

PROBIOS KICKS OFF 2025 AT MARCA: EXCELLENCE AND INNOVATION IN HEALTHY AND FREE-FROM FOOD

The brand that has been innovating the healthy food industry since 1978 will participate in Marca by BolognaFiere, showcasing its bestsellers and a wide range of high-quality organic products for private labels.

Marca, Bologna, January 15–16, 2025

The 21st edition of Marca by BolognaFiere, the key event for the private label sector in Italy, is just around the corner, taking place on January 15-16. Probios, a leader in the healthy and free-from food industry since 1978, will be present with a dedicated stand (Pavilion 25, Stand B102), designed to highlight its extensive expertise and diverse product portfolio, built on decades of innovation in the organic sector.

Organized by BolognaFiere in collaboration with ADM (Modern Distribution Association), the event provides a unique networking opportunity to connect with buyers, representatives of large-scale distribution, and industry professionals. It will also serve as a platform to explore the latest trends and new business opportunities in the private label market.

“We’re starting the new year at Marca, an internationally significant event, with plenty of exciting news,” said Renato Calabrese, CEO of Probios. “We’ll present some Probios and ViviBio branded products to the distribution sector. ViviBio, a new addition to our group, offers high-quality, organic, and flavorful products tailored for the large-scale retail channel. For private labels, we will showcase a selection of products from our production chain, one of the finest in Italy.

2025 will be a strategic and crucial year for the Probios Group, as we’re bringing to market innovations stemming from our recent acquisitions: BiotoBio, a leading company in the distribution of organic food with a remarkable portfolio of brands, and BMS, an Umbrian company specializing in organic raw materials and controlled supply chains, proudly made in Italy. We’re ready to share with our partners and customers our vision for innovative, sustainable, and flavorful food, aiming to become a new benchmark for healthy food in Italy and Europe.”

Organic Excellence and Diverse Offerings

With over 45 years of expertise in the organic sector, Probios offers a wide array of products, ranging from its free-from bestsellers to innovations catering to the most discerning and conscious consumers. These include the Nickel-free certified tomato line, an extensive selection of gluten-free products—an area where Probios leads the market with over 490 references.

Other sought-after claims include sugar-free and lactose-free options, reflecting growing consumer demand. Among its latest offerings is the new keto-friendly range, featuring low-carb products suitable for any time of the day, such as Keto Bread, Keto Granola, Keto Pasta, and Keto Cream—the first organic, gluten-free, and keto-friendly spreadable cream.

ViviBio Joins the Probios Family

Marca will also be an important opportunity to introduce ViviBio, a new brand in the Probios Group dedicated to large-scale retail. Specializing in high-quality organic raw materials, ViviBio provides a selection of products designed for everyday meals, from breakfast to dinner, catering to all tastes and occasions.

During the two-day fair, special emphasis will be placed on Probios’ strong connection to its production chain, which includes a wide range of products—from cereals and legumes to flakes, puffed grains, sauces, and pesto. This diversity makes the Tuscan company an ideal partner for private label development. The products, made with certified organic raw materials, meet the evolving needs of demanding consumers while maintaining the authentic quality and taste of Made in Italy—a hallmark of the Probios brand.

Probios – Enjoy Well-being, With Taste

Founded in 1978 and headquartered in Calenzano, near Florence, Probios is a leading name in organic free-from food in Italy, with a presence in 47 countries worldwide. For over 45 years, the company has championed the cultivation of raw materials that respect both people and the planet. It has also long focused on developing product lines tailored for specific dietary needs, with carefully selected ingredients sourced mainly from Italian organic farming.

Probios' competitive edge lies in the balance and originality of its recipes, resulting in highly innovative products driven by constant research. These products are healthy, balanced, and flavorful, designed to satisfy the most discerning palates.

Since July 2024, with the support of Agreen Capital, Probios has fully acquired Biotobio, a prominent player within the EcorNaturaSi ecosystem. This move aims to strengthen its international market presence, establishing itself as a leading hub for healthy, free-from, and organic food in Italy and Europe.