

# AMORSÌ

'AMORE A MORSI'





# AmorSi



**TRADITION**



**QUALITY**



**INNOVATION**



**OPTIMIZATION**



# AMORSÍ'S JOURNEY

where our journey begins...



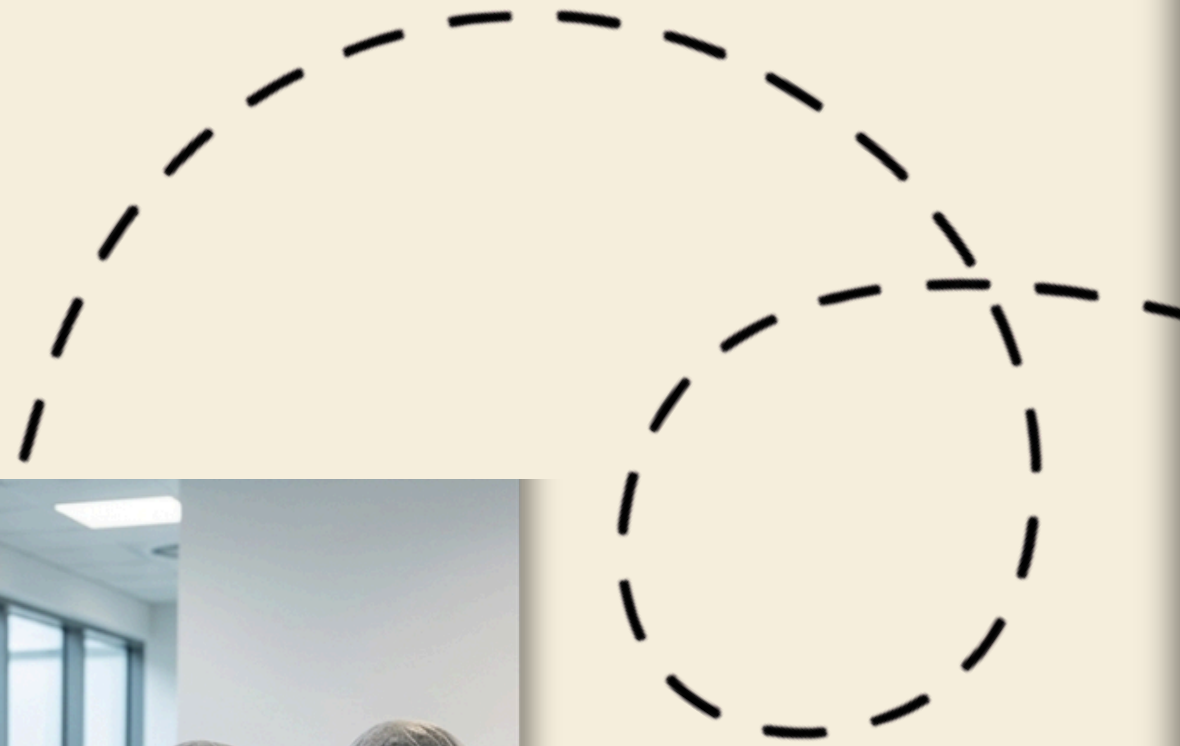
# RAW MATERIALS



- White fig of Cilento DOP
- “Colline salernitane” extra virgin olive oil DOP
- Cicerale Chickpeas (P.A.T-SLOWFOOD)
- Meniaca Anchovies(SLOW FOOD)
- Paestum Artichoke IGP
- Campania buffalo Mozzarella DOP
- Cilento Cherry Tomato (PAT)
- Rofrano Red Tomato(SLOW FOOD)
- Pertosa White Artichoke (SLOW FOOD)

and much more ... ♡

# AMORSÍ'S JOURNEY



...where we're landing



Love at first bite



OUR LOGO

AmorSi



# PALETTE

## Primary

#E6C69E

#576B20

#FFE366

#963326

## Secondary

#975537

#E9DBCBCB

#BFAEA1

#E6E4E0

# DIMENSIONS & FONT

**WORDMARK CLEAR SPACE**

25% of 'S' width

**LOGO CLEAR SPACE**

25% of heart width



**MINIMUM DIMENSIONS**

Stamp: 25.0mm

Digital: 120pixel



**MINIMUM DIMENSIONS**

Stamp: 20.0mm

Digital: 70pixel

## Quicksand

A 0065	B 0066	C 0067	D 0068	E 0069	F 0070	G 0071	H 0072	I 0073	J 0074	K 0075	L 0076	M 0077
A	B	C	D	E	F	G	H	I	J	K	L	M
N 0078	O 0079	P 0080	Q 0081	R 0082	S 0083	T 0084	U 0085	V 0086	W 0087	X 0088	Y 0089	
N	O	P	Q	R	S	T	U	V	W	X	Y	
Z 0090												
Z												

a 0097	b 0098	c 0099	d 0100	e 0101	f 0102	g 0103	h 0104	i 0105	j 0106	k 0107	l 0108	m 0109	n 0110
a	b	c	d	e	f	g	h	i	j	k	l	m	n
o 0111	p 0112	q 0113	r 0114	s 0115	t 0116	u 0117	v 0118	w 0119	x 0120	y 0121	z 0122		
o	p	q	r	s	t	u	v	w	x	y	z		

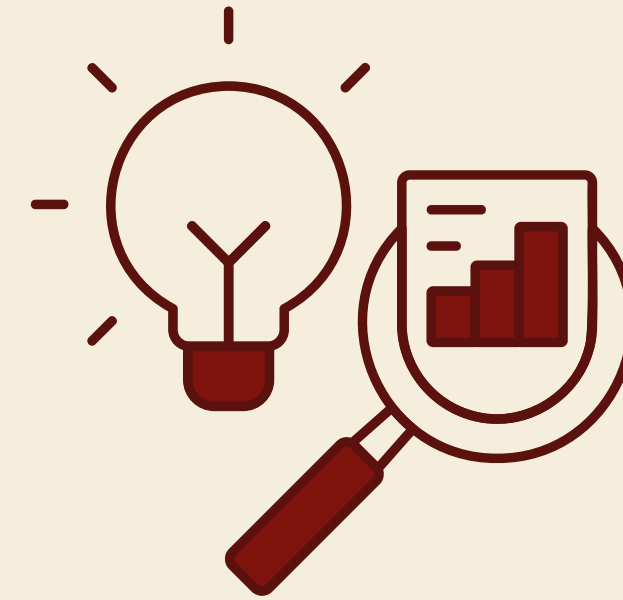
# OUR MERCH





## MISSION

To bring the excellence of the Cilento into the hectic daily lives of students, workers and adventurers through a **revolutionary packaging system** that transforms a ready-made meal into a warm, nourishing experience, fully respecting seasonality and diverse dietary needs.



## VISION

We aim to become the universal meeting point between the **frenetic pace of modern life** and the **warmth of Italian gastronomic tradition**, making the comfort of a hot meal an accessible right for everyone, anywhere and without compromise.

# Bites that feel like Home



AMORSÌ

# CORE PRODUCT OF AMORSÌ



OUR  
INNOVATION

...warm love 



81,6 kJ/mol



81,6kJ  
of warm love



The flavor  
of true  
love.  
♡

AmorSi

Il gusto  
che sa di casa.

Pronti da gustare,  
oggi giorno.

PRONTI IN  
POCHI MINUTI

INGREDIENTI  
DI QUALITÀ

FATTI

# S.W.O.T. OVERVIEW

## Strength

High quality of raw materials

Quick cooking time



## Weakness

Newly established company

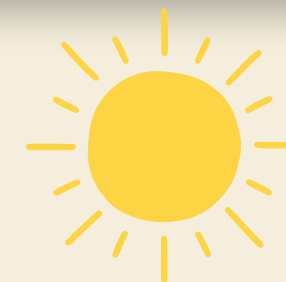
High production prices



## Opportunities

Export of our products

Featurings



## Threats

Increasing of fuel and gas prices

Well known competitors with cheaper products



# TOTALLY SPIES

Our competitors



# S.W.O.T ON COMPETITORS

## Strength

Established and well-known brands

Financial availability

Feat marketing

## Weakness



restricted range of products (only rice )



Only frozen food; impractical



Low nutritional quality

## Opportunities

Developement of new competitive product

Growth of e-commerce facilitating direct sales to consumers.

## Threats

Negative perception of consumers about ultra-processed products

Increasing costs of raw materials, energia and logistic

# KNOW YOUR PEOPLE



# MARKET ANALISYS

## ANALYSIS METHOD

**Online survey via Google forms,  
distributed through social media  
channels.**

**330 responses.**

<https://forms.gle/GZs3XWM71yZCP4RHA>



# GOALS OF THE ANALYSIS

**Evaluating interest in a self-heating product**



**Identify key purchasing drivers**



**Finding the optimal selling price**



**Identify sales channel preferences**



# TIME THAT PEOPLE SPEND FOR COOKING

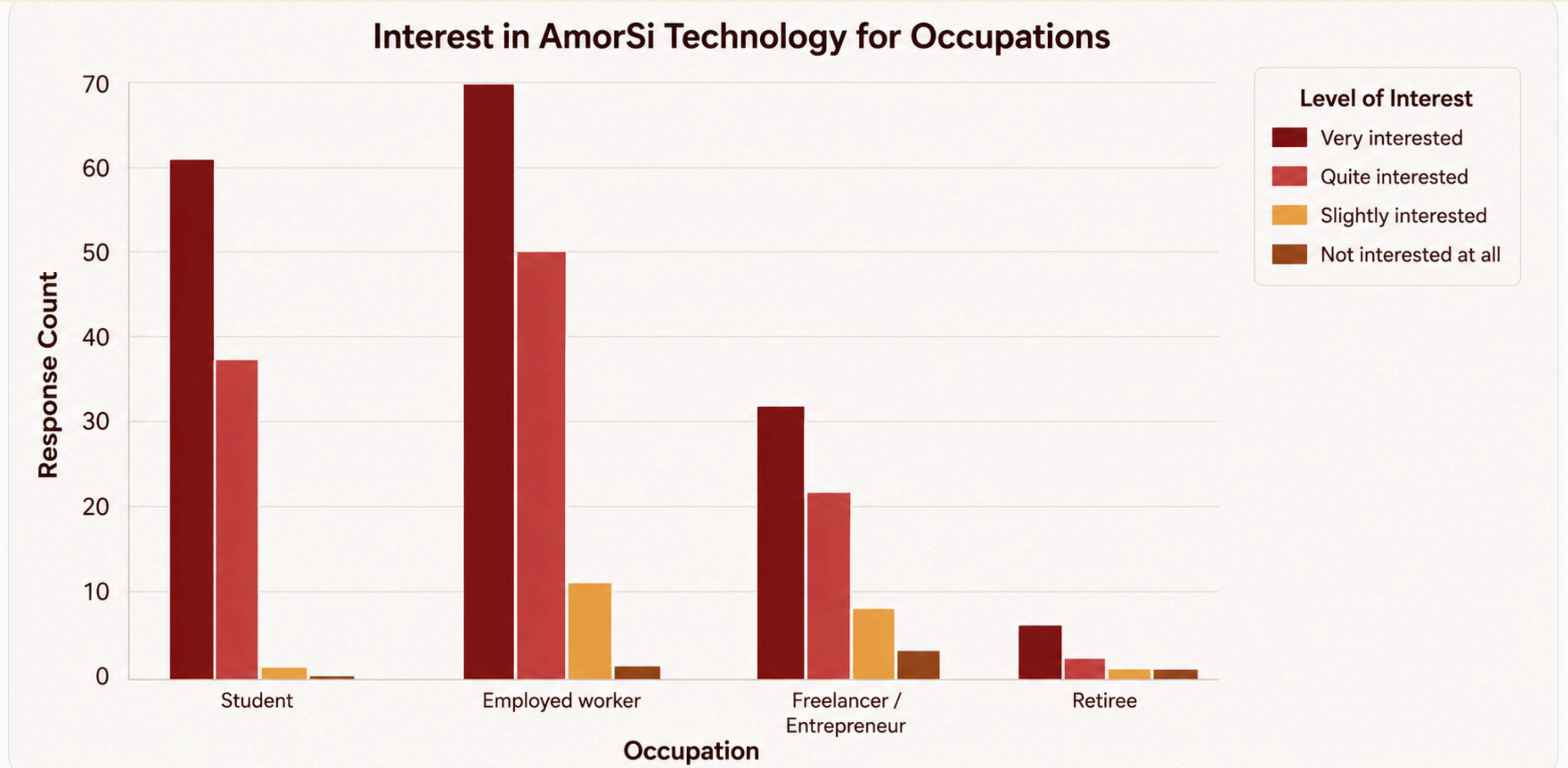
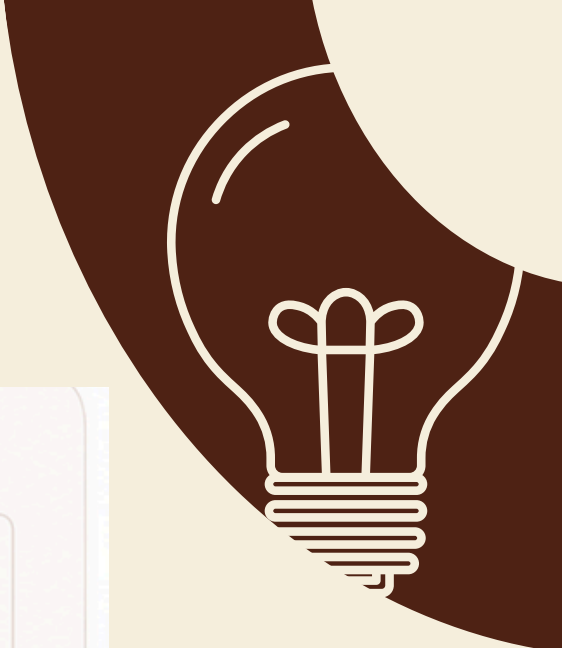


## People are too busy to cook

Consumers are looking for quick meals because of limited time available for cooking.



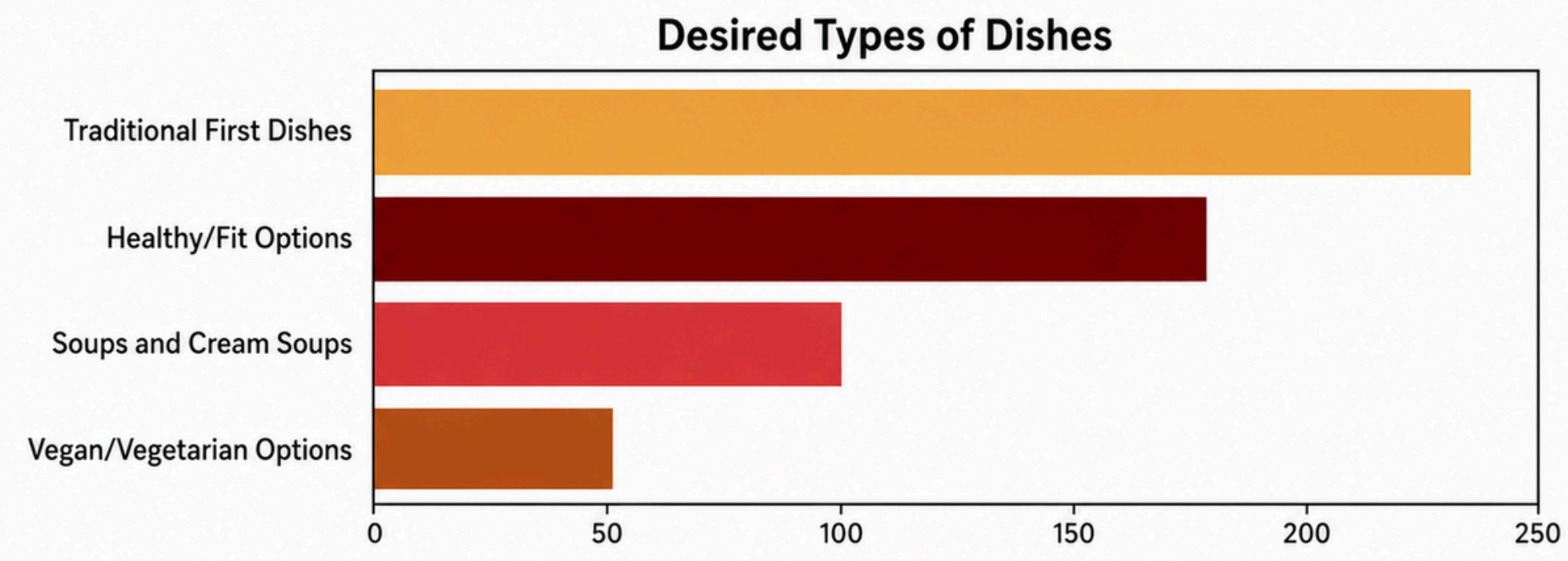
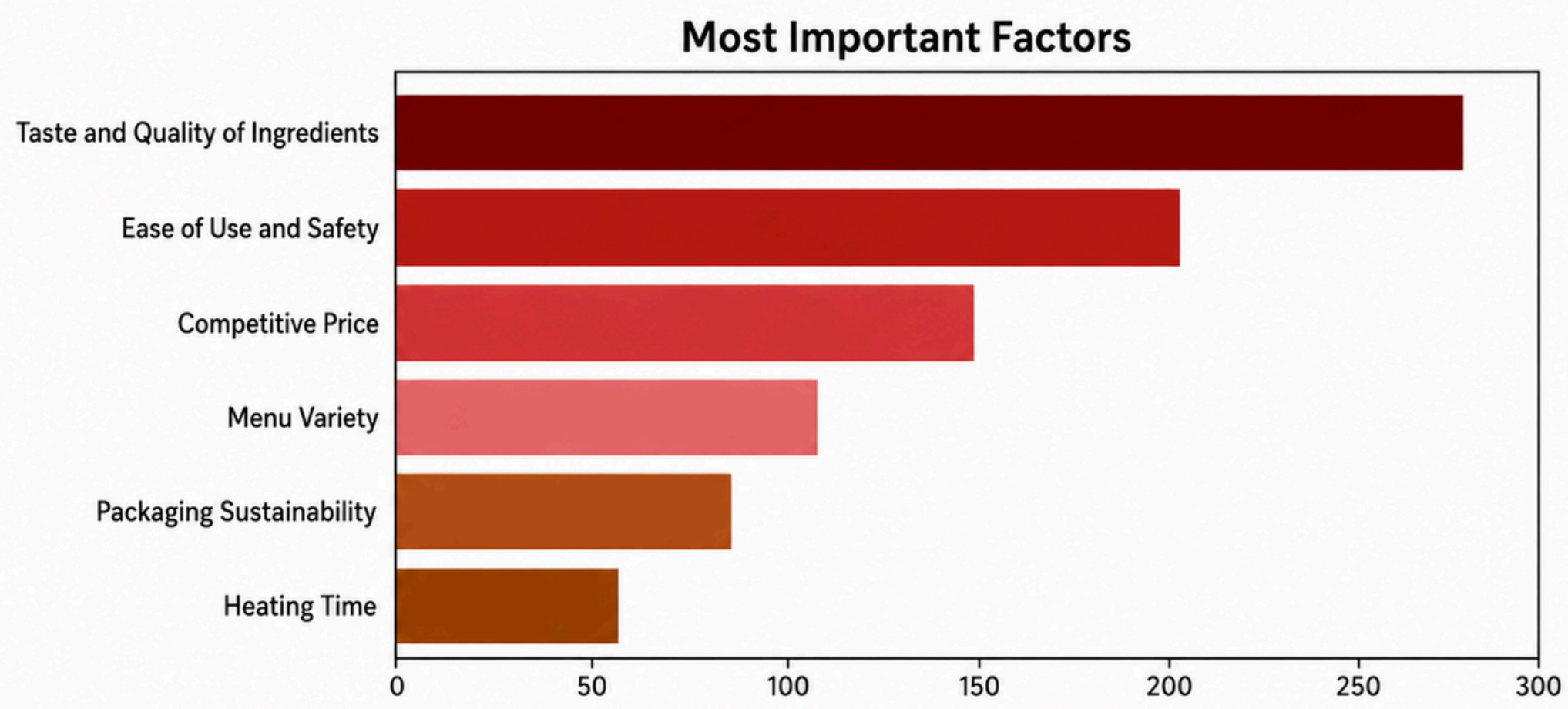
# EVALUATING INTEREST IN A SELF-HEATING PRODUCT



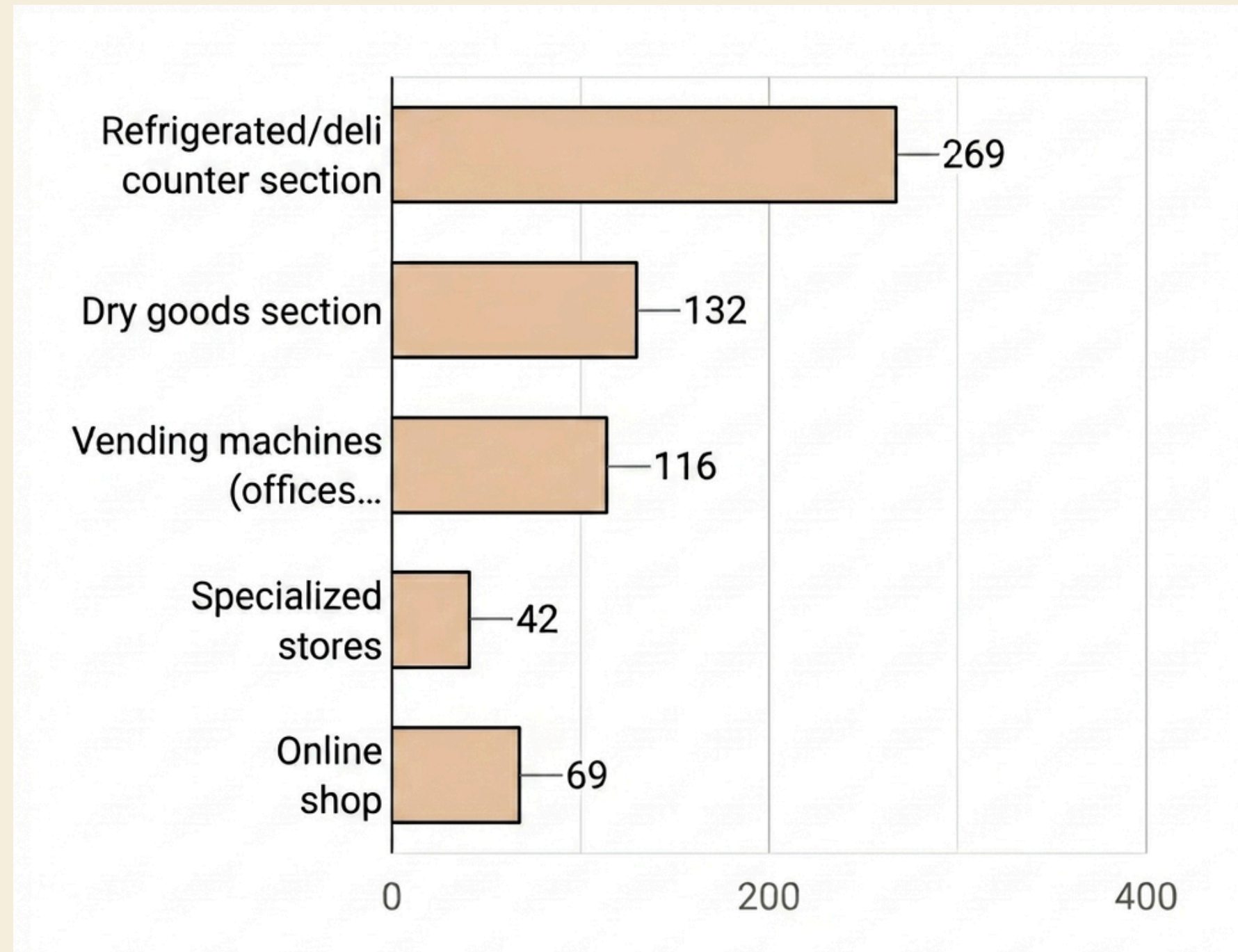
Strong interest in Amorsi's product innovation



# IDENTIFY KEY PURCHASING DRIVERS

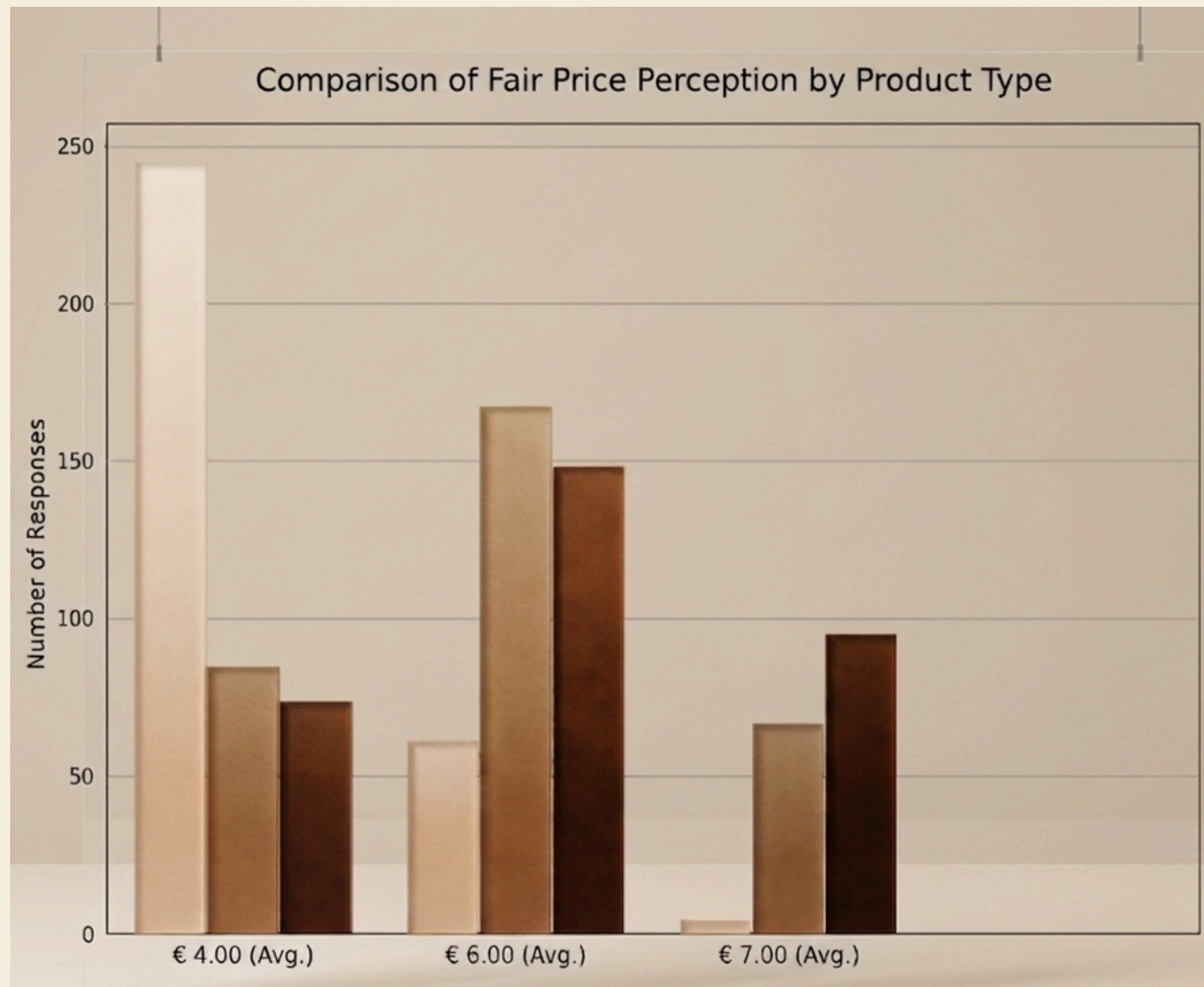


# IDENTIFY SALES CHANNEL PREFERENCES



To **maximize sales**, the placement should focus on **fresh products** without overlooking the potential of “**dry goods**” ones selection and the **convenience** channels.

# FINDING THE OPTIMAL SELLING PRIZE

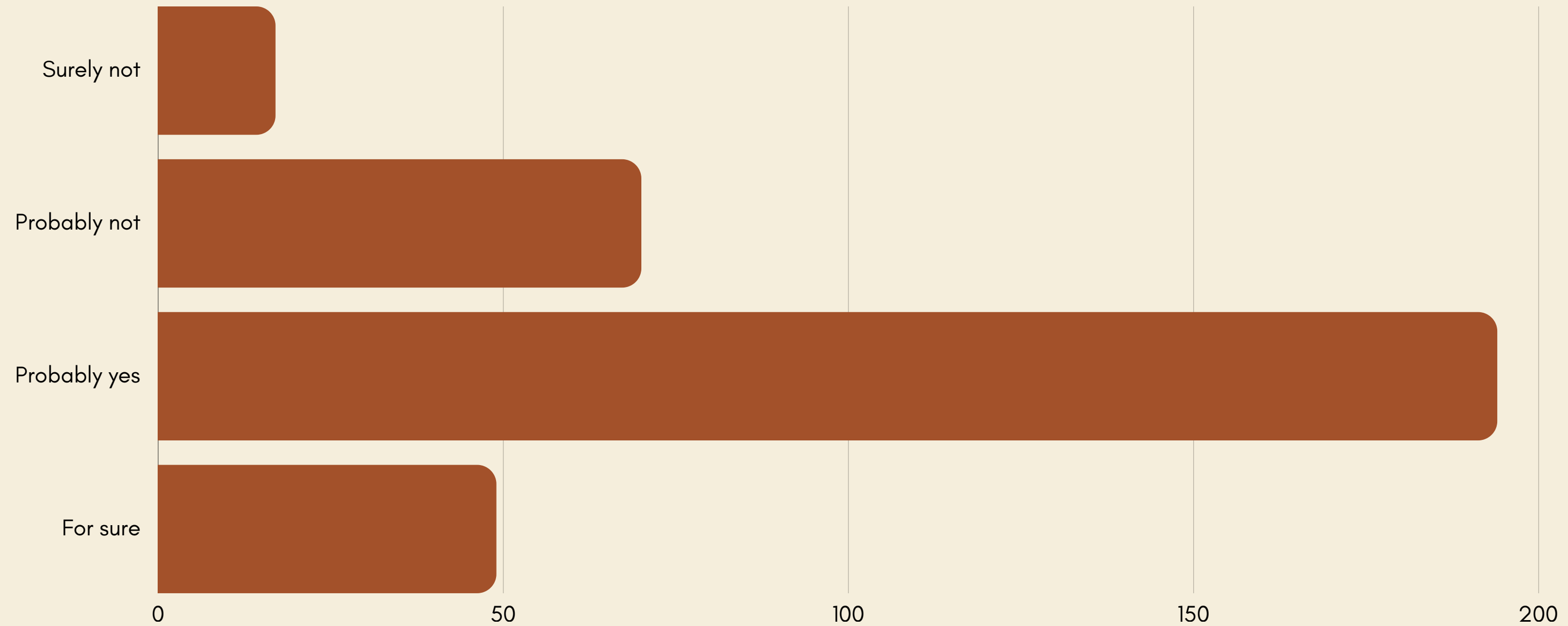


## Product Category

- Standard meal (findus)
- High quality meal (Bio/Slowfood)
- AmorSi's product (High quality+ Self-heating)

SWEET SPOT: The market shows hesitation beyond €7.50, indicating that the **ideal price** should remain in the mid-range at **€6,00**.

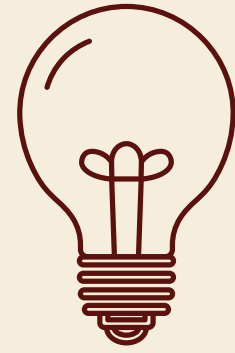
# *Would you include AmorSi products in your daily shopping cart?*



*High buying potential*



# KEY FINDINGS



## INITIAL IDEA VALIDATION

The majority of the survey sample rated the self-warming technology as “**very interesting**”.



## SWEET SPOT

Designed shelf price: **€6,00**



## DISTRIBUTION CHANNELS

Priority sales channels:  
**GDO** and  
**vending machine.**



## IDENTIFY KEY PURCHASING DRIVERS

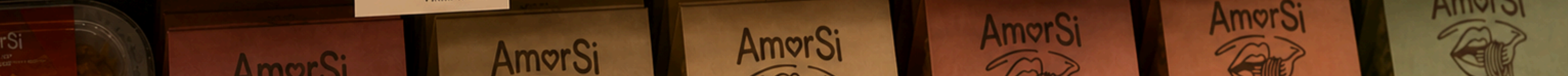
The **traditional** line has been the most successful, followed by the **fitness** one.

# Our ready meals made with Love...



AMORSì  
Farfalle al Pesto  
300g  
**6,00 €**  
20,00 €/kg

AMORSì  
Ragù Bolognese /  
Risotto ai Funghi  
300g  
**6,00 €**  
20,00 €/kg



# OUR TEAM

AmorSi



**EMMANUELE TARALLO**  
C.E.O.



**GIUSEPPE CINIERI**  
Vice C.E.O.



**ANTONIETTA ROBUSTELLI**  
Public Relations



**CAMILLA COFANO**  
Marketing manager



**LUIGI VALENTINO**  
Project manager



**ANTONIO MIRANDA  
SORVILLO**  
R&D Manager



**VINCENZA CASTIGLIA**  
Quality Assurance Specialist



**ITALO CURTO**  
Head of Production

# WHY CHOOSE US?

Beacause we are the only brand capable of enclosing a territory's millennial tradition within futuristic technology, transforming the ritual of a warm meal into an act of absolute freedom.



AMORSÌ

# WHERE TO FIND US

*Get in touch with AmorSi...*

*for orders, info and collabs.*

*We're there for you!*

✉ **info@amorsi.it**

🍝 **ordini@amorsi.it**

☎ **+39 333 838 9745**

📍 Via dei Mille 12 - Paestum (SA)

🕒 Hours: Mon-Sat 9:00a.m.-8:00p.m.



**OUR REQUEST**

*We worked hard  
for the glory...*

*Now we ask for...*





**THANKS FOR YOUR ATTENTION**

Home wherever you are