



company profile

about us



Feba was founded in 2007 and immediately set out to be a reference point in the world of stock cubes!

The company has inherited the prestigious know-how of the Ferioli family, whose name has always been synonymous with outstanding quality.

A little at a time, production has been extended to different products, although all similar to the core business, such as flavour enhancers and high quality sauces.



people

Feba is assisted by a staff all highly qualified people from the same manufacturing sector, whose experience benefits the operations to which they have been assigned. Thanks both to its limited number and to the personal history of its members, the working group is closely linked and bonded like a “family” and its commitment goes well beyond the simple duties assigned to each member.



business unit

The company is based in a plant measuring over 1,200 m², which has been fully renovated and updated to suit the specific production requirements, and whose systems are all now fully compliant with the standards and safety requirements foreseen by law. It houses a series of machines that allow efficient, rational production operations.

The factory is already partially compliant with anti-seismic requirements and expects to be fully compliant with the standards within a few months. It should also be noted that Feba has extremely efficient fire-fighting structures that are far superior to those required by the relevant legislation in force. The roof of the factory is fitted with 950 m² of solar panels.



**950 m² of
solar
panels**

evolution path



2007 Start-up



2007 Birth of the Brodi



2008 New logo



2008 First contract with GDO



2009 Addition of tea



2009 Birth of the glutamate-free stock cube



2010 Photovoltaic system



2011 Addition of bicarbonate



2012 Coverage of the whole of Italy



2013 New packaging



2014 ISO 9001 Certification



2014 New powder packaging plant



2015 New automatic mixing plant



2016 New stock cube production line

production performance

The company's manufacturing performance is divided as follows:

GROWTH	MONTHLY POTENTIAL TO DATE	MONTHLY POTENTIAL PRODUCT
BOXES OF STOCK CUBES (100g)	650,000	1,000,000
CANS (250g)	40,000	100,000
BAGS OF POWDER (500g)	70,000	200,000

The potential expressed refers to what the company is capable of producing with the current equipment: it must be stressed that in the case of orders exceeding expectations the company has already assessed means of dealing with them quickly.



In what has been as a whole an adverse situation, Feba has shown considerable basic stability, considering the fact that during the last few years no broad commercial strategy had yet been implemented. This has now been done, and a satisfactory result is expected.

The company has made significant preparatory investments in equipment and machinery to support this project, both in 2014 and in 2015, totalling 600,000 Euro.

reliability

Feba, which mainly cooperates with large wholesalers, completes around one hundred deliveries a year. In recent years there has not been a single delay in delivery with respect to the terms agreed with the customer.

Days delay in delivery 0.

Over the past years the number of non conformities notified by our customers has been limited to just 1 case, which was dealt with promptly to the full satisfaction of the customer.

In other words the totality of the boxes produced over 5 years only one case of non conformity has been recorded, relating to a single consignment of 10 pallets.

Non conformity over 5 years = 0.01%.

Once the job has been accepted, **Feba** has an order completion rate of 100%.



days delay
in delivery:

0

Non conformity
over 5 years:

0.01%

Feba, serves large Italian wholesalers and the purchase centres that deal with them.



S.D Sicilia Discount



ATLANTE



QUI Discount



MCS Marine
Consultant Services



MERIDI



AL Discount

projects

Feba is planning to enhance the “powders line” so that it is completely automated. This is expected to be completed not later than Summer 2017.

Feba has decided to give itself an international horizon, and for this reason is moving step by step to find opportunities in new markets and ensuring it can present itself with competitive credentials from every point of view.



philosophy/values

One of the main intentions of Feba is to provide a fully guaranteed product for which the consumer can feel protected.

Furthermore, the company does not have a speculative approach, as all the raw materials used are selected first based on quality, and then on economic factors. Feba is also particularly attentive to all those who interact with the company for whatever reason, showing them kindness and cooperation.



vision

From its foundation the company has had a specific manufacturing vocation, and has based its development on attention to detail in all its manufacturing processes. Our vision for the company's future forms part of this experience, and aims to provide increasing perfection in the manufacturing phases, hoping to achieve steps forward both in terms of product quality and the related technology, without forgetting the functional and modern nature of the manufacturing plant.



mission

The company identifies itself with a “glocal” approach, as it is deeply rooted in prestigious local culinary traditions, but at the same time can see new opportunities for expansion in the future, not only within the national market but also to foreign markets that appreciate these values.

Besides all this, attention to human beings plays an extremely important part, both in relation to consumers and to employees, each in their own role; Feba intends its work to be seen as strongly based on ethical principles and care for your neighbour.



skills/competence

The company was created prevalently as a manufacturer of stock cubes and stock-making preparations, covering all stages in the manufacturing cycle, from the choice of individual raw materials, to mixing and curing of the mixes, all the way to formation of the individual cubes or granular products and their final packaging. Alongside these products, it has also developed a capacity for bagging various powder preparations, with a dedicated process that permits the use of various sizes and options.



special expertise



Feba, unlike many of the large businesses in this sector, is able to produce stock cubes, granules or powders to the specific requests of the customer, both in terms of recipe and of packaging, starting from reasonable amounts. Proposals can come directly from the customer, if they are technically practicable, or from Feba themselves, who already have a very large database of tried and tested recipes.

Feba offers the chance to interact with external manufacturers, making its own equipment, staff, manufacturing and administrative know-how available, or allowing them to participate in the manufacturing process in person, in order to maintain the confidentiality of recipes and obtain even significant quantities of the final product under a private label.

innovation

Feba has always been attentive to innovation, including new machinery and related industrial processes. In particular, it must be stressed that, among the small industries in this sector, few have such state-of-the-art and highly automated production lines. The company is organised to enable continual renewal and reorganisation of its structures and areas based on manufacturing requirements, and to improve performance and staff working conditions.

marketing strategy

Feba is proud to present its new web site in 5 languages, which has been fully updated in its graphics, and gives a better idea of the company.

Future plans include further improvement of promotions using all available on-line tools and, in line with the resources set aside, participation in trade fair operations.



communication

As well as all the points mentioned above regarding marketing, **Feba** is organising a more rational communication system that involves sending out periodic **newsletters** and publication of **news items** on the web site.

In addition to this, it has recently joined various **social networks** which it is feeding with information or discussions on questions of interest to consumers.

How to contact us

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cooperation

Relations between **Feba** and its suppliers and certain important customers are typically cooperative, and not merely limited to an economic transaction. These relationships, in the main, are still the same ones set up originally. With certain customers in particular we have an ongoing dialogue, reflecting on manufacturing decisions and on promotional strategies and shared communication.

For the future **Feba** intends to improve these relations still further, and if possible to create new ones.



competitiveness

As well as an excellent quality/price ratio, and the flexibility towards our customers already mentioned above, **Feba** would again like to stress its **all-round reliability**, starting from its ability to meet **delivery times**, its **careful packaging**, its transparency in the **identification of product characteristics**, its strict compliance with **standards of hygiene** and other legal requirements. In short, working with **Feba** means finding a partner who is unlikely to default on the agreed conditions and is unlikely to fall short of expectations.

**Respect
for delivery
times**

**Careful
packaging**

Traceability

**All-round
reliability**

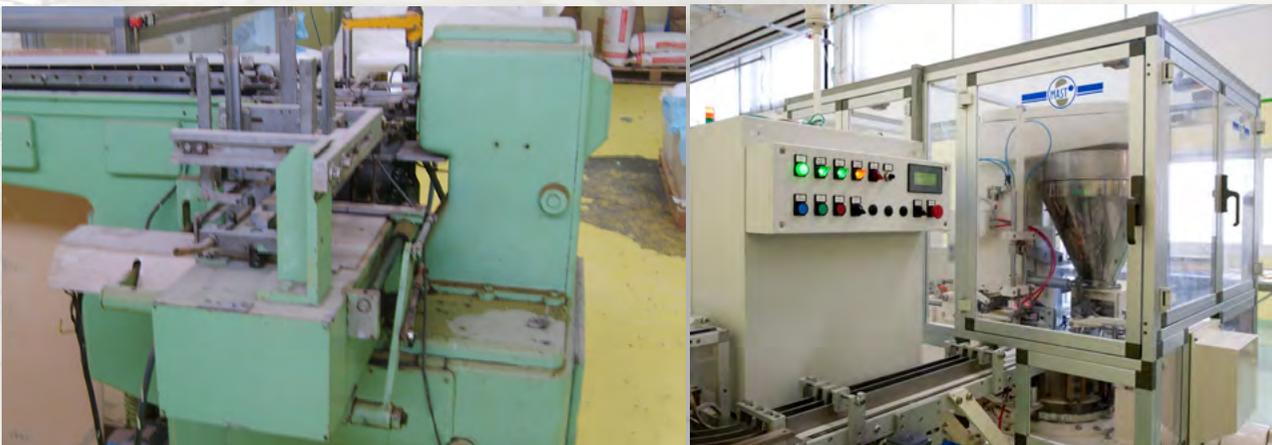
**Strict
rules of
hygiene**

overcoming obstacles

The ability to overcome difficulties has formed part of the company's DNA right from the start. It was no coincidence that, when

the previous structure was taken over, it was in a very difficult situation and the company running it was forced out of business.

The arrival of the new owners and the birth of **Feba** meant that jobs were saved, the manufacturing department was re-launched and in just a few years the company has built up a reputation for efficiency, reliability, quality and business skills.



corporate social manifesty

Feba has, for many years, arranged for the donation, through local not for profit organisations, of products that are destined for the support of needy families. Products are also set aside for food bank and charity collections.



accreditation/certification

Obviously Feba operates under its own HACCP regulations, and has initially obtained ISO 9001 certification, which is shortly to be replaced by IFS and BRC certification, procedures for which are already in progress.

