



ATRI, ABRUZZO



SNAPSHOT OF AN ITALIAN REALITY

The wonderful tale of a lively
and contemporary craft tradition

+50 blends

200 years of history

500 product types

Pure Licorice



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GEOGRAPHY

01 - DETAIL OF ATRI'S
BADLANDS

LICORICE'S GEOGRAPHY IS COMPELLING

Wild, aromatic, fragrant - licorice root grows only on one parallel in the world, the 40th, except in the United States.

The term comes from the Greek glucos, sweet, and riza, root, precisely indicating that the most important part of the plant is the root.

In Italy, one of the most famous kinds of licorice comes from Calabria, whose soil and microclimate give it a perfectly balanced flavor.

Roots from the Middle Eastern Basin, between Syria, Iran, Afghanistan, and Asia, are highly valued worldwide.

In China, its cultivation travels down a fascinating path, along the former Silk Road with its peak in the Xing Yang, and then all the way down to the split mountain of Gansu.

Here, its wild flourishing, with an almost inextricable weave and a height that often exceeds two meters, has helped to combat the desertification of some cities near the Gobi Desert.



02 - ROOTS, LEAVES AND
PROCESSED LICORICE STICKS

DIFFERENT ORIGINS FOR DIFFERENT TASTES

Each root has a unique profile.

Chinese licorice has a very high concentration of sugar and glycyrrhizic acid.

In the Middle East, licorice has a lower glycyrrhizic acid content, less sugar, and a drier flavor.

ITALIAN LICORICE

has less glycyrrhizic acid, more flavonoids

**AND AN
EXTREMELY ROUND,
DELICATE AND
PLEASANT TASTE.**

LICORICE IN ABRUZZO

The earliest records of the root's presence in Atri date back to 1433. The clay soil, with its spectacular badlands and an excellent plant yield, made Abruzzo one of the most active regions in licorice production, as early as the 19th century. However, licorice is a weed. And with the evolution of agriculture and the end of large estates, the root tradition died in the territory.



The pioneer of industrial processing, Cavalier De Rosa, in 1836.

**THIS IS WHERE
THE MENOZZI
DE ROSA PLANT
WAS FOUNDED,
INAUGURATED
IN 1950 BY
AURELIO MENOZZI.**

THE CRAFTINESS OF SHARECROPPERS

With licorice, farmers could take advantage of an attractive source of income. Indeed, when the company bought roots from them, the farmers were paid twice: the first time when they cleaned the owner's field from infesting licorice, and the second time when they sold it to the Menozzi De Rosa Company, which later processed it. However, farmers never severed the bulb, thus allowing the root to continue to grow, ensuring their double profit.



03 - ABRUZZESE
BADLANDS IN THE
ATRI AREA

INDUSTRIAL CRAFTSMEN

Since 1836, Menozzi De Rosa has been processing licorice root into primary and secondary products, from pure licorice to candies. Today, it supplies the majority of licorice product manufacturers.



04 - MENOZZI STOCK PHOTO.
THE MAIN INGREDIENT



The staples of its entrepreneurial success are the allure of a spontaneous fruit of the earth, the careful selection of ingredients, the pursuit of quality and innovation, and the relevance of the company's history that has drawn the boundaries of this sector as we know it today.



05 - ON THE LEFT, THE VILLAGE OF ATRI

06 - ON THE RIGHT, THE MENOZZI LAB

07 - BELOW, A SELECTION OF MENOZZI PRODUCTS



CONTROLLED INGREDIENTS

Highest attention to quality means first of all an extraordinary main ingredient. Knowing the product right from its inception, through a partnership with a single supplier, allows almost total control over what the Company processes and transforms. Our partner, based in the heart of Europe, in Hamburg, Germany, not only selects the plants, but also performs inspections directly at the production sites, certifying the raw material and creating a direct link between Menozzi De Rosa and its producers. From Italy, only certified licorice from Calabria is used, which is also sourced from a single supplier that guarantees the quality of the roots.

CONSCIOUS QUALITY

RESPECT FOR THE LAND AND FARM TO TABLE

The flour is 100% Italian, milled by a mill located a few miles from the production site.



FSSC 22000 CERTIFICATION

The in-house lab performs many different analyses, starting with the raw ingredient. The FSSC 22000 certification - which includes two fundamental certifications, such as BRC and IFS - is a further guarantee of quality, enabling the company to deal with a prepared, demanding clientele with tight specifications (as to size, weight, bacteriology, and contaminants).





KNOW HOW

Over the past 10 years, the Company has invested more than 100,000 euros in proprietary machinery, aimed at researching and identifying contaminants as well as licorice properties and characteristics. All products are subject to a double validation: in-house, performed by the technical staff, and external, by certified laboratories, often specified by the customer.

08 - MENOZZI PRODUCT
PACKAGING



09 - REPARTO
CONFEZIONAMENTO

1.5
MILLION KG

of raw product per year processed into semi-finished products for the business sector (80%) that will go on to become licorice items, and finished products for the consumer sector (20%) either unbranded or under Menozzi's proprietary brand.

+50
BLENDS

of powder pieces or licorice paste made upon request and indication of end customers, according to their specifications.

90
MILLION PIECES

of ice cream sticks produced per year - more than Italy's entire population!

ABILITY TO PROCESS A PRODUCT **FROM SCRATCH**, FOLLOWING SPECIFICATIONS AND ANALYTICAL REQUIREMENTS.



10 - ON THE LEFT,
MENOZZI STOCK PHOTO.
ANCIENT MONASTERY

11 - ON THE RIGHT,
MENOZZI STOCK PHOTO.
OLD CONVEYOR BELT



ORIGINS

It all began in an ancient monastery in Atri - a village in Abruzzo, in the Teramo province, filled with history, culture, charm, and perhaps one of the oldest towns in the region.

Since the Middle Ages, Dominican friars extracted licorice juice from the roots they collected in the surrounding area.

In 1836, Cavalier De Rosa organized here the industrial processing of this valuable plant and its byproducts. In 1950, the Menozzi family, now in its third generation, acquired the De Rosa brand. Until 2004, production remained in Atri historical center.

Over the years, there has always been a firm resolve to remain where it all began, and the plant moved only a few kilometers from the heart of the village, to a larger and more modern facility.

Menozi De Rosa 1836 is

**ONE OF THE
VERY FEW
ITALIAN
COMPANIES
FOUNDED
IN THE 19TH
CENTURY AND
STILL ACTIVE**

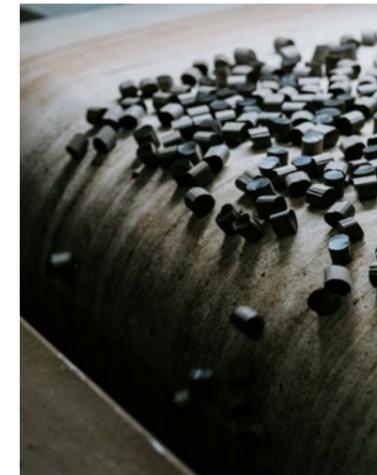
The connection with the past and the craftsmanship of the production process play a key role in the Company's success.



12 - AERIAL PHOTO OF THE COMPANY HEADQUARTERS

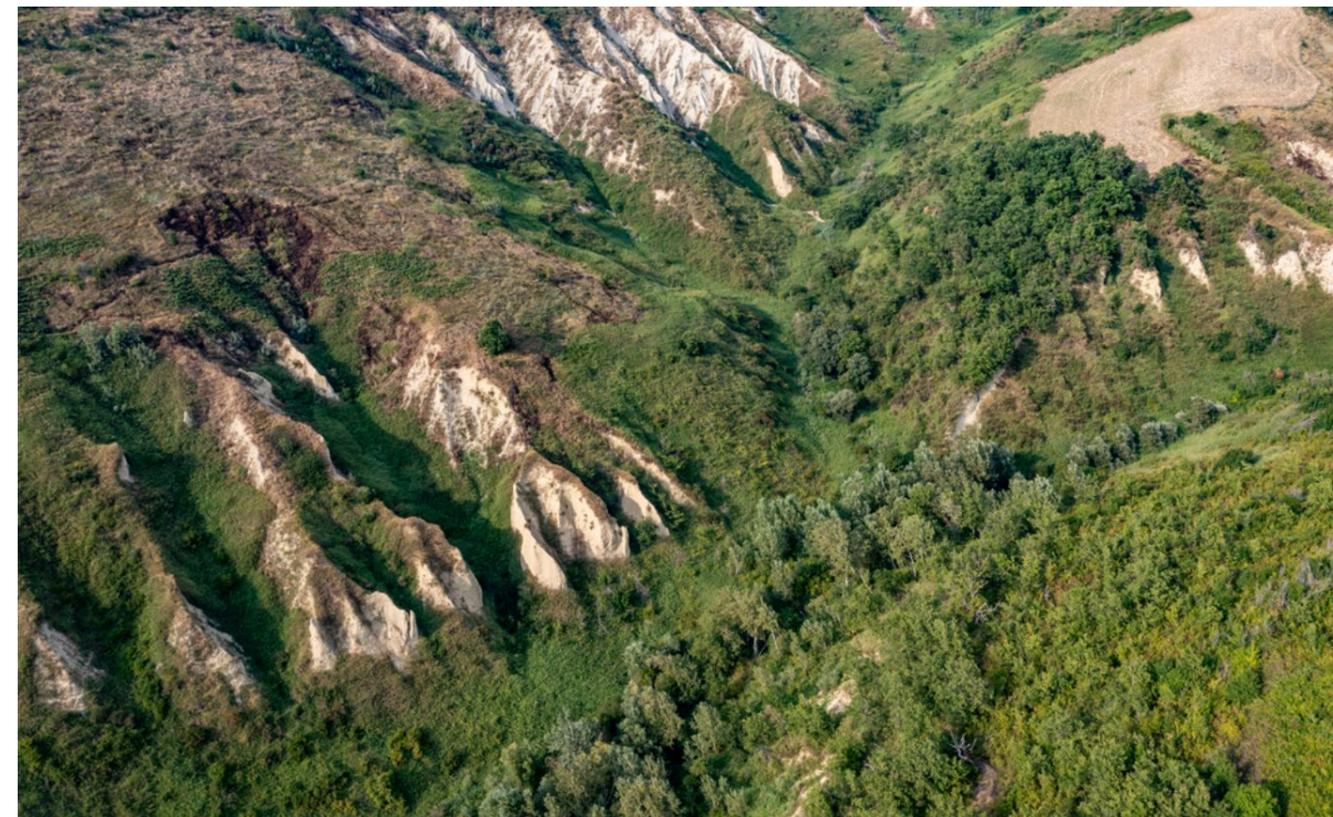
SUSTAINABLE SCRAPS

Licorice has enormous potential from a circular economy perspective. Its scraps are the perfect fuel, because of its great ability to generate energy. It is highly compostable and therefore usable as feed for modern digesters to produce clean energy. As it does not generate ash in the process, it is one of the few virtuous raw materials with zero impact and emissions, and very interesting from a future carbon footprint certification standpoint.



15 - PRODUCTION DEPARTMENT

14 - ABRUZZO LANDSCAPE



FOREIGN RECOGNITION

The conspicuous number of analyses carried out over the past 20 years meant that Menozzi De Rosa was one of the first enterprises contacted by Brussels to jointly define minimum and maximum levels for some of the specifications that are now the standard for everyone in the industry (OTA, ochratoxin A).

13 - IN-HOUSE LAB



THE HUMAN CAPITAL

Now as then, its production retains the value of time, in the cooking and drying stages, followed step by step by the operator's eye.



16 - ANGELO MENOZZI

We are one of the few enterprises in the territory with a proportionally greater number of women workers than men. This is because, from time immemorial, the tradition of manual work has recognized women's skills that are still rewarding today.



17 - CONFECTIONERY

18 - LICORICE PRODUCTS



We deeply bond with the people who work for us. When employees reach retirement, their children often join the company, sometimes for more than one generation, and not necessarily in the same roles as their predecessors. While the sense of belonging

is strong, promoting an entrepreneurial dimension that creates a well-balanced working life is the secret ingredient to absolute excellence in product value.

Experience and passion

**GROWTH
PASSES
THROUGH
TRUST**

PURE PRODUCT AND BYPRODUCTS



THE ICE CREAM STICK

One of our most important semi-finished products is the licorice stick for ice cream.

It is made for many of the most influential Italian and European companies that package the licorice stick popsicle: Unilever's Algida, Froneri's Eskigel, Indian, and Magrini are only some of the best known examples.

Recognition of the uniqueness of this product and control over the entire supply chain, from plant to end product, are behind those continued business partnerships. Menozzi is a sector monopolist in this industry.

THE LIQUOR

Among Menozzi's latest products, there are **LiquiNero** and **Zenzero Nero**.

The licorice is extracted from fresh P.D.O. roots from Calabria, which has always given one of the best blends in terms of roundness and taste. The ingredients are processed at the plant in Abruzzo, then entrusted to the famously skilled hands of distillers from Veneto.

The excellence of the ingredients and the skill of the players involved in its processing make it a unique product in terms of quality and purity.

The variant with ginger is the perfect union of two millennia-old roots, sought-after for their digestive and purifying properties:

Glycyrrhiza Glabra and Zingiber Officinalis. Their skillful extraction and blending produce a liquor that is both refreshing and strong at the same time.



BEYOND THE CONFECTIONERY INDUSTRY

Many byproducts find their way into the **pharmaceutical and cosmetics industries**, from production of an acid with mild cortisone effects, to sweeteners much more powerful than sucrose. Concentrated licorice powders and blocks are used in **distilleries** for schnapps and bitters. In **tobacco industries**, licorice powder is used as a flavoring in cigar and cigarette tanning.



20 - LIQUID LICORICE

19 - LICORICE POWDER



21 - THE COMPANY'S HEADQUARTERS

BEYOND THE ITALIAN BORDERS

The export sector is very wide. End products are sold mainly in Europe and the United States, with business relations also in Australia, New Zealand, Brazil and the Caribbean. Industrial products - which form the bulk of foreign sales - are destined to Germany as the first market, followed by France, Spain and the United Kingdom. Participation in specialized trade fairs - including the important German ISM fair held in Cologne - and the continuous development of new products and projects, are the basis of the Company's constant evolution, and its ability to be a confirmed partner of large multinational companies.

22 - PRODUCT PACKAGING



ALTERNATIVE USES FOR LICORICE

Licorice powder is rich in saponins, which is why it is widely used in the **cosmetic industry** to make soaps and creams. And also as a foaming agent, e.g., in **fire suppression applications**.

Licorice is used as an adjuvant in the industrial **aluminum anodizing** process, as it increases positive and negative ion conductivity during the galvanic bath.

In some cases, large quantities of licorice have been used to contain **oil spills in the ocean**, as it successfully traps them, preventing far greater environmental damage.

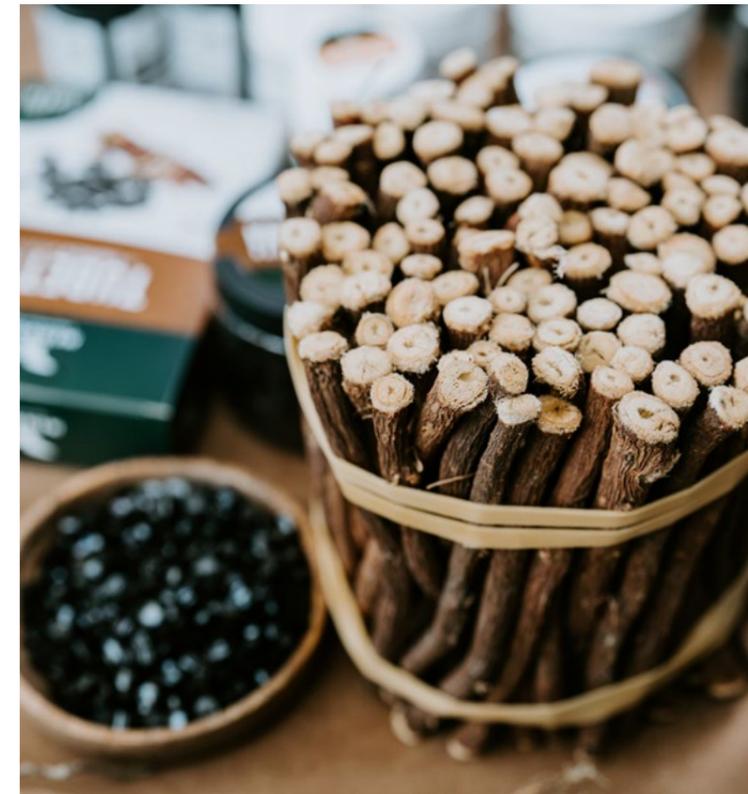
Licorice is widely used in **animal feed**, especially for horses, which commonly suffer from a sensitive digestive system, often threatened by excessive air storage leading to colon rolling. Due to its soothing and anti-inflammatory qualities, licorice reduces and prevents this potential risk.



FUN FACTS

A THOUSAND-YEAR-OLD HISTORY

Legend has it that pieces of licorice root were found in Tutankhamun's tomb, probably to soothe the pharaoh's pains. Ancient Egyptians, and even the Shiites in Assyria, chewed it to quench their thirst. Chinese use it as an effective method against coughs and colds.



URBAN LEGENDS: HIGH BLOOD PRESSURE

By lowering potassium levels and raising sodium levels, licorice can raise blood pressure. However, it must be considered that what matters is the glycyrrhizic acid, and its percentage content in the product consumed. For instance, a licorice wheel contains less than 0.5 percent of licorice. The amount of glycyrrhizic acid

should be taken into account, with a possible risk only after consuming several kilograms of product. In the case of the purest licorice on the market, with a high glycyrrhizic acid content, consumption greater than 500 g is unlikely, because we are talking about a product with a rather strong, meal-ending taste, which at most

will be consumed to the extent of a few grains. It should also be mentioned that any blood pressure increase is relegated to the period of intake, and will not become permanent, nor will it aggravate ongoing hypertensive states.

The indications provided are for informational purposes only, and they do not replace the doctor's advice, who should be in any case consulted in case of need.

POSITIVE EFFECTS

Licorice has whitening, anti-sensitizing and anti-inflammatory properties. It is often used in toothpaste, medicines and cosmetic products. Licorice root counteracts the overproduction of melanin, the main cause of spots, by helping to make skin pigmentation more even. Dipotassium glycyrrhizinate, a licorice byproduct, helps even out the complexion and preserve the skin's hyaluronic acid. It also has positive effects on the gastric mucosa, due to its ability to create a protective layer, inside the stomach, capable of decreasing gastritis and acidity. Glycyrrhizin is thought to have anti-inflammatory, healing and mucus-protective properties. 18 beta glycyrrhetic acid is a recognized natural corticosteroid that naturally mimics anti-inflammatory and immunomodulatory action in topical rashes (it can be found in most creams for atopic dermatitis, as in postpartum ova). In addition, in its mono ammonium glycyrrhizinate form, it is a natural sweetener, comparable to stevia.



SINCE 1836

FROM LEFT,
STEFANO, ANGELO AND AURELIO MENOZZI



A family passion

menozziderosa.com