



A WORD WITH THE CUSTOMER

INTERVIEW WITH ALESSANDRO VAVASSORI COO (Chief Operations Officer) - Dilmoor Perlino



O: How did Dilmoor and Perlino's success come about?

A: As often happens, there are different and differentiated keys to understanding success: competitiveness, innovation, investments, flexibility, ability to seize opportunities in time ... But if I have to indicate just one element. which I consider essential, and which explains the excellent results of Dilmoor and Perlino. then I choose the "team": competent people, willing, available and always able to roll up their sleeves. This is without a doubt one of our great strengths!

Q: Today more and more often, we hear about tradition, territory and sustainability. What role do innovation and technology play in this context?

A: A fundamental role, but it is not as obvious as it seems. Innovation and tradition, technology and sustainability can be synonymous. It may seem like a play on words, but the right balance must be found between investing in technology and sustainability and the sustainability of the investment itself, which I translate into economic and financial accounts, which must sustain and support the investment, and in new resources that are to be found through industrial and process innovation. Nowadays, being at the forefront of technology means being efficient in a context where tradition and territory continue to represent a plus for the company, despite operating in an increasingly global market.

Q: Speaking of innovation, what are you

A: We have done a lot and we are still doing the same. Without mentioning the investments in real estate and security, over the last four years we have reviewed the management of our warehouse processes by installing an advanced WMS (Warehouse Management System) within all our warehouses (including the new 3,000m2 one built in Asti). In addition, we have launched two new, highly innovative, interconnected and automated 4.0 bottling lines and, during 2020, a third line for sparkling wines will be installed in Asti. We are already looking further ahead and aiming to increase the processing capacity of our cellars, also through greater production efficiency, achieved by a 4.0 control system. We'll see. As we said, sustainable investments.

Q: How important is flexibility for the success of your company? What role does partnership with suppliers like ENOBERG

A: Flexibility is required by the market. There is no escape from this concept. We as a company, cannot fail to meet this request from our customers, so we have adapted in time and made flexibility our strength. Consequently, we turn to our suppliers with the same need. We can only consider a partnership relationship that goes beyond commercial dynamics, where each solution is a personalisation of real needs, like a tailored suit!

Q: How are your products positioned on the national and international market today?

A: The portfolio of references offered by Dilmoor and Perlino is rich and varied and satisfies a wide demand in the beverage sector, with Spirits, Liqueurs, Wines, Sparkling wines, Syrups, Vermouth and Beverages. These products, which are produced in our factories in Asti and Pedrengo (BG), are joined by important import products from prestigious international brands, such as Label 5 whiskey or Saint James rum. We are present in Italy and abroad in all distribution channels, we are leaders in the private label sector and we also offer our own brands such as "Perlino", "Casa Martelletti" and "Villa Cardea" on the market. In 2019 we distributed over 40 million bottles, divided equally between domestic and foreign markets. And to think that only a few years ago there were just over half of us!





DILMOOR-PERLINO IN BRIEF:



Turnover 2019: over €110 mln



Employees: 101

ENOBERG SOLUTIONS FOR DILMOOR AND PERLINO

To automate the bottling process of the countless labels of spirits, liqueurs and vermouth, the Dilmoor-Perlino group turned to the experience of ENOBERG, which, for the Pedrengo and Asti production plants, supplied two recirculating filling monoblocs from the RLF range made up by a rinsing machine, filler and capper, capable of running up to 12,000 bottles per hour. Both machines are equipped with the most advanced technological solutions and, thanks to the high operational flexibility, allow Dilmoor-Perlino to switch easily and quickly from one production to another. Flexibility is one of the strengths of Dilmoor-Perlino's corporate strategy and represents a key element in choosing a supplier for the filling systems to be installed within its lines, which must be able to manage different production flows to promptly adapt to changing market demands.

Dilmoor plant:

MONOBLOC SYSTEM RLF 32-40-8 BAST

Functions: rinsing, filling and capping glass bottles from 500 to 2000 ml, with a production capacity of up to 12,000 bottles per hour.

Perlino plant:

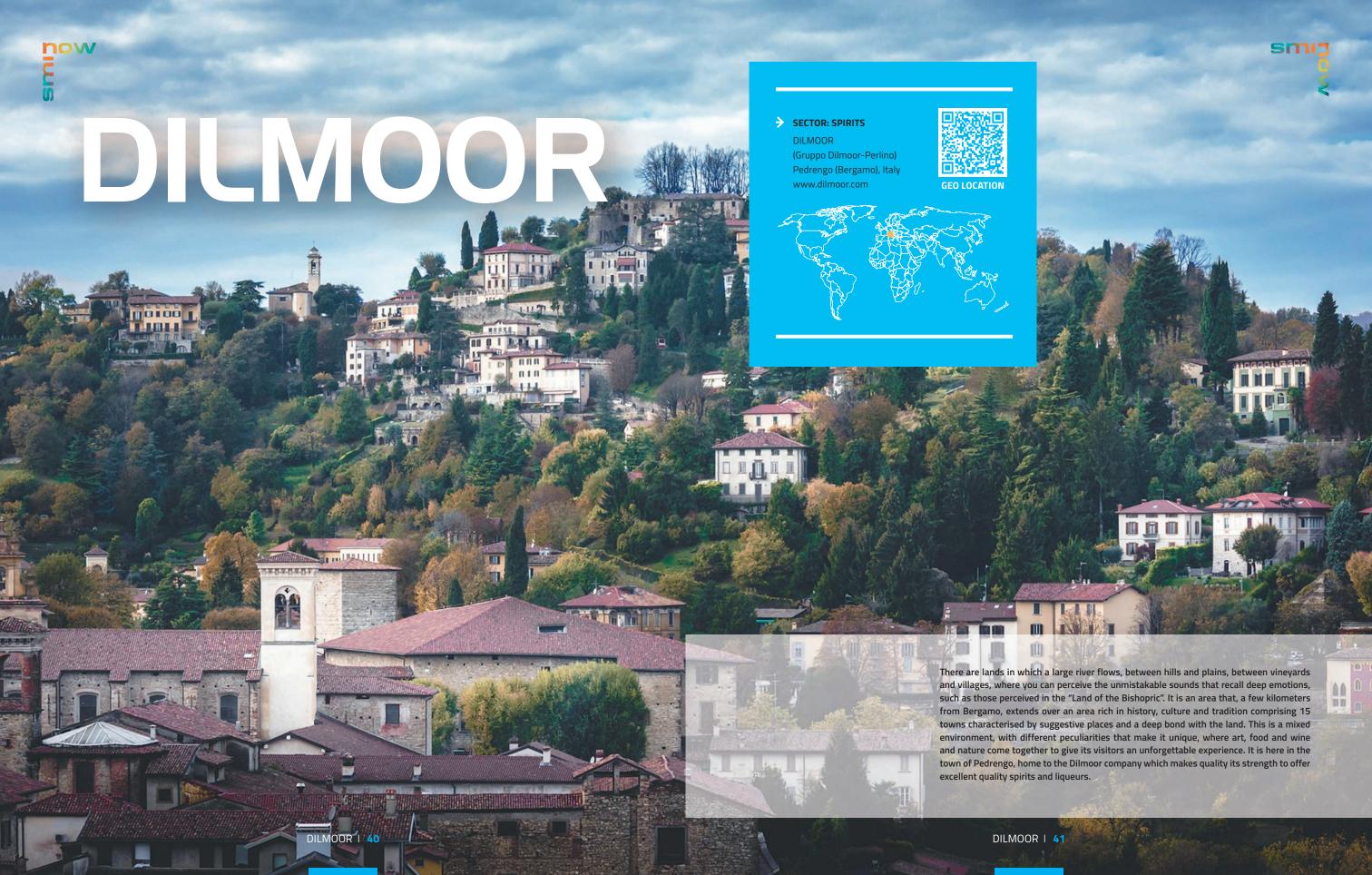
MONOBLOC SYSTEM RLF RLF 32-32-8 BA

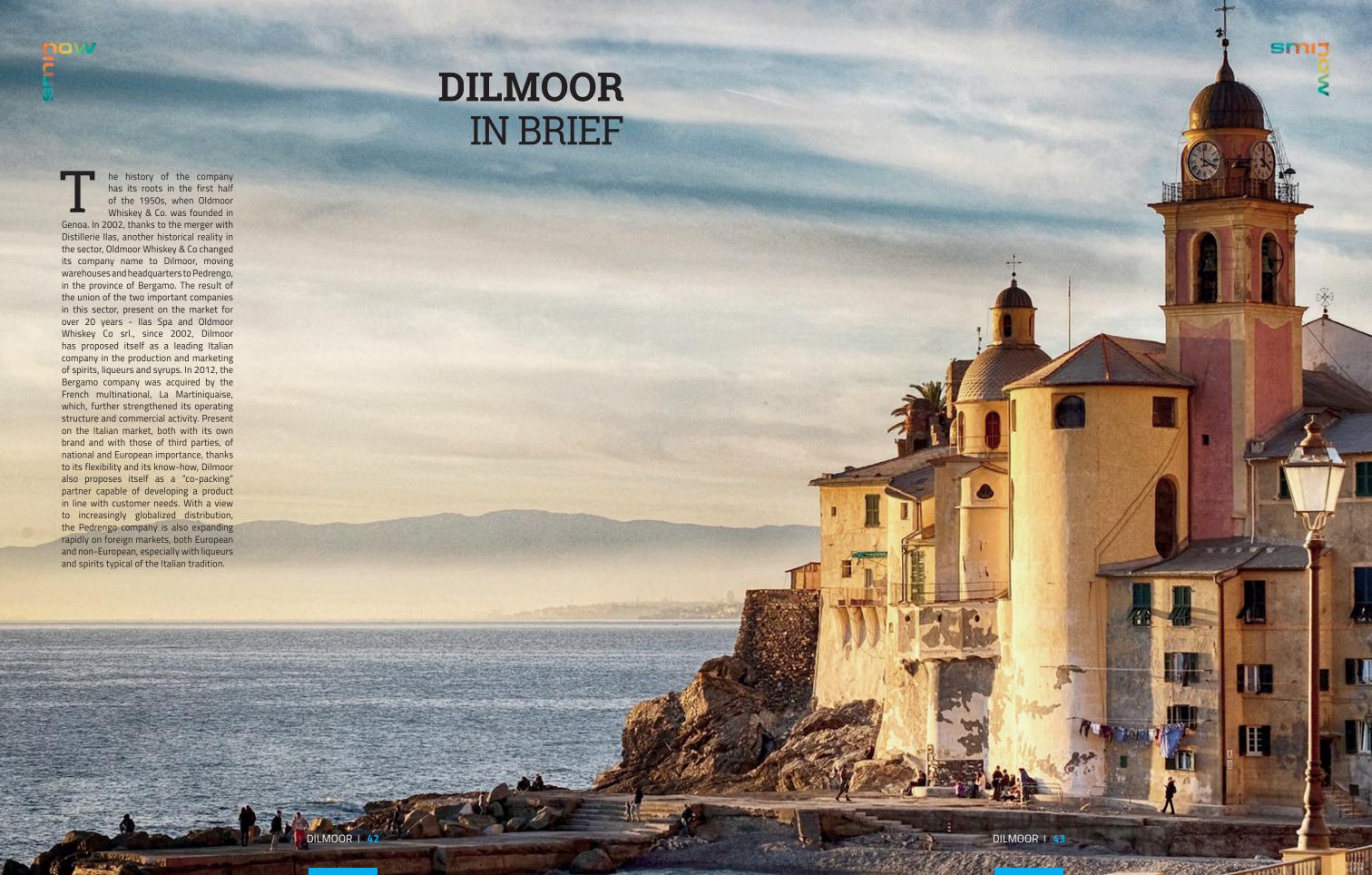
Functions: rinsing, filling and capping glass bottles from 750 to 1500 ml, with a production capacity of up to 12,000 bottles per hour.

Main advantages:

- innovative filling system with product recycling, also suitable for foamy products;
- system equipped with a small tank outside the machine for the collection of excess
- high level precision in the bottle;
- touch screen control panel for a simple diagnosis of the operating status;
- independent movement of the machine axles through brushless motors with integrated drive (ICOS series) to guarantee perfect synchronism between the stars and low noise during operation;
- diagnosis of the operating status of each engine directly through the HMI;
- quick format changeover of the bottle guide equipment;
- rapid and immediate electrical adjustment of bottle levels via HMI;
- fdummy bottles with automatic insertion in order to speed up washing during frequent product changes;
- completely sanitisable system, thanks to the easily positioned dummy bottles, to the "spray balls" that equip the tanks, to the piping system, which allows, according to requirements, to recover and recycle the washing solution and the automatic management of the washing phases;
- low risk of contamination, high level of hygiene;
- excellent quality / price ratio.

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FLEXIBILITY AND QUALITY

ith over 500 references of active marketed products, Dilmoor offers high production flexibility characterized by different bottle formats and a wide range of liqueur formulations to meet both traditional tastes and new market needs, guaranteeing the creation of a product studied and conceived in all its aspects. The production, which reaches about 20 million bottles a year, is carried out in the town of Pedrengo, in the province of Bergamo, where the company's headquarters and industrial plant are located. The industrial site of Dilmoor covers an area of 6000 m2 which includes:

- 3 bottling and packaging lines, with a production capacity of over 100,000 bottles per day
- analysis laboratory and R&D
- warehouses for raw and subsidiary materials
- storage of loose products for over 13,000 HL
- finished product warehouse
- offices

In the nearby town of Seriate, the company has an additional building that extends over 4,000 m² and which houses offices and a finished product warehouse.







RECIPES AND PACKAGING ARE RENEWED

or over 30 years Dilmoor has been marketing high quality syrups on the Italian market, with continual research and constant renewal of both recipes and "packaging". This attention to the product has allowed the company, on the one hand, to consolidate the success of its historical brands such as Zukrì and Frescomix, and on the other, to become the trusted partner of many private labels of large retailers, with several collaborations that have now lasted for over ten years. The assortment of quality products is vast, making use of high percentages of natural juices and infusions and paying constant attention to the latest market developments and consumer preferences. Thanks to an approach regarding the topic of food safety, all Dilmoor syrups are gluten-free and registered in the handbook of the Italian Celiac Association (AIC). All the labels show the updated nutritional tables and precise and complete information on the product. The packaging is modern and innovative:

- Bottles in PET with glass effect, high grammage and equipped with Flip Top
- Custom graphic study for the creation and restyling of the labels
- 50, 70 and 150 cl formats, for a highly bespoke final assortment





A JOURNEY TO DISCOVER EXCELLENCE

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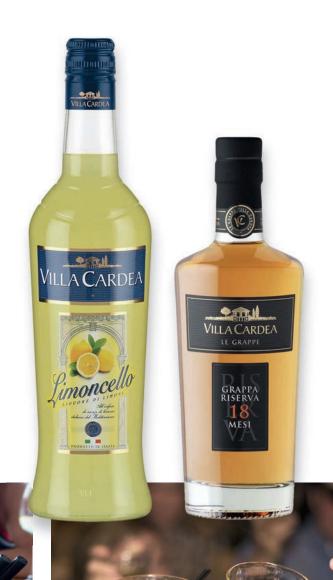
ncient perfumes tell of a tradition settled over the centuries. The indelible signs of the earth and the work of man are witnesses of a history of the past, capable of adapting to the times and needs of modernity. The Dilmoor company was founded in a land full of flavors, not only to be tasted, but also to be lived: passion, dedication, tradition and innovation. To know Dilmoor is to take a journey to discover its values, its people, the many products bottled both under its own brand and for third parties, sold in Italy and abroad. The high quality of the product and its image, attention to every detail in production (starting from raw materials to packaging), in compliance with the highest standards of safety, flexibility and competitiveness: this is how we can summarise Dilmoor's corporate mission.





RECIPES FROM ITALIAN AND INTERNATIONAL TRADITION

- ➤ Limoncello: one of the most popular Italian liqueurs, which Dilmoor makes with traditional recipes starting from the infusion of lemon peel from Calabria and Sicily, in different formats and alcoholic gradations. To complete the proposal, Dilmoor also offers cream of limoncello and other typical Italian liqueurs, such as Sambuca, Amaretto, Amari from their own production, made with quality recipes and "packaging".
- → **Grappa**: the Italian spirit "par excellence" available in all its alternatives: from grappa aged in oak barrels, to single grape varieties, upto the classic correction grappa. A complete and varied assortment, made in collaboration with the best distillers, located throughout the country.
- ➤ International liqueur and spirits: thanks to the close collaboration with the group's distilleries, located in Scotland and the Caribbean, more precisely Martinique and Guadeloupe, Scotch whiskey and rum stand out among the excellences of Dilmoor production. Dilmoor also imports brandy, vodka and tequila and produces international specialties, such as Whiskey Cream Liqueur. These are exclusive recipes, with an infusion of herbs and citrus fruits: the perfect base for the classic "spritz" and numerous other cocktails.







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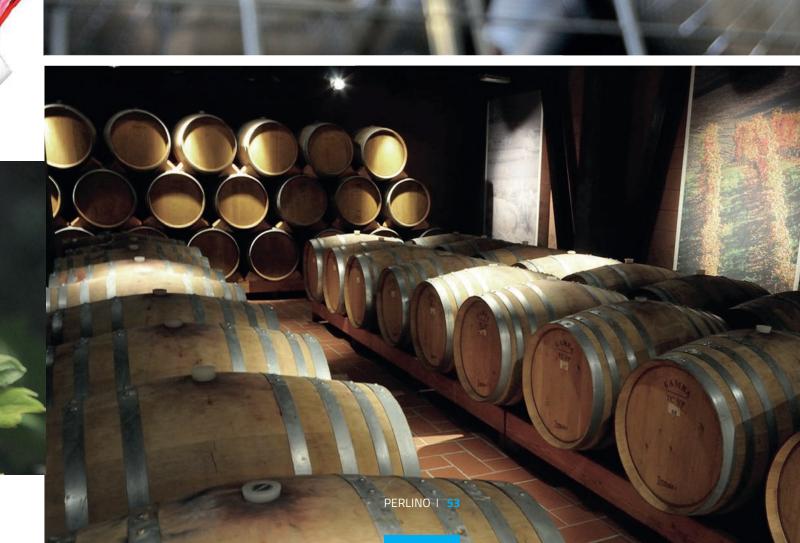


INVESTING FORGROWTH AND THE ENVIRONMENT

time, the company from Asti has consolidated a strong link with its land; with over 45,000 hectares of vines located in the hilly and pre-Alpine area, high quality wines are produced, rich in aromas and intense fragrances. This peculiarity has meant that as many as 17 DOCG and 42 DOC wines have been appreciated and recognised globally as high quality products. At the end of the 90's, in the midst of its expansion activities within the national and international markets. Perlino built a new production site in the nearby town of Montiglio Monferrato, further expanding its industrial strength. Currently, the Perlino production site contains three bottling lines: one dedicated to the production of vermouth, creams and flavored wines, one for the production of Sparkling wines and one reserved for small niche productions, for a total bottling

capacity of over 100,000 bottles per day. Between the sparkling wine cellars and the vermouth cellars, Perlino manages more than 130,000 HL of alcohol per year. In 2018, a new 3,000 m2 warehouse was built, with a storage capacity of over 4,000 pallets, equipped with an effective and modern, temperature control, system that ensures that the environment is perfect for storing products. The values and the company philosophy, have been handed down from generation to generation and Perlino has continued over time, the wine tradition of the historic Piedmontese wineries, with the acquisition of important leading companies in the area, such as Filipetti (house founded in 1922 by the great Piedmontese winemaker Giovanni Giuseppe Filipetti), Scanavino (family-run company, founded in the 1920's between the Langhe and Roero, which today offers a wide and qualified assortment

of Piedmont wines and sparkling wines) and Casa Martelletti (which recalls cellars of the same name, built in the seventies in the village of Montiglio Monferrato, a splendid village located a few kilometers north of the city of Asti). Today these brands contribute to increasing the fame of Perlino and its products at an international level.



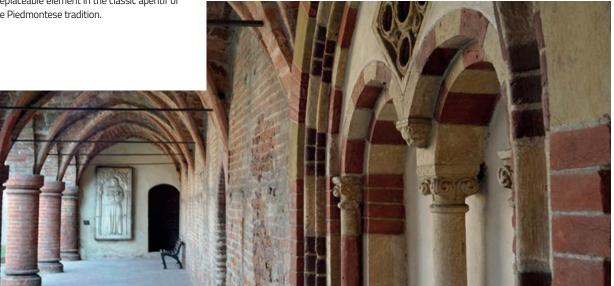


A LONG HISTORY OF WORK, PASSION AND MODERNITY

n 1905, in the town of Castello di Annone in Asti, the entrepreneur Giuseppe Perlino had the idea of taking the path of trading in fine wines, by creating a simple, but at the same time modern company, whose real capital was the work and the spirit of sacrifice of his family and collaborators. Within a few years Perlino became one of the main companies in the sector, making it necessary to move the headquarters nearer to the city of Asti, the capital of the area, with the simultaneous expansion of the production departments. But it was in the 1930s that the real turning point took place! Thanks to a series of investments in new plants, in addition to Piedmontese wines, the company began its historical production of a vast assortment of sparkling wines, with a dry and decisive taste, both sweet and delicate, and the well-known vermouth. These products quickly became the real strength of the company, such as Perlino Vermouth, which quickly established itself on the national and international market and became an almost irreplaceable element in the classic aperitif of the Piedmontese tradition.









THE APERITIF PAR EXCELLENCE WITH VERMOUTH

"vermouth time" and the cafes in Turin were filled with intellectuals and businessmen who finished the working day, with a glass in their hand. The ritual of the aperitif was born in Italy and is closely linked to vermouth, a flavored wine, invented by Antonio Benedetto Carpano in 1786. Within a few decades Turin became the capital of vermouth, with dozens of producers, making this liqueur an indispensable presence in

Italian bars and homes. Drunk smooth or as a base for aperitifs, Perlino Vermouths are flavored wines, produced according to the ancient Piedmontese recipe: wine, sugar and alcohol of the highest quality, mixed with extracts and aromatic plants left to infuse for days. In this way you obtain a product with a particular taste, in perfect balance between sweet and bitter, delicate and aromatic and with a strong personality.



THE ORIGIN OF THE WORD "VERMOUTH"

The name comes from the German "wermut", which indicates mugwort, a very common, medicinal herb in Piedmont, which is the main ingredient of this alcoholic drink together with gentian. More precisely, "vermouth" means a product consisting of 75% wine, flavored with an infusion of alcohol, sugar, spices and various plants (used for their flavor). Absinthe is always one of the ingredients, often present cinnamon, cardamom, cinnamon, coriander, tonka beans, marrobbio, nutmeg, rhubarb, vanilla and many others (up to 40 plants). Generally herbs and spices are left to steep for a month, then the extract is mixed with alcohol and combined with wine, 6 months later the vermouth is ready.







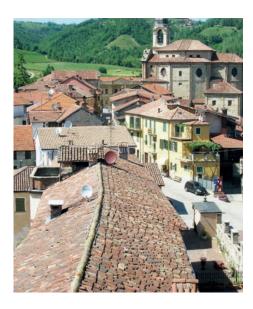
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DISCOVERING WINE AND SPIRITS IN PIEDMONT

iedmont, the land of wine par excellence with 45,000 hectares of vineyards, 20,000 wineries and three million hectoliters of wine produced annually, boasts 17 DOCG and 42 DOC wines famous all over the world. To visit vineyards and wineries and taste the local varieties directly from the producer, you can travel various Wine Roads that criss cross the whole region. Some of the most important are the Alto Monferrato wine route, which winds

through the areas of Acqui Terme, Ovada and Novi Ligure, where red wines predominate. The Astesana wine route, the wine-growing heart of Piedmont as on its own it produces 30% of the region's wines, the Monferrato Astigiano wine route, where winemaking has achieved excellence, successfully merging tradition with innovation. But, as the mountain tradition dictates, the production of spirits and liqueurs in Piedmont is also very important; in addition to vermouth and other liqueurs

that come from skillful blends of wine or alcohol and aromas, there are grappas from the marc of the finest vines and a wide range of products from aromatic plants, flowers and fruits, roots, bark, spices that grow at high altitude. Among the well-known alpine herb liqueurs are Genepy, Gentian and Arquebuse, from fruits or flowers the Ratafià of Andorno, the Rosolio and the Nocciolino of Chivasso. There is also an abundance of herbal essential oils, especially mint, obtained from the crops of the area of Pancalieri.



→ HOW TO SERVE VERMOUTH

Purists love to drink vermouth smooth, at a temperature of 12 degrees with 2 ice cubes, a slice of orange and lemon peel "squeezed" over the glass. Over the years, the drink has also become an ingredient in famous cocktails: Negroni (red vermouth, bitter and gin), Americano (white vermouth, bitter and soda), Negroni Sbagliato (red vermouth, bitter and sparkling wine), Manhattan (sweet vermouth, bourbon and angostura) and Martini Dry (dry vermouth and gin).





