

PRODUCTS



ITALY  
**SOcrock**

### Team Presentation

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SOcrock is a new and sustainable product made from white sorghum, an old and less demanding cereal with great potential. With an essential and natural recipe, SOcrock is a bi-taste snack (half chocolate, half cereal) crunchy, light, and rich in fiber, which gratifies without swelling. It is a handy and fast hunger-cruncher to keep always in your bag. With an attractive design, it can be eaten at any time and everywhere. Simple, but not obvious, SOcrock marks a return to origins with a twist. With only 88 Kcal per bar, it satisfies your craving without guilt. But SOcrock is not only taste and pleasure. Naturalness and innovation make it an eco-friendly snack: with nutritional properties similar to corn, sorghum has lower water requirements and greater adaptability. In SOcrock, white sorghum is used in various forms: as blown grains, as syrup and as fiber. SOcrock's nutritional added value is provided by ingredients obtained from what the food industry considers as byproducts (fiber and grape seeds). The supply of raw materials and the finished product are manufactured and made achievable within a few kilometers. The primary packaging is fully recyclable, while the secondary has been replaced by a multipack where more bars are joined by adhesive side. The impact on the ecosystem has resulted in an environmental label, applied to develop customers' awareness, encouraging behavioral change in favor of environment: SOcrock always falls in the best categories of sustainability.



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