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CONNECT

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and Deltagen UK 08\_09\_2020

*Testo del comunicato*

Vedi allegato.

## A NEW DISTRIBUTION AGREEMENT SIGNED BETWEEN ALESCO AND DELTAGEN UK – ATURA

**Alesco S.r.l., a PharmaNutra S.p.A. Group company, obtains exclusive distribution of the Atura brand plant proteins for Italy.**

Pisa, 8<sup>th</sup> September 2020 [PharmaNutra S.p.A.](#) (Aim Italia-Ticker PHN) communicates that its subsidiary **Alesco S.r.l.**, a company specialised in the development, production and distribution of raw materials (active principles) for the pharmaceutical and nutraceutical market, **is adding important, new raw materials to its portfolio.**

Thanks to the agreement reached with Deltagen UK (an English Marigot Ltd. Group company), **Alesco will be the sole distributor for Atura brand plant proteins on the Italian market.** Marketing will start this autumn, for three different plant proteins, resulting from processing chickpeas, broad beans and red lentils.

With this important commercial strategy step, by acquiring the Atura brand licence for Italy, Alesco not only intends to **expand the range with new, natural, top quality raw materials**, it is also preparing to **expand its reference market** even further. Use of plant proteins is now widespread in both the nutraceutical and food areas.

Sector trends show that the number of consumers who choose a vegetarian or vegan diet has increased globally in recent years. Consequently, the demand for the industry to supply non-animal origin proteins with a high nutritional value is growing. Italy currently has some types of plant protein that mainly come from soy, peas and beans. The novelty Alesco will be placing on the market, thanks to its distribution of Atura products, will be **proteins with a high organic profile**, giving the food industry raw plant materials with different nutritional characteristics.

*“This agreement is the result of our twenty-year collaboration with Marigot Ltd., for whom Alesco distributes Aquamin brand calcium from seaweed in Italy. Based on this product’s commercial success, the Marigot Group top management insisted that it be Alesco to introduce the new Atura products to the Italian market”, declares **Andrea Lacorte, president of the PharmaNutra Group and CEO of Alesco S.r.l.** “By adding plant proteins to the portfolio, we intend to expand our presence in market niches we believe are growing strongly: the sports, vegan and vegetarian food, protein products sectors, and infant food. The fields of application for these new plant proteins are vast”.*

*“Having obtained the distribution licence for Atura proteins is the start of a new growth stage for the company. The main focus will be on products that replace meat, now increasing considerably”* **comments Gianni Lazzarini, President of Alesco S.r.l.** *“Looking to the future, we can see that this is not just a commercial matter: people are becoming increasingly more aware of sustainability and protecting the environment. What causes most of today’s pollution are the intensive breeding and production systems that will no longer be sustainable in the near future. We will all be much more careful to look for products that are not just healthy, good and nourishing, but also consistent with ethical and environmental principles”.*

### **Alesco S.r.l.**

Alesco S.r.l. was established in 2000 to stand out on the nutraceutical market for the high scientific value of the raw materials distributed. Thanks to its ongoing R&D investments, company activities focussed on studying iron and minerals and implemented the Sucrosomial® Technology in 2010. In under ten years, that unique, innovative delivery system has revolutionised the martial therapies and mineral-based supplements sector. Alesco active principles are considered the most effective on the market and are used in the pharmaceutical, food and cosmetic sectors.

[Alescosrl.com](http://Alescosrl.com)

### **PharmaNutra S.p.A.**

Founded and led by the President Andrea Lacorte and Vice President Roberto Lacorte, PharmaNutra was established in 2003. It develops unique nutritional supplements and innovative nutritional devices, handling the entire production process, from proprietary raw materials to finished product. The efficacy of the products has been demonstrated with a wealth of scientific evidence, with 112 studies published involving more than 7000 subjects. The Group distributes and sells its products in Italy and abroad. In Italy, products are sold through a network of 140 Pharmaceutical Representatives serving doctors and also exclusively selling PharmaNutra products to pharmacies throughout Italy. Products are sold in over 50 countries abroad, through 34 partners selected from among the finest pharmaceutical companies. PharmaNutra leads the market in the production of iron-based nutritional supplements under the SiderAL® brand, where it boasts a number of important patents on Sucrosomial® technology. Over the years, the Group has developed a precise strategy for the management and production of intellectual property, founded on the integrated management of all the various elements: proprietary raw materials, patents, brands and clinical evidence.

[PharmaNutra.it](http://PharmaNutra.it)

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