



A Healthy Food Corporation
from Europe to Asia





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EURO HEALTHY FOODS CORPORATION

Euro Healthy Foods Corporation is a company owned by Italian entrepreneurs of the food sector, located in Hong Kong. Born with a great wealth of experience, from an idea of an Italian family who has exported, for more than 70 years, and all over the world, not only the food, but the philosophy that accompanies its use and consumption.

From an intuition as simple as ambitious, helping to raise the level of awareness and knowledge of the Italian products, both of business operators of the large retailers, either of renowned and international chefs. To become a reference for them, but also to have the chance to learn from our clients the new market trends, also contributing actively and playing a new role of great responsibility: not only “selecting”, but also proposing, listening, and finally guiding the customer through his own choices, in an open forum that never can end.

Our name can easily sum up all our activities:

C As Corporation. Because thanks to the dual presence in Asia and Europe, We can represent for you not only a direct line to the European continent, following steadily the trend of Italian and European markets, but thanks to this, we will also be able to offer you the most competitive prices, guaranteeing the best quality possible.

E As Europe. Because We are Italian, and European. Because we will put you in connection with chefs and manufacturers, who will work in team with you in raising people's awareness about the best Italian and European foods present in the Asian market.

H As Healthy. Because We always start from the territory, and its genuine products, carrying out an accurate selection of the main Italian DOP products, including regional specialties, and the best products from Italy and Europe.

F As Foods. Because We sell foods, not promises, and we are perfectly aware that for doing it properly it is essential to be present on the territory of origin and on the production place, for listening to customer's needs, following every request in a capillary way; to do this, we will put at your disposal our facilities and our offices in Italy and in Hong Kong.



OUR GROUP

Why You should choose us?

Since 1939, directly and through our partnerships, We have been supplying the biggest and best supermarket chains, Importers, as well as Ho.re.ca. operators and International Chefs, present on European Market.

Our group believes in a “day-by-day research”, we take care of manufacturing process and of the whole production chain , using the best and 100% Italian and the highest quality European raw materials.

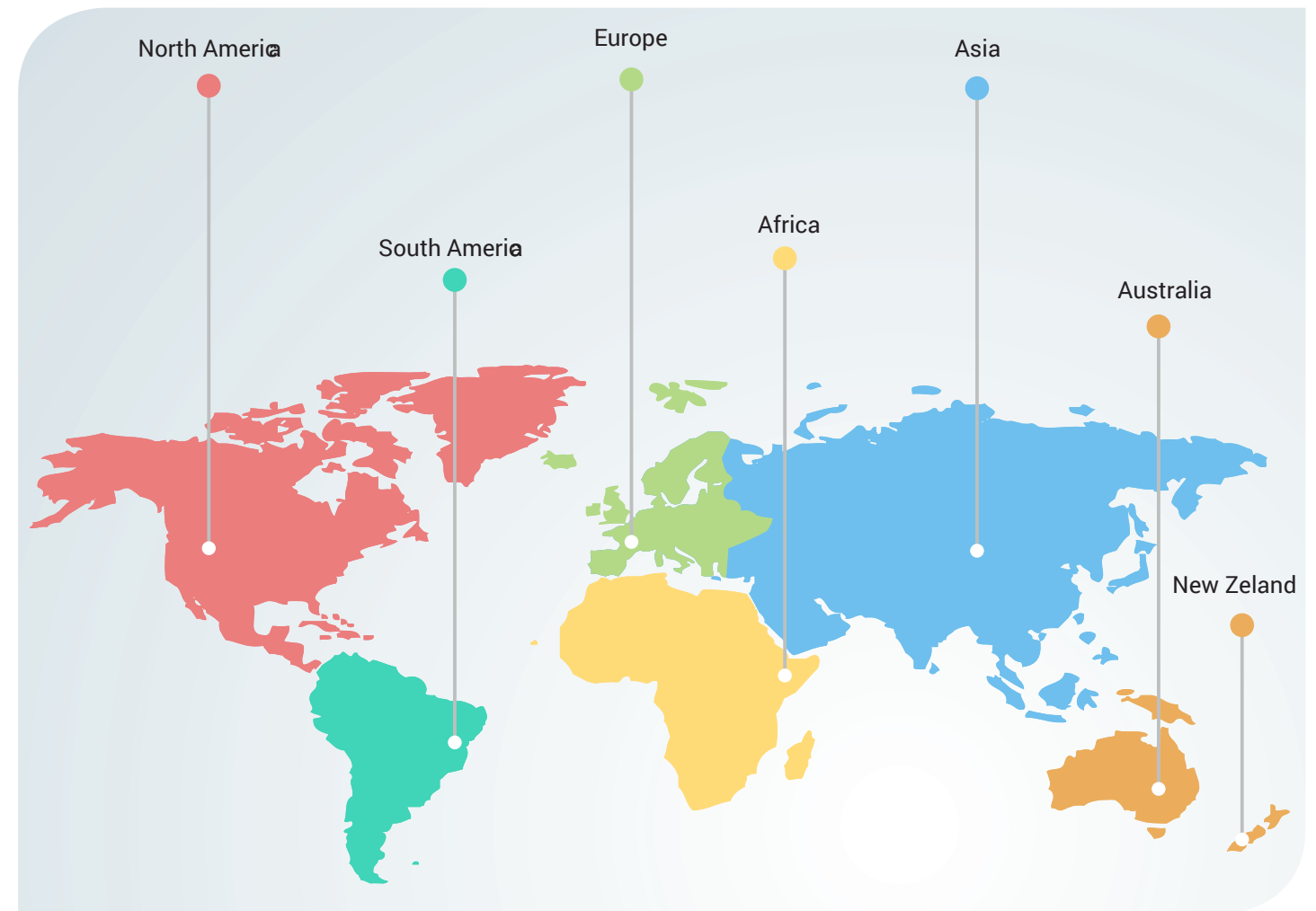
As this has been a family company, now for over 60 years, we pride ourselves not only in the quality and the hands-on manufacturing of our product, but also in our ability to be on the cutting edge of the latest technology.



HONG KONG
& MACAU,
AND CHINESE
MARKET

ASIAN, AUSTRALIAN
AND NEW ZEALAND
MARKET

EUROPEAN
AND
WESTERN
MARKET



TRADING MAP

Our Societies are able to serve and reach clients all over the world. Metafora Group has different departments, and different human resources, able to follow the European and American as well as Asian, Australian, and New Zealand markets. The resources operating in Metafora Group's Asian Department, play a huge support and a constant assistance for Euro Healthy Foods Corporation. In fact, thanks to the Italian Company activity, it is possible to consolidate, and convey different goods and providers in the same shipments, always offering to the Euro Healthy Foods Corporation in Hong Kong, new and fresh products, available with very affordable minimum order quantities, as a result of the sourcing service that only Metafora Group, active in this field for years, could be able to accomplish.

Specifically, **Euro Healthy Foods Corporation** intends to achieve several and fundamental key objectives in Chinese market. What we have learned in several decades in which our Companies were born and developed in Italy, is that the quality and wholesomeness of the products do not necessarily go hand in hand with the extension or with the business turnover of the producing plants, where the goods are manufactured. Sometimes instead, bigger the Multinationals and Manufacturing companies are, the greater will be the distance from the final consumer, and the "depersonalization" of the final product will increase; where today, however, families are increasingly concerned for the quality of the raw materials used.

BUSINESS MANAGEMENT



Sourcing Activity means research of uniqueness.

The high competitiveness in the World, pushes any customer, large or small company, to seek every day more and more exclusive brands.

The exclusivity is today, one of the main success principles in every market, as well as one of the most effective “selling points”, capable to capture the consumer’s attention, and allowing each player in the food industry to distinguish itself from competitors.

Marketing and Brand Positioning represent, nowadays, the only Activities that can really ensure the continuity of purchase.

The Analysis of the territory as well as the socio-economic fabric, the detection and the proper placement of the “commodity unit”, the promotion of the brand, are a necessary and inseparable part of our role, and the only one, capable to ensure the achievement of lasting results.

Supply Chain Management is the presence on the Italian and European territory. Thanks to this activity, we are able to offer a service targeted to access the perfect product for Hong Kong and Chinese Market, without losing touch with the latest Italian & European trends and putting our experience at the service of the customers.

Groupage & Logistics solutions and activities, represent a fundamental support for our customers. Nowadays, the activity of preventing high storage costs, is a challenge that any large group in the world, as well as any small business should be capable to face. For this reason, Euro Healthy Foods Corporation plans mixed containers and groupage cargoes, consolidating several small shipments and different food items on the same room temperature, reefer, or frozen loads, even in order to provide fresh products, with longer shelf-lives.

THE HEALTHY FOODS



On **Food and Environmental Hygiene Department** website, we read that the mission of this Organization, is “delivering quality service which is responsive to the changing needs and expectation of the community and to ensure that food sold in Hong Kong is safe and fit for consumption and to maintain a clean and hygienic living environment for the people of Hong Kong”.

Hong Kong is well known for its food quality and variety. Safety, however, remains an issue, as the last food scares, regarding the edible oil and the imported sandwiches were just the last examples.

Euro Healthy Foods Corporation intends to seriously monitor, preventing bad products from entering the food chain again. Thanks to our Main Office in Italy, we ask to our suppliers to provide the latest documents and analysis, ensuring us, and indirectly the HK consumers, the wholesomeness and healthiness of what we import. The price we pay for safety, is because at stake though is not just our reputation. We have the responsibility to assure local and overseas communities that what goes in and out of Hong Kong for human consumption is safe.

Euro Healthy Foods Corporation does not underestimate the role of the importer, reducing it to a mere distributor of products. We believe ourselves accountable to our customers, for the quality we provide.

For this, We use the best analytical centers and Laboratories with the most accurate detection techniques.

Thanks to this, We are able to allow even the smallest but more reliable Italian and European companies, to introduce their highest quality products to the Hong Kong and Chinese market: these foods are cultivated in our lands, most of the times by hand, and following the most strict rules in terms of quality in respect of the land, of the workers and of the consumers.

OUR BRANDS

Our line "Primo Sole" guarantees an outstanding quality product, selected from suppliers who keep the superior quality standard at the forefront. Used by those purchasers with a very demanding and details-sensitive clientele, "Primo Sole" brand embodies Our entire business philosophy, passion for high quality, a daily check of the whole supply chain, and obviously the traceability's careful control. Our line "Riviera D'Oro" is a moderate price alternative, with very interesting balance price-quality. All products "Riviera D'Oro" are purchased from suppliers of medium and quite large dimension, accustomed to work with huge numbers, and able to guarantee a high quality standard, without that physical, chemical and organoleptic characteristics of the products may deviate in any way, from the parameters that We consider appropriate.



In both our lines, “Primo Sole” and “Riviera d’Oro”, we will be, at the same time, glad and keenly aware of what we contribute, in firsthand, to bring on your table, making our best to satisfy, at the same time, those who seek the best, and those who want to have a viable alternative with a very competitive price.



WHO WE CAN SERVE

Euro Healthy Foods Corporation has the potential of addressing many kinds of customers:



THE MEDITERRANEAN DIET

The Mediterranean diet is a modern nutritional recommendation originally inspired by the dietary patterns of Southern Italy. The principal aspects of this diet include proportionally high consumption of olive oil, legumes, unrefined cereals, fruits, and vegetables, moderate to high consumption of fish, moderate consumption of dairy products (mostly as cheese and yogurt), moderate wine consumption, and low consumption of non-fish meat and non-fish meat products.

In 2013, UNESCO added the Mediterranean diet to the Representative List of the Intangible Cultural Heritage of Humanity of Italy (promoter), Morocco, Spain, Portugal, Greece, Cyprus, and Croatia.

Despite its name, this diet is not typical of all Mediterranean cuisine. In Northern Italy, for instance, lard and butter are commonly used in cooking, and olive oil is reserved for dressing salads and cooked vegetables.

The most commonly understood version of the Mediterranean diet was presented, among others, by Dr Walter Willett of Harvard University's School of Public Health from the mid-1990s on. This diet, in addition to "regular physical activity," emphasizes "abundant plant foods, fresh fruit as the typical daily dessert, olive oil as the principal source of fat, dairy products (principally cheese and yogurt), and fish and poultry consumed in low to moderate amounts, zero to four eggs consumed weekly, red meat consumed in low amounts, and wine consumed in low to moderate amounts". This diet contains a very high level of monounsaturated fats, most notably oleic acid, which epidemiological studies suggest may be linked to a reduction in coronary heart disease risk; there is also evidence that the antioxidants in olive oil improve cholesterol regulation and LDL cholesterol reduction, and that it has other anti-inflammatory and anti-hypertensive effects. Even if recently, a higher number of diets have received attention, all the recent studies bring to the strongest evidence: a beneficial health effect and a decreased mortality after switching to a largely plant-based diet, which is the base of the Mediterranean diet. Research has shown that people who adopt a strict Mediterranean diet and take regular exercise, often find this helps to keep their weight under control. Mediterranean-style meals packed with fruit, vegetables and grains can be quite filling, and reduce any desire to top up with extra calories.



As mentioned, We do not consider ourselves only as "importers", but we are proud to be "discoverers" of products, rich in flavor and history, but still not distributed on Chinese Market.

Nowadays, thanks to the "global" economy, we do have a great opportunity to give voice to both the large industrial companies, animated by values that we share, and to smaller companies, emerged and then fortified focusing the attention to healthy food. These companies haven't had the chance to promote its theory and values. From now on, thanks to Euro HFC, they can send a message to Asian market which have great care of traceability, transparency and territoriality of food products.

Hong Kong is a wonderful marketplace where you can convey to a refined and demanding clientele, our products and our cherished culinary traditions. In a historical time of evolution and positive change of the "Old" Continent, the Euro Healthy Foods Corporation aims to tell the fascinating story of our food, from immemorial time associated to our lands.



OUR PRODUCTS

We have combined our efforts and our experience, towards the creation of a project called “Regioni D’Italia” (“Regions of Italy”), that include all those products, bearing one or more of the following characteristics:

- Are characterized by a strong territorial identity.
- Carry the legal trademark of the protected designation of origin (DOP), attributed by the European Union to foods whose peculiar characteristics depend essentially or exclusively from the territory in which they were produced, or are considered of a protected designation of origin (DOP).
- Carry the legal trademark of the protected designation of origin (IGP), assigned by the European Union to those agricultural products and goods for which a particular quality, reputation



Full list available here:
<http://eurohfc.com>



or other characteristic depend on their geographical origin, and the production, processing and / or preparation take place in a specific geographical area, so to identify a protected designation of origin (IGP).

- **Carry the legal trademark of the Traditional specialties guaranteed (STG)**, introduced by the European Union to protect productions, production processes , or raw materials which are characterized by a very traditional manufacturing activity , so to identify a traditional guaranteed specialty (STG).

- **Carry the legal trademark of organic products (BIO)**, governed by Regulation CE n.834/2007, which defines the limits of a global system of farm management and food production, that combines best environmental practices, and a high level of biodiversity, with the application of strict criteria relating to animal welfare, and the preservation of natural resources (BIO).

- **[FOR WINES] Carry on the commercial brand, the legal trademark assigned by Italy**, that describes a high quality and a renowned product, whose characteristics are due to the natural environment and the human factor used for its manufacturing, a process obtained by complying with specific production regulations approved by a ministerial decree, in order to identify a controlled designation of origin (DOC), or a geographical area too (DOCG).



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