

# Authentic Italian Products, Inc.



Authentic Italian Products, Inc. (AIP) is the exclusive North American importer & master distributor for several product lines of high quality items from the green heart of Italy – Umbria. Our headquarters are located in Phoenix, AZ, and we have an Atlanta, GA, logistics and sales office. We have also opened a sister company in Sydney - AIP Asia Pacific - to handle Australia and New Zealand – website [www.aip1.com.au](http://www.aip1.com.au)

We primarily represent two Italian companies - Castello Monte Vibiano Vecchio and AR Alimentare. These two companies make extra high quality products developed from traditional recipes and use only the highest quality Italian ingredients. All AR Alimentare and Castello Monte Vibiano products are produced with fully natural ingredients, contain no transgenic fats nor any chemical additives, all ingredients are fully traceable, and are produced in Umbria, Italy. We can customize those products and provide them in private label and/or co-branded.

Monte Vibiano's products include extra virgin olive oils and dressings in assorted individual sizes & flavors, balsamic vinegar which complements the olive oils, in addition to red wine and Champagne. Their most unique and highest quality item is the Novello extra virgin frozen, non-filtered olive oil, in 10 ml size – a must for gourmet food lovers. MV olive oil brands are Castello Monte Vibiano, Villa Sereni, Villa Monte Vibiano, and Le Moronete.

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**Authentic  
Italian  
Products**

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# Authentic Italian Products, Inc. (continued)

AR Alimentare's product portfolio is made up of Italian specialties developed from traditional recipes and using only high quality natural Italian ingredients. These products are sold under several brand names, each with a distinct specialty:

- **Food2Go** - an array of Italian comfort food served in a convenient form. This includes the thin crust, stone-baked Italian style pizzas packed in individual ovenable boxes and in bulk, both rectangular and round shapes; a variety of frozen ciabatta sandwiches & paninis; pasta
- **InCanto** - new brand-graphics for pizza line

Most of the brand names used by these companies are real places they work or live in, not just made up names. They both take pride in their traditions and strive to make products to the highest quality standards, reflecting old world quality which we are bringing to the new world.

Castello Monte Vibiano Vecchio is the home of the Fasola family. The oldest parts of the castle date back to the 1st century BC, with the main living area having been renovated in the 14th century. It is located in the Italian region of Umbria, outside Perugia near the town of Mercatello. Lorenzo Fasola, the CEO of Monte Vibiano, and his father live in the castle as their ancestors have for many years.

Villa Sereni is a 15th century building and is located just down the hill from the castle in the town of Mercatello. This serves as the headquarters for Monte Vibiano. AR Alimentare is headquartered in Rome and has offices in Marsciano, Umbria.

We take pride in representing these products and are sure you will also enjoy their authentic taste, quality and value. We also import products from other Italian companies.

We also now produce the Lorraines OMG rugulach gourmet dessert cookies through our sister company Strictly From Scratch ([www.sfscratch.com](http://www.sfscratch.com))

AIP also now manufactures products for Anna Boiardi's new Delicious Memories line. The first products are desserts made from Anna's recipes, with other categories and products following soon. Anna is the granddaughter of Mario Boiardi and the grand-niece of Hector Boiardi, both Italian immigrants who moved to New York in the early 1900s, and began working in the kitchen of the famed Plaza Hotel. Eventually the brothers took their skills and opened their own restaurants. Patrons would constantly request take home portions and the idea to can their sauces was born. The Boiardis launched the Chef Boiardi Food Products Co in 1928. Their canned pasta soon became a staple in American households - the brand Chef Boy-Ar-Dee.

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