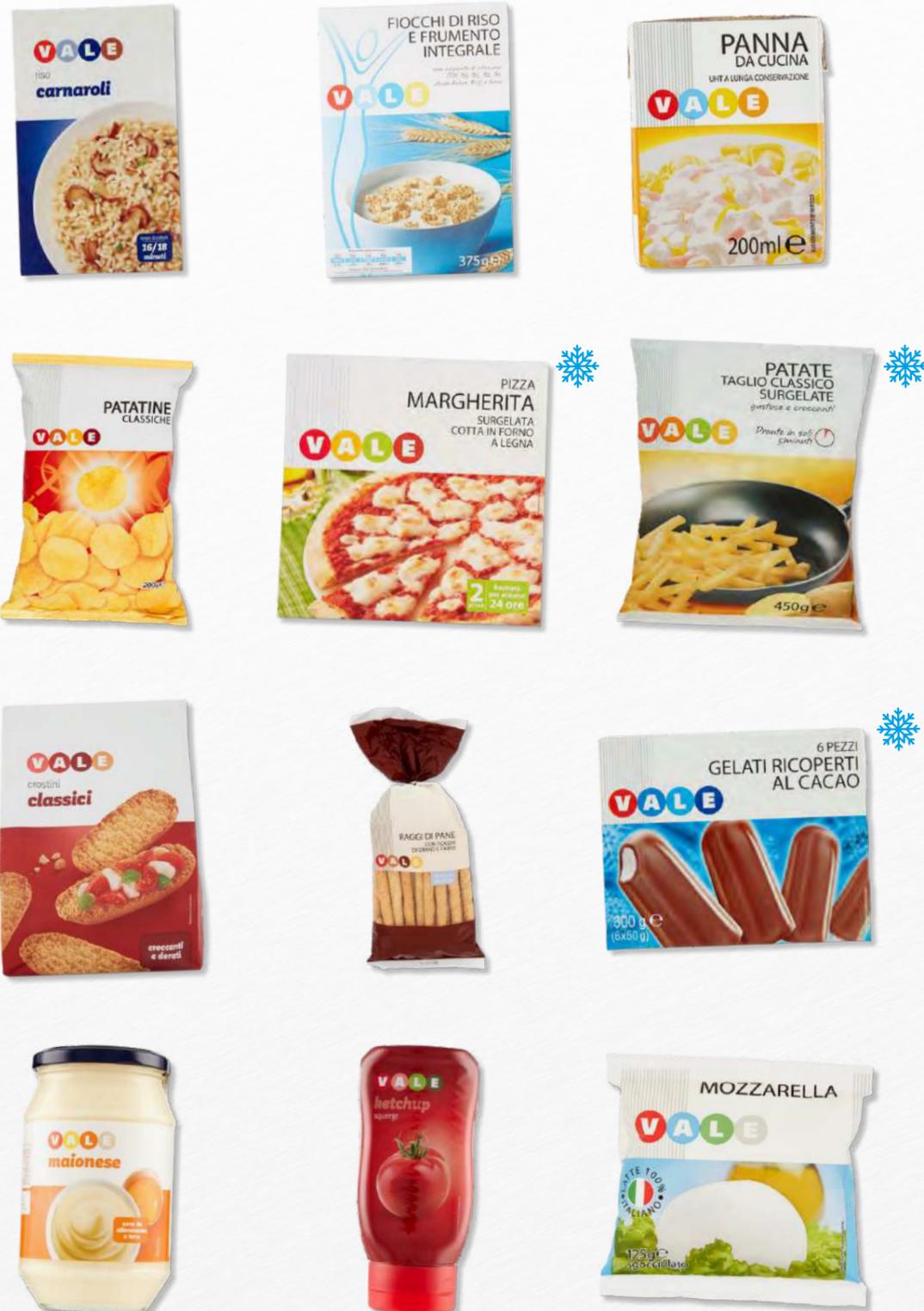
SKUs

Fresh pesto:



and more...

Other line- VALE



VALE has several product lines such as Stare Bene, which includes healthy food products; Valor, which features culinary excellence; La Natura Vale, which includes organic products; and Stare Insieme Vale, which focuses on pet food.

VAL'OR

The VAL'OR line offers a selection of Italian and international culinary excellence, featuring DOP and IGP specialties in refined, elegant packaging. Key products include aged balsamic vinegar from Modena, datterino tomatoes, buffalo mozzarella DOP, Sicilian cassata, and fresh pasta. Each item reflects artisanal traditions and top quality.

La Natura
VALE

La Natura is the line dedicated to products made from raw materials sourced from organic farming and fruit and vegetable products from a controlled supply chain. Suppliers use integrated pest management cultivation techniques, adhere to stricter standards than those required by regulations, and undergo rigorous on-field and post-harvest inspections.

StarBene
VALE

Products designed for those committed to a diet focused on well-being and physical fitness. A comprehensive range of options for a balanced lifestyle, offering nutrition without compromising on taste. Carefully formulated to provide the right balance of fiber, vitamins, and sugars, these products are perfect for everyone, at any time of day.

Stare Insieme
VALE

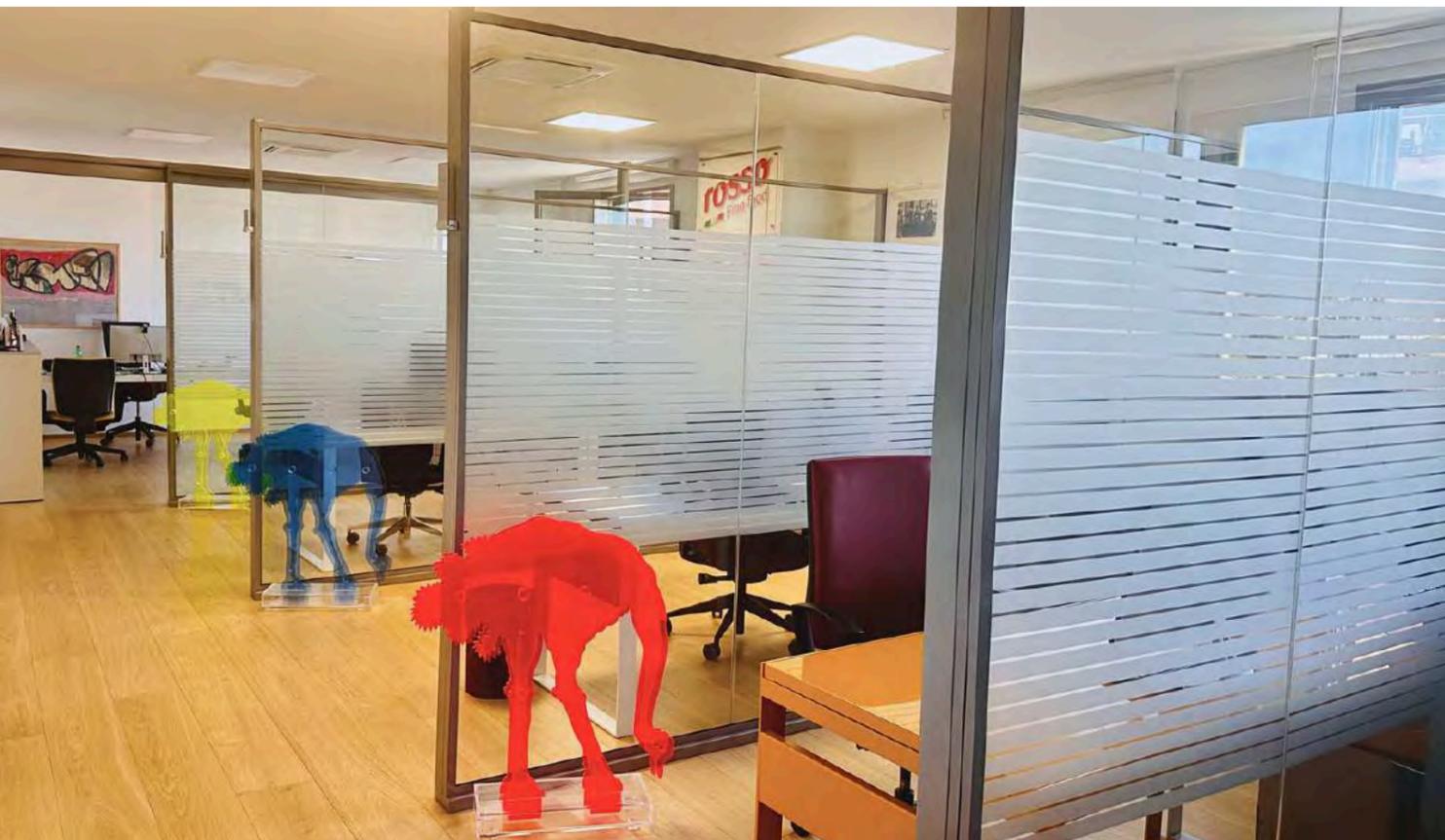
Stare Insieme offers a comprehensive line of high-quality pet food, including wet food, kibble, and snacks for dogs and cats, prepared with fresh meat, free from coloring agents, and cruelty-free. It also offers essential hygiene products for our four-legged friends, such as litter and training pads.



With our products, you get
quality and convenience
every day.

Clean & Hygiene





our headquarter

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