



**ITALIAN
PASTRY
EXCELLENCE.com**

Vendor profile

Mission & Vision



We create the most **delicious and innovative frozen Puff pastries**, with generous fillings and unmistakable shapes, bringing joy to Customers across all the channels where we sell.

We use the **finest ingredients** to ensure products that are fragrant and have **excellent shelf life both before and after baking**.

We want Consumers around the world to enjoy the **finest Italian Puff pastries** with an **exceptional taste experience**.

Taste & Style



Since 1988 we produce the most delicious
and original **frozen gourmet Pastries**
appreciated for the **generous filling** and
for the **scent** that they give off during baking.

We satisfy both **greedy consumers**
and those attentive to a **quality diet**.



Bake them, they are ready in a few minutes.
And now taste them: they are incredibly good and digestible!

Beyond the usual croissant

Do you smell this delicious freshly baked pastry scent?



These are Pastries with **original and patented shapes**, produced according to the **artisanal method of the pastry night rest**. The filling is much **richer** and **well distributed**.

Hydrogenated fats and artificial colors? We don't need them!
And the baking? Easy: straight from the freezer to the oven

The secret of goodness? The craftsmanship

Our Pastries are made with
high quality ingredients by selected Suppliers.

The dough rests for over than 24 hours,
according to the best **Made in Italy artisanal tradition**.

This is why our Pastries
stay good for a longer time after baking.



*Rediscover
the pleasure of enjoying
a great Puff-pastry*

Our Partners recognize us as the
Italian puff-pastry' Specialists.

We want foodies from all over the world
to enjoy moments of **greedy happiness**
while savoring the **best Pastries.**

The products that will make your Customers happy all day



Many different products to cover **all consumption occasions**, from breakfast to aperitif.

**We know how to satisfy even the most demanding Consumer,
with Kosher, Vegan, Halal certified products and
enriched with nourishing and functional ingredients.**



How we distribute our Puff-pastries

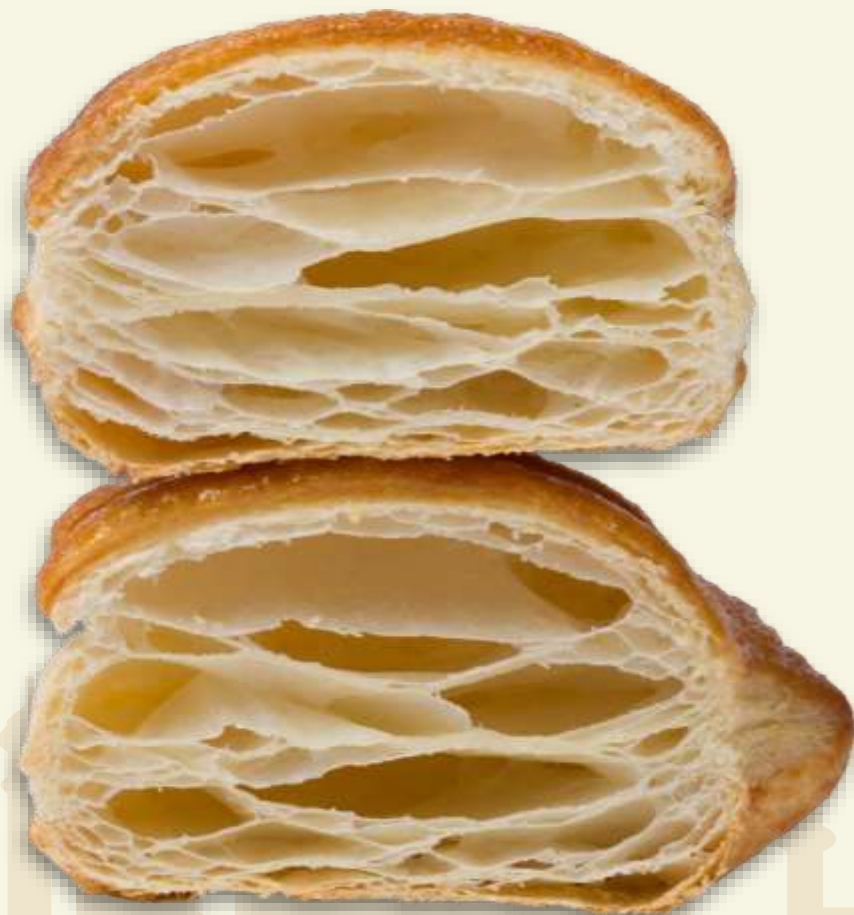
We produce for foodservice **Distributors**, the **food Industry**, and **Retail chains** worldwide.

Foodservice e Ho.re.ca.

Distributors bring **goodness** into **coffee shops**,
pastry shops and **international hotels**.

Retail e Gdo

Our products are perfect for the **frozen aisle**
and can also be baked and offered
into the **in-store bakery corner**.



Important players appreciate us for...

- ✓ *Artisan deliciousness* The best Italian Puff-pastries, **golden and fragrant**
- ✓ *Exclusive private label* **100% customizable products:** weight, recipe, filling, decoration, topping, pcs per box...
- ✓ *Best category performance* **Shelf-life** up to **24 months**, **protective** and space-saving **cases**.
- ✓ *Top quality, stable over the time:* digestible and light products
- ✓ *Original and patented shapes*



Our Company at a glance

38

YEARS ON THE MARKET

11

COUNTRIES SERVED

+250.000

PIECES PER DAY

+ 6.400

**SQUARE METERS OF THE ALZANO
LOMBARDO'S PRODUCTION SITE**

4

PRODUCTION LINES

1.600

**PALLETS STORAGE SPACES IN COLD
ROOMS FOR FINISHED PRODUCTS**

62

**EMPLOYEES
FAMILY-RUN BUSINESS**

+ 100

S.K.U.

GROWTH CAPACITY: 50%

Business model



PRODUCTS OFFERED

- ✓ Unmatched portfolio of frozen puff-pastry products which allows us to serve a wide range of Clients across different channels and respond to today's consumer trends.
- ✓ Unique and trademarked shapes.

PATENTED BRANDS



SOLID REPUTATION

- ✓ Historic and patented brands
- ✓ Over 38 years of experience and long-lasting Customer's relationships.
- ✓ Renowned for superior service and consistent products quality.

REGISTERED DESIGNS



MAXIMUM ADDED VALUE

- ✓ Premium quality positioning compared to competitors

DIVERSIFIED CHANNELS



A reliable partner



HIGH QUALITY

We are appreciated for our **quality certified** according to international standards

BRC with "AA" grade
and **IFS** with "Higher level".



RELIABILITY

We keep our promises, we are punctual,
we provide accurate **technical documentation**.

We know how to dialogue with Buyers,
Technical offices and Quality Managers from
all over the world **to satisfy every specific request**.

and responsible



We work **sustainably**
by using **100% renewable energy**.
We protect the **safety** and **well-being**
of **people** and contribute to the growth
of the community by supporting **social projects**.

CONTINUOUS INNOVATION

Our R&D Team studies the trends and the market,
to meet the tastes of nowadays Customer.





For the third consecutive year, we have earned the EcoVadis Committed Badge – July 2026, following an assessment of our sustainability management system across four areas: Environment, Labor & Human Rights, Ethics, and Sustainable Procurement.

A Family passion

I founded GM Piccoli in 1988 together with my Family.

Since then, we have been working with enthusiasm to continue to be the "Italian pastry Excellence".

We are never satisfied: we want to create increasingly good and innovative products in terms of taste, design and nutritional aspects.

Our Collaborators, Suppliers and Distributors help us in this mission, and we want to thank them for their support.

Because, if you want to do good things, passion is the most precious raw material!

Mauro Piccoli President and Founder



Do you want to know more about products,
costs and what we can do for you?

Request a technical advice



Italian pastry excellence

MADE IN ITALY BY

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