



## Company Profile



We leave a tastefull footprint in our small and large customers



## About us

Our company Fondo Montebello was founded in 1991 by Massimo Bellodi, whose family has been handing down the traditional recipe of Balsamic Vinegar of Modena for many generations. Fondo Montebello consistently wins the trust and appreciation of tough markets as Europe and the USA thanks to the effort and resources we put in making a top quality Balsamic Vinegar. We strive to be regarded not only as a manufacturer of a niche product, but as a company capable of providing a wider selection of items, ranging from Balsamic Vinegar to salad dressings, vinegar mustards and natural glazes with different and captivating flavours. In order to meet the requirements of our clients we are now able to provide also top quality handcrafted complementary products as pasta, extra virgin olive oil and Chianti Classico, Prosecco Doc, alongside with vinegar, all of which are still branded Fondo Montebello.



*Our small-great  
values  
But so fundamental*



## Yesterday

**The Nineties - How it all began.** Among the members of Bellodi family the love for balsamic vinegar is undying. At the end of 1991 Mr. Massimo Bellodi eventually decides to take it to a new level and start a small vinegar cellar inside a farmer house. Hung on a wall inside this house, he found a small and rusty metal plate with a name carved onto it. Believing it was a good omen, Mr. Bellodi took it as the name of his new business. That name was Fondo Montebello.

Thanks to the fine taste of Bellodi's vinegars, the word spread fast. Within a short time the small cellar became a well-known business in the area.

At the beginning, Mr. Bellodi used to sell

limited quantities to single consumers or small local businesses, but he quickly expanded his commercial network to bigger restaurants. That was, until one day a customer from Germany placed an order worth more than 5 million liras (the Italian currency used before Euro). We are proud of having retained this historical first customer until now and still serving him.

*... dalla storia di Modena*



## 2000-Our steps...

Following the initial success, the company started growing at a fast pace and eventually moved into a bigger facility, able to accommodate advanced bottling equipment. All throughout this resizing phase, the traditional recipe of our Balsamic Vinegar was kept genuine and unaltered.



## 2013-The turning point

The turning point for Fondo Montebello is the come of a new shareholder in 2013. The new CEO, Mr. Francesco Piccolo, shares the same mindset as Massimo Bellodi - to bet on innovation. Mr. Piccolo brings fresh ideas and a new vision to our team. He holds in great value the knowledge and expertise of those who grew up with Fondo Montebello. He designs new products for our most loyal customers by listening to their

needs. He also invests resources in strengthening the brand and in turn the positioning of our vinegar in an increasingly tough market.

*Quality within the bottle...*

*our vinegar*

*The exterior look...*

*your taste*



Stemming from this concept, Fondo Montebello goes through a restyling process. The goal is to rethink our approach to the markets and better convey the unique features and quality of our products.

Today

1991



Fondo Montebello employs a team of qualified personnel, comprised of people able to listen to and understand our clients. To those who require it, we can provide Balsamic Vinegar with custom labels and packaging.

## Our vision

Our vision is to provide a range of different products aimed to satisfy the most demanding of the clients at an affordable price, without impacting quality. For this reason, we have never stopped striving for quality. Even the products we just resell are carefully selected after strict evaluation of certified suppliers. Our target is to popularize our Balsamic Vinegar as a top-notch niche product, created from unique ingredients as cooked must and wine vinegar, with no colorings, flavors or other additives whatsoever.

*Our values  
are simple  
yet they mean  
a lot to us*



Although we chose to automate some of our production processes, we want to highlight that the intense taste of our Balsamic Vinegar comes from top quality base ingredients - all of which are purchased locally - and from the refining process, which naturally takes place in wooden casks.

## Our mission

Fondo Montebello has slowly established its brand in the European and U.S.A. markets. We let our clients choose us. Instead of betting on quantity, we invest on quality. This allows us to compete with the large variety of balsamic vinegars commonly available on the market. Starting from 2013, one of our goals is to increase our visibility by attending the

*We slowly stepped into international  
markets leaving tasty  
footsteps by each  
one of our clients.*



most important fairs and events around the world, in order to make us known to new clients and enter the most attractive of the emerging markets.

## Our numbers

Our wholesale distribution currently reaches 22 countries in EU, USA, Canada and Japan, while our retail segment is dedicated to bring Fondo Montebello products to specialized shops, hotels and restaurants. For years, private customers have been purchasing Balsamic Vinegar

from the e-commerce platform hosted on our website [www.fondomontebello.com](http://www.fondomontebello.com), which we have made available to all those who wish to purchase retail products directly from our online store. Our website is also frequently updated with news, event feeds, new products and new packagings.

## Our brands



## BALSAMIC VINEGAR OF MODENA FM LINE

### THE PRODUCT

*A product of the Emilian territory and skill honed over thousands of years, it is clear and bright with an intense dark brown colour tending towards black. Its taste is bitter-sweet with a harmony between acidity and sweetness while its odour is lightly acidic, delicate and persistent with eventual woody notes. The secret behind Balsamic Vinegar of Modena lies in 3 factors: grapes, earth (climate & environment) and love.*

### HOW IT IS MADE

*Balsamic Vinegar of Modena PGI can be produced are in the provinces of Modena and Reggio Emilia, obtained exclusively from the Lambrusco, Sangiovese, Trebbiano, Albana, Ancellotta, Fortana and Montuni grape varieties. It is produced from cooked or concentrated must, with the addition of a quantity of wine vinegar, and aged in barrels for at least 60 days, or up to and beyond 3 years for products labelled as invecchiato (aged). Fermentation begins immediately in large vats and continues after transfer into casks constructed using prized woods such as oak, particularly sessile oak, chestnut, mulberry and juniper. The product thus obtained is filtered and then subjected to a "final examination" (analytical and organoleptic), which leads to the product being certified as Balsamic Vinegar of Modena. Genuine or natural product without colorant, thickener and preservative.*

#### FM 01 Density 1.29

Rich color, bright, dark brown owns a medium sirup-like-density. Strong and sweet-sour flavour this Balsamic Vinegar of Modena IGP is a versatile product that can adapt to a wide variety of uses. It is recommended for cooking meat, to enrich expertly mayonnaises, sauces, dips, but can also be used to accompany already cooked meat or seafood salads.



#### FM 02 Density 1.34

*Denso&Dolce di sapore Agrodolce*

Dense and brilliant color, dark brown it possesses a remarkable density and sirup-like sensation. Its pregiabile aromatic flavour gives to this balsamic vinegar of Modena IGP, an exceptional product for its ductility, it can adapt to a wide variety of uses. The most successful marriage is perhaps the one with the Parmigiano Reggiano DOP, related to the world are the Emilian Tortellini enhancing the flavor enhancing them with a gentle touch, it blends perfectly with all red meats, game or a good fish. On fruit and sweets spoon surprise, refined and intense.



#### FM 03 - ORGANIC

*Density 1.34*

Dark brown also this material has a density of medium syrup. It differs from other vinegars in our range because it's Organic Balsamic Vinegar of Modena, produced respecting the environment and with grapes from organic farming. Its use is diverse and it can be used to complete pasta dishes, enrich the flavor of meat and enhance the taste of the salad less rich.



#### FM 04 - ITALY

*Density 1.31*

Load color, bright, dark brown owns a medium sirup-like density. Strong and sweet and sour flavour this balsamic vinegar of Modena IGP is a versatile product that can have a wide variety of uses. His name ITALY, revives on tables all over the world the concept of Italian excellence. It is recommended during the cooking of meats, to accompany boiled or grilled meats or vegetables.



Available: 250 ml, 500 ml, 1000 ml, 5000 ml

## BALSAMIC VINEGAR OF MODENA GOLD AND PLATINUM

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### THE PRODUCT

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## BALSAMIC VINEGAR OF MODENA AS LINE

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#### AS - Antichi Solai

Density 1.20

With a properly sour and well-blended taste is a scrollable touch product. In addition to being used to give effect to the simple dishes meat or vegetables based, it can be used to dress fresh salads of all kinds.



#### ASR - Antichi Solai Riserva

Density 1.25

Slightly sour flavour with sweet aftertaste, it is a product particularly suitable for cooked foods to serve hot where it can fully reveal its fullness and fragrance, or to dress fresh salads of all kinds.



#### ABB - Balsamello

Density 1.18

Sour and well-defined taste it can be used to give effect to the simple dishes or to dress even very simple fresh salads.



Available: 250 ml, 500 ml, 1000 ml, 5000 ml

## TRADITIONAL BALSAMIC VINEGAR OF MODENA LINE

### Traditional Balsamic Vinegar of Modena P.O.D.



#### AFFINATO - 12 YEARS

The Balsamic Vinegar "Tradizionale di Modena DOP" owes its flavour tanks to the cooking of musts obtained from a typical grape variety grown in Modena countryside and the climate characteristics which make possible an unique and particular processes that during aging gift the product of an intense and unmistakable aroma.

Its particular characteristic in exalting the perfumes and flavours of the dishes in which it is added, makes the Balsamic Vinegar "Tradizionale di Modena DOP" one of the most appreciate products of the traditioanal Emilian cuisine.

Preferably used raw, is best when savored along with Parmesan cheese or other cheeses, on pasta, pizza and fish.

Also blends wonderfully with roast and boiled meats, grilled vegetables and, with a few drops will enhance the flavor of fruit, cake and ice cream.

The Traditional Balsamic Vinegar of Modena P.O.D. is packaged in 100 ml Giugiaro ampoule, kept in a precious box set with booklet.

*The aromatic fragrance obtained with aging gives an unmistakable taste.*

## TRADITIONAL BALSAMIC VINEGAR OF MODENA P.O.D LINE

### Traditional Balsamic Vinegar of Modena P.O.D.



#### EXTRAVECCHIO - 25 YEARS

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The Traditional Balsamic Vinegar of Modena P.O.D. is packaged in 100 ml Giugiaro ampoule, kept in a precious box set with booklet.

*The harmony of flavours is enriched by the scent of fine woods absorbed during the aging process.*

## CONDIMENT WITH BALSAMIC VINEGAR OF MODENA

### THE PRODUCT

*Our Condiments with Balsamic Vinegar of Modena is obtained by mixing Balsamic Vinegar of Modena, cooked grape must.*

*The slow acetic fermentation makes it so scented and colored to make it look like traditional balsamic vinegar of Modena (only Balsamic Vinegar made exclusively with cooked must and aged over 12 or 25 years).*

*Therefore it is not necessary to add any type of preservative or dye. It is the result of a small production of high quality.*

*And 'suitable for use in exceptional circumstances, it has an intense aroma and a rounded taste markedly balanced sweet and sour and a high density.*

*A delicious sauce that is served with meat dishes but also with cheese, fruit, ice cream, sauces, rice, soups, eggs.*

*Natural products, with no added colors, preservatives and thickeners.*

Density 1.21

### BELLO

Sweet and sour dressing with Balsamic Vinegar of Modena IGP

The article Bello is sweet and sour dressing with balsamic vinegar of Modena IGP, the only one in our range of products. It has a dark color, and could be used from starters to dessert. Reserved for the clientele that appreciates the sweetness of the sauce on the palate and a slightly sour aftertaste.



Available:  
250 ml-5000 ml

Density 1.35

### DIAMOND

Density 1.35

With an intense and brilliant color presents a melting syrup like density. It is a food condiment with a full-bodied flavor, it comes in handy and stylish moulded pvc bottles for food use. This dressing is suitable from starters to dessert, fruits, ice-cream and also to garnish a slice of cake. Great to give a touch of class in addition to simplicity.



Available:  
200 ml-350 ml-5000 ml

### MOSTALMICO

Sweet and sour dressing with Balsamic Vinegar of Modena IGP

It's the novelty of 2013! Mustard with balsamic vinegar of Modena IGP with a mild flavor, it is a chutney preparation in a jar of 50 g and 200 g. Its use in gastronomy has very few limits. Its use in food has few limits.

It can be spread on toast for breakfast, use it on grilled meats, accompanied by cheese and cold meats, fish, baked or boiled, in any case, the combination with Mostalmico does nothing but enrich the taste of each dish.



Available: 50 g-200 g

BUSTINE 5 ML  
Cartone da 300 pezzi



VASCHETTA 10 ML  
Cartone da 100 pezzi



VASETTO 15 ML  
Cartone da 60 pezzi



### CREAM BALSAMELLO

After a careful and an extensive research, Fondo Montebello decided to make single-serving packets to meet the needs of the clientele that, although dining outside and consuming fast meals, doesn't want to give up quality and feels the need to have it available. It is a dressing made from Balsamic Vinegar of Modena IGP in disposable single doses, new and unusual packaging. Fondo Montebello is a company recognized from years for high quality products, natural and unmistakable sweetness and density, a mainstay of our product following the continuous evolution of our customers needs.

## GIFT PACKING

### A PRECIOUS GIFT

We Dress in style the culinary excellence of our Tradition with gift packing solutions that enhance the value in a precious combination of aesthetics and functionality.

Selected raw materials are bringing the high quality of our product for your table.



**Selection 1**

- Balsamic Vinegar of Modena IGP FM02 250 ml
- Mostalmico-Mustard made by Balsamic Vinegar of Modena IGP, 55 g
- Recipes book with the best combinations of Balsamic Vinegar of Modena IGP Fondo Montebello



**Selection 2**

- Balsamic Vinegar of Modena IGP FM01 250ml
- Extra Virgin olive oil DOP Toscana, 100% Italian, 250 ml
- Mostalmico-Mustard made by Balsamic Vinegar of Modena IGP, 55 g
- Recipes book with the best combinations of Balsamic Vinegar of Modena IGP Fondo Montebello



**Selection 3**

- Balsamic Vinegar of Modena IGP FM01 250ml
- Balsamic Vinegar of Modena IGP FM02 250ml
- Extra Virgin olive oil DOP Toscana, 100% Italian, 250 ml
- Mostalmico-Mustard made by Balsamic Vinegar of Modena IGP, 55 g
- Recipes book with the best combinations of Balsamic Vinegar of Modena IGP Fondo Montebello



## Certifications

All our vinegars are IGP-certified Balsamic Vinegars of Modena.

Our purpose in becoming IGP-certified is to protect our customers, improving the transparency of the process and traceability of the ingredients, thereby guaranteeing the safety, consistency and quality of all our products.

We are also IFS and BRC certified. Halal and Kosher certification is ongoing.

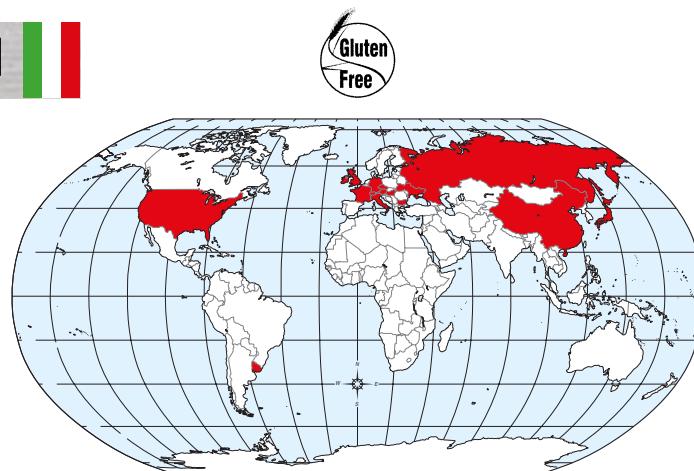
Our keen eye for quality enables us to be more competitive and enter new markets all around the world.



## In the World

Italy  
Bulgaria  
China  
Czech Republic  
Deutschland  
England  
France  
Hong Kong  
Hungary

Ireland  
Japan  
Österreich  
Russia  
Switzerland  
Ukraine  
United States  
Uruguay



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