

## » THE COMPANY

**Valle Spluga** is the Italian market leader in the field of "Gallettos". This particular product, known as Coquelet in France, Stubenkuchen in Germany and Cornish game hen in English-speaking countries, was first introduced into the Italian market by Valle Spluga in 1972, a small producer of ordinary poultry at that time.

The **Galletto's** small size, careful packaging and particularly delicate taste made it an immediate success. Direct control over the complete productive process and extreme specialisation have enabled us to maintain a constant dominant position in this branch of the poultry market.

The original decision to adopt a brand name strategy, the only one on the national market at the time, a good communications system and a policy of fixed pricing nationwide, made the Valle Spluga Red Shield very famous. Our famous...

### **Valle Spluga Red Shield**

Today Valle Spluga is made up of 6 breeding farms, an hatchery, 16 rearing farms for Gallettos (equalling a total covered surface area of 100,000 m<sup>2</sup>) the plant in Gordona where the Management is based and a fleet of refrigerated trucks for delivery of the product.

Just under 300 employees are employed by the company.

The production takes place in a fully integrated structure.

#### **Valle Spluga S.p.A.**

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