

**Differenti  
per mille motivi.**

English version



**PER**

**La grande**



**There are a thousand reasons why we're different, but you can feel the first as soon as you enter our shops.**

It's the air that you breathe among the shelves; an air of research, quality, and affinity. It's the products that we select every day, from producers completely aligned with our philosophy. It's the people we select, who put their whole hearts into offering an ever more assiduous service. It's the experience of our collaborators who prepare simple or more refined dishes, mouth-watering cakes and patisserie-style brioches, and the most delicious-smelling bread that there is.

**And if that's the first reason,  
just imagine the other 999!**

# **Selection**

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Our products are simple and yet unique, because we search out excellence. And because we choose local products and responsible, trustworthy producers.

**And that certainly makes the difference.**

# FRUIT AND VEGETABLES

Choosing **seasonal and high quality fruit and vegetables** demands passion and dedication from the people who work in the fruit and vegetable section every day.

In our stores, the task of selecting products is the responsibility of the department managers, who are committed to guaranteeing **mainly Italian raw materials**, including some from **small local producers**, who provide fruit and vegetables with a short supply chain.

That way we can always be sure of getting **optimum price at optimum quality** as well as promoting our local area.

**Our products are always inviting**, and fill the hypermarkets with colour and aromas. And we don't forget those who don't have much time to peel and cut. So we have allocated dedicated spaces where our personnel use the ingredients to create salads of all kinds, ready to eat in a tub or to make up to taste, fruit salads, freshly made smoothies and fruit juices, to take home or drink there and then.



# Differenti per mille motivi.

## Motivo n°318

### **We always choose the best fruit and vegetables.**

We also choose fruit and vegetables from zero km local producers for our hypermarkets, paying great attention to their origins: that way we can ensure the utmost freshness, respecting seasonality. Valuing tradition by maintaining direct contact with small producers is the best way to bring the unique taste of fruit and vegetables to your table.

**That certainly makes the difference.**





# Differenti per mille motivi.

## Motivo n°335

**Our fish is always fresh because  
it arrives every day.**

In our hypermarkets, respect for the customer is not limited to being polite: for us it means offering fresh products daily and a quality that is accessible to all. For our fish counters we choose Italian products whenever we can and we reward those who care about the environment.

With our Patto Qualità Iper project, we invest in sustainable fish, favouring the "short supply chain" and choosing fish farms where the production phases are controlled and traceable.

**That certainly makes the difference.**

# FISH COUNTER

We are committed to freshness, and respect for our customers is a day-to-day responsibility. That means that every day we devote ourselves to **product selection** and we prefer Italian producers who care about the environment and about the natural cycles of the earth and the sea.

**We have always been committed to promoting the “short supply chain” and also to purchasing from Italian Cooperatives.**



Thanks to our **Patto Qualità Iper**, you can find **freshly caught fish** at our fish counters, so you can bring all the goodness of the Italian seas to your table.



**The Patto Qualità Iper gilt-head bream and sea bass** are reared in the open sea, in the Ligurian Sea between Sestri Levante and Portofino, far away from commercial and tourist ports. Here, the **fish farms are low density** and all the production phases are controlled and traceable.



**Differenti per mille motivi.**

Motivo n° 43

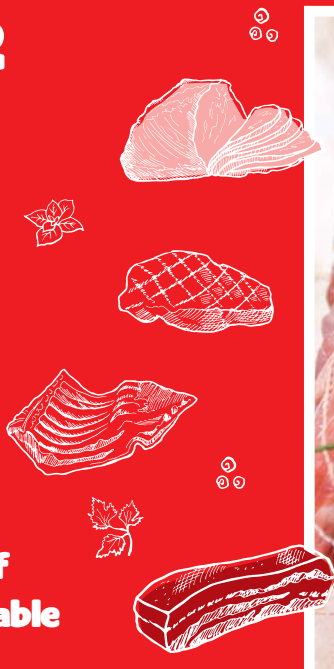
Orata e branzino dal Mar Ligure a filiera italiana certificata.

The advertisement features a large red circle at the top, with a white dot inside, resembling a sun or moon. Below it, a fish is shown leaping out of a blue wave. The background is a light blue gradient. The text is in red and black. A circular logo with a green leaf and the text 'PATTI QUALITÀ IPER' is located at the bottom right of the advertisement.

# MEAT COUNTER

Selecting meat products requires experience and knowledge of methods, production processes, farming and of the region. That's why we rely on the expertise of **Carnitalia** which, together with the meat counter, guarantees **the quality of our products**.

**Our food counters also offer butcher cuts of Piedmontese beef, quality-controlled by the Consortium for the Preservation of Piedmontese Cattle (COALVI), suitable for all types of preparations, from delicate tartares to sumptuous roasts.**



Less time in the kitchen, more time for quality. That's the philosophy behind **our time-saving dishes** prepared every day with the **best ingredients** by our chefs, who dedicate themselves with care and attention to creating ever tastier recipes, to choose and cook.

For those in search of novelty, we also select **veal reared in Holland**, guaranteed by processing and production processes that are controlled and traced at every phase of production. An alternative for poultry-lovers is our **selection of 100% Italian supply chain certified chickens, bantams and guinea-fowl**, barn-reared on vegetable feed enriched with vitamins and minerals, without the use of antibiotics.



Our product sourcing and selection process is careful and thorough, ensuring optimum price, at optimum quality with complete supply chain traceability.





# Differenti per mille motivi.

## Motivo n° 328

**We choose the best meat,  
from Italy and around the world.**

The meat counter in our hypermarkets is the place to fully appreciate the expertise of those with a passion for their work. It's easy to trust us, because our specialists make sure every day that they only select cuts from the best breeds: from Dutch veal to Piedmontese beef, from the lamb and horse species to Patto Qualità Iper chicken with an entirely Italian supply chain. We take all your requests seriously, even the vaguest ones.

**That certainly makes the difference.**



# Differenti per mille motivi.

## Motivo n°324

**Over 400 types of cured meat,  
from local specialities  
to PDO and PGI classics.**

The cured meat counters at the Iper La grande i hypermarkets offer an amazing range of over 400 cured meats, from PDO and PGI classics to local specialities and products just waiting to be discovered. Every day we choose the best cold cuts, such as cooked ham and Patto Qualità Iper bresaola punta d'anca, prepared exclusively from Italian meat; or the prosciutto crudo made from the best pork thigh, with top quality products such as Parma PDO and San Daniele PDO prosciutto crudo, available with different aging periods.

**That certainly makes the difference.**



# Production

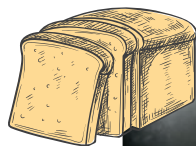
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The difference lies in a skilful hand that kneads kilos of goodness and has the patience to wait the right amount of time for proving. The difference lies in our master bakers who know techniques and baking times.

**The difference lies in their joy when they see their fragrant masterpieces come out of the oven every day.**

# BAKERY

Every night our bakery sections are a hive of activity preparing for the next day. They knead and mix; **simple yet special ingredients** such as water, flour – some from ancient grains – and yeast, including sourdough. They work following the **traditional method**, using the biga starter and **a natural proving process of 15 hours**, to enhance the flavour and aroma of the dough.



**Throughout the day, our bakers are constantly turning out fresh, delicious-smelling bread.**

And they do so under the eyes of everyone, thanks to open work areas that allow you to admire our skilful bakers as they expertly go about their work. **Over 20 types of bread** to try: traditional French baguettes, speciality bread with olives, ciabatta, “Pugliese” loaves, multigrain, rye, and buckwheat bread, and bread without salt. It’s impossible to resist all this variety!





# Differenti per mille motivi.

## Motivo n° 367

### **Fresh bread of all kinds, prepared in front of you.**

In the bakery section of our hypermarkets, we prepare the bread mixing flour, water and yeast, and using various ancient grains and sourdough, too. Afterwards, in the daytime, in the open baking areas where you can watch the bakers at work, we bake over 20 varieties of bread, such as traditional French baguettes, speciality bread with olives, ciabatta, "Pugliese" loaves, multigrain, rye and buckwheat bread, and bread without salt.

**That certainly makes the difference.**







# Differenti per mille motivi.

## Motivo n°348

### **Delicious cakes and desserts prepared on the spot every day.**

So why are there "a thousand reasons why we're different"?

For example, because the patisserie counter is like a small pastry shop that offers the same quality as homemade cakes.

Every day we prepare up to 20 different recipes: croissants, brioches, biscuits, fruit tarts, cakes and petits fours, paying the utmost attention to the choice of ingredients. We have also

created a line of cakes without butter, without milk and without eggs, made with simple traditional ingredients and following the seasons.

**That certainly makes the difference.**



# PÂTISSERIE

The **desire for sweet things** knows no bounds, so from early in the morning our pastry makers measure out ingredients and create the famous Iper La grande i hypermarket pastries. **Croissants, brioches, biscuits, fruit tarts, cakes, chocolate pralines and petits fours:** we can prepare up to 20 different pastry specialities, all made thanks to the expert skills of our specialised personnel.



**We can prepare up to 20 different pastry specialities.**



Careful attention is paid to the **selection and origin of the ingredients**, like the jams, made using only fresh fruit and sugar, or the shortcrust pastry made with Italian butter. To satisfy all tastes, even the most demanding, we have created a **line of cakes without butter**, without milk and without eggs, made with simple traditional ingredients and following the seasons.



**Jams are made using only fresh fruit and sugar.**



**Differenti per mille motivi.**

**Motivo n° 29**

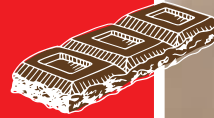
**La nostra crostata di frutta fresca e confettura extra di albicocche.**



# PATISSERIE

Thinking of our patisserie counters calls to mind the type of small shop that still offers the quality of homemade pastries made with carefully selected ingredients. These include our superior quality **organic chocolate** which is expertly and skilfully made every day behind the glass of our open work space, to create cakes, pralines, truffles, and chocolate bars of all kinds, as well as the great classics such as cherries and candied orange peel coated in chocolate.

**Our carefully selected superior quality organic chocolate.**



For the various fillings we select the **best raw materials**, including top quality Italian products and the freshest fruit. That way every mouthful becomes an exploration of flavour.

Our speciality **chocolate** counter is an ode to sweetness, offering **pralines and truffles, cakes and mini-pastries**, which can also be bought by weight in elegant gift packaging: guaranteed to be delicious!

**Our chocolate is an ode to sweetness.**

A stack of various chocolate bars, including dark chocolate with nuts, white chocolate with nuts, and dark chocolate with fruit, arranged in a slightly curved stack. Above the stack is a large red circle with a white dot in the center, resembling a cherry or a tomato. The background is a light blue gradient.

**Differenti per mille motivi.**  
**Motivo n° 39**  
Utilizziamo solo cioccolato bio.  
**BIO**



# DELICATESSEN

What could be better than a plate of good food, prepared with love and choice ingredients? Probably the fact that it's made by our professional chefs, who set to work every day to satisfy the tastes of all our customers. From their imagination and skill come **unique and traditional specialities**. Pasta dishes, main courses of meat and fish, side dishes, vegetables and the time-honoured roast chicken all take turns to feature on our **delicatessen counter** in a blaze of flavours, colours and variety.



Whether you want a classic or more contemporary dish, our delicatessen counter will satisfy all your desires. Customers looking for something special won't be disappointed. The recipes are always prepared with the **best ingredients, chosen** to offer good home cooking. And you can definitely taste it!

Our **food court area** is ready to welcome customers for lunch, dinner or snacks. But if you don't have much time, the **takeaway service** enables you to taste our specialities at home or in the office.



**Differenti  
per mille motivi.**

**Motivo n° 32**

**Più di 100 ricette  
cucinate davanti a te.**



# Differenti per mille motivi.

## Motivo n°340

### We cook the tastiest dishes for you every day.

Our cooks at the delicatessen counter prepare a host of specialities day after day, with enthusiasm and professionalism, to satisfy all tastes.

Pasta dishes and main courses of meat and fish, side dishes, vegetables and the time-honoured roast chicken: all cooked with choice ingredients.

To guarantee a wide-ranging selection that can satisfy fans of traditional dishes as well as those who prefer light, contemporary dishes.

**That certainly makes the difference.**





# Differenti per mille motivi.

## Motivo n°321

### Over 500 types of cheese, both top quality and traditional.

Cheese has always played a part in the Italian culinary tradition, expressed in a wealth of flavours and varieties from north to south, with typical local products, PDO, PGI, as well as top quality cheeses that are known around the world. At Iper La grande i, we guarantee quality and freshness at the right price, with an unparalleled range of cheeses. For example, our pieces of Grana Padano PDO are cut from the rounds every day, so that you will always find fresh pieces at the chilled counter.

**That certainly makes the difference.**



# Services

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Shopping without doing the shopping. Your experience with us is more than just buying things.

You can stop for a tasty snack whenever you want, taste our best grilled products cooked there and then, or sip our selected Grandi Vigne wines.

**There's a big difference!**

# LA CANTINA

**Shopping and an aperitif in the same place?** Why not? You can at Iper La grande i.

We've created an area dedicated to our selection of wines with the **Grandi Vigne** label, where you can taste our range together with special selections of **cold cuts and cheeses** from our cured meats counter.

*Grandi Vigne*






# Differenti per mille motivi.

## Motivo n° 380

### Every type of wine, like a big wine shop.



Reds, whites, rosés, sparkling, organic, or sulphite-free: in the wine cellars of our Iper La grande i supermarkets, we work constantly to bring you a wide range of wines, choosing quality products, traceable through every phase of production. An example of our commitment is the Grandi Vigne project, with which we have been supporting small wine producers for the last 10 years, promoting the good wines of the regions of Italy and offering a large range of high quality labels at appropriate and competitive prices.

**That certainly makes the difference.**



# Differenti per mille motivi.

## Motivo n° 362

### **Pizza made on the spot in front of you.**

Pizza-making is an art. It's a meticulous job, requiring great dexterity and experience.

That's why at Iper La grande i we're proud to rely on the expert hands of our pizza-makers, who prepare the dough every day, wait the right amount of time for proving and use only choice raw materials, such as Italian tomato passata and mozzarella made from Italian milk. It's wizardry that takes place before your eyes: to show you the authenticity of the pizza-making process.

**That certainly makes the difference.**



# PIZZERIA

The **pizza we make ourselves** is more than just a pizza. It's a masterpiece of flavour, thanks to our slow-rise dough, our choice ingredients and our desire to always offer the best.



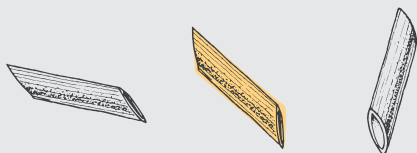
**Differenti  
per mille motivi.**

**Motivo n° 36**

La nostra pizza lievitata  
naturalmente oltre 24 ore.

# FRESH PASTA

Kneading, giving shape and flavour, creating. That's what takes place in our **fresh pasta** corners and it happens every day, so you can take home the authentic taste of simplicity.



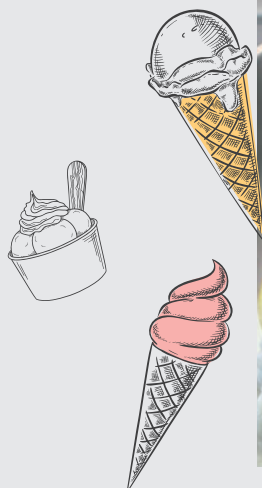
# SALADS AND FRUIT SALADS

Lots of variety and a wealth of imagination go into the ideas for **salads and fruit salads**, to make up as you like and to enjoy in our food courts or to take home.



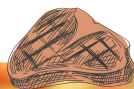
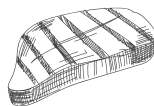
# ICE CREAM

Our ice cream is made with passion every day, using **carefully selected ingredients** and the best recipes from the Italian ice cream tradition.



# GRILL

What's the indispensable ingredient for an excellent barbecue? **Meat.** That's why our BBQ grill is the best place to enjoy meat and fish dishes made on the spot.



# WOK

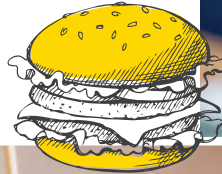
If you want to sample more exotic dishes, you can taste lots of different recipes in our **Wok corner**, mainly vegetable-based. The dishes are cooked in the special wok pan that mixes and heightens the flavours.





# HAMBURGER GRILL

Every mouthful is a discovery. Our minced meat, our finest ingredients and our special recipes make our **Iper hamburgers** a gourmet dish.



# PIADINA CORNER



From tradition to taste. **Our piadinas** are amazing for the variety of ingredients, unusual combinations and inimitable flavour.



# BAR and CAFFÉ

## Breakfast, coffee break, relaxation time.

There's always a good reason to stop off at our café. Brioches and cakes prepared in our work areas, freshly squeezed fruit juices and the welcome from our staff make stopping off here always a pleasure.



# WE LOOK AFTER THE ENVIRONMENT

We're at the cutting edge when it comes to the environment, too. Most of our **packaging is biodegradable and compostable or recyclable**. Our constant search for materials with a low environmental impact represents a daily responsibility for us, so as to help look after the planet.



**Differenti per mille motivi.**

**Motivo n° 15**

Ricerchiamo costantemente imballaggi eco-compatibili.



I nostri imballaggi




## IMBALLAGGI IN CELLULOSA.

La cellulosa è una **sostanza naturale**, estratta dal legno delle piante.

È un materiale **riciclabile**.

Su ogni confezione trovi le indicazioni per il corretto smaltimento.



*Più che grande,*

# MAESTOSO

Iper's experience, professionalism and vision have led to the creation of **a new store. More than a shop, it's a concept** that goes beyond the idea of a hypermarket. A great project that, thanks to hard work and the desire to offer a constantly excellent service, has become **MAESTOSO**. That's how the **IPER MAESTOSO** came about, a superstore and restaurant in a single place with two separate areas: **IL MERCATO**, where you can find all the fresh products and our own food products, and **LA CORTE**, the floor entirely devoted to a food court, with all the recipes created from Iper-only prime ingredients.



# I L M E R C A T O

**A supermarket with the soul of a market:** this is our new superstore dedicated to fresh products. A place where you can taste, discover and watch the lper products being made live, and get to know the professionals who work every day to offer us the best. **Lots of different sections, lots of choice.** So you can always find what you need



# L A C O R T E



The Maestoso experience is full of fascinating surprises. The first floor of the new space is **dedicated to the food court area.** An authentic court of flavours where you can discover **our best culinary specialities**, with six corners dedicated to our own food products, prepared daily and on the spot. An environment created for the enjoyment of good food.



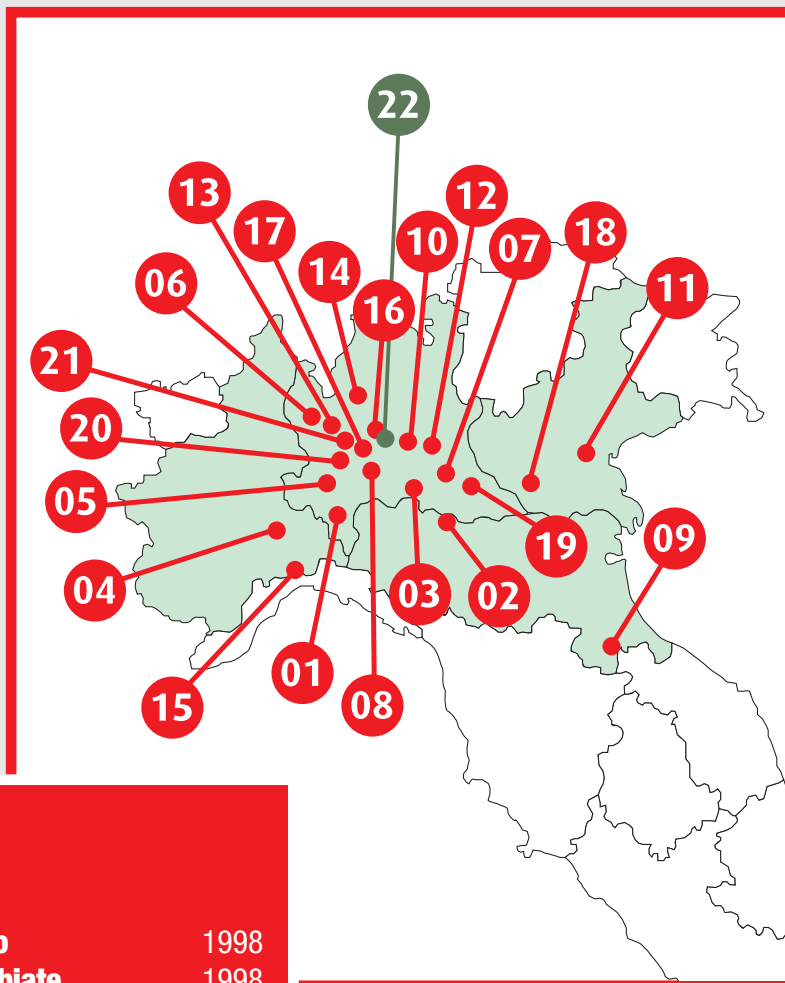


**Behind every reason for our difference there's always a bigger reason, made up of passion and commitment, of smiles and welcome, of expertise and professionalism. Because the difference, the true difference, is made by the people, who bring their enthusiasm and dedication to their work every day.**

**Thanks to them, Iper has become La grande i.**

# THE NUMBERS

Iper La grande i has a network of 21 hypermarkets and 1 superstore, mainly located in the north of Italy. The stores are situated close to large urban areas and are seamlessly integrated into the fabric of the territory. Since our foundation in 1974, new store openings have followed one after another with ever better-stocked shops, up to our most recent project, the Maestoso, our first superstore that shows us to be a cutting-edge company ready to tackle the new challenges of the market. And that's also why Iper La grande i is one of the most widely recognized, prestigious and popular brands in mass retail.



## OUR SHOPS

01	<b>Montebello</b>	1974	12	<b>Orio</b>	1998
02	<b>Cremona</b>	1976	13	<b>Solbiate</b>	1998
03	<b>Brembate</b>	1977	14	<b>Grandate</b>	1999
04	<b>Tortona</b>	1982	15	<b>Serravalle</b>	2003
05	<b>Magenta</b>	1983	16	<b>Monza</b>	2004
06	<b>Varese</b>	1988	17	<b>Portello Milano</b>	2004
07	<b>Seriate</b>	1990	18	<b>Verona</b>	2005
08	<b>Rozzano</b>	1992	19	<b>Lonato</b>	2007
09	<b>Rubicone</b>	1992	20	<b>Vittuone</b>	2009
10	<b>Busnago</b>	1993	21	<b>Arese</b>	2016
11	<b>Castelfranco</b>	1995	22	<b>Maestoso Monza</b>	2019

**21**  
HYPERMARKETS

**1**  
SUPERSTORE

