

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

M

CONSUMER
S REACHED

\$4.6M

AD EQUIVALENCY

Organization of press events



Organization of press events

Chicago - 26 June 2024 @ Eataly



**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



A top-down view of hands sifting sand through a sieve. The hands are positioned at the top, and the sand is falling through the sieve, creating a dense stream of particles. The background is dark, making the white sand stand out. The words "THANK YOU" are centered in the middle of the image in a bold, orange, sans-serif font.

THANK YOU