



# BASSO FEDELE & FIGLI SRL

## COMPANY PROFILE

### BASSO FEDELE & FIGLI s.r.l. - Società Unipersonale

Via Nocelleto, 46 • Zona Industriale • 83020 San Michele di Serino (AV) • Italy  
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Diretto e coordinato da BASSO INVEST s.r.l. - P.IVA E C.F. 02525210643 - Sede Via Nocelleto, 46 - 83020 San Michele Di Serino (AV) - Italy





**BASSO FEDELE & FIGLI Srl** is a family run Company operating in the production and packing of edible oils since 1904.

It is a Company with a business spread all over the World, exports covering about 80% of the whole turnover, attested on 80 million euros yearly.

The Company is part of the Basso Invest Holding including the following members:

1. **BASSO INVEST Srl** – Group Leader (Owners are BASSO family members)
2. **BASSO FEDELE & FIGLI Srl (Edible Oils)** – 100% owned by Basso Invest Srl
3. **BASSO ENERGY Srl (solar energy & oil engines)** – 100% owned by Basso Invest Srl
4. **BASSO USA** – Warehouse and Distribution Company
5. **VILLA RAIANO Srl (top rate winery)** – 90% owned by Basso Fedele & Figli Srl
6. **VILLA RAIANO EVENTS** – Restoration and Catering
7. **ACEITES LA ESPERIA** – Sister Company based and operating in Spain
8. **UNICA SNC** – Management of olive groves and vineyards of the Basso family



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BASSO FEDELE & FIGLI Srl **exports to over 90 Countries worldwide**, from the United States of America to Canada, from Australia to Japan, from Republic of South Africa to the Countries of the European Union, and many other areas of the five Continents.



In first instance, production is focused on a **vast range of Quality Extra Virgin Olive Oils**, including Organic Extra Virgin Olive Oil, Regional Extra Virgin Olive Oil, Mono-cultivar Extra Virgin Olive Oils, dressing based on Extra Virgin Olive Oil, but also significant is the production of further edible oils such as Pure Olive Oil, Olive Pomace Oil, Sunflower Seed Oil, Peanut Oil, Corn Oil, Soy Bean Oil, Grape Seed Oil, Rice Bran Oil, and so on.

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Besides its first brand BASSO, and many other home brands, the Company also packs a series of Private Labels, most of which are property of prestigious groups from overseas. The number of total brands packed is around 120 on an estimate.

Headquarter and production plant are located in Campania Region in a small town called San Michele di Serino, a few miles away from Avellino, the county main city. The plant extends on a surface area of about 14.500m<sup>2</sup>, and in the same location, BASSO family also runs an Olive Pressing Mill for the production of selected Cold Extracted Extra Virgin Olive Oil from seedless Olives.

The plant is located in a very strategic and economically convenient position, a few miles away from both Ports of Napoli and Salerno, and this makes inner road transportation of the goods very easy and fast, keeping BASSO very competitive on the Global market.

The national market spreads both through the Distribution Channel and through the small retailers. The Exports rely on a wide network made of agents, distributors and importers, and it is followed by an internal Export Team made of highly specialized professionals, expert on foreign trade and passionate at work.

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## CERTIFICATIONS



Packing is performed following the dictations of **HACCP** (Hazard Analysis and Critical Control Points) system procedure for food safety.

The Company is certified ISO by DNV, since December 1999.

Running ISO certifications are **ISO 9001/2008**, **ISO 14001/2004**, **ISO 22000/2005**.

In 2001, BASSO was awarded with the **BRC (British Retail Consortium)** certification confirmed at “**grade A**” level at all of the following Audits.

In 2007 the **IFS (International Food Standard)** was also awarded with “**Higher Level**”.

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The Company is also certified **EMAS (Eco Management and Audit Scheme)**

Latest achievements are **SA 8000 Ethical Standard Certification** released by DNV, **Walmart Standard**, and **SEDEX Platform**.

With reference to specific branches of its products, the company is certified **Kosher** by the Orthodox Union in New York, and **Halal** by the Halal International Authority.

Other product certifications refer to **Organic Extra Virgin Olive Oil**. In this respect, the Company is in the position to meet the most advanced requirements of its Customers, and to attest itself as one of the first exporter of this product abroad. Basso Organic products are certified by the European Authorities under the **EC Regulations (CE 834/2007)** and also comply to the **Japanese Agricultural Standard ( JAS )** and the **US National Organic Program ( NOP )**, to the **Canadian Organic Regime ( COR )**.

The last but not the least, since 2003, the Company Management has been spending big efforts in developing a proper environmental management system, through the application of the **DFE (Design for Environment)** guidelines and the analytic methodology of the environmental impact and process safety, which targets to:

- Promote the efficient use of energy sources and materials used during the working cycles;
- Organize the working processes in such way that the work results will minimize the environmental impact and will guarantee healthy food products;
- Reduce the environmental impact of the processes by implementing the best technology, compatibly with the available funds.
- Improve the separations of the parts and of the recyclable materials in order to enhance their recovery and disposal.

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## QUALITY CHECKS

In the Company Internal Laboratory, run by a specialised team of chemists and food technologists, **Chemical Analysis** are performed on each incoming oil, on each oil mix, and on each packed oil before shipment, relying on the most advanced laboratory equipment and up-to-date techniques. The following analysis are performed: Acidity value determination; Spectro-photometry; Number of Peroxides determination; Determination of the methyl esters of the fatty acids; PAHs determination; Waxes; Pesticides; Ring tests in accordance with other Italian Laboratories.

For any additional analysis, Basso relies on external well qualified and accredited Laboratories located in Italy and Germany.

Moreover, thanks to an internal Panel of qualified oil tasters, **Organoleptic Tests** are performed on any extra virgin olive oils before any acceptance and packing, and a benchmarking of the products from different markets, national and overseas, is any now and then performed to check which is the Basso Products position on the Global Market.

All production steps (such as filtration, mixing, bottling) rely on the most advanced technologies, complying with the latest standards of the Food Industry.

According to the HACCP System, each step is strictly regulated in order to avoid food contamination and defects.

## ENERGY RESOURCES

In view of its principles of environmental respect and sustainable development, the Company has installed and operated, at the end of 2008, a **photovoltaic plant** for the production of electric energy, which has Power of about 300 kW.

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Photovoltaic process allows transforming sun light directly into electric power with no CO<sub>2</sub> emission in the atmosphere, no noise emission and no waste. Moreover, electric power is generated directly in the place where it will be used, and this avoids eventual loss of energy during transportation or due to voltage shifts.

Thanks to its photovoltaic plant, the company produces all the energy needed for production plant working and also produces an excess quantity of energy that is sold to the electric network. In this way, other end-users are also given the possibility to use this clean energy source, automatically reducing the CO<sub>2</sub> emission in the environment.

## PLANT

The plant, which was partially renewed in 2012, currently counts with **7 production lines** equipped with the most advanced technological devices:

- Line 1 – PET (with standard label or full sleeve) and Glass bottles;
- Line 2 – Tins and PET bottles;
- Line 3 – PET and small Glass bottles;
- Line 4 – Glass bottles
- Line 5 – 1L Tins, Glass and PET bottles;
- Line 6 – Hand Made Products / big size for industry and restoration
- Line 7 – Small sizes bottles and tins (10-30-100-200-250-500 ml) Flavored oils and Dressings

Production capacity is about 600 MT of oil daily on average, while the total stocking capacity of bulk products is 3750 MT.

**A totally new up-to-date and performing plant will be built by the end of the year.**

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## SUPPLIES AND DELIVERY TIME

Thanks to its high specialized production system, the Company is able to make ready a new Purchase Order within 5 working days from the official order confirmation.

The cooperation with the best Carriers and the short distance from the Ports of Naples and Salerno make possible very short delivery times, always matching the requirements of the customers for what concerns transport costs and transit time.

## MAIN CUSTOMERS

| COUNTRY     | CUSTOMER          | BRAND            |
|-------------|-------------------|------------------|
| U.S.A.      | COSTCO            | BASSO            |
|             | WALMART           | MEMBER'S         |
|             | AMAZON / WFM      | 365              |
|             | SAFEWAY           | O'ORGANIC        |
|             | THE PASTENE       | PASTENE          |
|             | WAKEFERN FOOD     | BASSO            |
| CANADA      | AURORA IMPORTING  | BASSO            |
| JAPAN       | KIKKOMAN          | DEL MONTE        |
|             | SC FOODS          | LACENO           |
|             | KAGOME            | BULK             |
| SOUTH KOREA | SEMPIO FOODS      | FONTANA          |
|             | LOTTE SHOPPING    | BASSO/ONLY PRICE |
|             | SHINSEGAE FOODS   | BASSO            |
| INDIA       | FIELD FRESH FOODS | DEL MONTE        |
| GERMANY     | ALDI              | CASA MORANDO     |
|             | METRO             | METRO CHEF       |
|             | ALDI              | CASA MORANDO     |

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## HISTORY LINE & AWARDS

**1996** – Extra Virgin Olive Oil under Basso home brand has been mentioned on GAMBERO ROSSO, the most prestigious food magazine in Italy, in the map of the best Italian Extra Virgin Olive Oils.

**2003** – At the CIBUS MED food exhibition, at the XII “Leone d’Oro dei Mastri Oleari” International Award, BASSO has been awarded the “Diploma di Gran Menzione” for its “Soft Fruity” Extra Virgin Olive Oil.

**2005** – Extra Virgin Olive Oil under Basso home brand and the Oil packed under the Private Brand KATTUS, both distributed in Germany, have been reviewed on the STIFTUNG WARENTEST magazine as among the best oils present on the German Market.

**2006** – The Company, represented by its President Sabino Basso is awarded the prestigious “Excellence Award” by Luca Cordero di Montezemolo President of Confindustria (Italian Manufacturers’ Association).

**2009** – Mr. Sabino Basso is elected President of Small and Medium Industries, a branch of Confindustria of the Province of Avellino.

**2010** – BASSO FEDELE & FIGLI Srl launches a brand new cosmetic line under the BASSO BEAUTY Brand.

**2011** – Mr. Sabino Basso is elected President of Confindustria Avellino.

**2001 – 2008** VILLA RAIANO, company belonging to the BASSO group receives awards and reviews on the main specialized magazines (Bibenda, Gambero Rosso, L’Espresso, Wine Spectator, etc).

**2013** – Mr. Sabino Basso is elected President of Confindustria Campania.

**2016** – Fabrizio and Federico Basso, the new generation, join the Company

**2018** – Pentawards 2018 at the Guggenheim Museum in New York: our product “Sabino Basso – Oli d’Italia Selezioni” is prized with the Silver Award.

**2019** – Packages of the Year Awards at NACD Packaging Award Berlin: “Sabino Basso – Oli d’Italia Selezioni” is prized with the Silver Award.

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