



PERFETTI VAN MELLE

Always innovating what confectionery can do



ASSOLOMBARDA
Confindustria Milano, Monza e Brianza, Lodi

Agroalimentare Network

Who we are

Over 17,000 people working in 40 locations throughout the world, part of a privately owned global company that manufactures and distributes sugar confectionery and chewing gum products in over 150 countries.

Today, Perfetti Van Melle is one of the largest confectionery Groups worldwide, featuring strong and well-known international brands like Mentos, Chupa Chups, Frisk, Fruittella, Alpenliebe, Smint, Golia, Happydent, Vivident, Big Babol and Airheads.

Contacts

+ 39 02935351

info@it.pvmgrp.com



Our Products

In Italy we are the chewing gum market leader and a key player in the candy market. Our products are highly appreciated by consumers: about 60% of the Italian population chooses our products and 9 million Italians buy either a gum or a candy every day (Italian population over 14 years - source GFK Eurisko).

Our chewing gums under the **Vigorsol**; **Mentos gum** and **Brooklyn** brands are appreciated by consumers who want to keep a fresh breath on every occasion. **Vivident** and **Daygum** have additional functional benefits for oral hygiene. Kids and adults who enjoy candies can benefit from a wide choice: **Golia** offers a range of sugar free hard candies combining pleasure and well-being; **Fruittella** offers chewy and jelly candies, with natural fruit juices and no artificial colors and flavours; **Frisk** and **Mentos** offer intense freshness; **Goleador** and **Chupa Chups** are great fun and pleasure at any age.

www.perfettivanmelle.it