

FEDERATION:
Federalimentare Servizi S.r.l

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Federalimentare is the Italian Food & Drink Industry Federation established in 1983. With its 16 associated branches, Federalimentare represents and protects any single segment of the Italian Food Industry, which is the second ranked Italian manufacturing sector with a market share of 13% and an export quota of 20% of its turnover. The mission of the Federation is designed to achieve and promote conditions that strengthen the competitiveness of the Italian Food Industry both domestically and on the international markets, becoming the interpreter of its key values such as the quality and the safety of the products, the reliability of the entire supply chain, the transparency in the production process as well as the communication skills and entrepreneurial excellence. The sector successfully experiences the most advanced technology while respecting tradition. Federalimentare is taking part to EXPO 2015 with own corporate pavilion "CIBUSèITALIA" and the food educational show "FabFood".

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Fresh-App

Fresh-App is an eco-innovative drink obtained from orange and apple peel.

Fresh-App is an eco-innovative drink with reduced alcohol content, a unique drink obtained from by-products of the food industry only, naturally coloured and flavoured. The drink is designed for a wide range of people thanks to its nutritional features: it has reduced alcohol content, it contains fructose, the natural sugar present in fruits, and polyphenolic compounds from apple and orange peels, with an high antioxidant activity. Unlike all the other drinks on the market, Fresh-App is not a combination of fruit juice, flavours, sugars and sparkling water, but it is obtained by an innovative and eco-friendly extraction of bio molecules from both apple and orange peels that give the product the

typical colour and flavour. The rapid solid-liquid extractor dynamic is an innovative technology of solid-liquid extraction. It allows to quickly drain apple and orange peels in the water-alcohol solution and to extract biomolecules at room temperature. The ideal packaging should be light, solid, unbreakable, non-toxic, recyclable and must keep the organoleptic and nutritional characteristic of food at the same time. For this reason, a completely aluminium bottle has been selected. The aluminium has high recyclability and it provides protection from light, air, moisture and bacteria. Moreover, it perfectly preserves taste and odour and is cheap for transportation.



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