



Italian pastry excellence

G.M. PICCOLI S.p.A.
THE PERLA COMPANY



OUR PRESIDENT

I founded G.M. Piccoli in 1988 with my Family. Since then, we continue working with passionate efforts, always being committed to our partners, suppliers, and distributors. Therefore, I want to thank everyone throughout the years who have been close to us and never forgot to give their appreciation and their special support.

Special like our Puff-pastries, with their innovative and exclusive design, Italian excellences prepared with care, passion and selected ingredients. This is our strength, since over 30 years, we are the leading Manufacturer in the Puff-pastry Category.

Mauro Piccoli



WHO WE ARE

It all started with A FEW OUNCES
OF FLOUR AND A LOT OF PASSION

It is in this way that G.M. Piccoli S.p.A. - The Perla Company was born in 1988, an Italian company specialized in frozen bakery products.

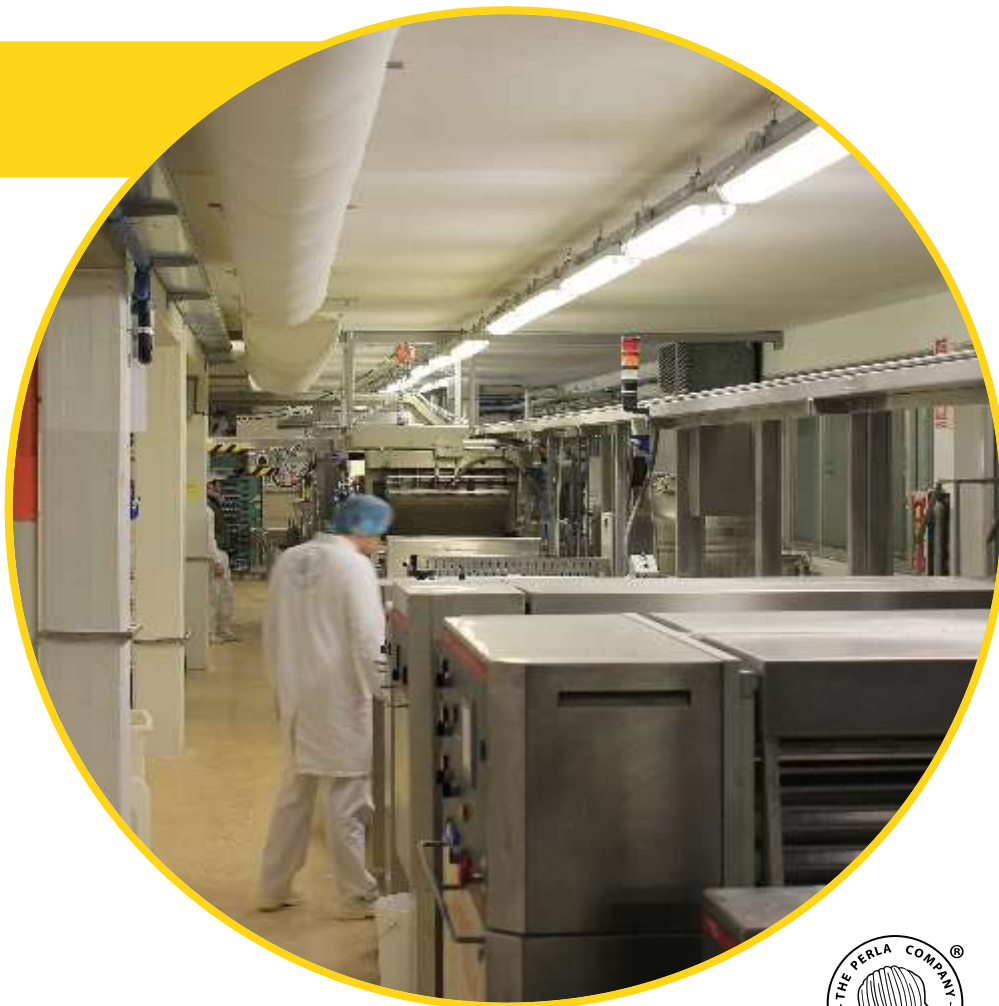
From the beginning, the goal was to achieve a higher quality and this commitment is renewed every day.



WHO WE ARE

HONESTY, SERIOSITY AND PROFESSIONALISM

These are the guarantees that Mauro Piccoli and his collaborators offer to their customers. The Perla Company's products are sold in Italy, Europe and also in non-European markets. They are recognized in the market as the Italian puff-pastry excellence and, as a result, the Company has become a leader in the category.



WHO WE ARE

The company is capable of private label production, creating completely customized lines, both in terms of shape, filling and toppings. The production lines is able to engrave and recreate writings, shapes, designs, logos, creating unique products that can be immediately identifiable by the final consumer.

The fillings in the products are created by Italian pastry chefs, so that the specs given by the customer exceed their expectations.



OUR BELIEFS



THE COMPANY BELIEVES IN FIVE KEY PRINCIPLES
that are the basis of their business culture:

1

Their success is a result of their employees. For this reason, The Perla Company focuses on the human and professional growth of its employees, offering opportunities for development and career.

2

G.M. Piccoli S.p.A. and their employees are highly involved and recognized for their involvement in the local communities. For this reason they follow ethical codes and adopt sustainable practices.



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OUR BELIEFS



THE COMPANY BELIEVES IN FIVE KEY PRINCIPLES that are the basis of their business culture:

- Continuous improvement: every day
- Passion, Quality and Commitment allow them to offer an excellent product with an affordable price point.

For this reason, maximum attention is paid to the safety of products, production, suppliers and agents. They require honesty, transparency and excellence from all of their business partners.

Similarly, the Company maintains the same commitments towards its customers, controlling every aspect of its production process and selecting each ingredient with care.



OUR BELIEFS

THE COMPANY BELIEVES IN FIVE KEY PRINCIPLES that are the basis of their business culture:

4

Continuous innovation is the heart of the company. There is a R&D team, which studies in detail new solutions, forms, fillings, always trying to revolutionize the market with new and creative product ideas.

5

Continuous study of the tastes of the changing consumer trends. Their constant dialog listening to their customer needs allows them to stay ahead of their competition.

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OUR NUMBERS

11

Countries
served

+ 6.400

Square meters of the
production site
In Alzano Lombardo

1.600

Frozen pallets spaces of
finished products

4

Production lines

+250mila

Pieces per day

+ 100

S.K.U.



OUR HISTORY



1988

G.M. Piccoli was born on the initiative of Giulio, Giuseppe and Mauro Piccoli and Maria Fassi.



1996

With the brand “Città Alta - Quality and Tradition” the Company is known throughout the Italian territory with its croissants, cannoncini, mini savory pizzas. In the following years, the company is engaged in searching for innovative and alternative products to the classic croissant.



OUR HISTORY



2000s

G.M. Piccoli revolutionizes the markets with continuous innovations in form and filling: the products are identifiable to consumers and easily recognizable.

The shapes are drawn following the shapes of nature. They are unique and patented, so competitors cannot imitate them.



2004

G.M. Piccoli designs “PERLA™”, registering the product as a «patented shape» and «shape brand» of exclusive property. In a short time it achieves a huge success in the sector, becoming synonymous with quality puff-pastry. It still boasts many attempts at imitation.



OUR HISTORY



2005

Intreccio Rondò. A new revolution and innovation for the era. The interlacing of the two-tone sheets allows to taste the product and better savor the filling with a particular ornamental solution and imitated over the years.

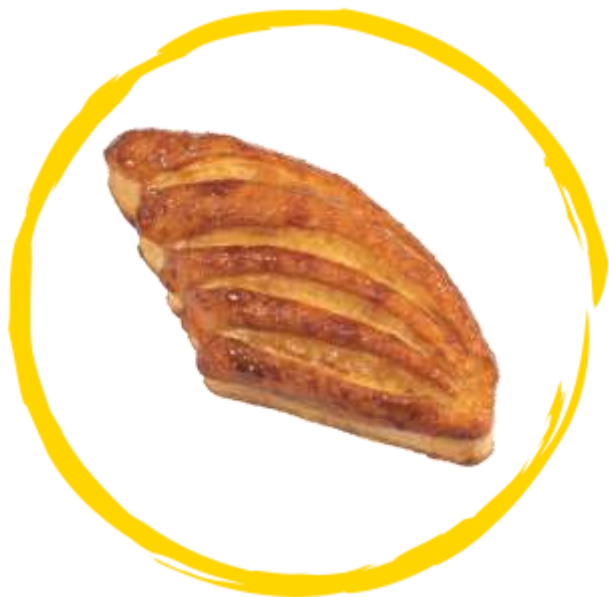


2008

Alba (sunrise) is born, a fragrant puff-pastry well stuffed in every part with hazelnut cream and decorated on the surface with cocoa cereals. Its shape is characteristic because it recalls a dawn, magical moment of the day.



OUR HISTORY



2010

Volo (angel wing) is born, a golden and fragrant puff pastry with the characteristic shape, filled with Spanish cream, covered with a special sugar and decorated with converging engravings that improve its appearance.



2011

Foglia (leaf), one of the first two-flavored puffpastry, is a fragrant and golden leaf-shaped puff pastry, filled with apple, cream and raisins, with a tasty filling homogeneously distributed. A unique and recognizable shape, which attracts the attention of the consumers.



OUR HISTORY



2012

Sapphire and Diamond are born, with the surface embellished with engravings that make them even more crisp. Both shapes **recall** precious stones and enhance the internal filling.



From 2014

Lines are designed for every need, paying particular attention to the fun moments, to breakfast and wellness, to offer healthy and tasty products, which also promote a healthy lifestyle.



OUR HISTORY



2019

Sfoglino, the first puffpastry “panini bread”.
Versatile, usable for different occasions of
consumption, allows cost and time savings.



2020

Gusto is born, the right “cornetto”, an
alternative to the classic croissant:
a soft and tasty "half puffpastry" suitable for
the tastes of every consumer.



WHAT MAKES G.M. PICCOLI S.P.A UNIQUE



- The process is totally controlled. The recipes are unique and original, made with quality ingredients. The layers of the dough are made following the tradition, checked and selected by expert pastry chefs and eliminating what does not meet the quality standard. Then the dough is individually packaged and refrigerated at least 24hrs prior to production creating a famous and unmistakable aromatic bouquet.
- The shelf-life of the products is longer than the competitors, the shipping cases are designed to take up the least space as possible in the freezer. All products are easy to bake and designed to optimize labor cost. Products go directly from the freezer to the oven .
- The dough is light, soft, fragrant and easily digested. Reheated the next day, the products taste freshly baked.



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WHAT MAKES G.M. PICCOLI S.P.A UNIQUE



- The company has different product lines for every need, designed according to the occasions of consumption. Many products are versatile and can be used as both sweet and salty. The company also provides non-filled shells allowing chefs to fill with their own variety of filling.
- Premium patented shapes
- Incredible price point for a premium product
- Our ingredient list DOES NOT contain GMO
- Vegan and Kosher certified products



OUR COMMITMENT

COSTANT QUALITY:

The company has a structured quality assurance process with an HACCP plan drawn up according to international standards. The Quality System is certified according to BRC standards with grade "AA" AND IFS with grade "Higher Level".



OUR COMMITMENT



RESPECT FOR THE PLANET:

The Company strives to minimize the environmental impact of production, contributing to a healthier future. To produce the products, they also use renewable energy from solar panels installed on the roof. A waste management policy has been introduced. The goal is to achieve zero waste.



OUR COMMITMENT



SAFETY AND HEALTH At the workplace

The company protects employees, third parties and all parties involved in the value chain.

SOCIAL RESPONSIBILITY:

The company supports local projects that create added value and think to the future and the growth of the Community.





COVID-19 EMERGENCY

The company has activated and strengthened safety protocols in all production sites, to guarantee the protection of workers and the products.

The company quickly reacted to the recent pandemic by modifying their entire facility keeping their employee's safety the first priority.





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