



Economia - Acetaia Bellei: more and more banner of Balsamic Vinegar in the world in the name of women entrepreneurs

Modena - 20 feb 2024 (Prima Notizia 24) Respect for the territory and passion for the continuous search for qualitative excellence.

The Bellei Luigi e Figli srl company is very active in the international market and participates in the pioneering work being done by entrepreneurs in the sector to bring quality Italian Balsamic Vinegar to all corners of the World. And women in the company play a role of absolute importance, as transpires from the words of Mariangela Bellei herself. The origins of Azienda Bellei Luigi e Figli s.r.l. date back to the 17th century, when the Bellei family was responsible for the management and cultivation of vast agricultural lands owned by the Rangoni Family, local lords. Within this framework, the Bellei family has always nurtured a love of tradition and dedicated its great experience to the production of Balsamic Vinegar of Modena I.G.P., a noble legacy of the Dukes of Este to all the people of Modena. Producing Balsamic Vinegar first for strictly personal use, over the past decades the Bellei family has turned their passion for Balsamic into a business mission, increasing production to meet the diverse needs of the market and expanding to nearly 4,000 fine wood barrels in which the Balsamic ages. The Bellei family' mission is to offer high quality and innovative Balsamic Vinegar of Modena PGI and Condiments while respecting local tradition, and to promote authentic Italian food culture, encouraging knowledge of traditions and making the Bellei brand synonymous with quality and reliability. Acetaia Bellei stands out as a producer of superior quality Balsamic Vinegar of Modena, devoted to the production of a unique product that can stand out within the market segment: today Bellei's product is present in more than 50 countries, under its own brand name, producing for qualified distributors who seek superior quality and absolute rigor in guarantees for the final consumer. From the very beginning, Bellei has made the strategic choice to preside over the high end of the market with organic products as well: recently, the partnership with Fattoria degli Orsi (a small organic grape production company) has enabled the study and development of new lines of balsamic vinegar and organic condiments. Bellei's story is centered on a passion for Balsamic Vinegar that begins with respect for the product in its traditional values, guaranteeing absolute rigor in the choice of raw materials, 100% Italian, and in production processes. Solar-powered factories, recycled and recyclable packaging and a focus on the circular economy are the faces of a sustainable business philosophy, marked by maximum transparency for consumers and business partners. The history of Acetaia Bellei stems from a marriage in 1905 between Rosina and Geminiamo: Geminiamo was a Lambrusco wine producer and owned a winery that served restaurants in Modena, Reggio Emilia, and Bologna. In Modenese tradition, when a male son was married, he received a piece of land as a wedding gift. Female daughters, on the other hand, were given a battery of Traditional Balsamic. This was a custom with strong

symbolic power: the man cultivated the land to produce food for the family he was building; the woman participated in the well-being of the new family with balsamic, a natural preservative, to preserve the fruits of the cultivated land. The same custom united Rosina and Geminiano: when they married in 1905. Rosina brought a dowry of 20 barrels of Balsamic that are still part of our barrique cellar today. Rosina and Geminiano had 10 children, the seventh of whom, Luigi known as Mario, joined his father in the production of Lambrusco, while the production of Balsamico was intended for family use only. It was Luigi who had the intuition to produce Traditional Balsamic on a large scale to serve the restaurants that were already buying the wine. When Luigi's daughter Mariangela joined the company, she decided to focus production on Balsamic, selling the wine business and converting some of the barrels intended for Traditional Balsamic DOP to produce an aged, high-density Balsamic Vinegar of Modena IGP. Thus was born Acetaia Bellei as it is structured today. Question to Mariangela Bellei: You are a female-dominated property: tell us about it and explain the added value for your company? I am a female entrepreneur and I have the propensity to work with women because within my work experience I find that they have an edge, without taking anything away from the male sex; I find women much more attentive, organized, multitasking, faster.... So much so that in the different management areas of the company only women have worked with me for many years. We are a cohesive, close-knit team.

di Francesco Tortora Martedì 20 Febbraio 2024