PRESS KIT – YEAR 3

PURE FLOUR FROM EUROPE USA & CANADA

Continuous PR and press office activities



Continuous PR and press office activities

United States & Canada March - August 2024

The Pure Flour from Europe program continues to build momentum, relationships and awareness in the United States and Canada through strategic public relations activities, including media relations.

Targeting Opinion Makers

Through news release syndication and proactive media relations, the Pure Flour from Europe program is building awareness and engagement.

8,500



CONTACTS IN MEDIA DATABASE

4,076

MEDIA HITS FROM
NEWS RELEASE
DISTRIBUTION &
EARNED MEDIA

278



CONSUMER S REACHED \$4.6M
AD EQUIVALENCY

Organization of press events



Organization of press events



Workshops with food sector professionals and influencers



Workshops with food sector professionals

Chicago - 26 June 2024 @ Eataly

The Pure Flour from Europe program hosted one culinary workshop @ Eataly Chicago led by Chef Francesco Allegro.



Natural Products Expo West

Participation in international trade fairs

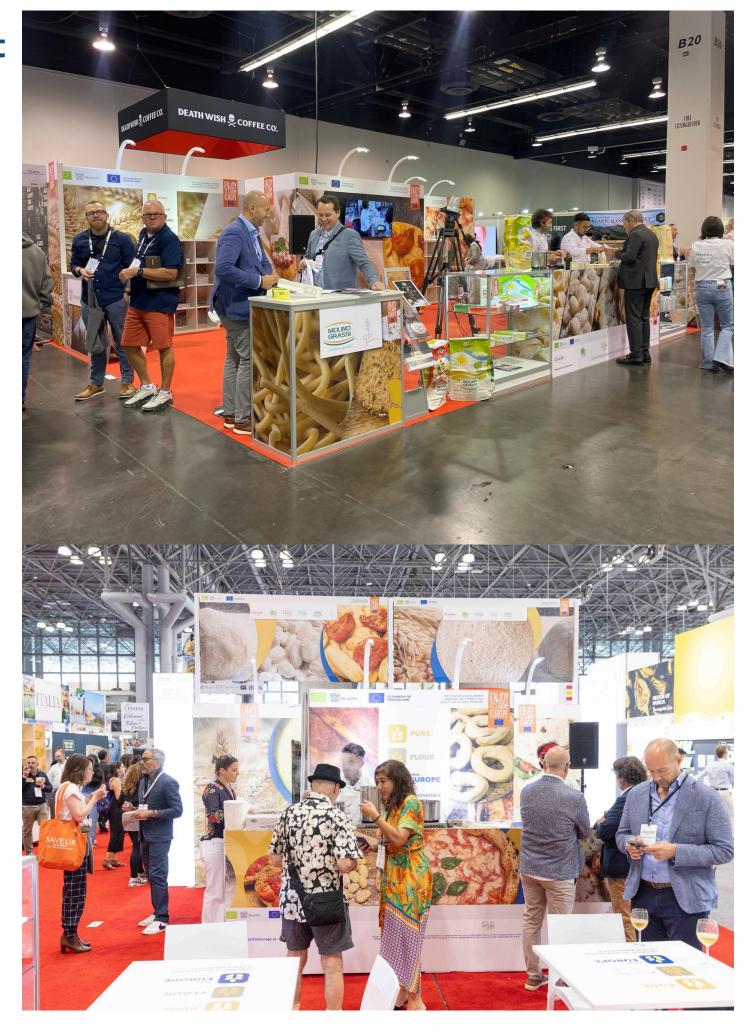
Natural Products Expo West

- Anaheim - 14/16 March 2024

Summer Fancy Food Show - New York - 23/25 June 2024

The Pure Flour from Europe program headed to two international trade fairs during spring and summer 2024.

Summer Fancy Food Show



Natural Products Expo West - Anaheim - 14/16 March 2024





Summer Fancy Food Show - New York - 23/25 June 2024





In-Store Promotions



UPCOMING AT EATALY CHICAGO



Celebrating Pure Flour from Europe

From June 26 - July 2, join Pure Flour from Europe for in-store promotions celebrating the superior quality and versatility of Italian and European organic wheat flours and organic semolina.

DISCOVER MORE

In-Store Promotions

The Pure Flour from Europe program partnered with Eataly Chicago to host one in-store promotion from June 26 to July 2, 2024 which engaged over 40.000 shoppers in an opportunity drawing to win Eataly gift cards and Pure Flour from Europe promotional materials.



In-Store Promotions - Eataly Chicago June 26 to July 2, 2024





