

PRESS RELEASE

„40 anni“ LaSelva organic fine-food & wine

An Italian gourmet family with a pioneering spirit from Munich celebrates 40 years of organic farming and creation of fine-food in Tuscany.



Graefelfing (Germany) & Albinia - Orbetello (Tuscany, Italy), May 2020: The Tuscan organic pioneer LaSelva celebrates its 40th anniversary. Karl Egger from Munich started preparing seven hectares of land in Tuscany in 1980 for farming using natural methods to provide us with a genuine, intense food-enjoyment experience. Today, this produces organic certified crops for LaSelva's Italian fine-food brand. They ripen on over 700 hectares of LaSelva's own estate with a regional focus on Tuscany complemented by the produce from organic farms in other parts of Italy. The second generation at LaSelva now processes vegetables, herbs and fruit in-house from around 80 crop species to produce tomato specialties, pesto, Mediterranean food ingredients, bruschetta, vegetable pastes, antipasti and wine. Around 95 percent of the raw materials for processing come from crops at LaSelva and from Italy. The Tuscans also work with traditional processing businesses to extend the range. LaSelva has established a network of organic farms for itself and its home region. The fine-food manufacturer sells 200 typical Italian organic specialties and 15 vegan organic wines internationally. The total consolidated turnover was around 25 million euros in 2019.



Founder Karl Egger (in the middle) with his first colleagues in cultivation and processing.

40 years ago, Munich native Karl Egger, who had just naturalized in Italy, embarked on a mission: to preserve the intense enjoyment of fresh seasonal vegetables and fruit as naturally as possible, without unnecessary additives, delivered in jars. Original toscano! The brand name "LaSelva" means "forest" or "wilderness" in English and conveys Egger's environmental understanding of cultivation and food production in harmony with nature.

The old farm building of the same name, which the co-founder of Naturland e.V. bought at the time, and the associated farm in the natural, southern region, the Maremma, on the Tyrrhenian coast became the first partner company of Naturland e.V. outside Germany in 1984. It is still the case today and will continue to be a place for the natural preservation of soil fertility as well as for protecting native flora and fauna with various reforestation projects.

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LaSelva organic fine-food serves the organic and fine-food trade in the home market of Italy and Germany, in European countries including Scandinavia, in Japan, and the USA. LaSelva has 286 Italian and German employees from the respective local areas in cultivation, processing and sales. Wholeheartedly, the LaSelva has remained a family business now with young generations of families. These families often give suggestions for new recipes.

Responsabilità e piacere: responsibility and understanding of enjoyment.



Peter Hüller, Managing Director,
LaSelva Germany.

On the German side, Peter Hüller has been managing director of the LaSelva Toskana Feinkost Vertriebs GmbH in Graefelfing at Eggers former home town since the brand was established. LaSelva seeks long-term partnerships with traders who appreciate its craft, know its processing challenges and love its regional specialties.

“We all have to be aware that we process and sell crop produce. Our range is adapted to having nature in charge: be it by bringing us more to process when there is a harvest surplus or by providing wonderful, spontaneous recipes or by causing crop losses. It is nice, but also challenging to competently convey to our customers an authentic view of the challenges on the farm and in delivering food enjoyment” says the managing director, who together with long-time colleague and current sales manager Beate Wilke and a 26-strong team represents the brand in the organic food trade.

Five years ago, Karl Egger brought his successor, the Tuscan and engineer in food technology, Christian Stivaletti, into the business in Italy. He is responsible for LaSelva società bioagricola s.a r.l.u and is the chief coordinator of cultivation, network, sales and processing at the company's own La Dispensa di Campagna s.r.l. He is also supported by long-standing employees, for example Monika Mayer, quality manager who has been active in Italy for 20 years, and Daniele Zauli, the agricultural manager since the company was founded. Danilo Nocciolini is now his successor after more than 15 years of cooperation.

“At LaSelva we take our responsibility in producing enjoyable food free from unnecessary additives honestly in harmony with our environment very seriously. We are committed to organic farming on our estate and in our own processing. We live the real Tuscany with passion, with its no-frills, pure recipes” says the managing director of LaSelva Italy, describing the guidelines for the path to the future.



Founder Karl Egger (2nd, right, from top) and Christian Stivaletti (1st, left, from top) with the Italian management.

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Today the Tuscans have over 707 hectares of agricultural land, 124 hectares of unmanaged land and Mediterranean forest. To meet the increasing demand for diverse, original Italian food specialties, they work together with their network of farming partners and traditional manufacturers. These include, for example, twelve tomato farmers and a basil farm in Tuscany, an oil mill in Calabria, olive growers and a traditional coffee roaster in Puglia, as well as a pastificio near Arezzo in Tuscany.

The partnerships are shaped by LaSelva's own 40 years of farming and processing experience. LaSelva thus takes its ecological responsibility seriously, tries to promote it in Italy and will continue to live Egger's passion for enjoyment and nature in the future.

Zertifizierung: for environmental and social justice.



In 2018, the estate farm received its Naturland „Fair“ certification. The first manufactured specialties and organic wines that contain more than 50 percent raw materials from the estate bear the Naturland Fair label.

Karl Egger was a founding member of the Naturland farming association in the early 80s. With this additional certification, LaSelva today documents its eco-social commitment which will remain an important part of food production in the future. If you want to see this for yourself, you are welcome to visit the agriturismo on the estate. Benvenuti!

Tanti auguri - limited anniversary edition: modern re-usable storage jars with an insight into the three main crops of the organic farm.

Delicious from Italy and Tuscany. Pure and transparent fine-food creations from organic farming since 1980. That is what the limited anniversary edition of the organic fine-food pioneer stands for. Each jar is chic, modern and re-usable. The logo transparently gives an insight into the crops of the organic farm and its cultivation partners. The three main LaSelva crops whet your appetite for Tuscan basil in vegan pesto, for a new artichoke fantasy and for a classic, family-style tomato salsa. In addition, the powerful anniversary red wine „Rosso Maremma Toscana DOC 2018“ from Cantina LaSelva warmly brings home the Sangiovese grape.

 **Product & corporate press releases** (www.laselva.bio/presseinfo-und-bilder)

Background information: (www.laselva.bio/presseinfo-und-bilder)

 **Press portraits:** LaSelva organic fine-food und Cantina LaSelva.

 **Fact-sheet:** LaSelva history.

 **Farm portrait** (www.laselva.bio/presseservice)

 **Sustainability report** (www.laselva.bio/presseservice)



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Press service:  www.laselva.bio/presseservice

Press information & images, films, interviews, press visits, cooperation. Online shop with product details, prices and lists of ingredients.

Contatto: Contact

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Short portrait: LaSelva organic fine-foods.

The Tuscan organic estate of LaSelva has grown since 1980 from 7 ha to 831 ha. LaSelva società bioagricola s.a r.l.u. in Albinia - Orbetello (GR) comprises a farm that is certified through the Naturland Association. It is managed using a largely closed circular economy on 707 ha, complemented by Mediterranean forest with sanctuaries for wildlife and uncultivated land on 124 ha. A farm factory, LaSelva's winery, and the processing plants of La Dispensa di Campagna s.r.l on 12,000 m² in Donoratico have been developed.

More than 250 organic items for the retail, wholesale and gastronomy sectors are distributed internationally today from the southern Maremma region of Tuscany and the Munich-based LaSelva Toskana Feinkost Vertriebs GmbH.

A medium-sized, international enterprise has developed from the founder Karl Egger's original idea for organic farming and understanding of pleasure in food. It is embedded in a tight network of Italian raw material and product suppliers as well as international partners set up in the last three decades.

About 286 LaSelva employees work in Italy and Germany in sales, cultivation and production. The employees in cultivation and processing come from the locality and are paid according to national tariff. LaSelva offers holidays in agriturismo, tours of the farm and wine tastings.

International: LaSelva in specialist retailers.

LaSelva Toskana Bio-Feinkost serves the home market (Italy), Germany, Switzerland, Austria, Scandinavia, France, Poland, Czech Republic, Romania, Japan and the USA. LaSelva products are in specialist organic food stores, in health food shops, delicatessens, and wine stores.

Diverse organic range: Italian fine food and Marammanic wines.

Whether vegan, gluten or lactose-free: a large part of the approximately 200 organic fine-food specialties, the 15 organic wines, and the Spumanti meet the current consumer preferences. LaSelva's varied range of natural foods and delicacies ranges from the tomato all-rounder to olives, antipasti, bottled vegetables, fine pastes, pesto, pasta and jams, as well as vinegar and olive oil.

International award-winning wines, produced by the cantina LaSelva in the Morellino di Scansano D.O.C.G., Prosecco and Spumante, Caffè espresso, Passito and Grappa, and pizza pastries and Cantucci all refine the offer of Italian delicacies.

Organic awareness: organic identity, control and certification.

The environmental awareness and responsibility in LaSelva is rooted in the co-founding of the Naturland Association by Karl Egger in the early 1980s. LaSelva was also the first Naturland certified business outside Germany. Since not all suppliers have Naturland certification, but produce very good organic foods, LaSelva products are also certified by ICEA (Istituto per la Certificazione Etica e Ambientale), partly by Naturland, and according to the EC regulation 834/2007, depending on the share of their own and supplied raw materials.

LaSelva, through its many years of experience in organic farming, places special demands on its partners, offers its customers transparency and guarantees additional personal control. The network is locally, regionally and nationally manageable and proven over many years. The purchase of raw materials from abroad is restricted to organic ingredients that are difficult to source or are not available in Italy, such as dried fruit, spices and capers.

Employees: LaSelva organic fine-foods.

About 286 LaSelva employees work in Italy and Germany in sales, cultivation and production. The employees in cultivation and processing come from the locality and are paid according to national tariff.

At a glance: LaSelva società bioagricola a r.l.u., Albinia – Orbetello, Toscana (GR), Italia.

831 ha total area: 85 % farmed, 15 % Mediterranean forest and uncultivated land.

Crops: 150 ha total vegetables, e.g. 35 ha tomatoes, 9 ha basil, 28 ha artichokes, 30 ha other vegetables (onions, paprika, aubergine, zucchini, asparagus, potatoes etc.), 48 ha pulse crops (beans and peas); 7 ha fruit crops, 49 ha sunflower, 174 ha cereals, 212 ha grassland/lucerne, 35 ha vineyard, 27 ha olive groves.

Livestock: 130 Chianina cattle (cows and calves, young animals) and 80 Apennin sheep.

Winery: 180,000 bottles of red wine, 30,000 bottles white wine and 5,000 bottles of spumante per year. In addition: prosecco, passito and grappa.

Own processing: Manufacturing on the farm, processing plant on a 12,000 m² site in Donoratico.

Organic certification: according to EC Directive 834/2007, certified through ICEA (Istituto per la Certificazione Etica e Ambientale) and the LaSelva Estate is certified by the Naturland Association and is additional certified according to the Naturland "Fair" guideline.

Agiturismo: Renting of rooms and apartments, also suitable for groups. Farm tours and wine tastings: On request.

