

OUR PRODUCTS

CHAPTER 2

“Innovation, simplicity and transparency. Clear labels, carefully selected ingredients, together with new ideas, smart formats and everyday inspiration. This is our recipe for responsible eating that does *good*, tastes *good*, makes life easier and respects the planet.”



Greta Peretto

Research & Development Manager

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Sustainable innovation,
where taste meets
well-being

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Food quality
and safety

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Responsible
Communication

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BETTER FUTURE AWARDS PRODUCT INNOVATION AWARDS 2024

Mark-up and GDO Week – Couscous & Chickpea Salad with Vegetables – Pedon / Pronti range

76 EXTERNAL AUDITS

successfully completed in relation to certifications and standards agreed with customers during the reporting period

MATERIAL TOPICS
SUSTAINABLE INNOVATION
QUALITY AND FOOD SAFETY
RESPONSIBLE COMMUNICATION

SUSTAINABLE DEVELOPMENT GOALS



4.750 STUDENTS INVOLVED

in the “In viaggio con Pedon” educational project

301 NEW PROJECTS

R&D (last 3 years)



SUSTAINABLE INNOVATION, WHERE TASTE MEETS WELL-BEING

For Pedon, food is not just nourishment: it is a way to spread culture and promote sustainability, inspiring healthier eating habits and lifestyles.

The company **enhances the nutritional qualities** of its raw materials and **directs its innovation** towards making pulses and grains more appealing and easily accessible, adapting them to current needs without compromising their natural qualities. Pedon's approach reflects the principles of the **flexitarian model**, balancing ethical and health considerations by promoting diet with a greater emphasis on plant-based proteins, as well as by the plant-based philosophy, which prioritises a diet largely based on foods of plant origin. Guided by these principles, the Research & Development Division develops innovative processes informed by constant monitoring of market trends. By tracking trends and monitoring the most dynamic sectors, insights are turned into new product ideas that combine nutrition, flavour and convenience.

In the three-year period under review, projects have focused primarily on expanding the plant-based ready-meals segment. This has resulted in the development of an average of around 100 new product codes per year, particularly for private label and international market expansion, with a significant increase in FY2024-2025, reaching **117 projects**. With regard to own-brand products, the focus shifted to strengthening the **Pedon I Pronti** range, particularly through a new segmentation of the portfolio, accompanied by a graphic redesign and the launch of the new **"Grain and Pulse Salads with Vegetables"** segment. In addition, the company reinforced its position in the traditional pulses, grains and seeds segment by investing in the research and development of high value-added clusters, such as **"Gluten-Free Hulled Pulses"** and seeds in the Pedon "Dalla Buona Terra" range.

NUMBER OF PROJECTS DEVELOPED - TYPE

	FY 2022-2023	FY 2023-2024	FY 2024-2025
NPD New Product Development	79	74	92
Product improvements or range extensions	8	23	25
TOTAL	87	97	117

NUMBER OF PROJECTS DEVELOPED - MARKETS

	FY 2022-2023	FY 2023-2024	FY 2024-2025
Italy	28	39	39
International	59	58	78
TOTAL	87	97	117

Research & Development activities also focus on exploring new raw ingredients and varieties to improve the taste and nutritional profile of products, while enabling the creation of new market segments,

such as ready meals enriched with vegetables and spices.

Over the three-year period, **62 new raw ingredients** were analysed and introduced.

THE EVOLUTION OF TASTE

This evolution is symbolically represented by the **Taste Pyramid**, reflecting Pedon's pursuit of a **balance between natural ingredients and taste enjoyment**. At the base are the simplest and most natural products, such as dried pulses and grains, quick-cook lines and ready-to-eat products "in their natural form", which embody the authenticity and purity of the raw ingredients.

The pyramid thus reflects both the **variety of the range** and the **company's philosophy**: celebrating natural, quality ingredients and transforming them into products that are accessible and enjoyable for every palate.

Moving upwards, the range evolves into more elaborate and flavourful recipes, such as ready meals, where vegetables and spices enhance the overall taste experience, making it richer and more rewarding.

NATURAL

Pure, natural raw materials



DELICIOUSNESS

TASTY

An even richer taste



THE PEDON TASTE PYRAMID



AWARDS 2023-2024

BEST PRODUCT INNOVATION
with "Le Zuppe I Pronti Pedon",
– Grocery & Consumi Award

SMAU INNOVATION AWARD 2023
Italian Excellence Innovation Model for Businesses and Public Administrations

AWARDS 2022-2023

BEST PRODUCT INNOVATION
Legume and Dried Fruit Snacks with "I Legumi fatti a Snack",
Grocery & Consumi Award

BEST PRODUCT INNOVATION
Pulses and grains with "Ready Mixes with Vegetables" – Grocery & Consumi Award

MARK-UP & GDO WEEK
with "I Legumi Fatti a Snack"

AWARDS 2024-2025

BETTER FUTURE AWARDS - PRODUCT INNOVATION AWARDS 2024
with the I Pronti Pedon Couscous & Chickpea Salad with Vegetables,
featured during Mark-up and GDO Week

BEST CO-PACKER PROFILE 2025
PLM Awards
DM Editions

BEST OUTDOOR ADVERTISING CAMPAIGN 2025
with the "You Don't Even Have Time to Say It" campaign
for I Pronti Pedon, winner of the Grocery & Consumi Award



QUALITY AND FOOD SAFETY

Pedon’s approach to innovation is underpinned by an ongoing commitment to quality and food safety, which represent a priority commitment for the Company. Closely linked to health, these interconnected aspects form the foundation of food integrity: the assurance of foods that are healthy, nutritious, safe, enjoyable, authentic and fully traceable, and produced through environmentally responsible processes.

CERTIFICATIONS

As part of its commitment to continuous improvement, Pedon adopts both mandatory and voluntary product and system certifications. These act as a guarantee for consumers and distributors, ensuring adherence to safety and quality standards and strengthening Pedon’s competitiveness in new markets.

Specifically, the Company adheres to the international **BRCGS Food Safety** and **IFS Food Safety** schemes, recognised as reference standards for food safety, quality and legal compliance. For both certifications, audits are conducted on an unannounced basis.

STANDARD BRC

The **BRCGS (Brand Reputation through Global Standards) Food Safety** standard certifies food quality and safety through the combined adoption of quality and product management systems, hygiene self-monitoring procedures (HACCP) and good manufacturing practices. Pedon achieved the highest level of recognition, obtaining an **AA+** rating.

AA+ RATING



STANDARD IFS

The **IFS (International Featured Standards) Food Standard** assesses products and production processes to evaluate food companies’ ability to ensure safety, authenticity and quality, in compliance with applicable regulations and customer requirements. Pedon achieved a “Higher Level” rating, the highest level recognised under the protocol framework. Product certifications share the same underlying principles and are aimed at achieving comparable objectives of assurance and transparency.

99.66% HIGHER LEVEL RATING



Certification of organic production and labelling of organic products in accordance with EU Regulation 2018/848 and its amendments.



V-Label is one of the most widely recognised ethical standards for the certification of products.



Products compliant with the Rainforest Alliance sustainable agriculture standard.



Compliance with Naturland standards for organic production and processing, including social responsibility requirements at all levels.



Gluten-free products meeting the standards of the Italian Celiac Association in Italy and complying with North American regulations.



Products compliant with the Non-GMO Project standard, a North American organisation that certifies the absence of GMOs throughout the supply chain.



The certification supports the effective management of co-packers and the marketing of products, ensuring high standards of safety and quality in line with IFS standards.



Products compliant with the Regenerative Organic Certified® standard for organic production and processing, while promoting soil health and social fairness across the supply chain.



Products compliant with the Fairtrade standard, guaranteeing a supply chain based on fair and ethical trade.

Updating the Quality System enables Pedon to draw useful insights from the numerous audits conducted, to drive continuous improvement.

Over the three-year period, the Company underwent **44 audits conducted by certification bodies**, required to maintain the certifications obtained, and **32 audits aimed at verifying compliance** with standards agreed with customers. These activities are supported by a robust **internal audit system**, carried out on a regular basis to monitor compliance with company procedures and requirements. The results are consolidated into a report shared across the various company functions, supporting continuous improvement of production processes and fostering greater awareness and attention to these topics.

	FY2022–2023	FY2023–2024	FY2024–2025
NUMBER OF CERTIFICATION AUDITS	14	16	14
NUMBER OF CUSTOMER AUDITS	15	10	7
NUMBER OF INTERNAL AUDITS	48	47	44



QUALITY CONTROLS

The Company applies a robust and structured approach to quality control for incoming raw materials and finished products, based on established standards and recognised methodologies.

The checks include four types of analysis – physical, organoleptic, microbiological and chemical – carried out both by the internal Quality Control Department and by specialised external laboratories.

Internal sensory analyses are also carried out on a regular basis to monitor the consistency of the organoleptic profile over time, with particular attention to the ready-meals range. In **FY2024-2025** alone, **6,435 analyses** were carried out on incoming raw materials, focusing on physical parameters such as moisture content, the presence of defects or any foreign bodies.

Before entering the market, every batch of finished product undergoes thorough checks, including tests on organoleptic qualities and other key physical parameters.

Alongside internal controls, accredited external bodies conduct microbiological analyses for pathogenic microorganisms, toxins, yeasts and moulds, as well as chemical testing to detect possible contaminants or residues in food products. Allergen management receives particular attention, considering that the facility includes **allergen-free** production as well as areas specifically dedicated to **gluten-free** products.

DURING THE LAST FINANCIAL YEAR FY2024-2025 THE FOLLOWING ANALYSES WERE CARRIED OUT:



6,435 ANALYSES ON RAW MATERIALS



2,145 ANALYSES ON FINISHED PRODUCTS

TECHNOLOGIES FOR IMPROVING QUALITY STANDARDS

Guided by a commitment to continuous improvement and operational excellence, Pedon invested approximately Euro 400,000 over the three-year period in **targeted technological upgrades aimed at improving process quality**.

These investments included the introduction of new washing systems, the digitalisation of quality procedures and packaging control, as well as the acquisition of state-of-the-art laboratory equipment.

Pedon continues to strengthen its processes through targeted technological innovation, including the installation of an advanced X-ray system for the selection and cleaning of raw materials, capable of effectively removing foreign bodies such as metals, stones, glass and other contaminants. During the last financial year, **X-ray technology was also incorporated into the cleaning tower, alongside the introduction**, within the Ready Meals production line, of a **system designed to control seal integrity** in order to verify the effectiveness of product packaging.

QUALITY AND FOOD SAFETY AWARENESS PLAN

Pedon's approach to continuous improvement is rooted in the widespread adoption of a strong quality culture throughout the Company. In this context, Pedon has developed a **Quality and Food Safety Awareness Plan**, a structured roadmap designed to strengthen the skills and awareness required to ensure process efficiency and their key outcomes: quality and safety.

The Plan represents the Company's concrete commitment to pursuing excellence in food production and distribution, with the aim of guaranteeing consumers the highest standards of quality and safety.

It defines the roles involved, the verification timelines and the assessment indicators. The Company also organises interdepartmental meetings to foster collaboration and knowledge sharing between different functions, a key factor in addressing complex challenges and ensuring integrated management of quality and food safety.

The Plan places strong emphasis on the **updating and training of employees**, especially with regard to behavioural standards and the management of allergen-related risks.



RESPONSIBLE COMMUNICATION

PRODUCT LABELLING

Pedon ensures consumer protection by rigorously adhering to European legislation on food labelling, alongside the regulations governing the environmental labelling of packaging. The Company is committed to ensuring that labelling is clear, transparent and accurate, providing comprehensive information and ensuring that all marketing communications are truthful and complete.

LABEL CONTROL IS MANAGED BY SEVERAL COMPANY FUNCTIONS AND INCLUDES, IN PARTICULAR:

 the **verification and validation of nutritional and health claims** through product analysis;

 **checking the nutritional values** on the label;

 **reviewing the information** in cooperation with an **external legal adviser**, to avoid ambiguities or misinterpretations.

Storage and shelf-life information

Ingredients and nutritional values

Information on packaging composition and disposal

Preparation methods

Nutritional claims



For Pedon, packaging and labelling play a key role in guiding consumers on correct product use and in transparently communicating environmental and social impacts, enabling more responsible and informed purchasing decisions.

The **origin of raw materials** is traced in compliance with applicable regulations and, for organic products, in accordance with EU Regulation 2018/848.

For **products certified** as Organic, Gluten Free, Rainforest Alliance, Naturland and Fairtrade, the relevant logos are displayed directly on the packaging. Pedon ensures the safe use of its products through **clear and detailed instructions**; while their long shelf life and suitability for ambient storage help reduce food waste and promote more sustainable consumption behaviours. Finally, the packaging clearly indicates how products should be **disposed** of correctly.

In **FY2024-2025**, only one case of non-compliance with self-regulatory codes was identified, relating to the nutritional values reported on the product label.

Due to the natural variability of agricultural products and the pedoclimatic factors that may influence their composition. The label was promptly updated on the basis of the most recent data.

Throughout the reporting period, the Company recorded no irregularities in its marketing communications, including advertising, promotions and sponsorships.

NON È SOLO BUONO,
È ANCHE GENUINO

NON FAI IN TEMPO A DIRLO,
CHE È GIÀ PRONTO.



LA RICETTA DELLA FACILITÀ



COMMUNICATION WALL

During FY2024–2025, Pedon launched a **new integrated communication campaign aimed** at strengthening brand presence and promoting, through simple and positive communication, a lifestyle founded on balanced nutrition, convenience and authenticity.

COMMUNICATION WALL

The campaign, launched in the first months of the year through **outdoor advertising** in the main cities of Northern Italy and **targeted digital initiatives**, was complemented by content delivered through **Connected TV** and **digital channels**, reaching a wide audience and significantly increasing brand recognition. The creative message, consistent with the company's values of transparency and consumer focus, highlighted the natural qualities of the products and their ability to meet the demands of modern lifestyles, while also promoting a conscious and sustainable approach to food.

Alongside media campaigns, the brand strengthened its digital presence through social media engagement and editorial content across Facebook, Instagram and LinkedIn. These activities supported engagement with the community and corporate stakeholders, **consolidating the company's brand awareness and reputation.**

At the same time, **press office** activities ensured consistent visibility for the brand and its values, achieving broad and well-structured coverage across the main media channels.



The **communication strategy** has confirmed Pedon's commitment to promoting a transparent and responsible business model, capable of enhancing its products and identity through authentic language that connects with people and reflects a strong focus on sustainability.

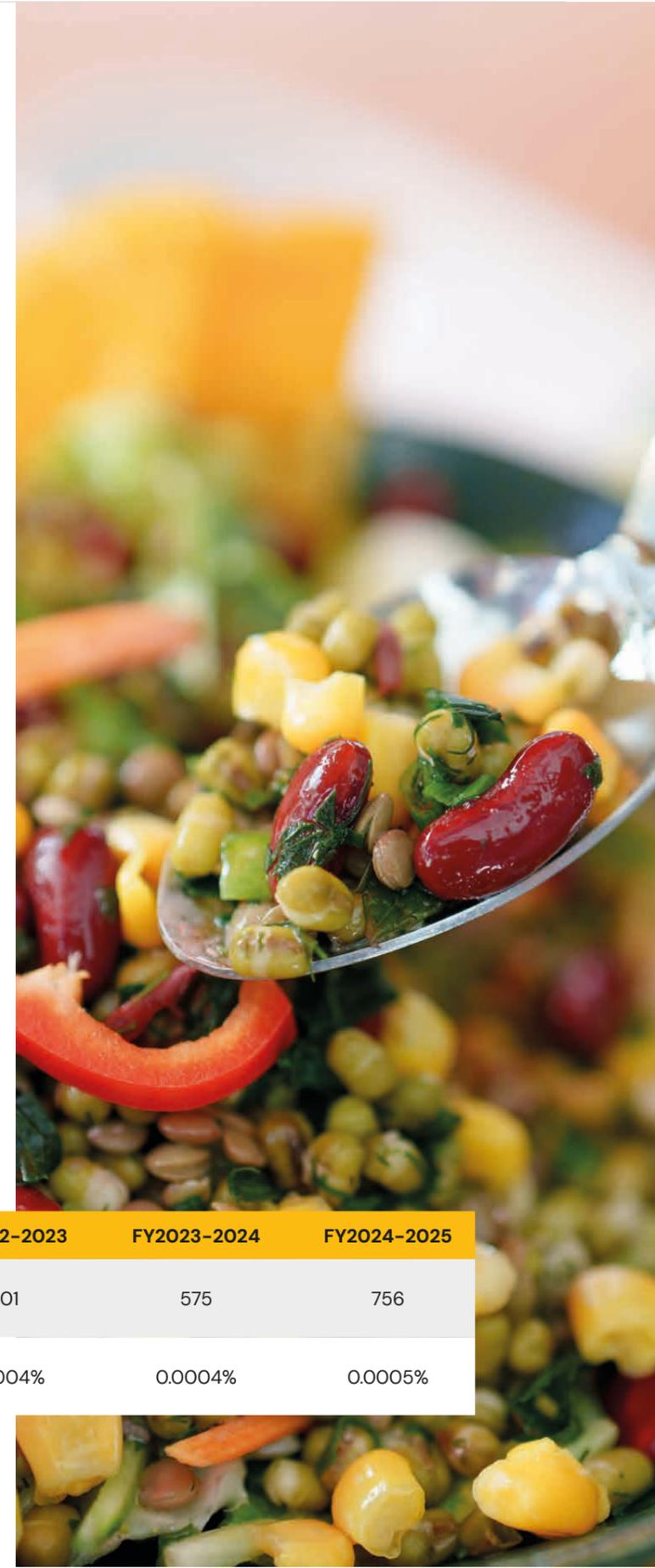


CUSTOMER CARE

Pedon places strong emphasis on its relationship with consumers, offering various contact channels, including a toll-free number, the website and social networks, to gather feedback, clarification requests and complaints.

Information requests **increased** during the reporting period, with the exception of FY2023-2024, when a decrease was noted. This figure nonetheless highlights a **growing interest** among consumers in the products, their usage methods and, more broadly, in the company's activities, reflecting Pedon's openness to dialogue and commitment to transparency.

During the reporting period, despite an increase in the absolute number of complaints, **the complaint ratio relative to units sold remained unchanged**, even as sales volumes increased. This trend reflects the company's sustained commitment to product quality and ongoing process improvement.



	FY2022-2023	FY2023-2024	FY2024-2025
INFORMATION REQUESTS	701	575	756
% TOTAL COMPLAINTS* OUT OF TOT QUANTITY SOLD	0.0004%	0.0004%	0.0005%

* Total number of complaints (company-related + non-company-related)

NUTRITION EDUCATION

In support of innovation and to complement the information provided on packaging, Pedon has launched educational initiatives designed to engage and inform its stakeholders. Through these initiatives, Pedon increases awareness among consumers and employees of the **importance of healthy and sustainable diet**, promoting understanding of the benefits of plant-based foods and encouraging healthy and responsible lifestyles.

BUONO A SAPERSI BLOG

The “Buoni a Sapersi” section of the **Pedon website** is dedicated to **food and nutrition education** and the promotion of healthy lifestyle habits. In this section, the company shares **information on the benefits and nutritional properties of pulses, grains and seeds**. The section features articles explaining how these foods can support everyday wellbeing, offering practical tips and recipes to help integrate them easily into the diet.

IN-HOUSE NUTRITIONIST

To promote a **balanced and healthy diet among its employees**, Pedon has launched a collaboration with a nutritionist.

The nutritionist meets regularly with employees at company premises, addressing topics related to healthy eating behaviours and the promotion of good dietary practices.



IN VIAGGIO CON PEDON

“In viaggio con Pedon” is a **food education project** designed to introduce children to the world of pulses, grains and seeds. Aimed at **local primary schools**, the programme becomes a journey of exploration into raw materials, inspiring children through **curiosity and new discoveries**. Through games, interactive activities and experiments, children learn in a fun and engaging way about the **extraordinary nutritional properties** of these foods and the benefits of conscious eating.



The initiative continued to deliver strong results in its fourth edition, with **89.3%** of teachers rating it as **excellent**, and with all participants stating that they would enthusiastically take part again.

	FY2022-2023	FY2023-2024	FY2024-2025
TOTAL EXPERIENCES COMPLETED	80	80	80
TOTAL STUDENTS INVOLVED	1,800	1,860	1,550

WORLD PULSES DAY AT THE CHILDREN'S MUSEUM

In 2025, Pedon brought “In viaggio con Pedon” to the **Children’s Museum of Verona**, designing two interactive events to involve children and their families inside the museum.

A unique space created to help children discover the world through **experiments, practical activities and tactile learning experiences**.

Children are naturally curious, imaginative and keen to learn. It is for this reason that Pedon, driven by curiosity as a core value, engages with children to promote healthy and balanced eating habits.