



Company Name: MASSIMOCENTO SRL

Year of incorporation: 2014

Sector: AGRICULTURAL PRODUCE AND DERIVED FOOD PRODUCTS

Activity: This new company, “massimocento s.r.l.”, whose proposer and Chief Executive is Prof. Pierantonio Bertero, lecturer at the School of Management and Economics of the University of Turin, produces and distributes a range of food products of recognized quality based on local, seasonal produce. In particular, this Spin Off, in collaboration with local producers, has developed, and continues to develop, new fresh produce items (fruit and vegetables) and food and drink products (juices, purées, yoghurts), traditional, handmade, ready-to-eat foods, both sweet and savoury, primarily for the vending channel. The company’s main goal is to raise awareness of healthy, responsible and sustainable eating habits. This range of products is distributed with the “Massimo Cento” trademark, an innovative presence in a vending market where no other local brands are in the offering.

Products/Services: Coordination of a network of businesses engaged in producing, processing and distributing fresh produce and food products.

Applications: Launching high-quality, local food products onto the vending market.

Target Market: MAXIMUM RANGE OF 100 KM (PIEDMONT).

University: UNIVERSITY OF TURIN.

Contacts:

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