

Coppola Foods: Traditional and Real Italian Food



Coppola Foods Limited began over 10 decades ago as a family owned Italian restaurant with food manufacturing in Saverino, Italy that was established in 1908. The business effectively made use of family recipes and promoted genuine taste. It was a rare gem in Saverino and the family tradition carried on for many years. With the preparation of their pasta dishes being so popular, the local people have been supporting them for many years and will do so, for more years to come.

In 1952, almost 45 years later, Mr. Ernesto Coppola had a great idea to begin canning and selling tomatoes for an export market. This was another aspect of the already very popular restaurant business. He created a huge spark for the generations to succeed him in the future. Now over 50 years later, the business is run by the third generation of the Coppola family. Currently, they have continued to deliver the authentic Italian pasta recipes which are considered as essential ingredients for Mediterranean diet. The Coppola Mediterranean diet contains all varieties of pasta that are traditionally produced in Italy. This diet utilizes fresh, natural and high quality ingredients for each product.

No one can deny Coppola's pasta dishes' authentic taste but they also bring more to the table with certified Halal meat. All Coppola products are Halal certified by the Halal International Authority (HIA) in Italy. This traditional family restaurant brings a truly original dish to life with all its products. The uniqueness of Coppola products are made according to traditional ways from Comperia, where pasta is shaped using bronze dies and it is slow-dried at low temperatures that does not alter the proteinic and organoleptic properties. These types of simple touches are the reasons for the growing demands worldwide.

Coppola current targeted market is to Asia. Coppola participation in THAIFEX 2013 was their first



appearance in Asia market. They met several potential international buyers from Asia region; China, Hong Kong, India and more. The exhibition had a great crowd and the Coppola family is look forward to participate again in Thaixex 2014. The customer target audience is the middle class or higher and educated particularly on the consumable products that affect the quality of life. Coppola promotes healthy living through their products such as strictly Halal meat and of course the preparation of their meals.

Coppola actively educates the public on knowledge of original and non-original pasta. For Coppola, the concept is: "Preparation must be done nicely; eating must be enjoyed and socializing between spouse, friends and family." The market trend is the increasing demand for pasta around the world and the Coppola family wishes to spread their idea of quality foods throughout the world. Currently, the company has the new product based from yellow tomato which can be used for fish cooking that brings sweeter taste. This particular product will help you savor the flavor of prime Coppola courses. With a strong heritage as the Coppola Foods Limited has created the production and distribution of healthy products will surely prosper for years to come.