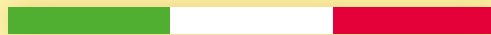




Wudy®

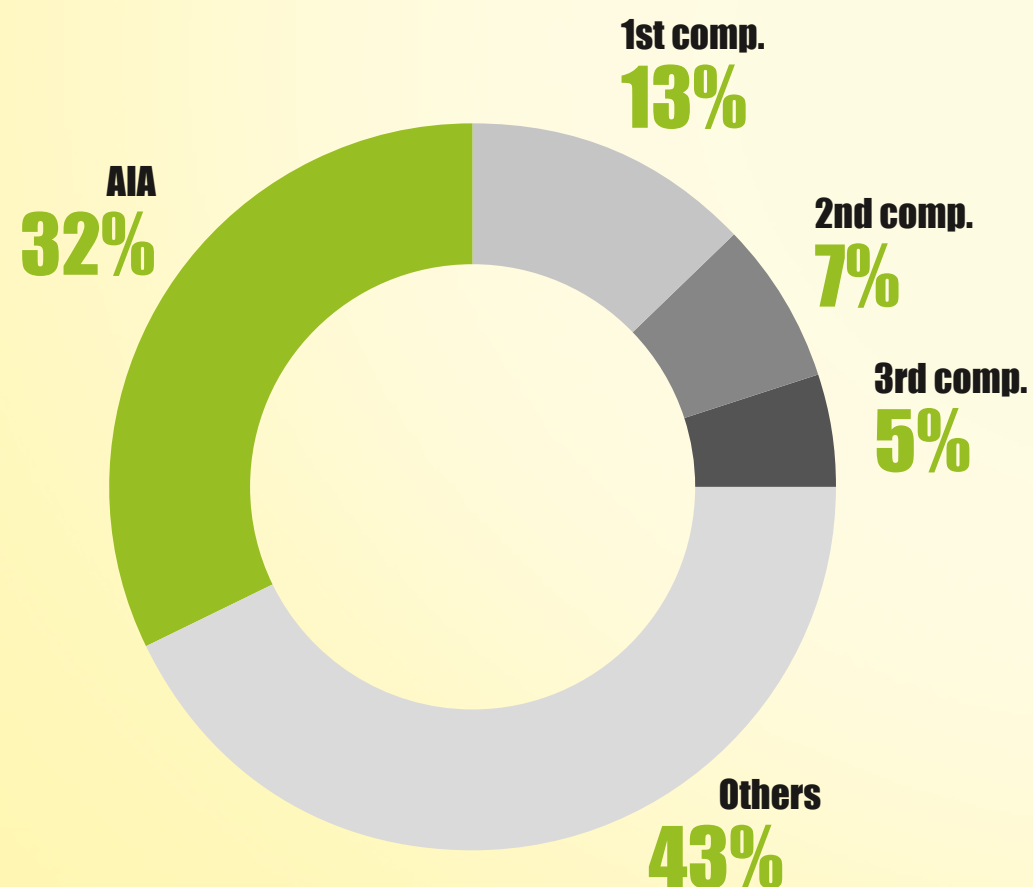
THE TASTY FRANKFURTER





Wudy®

No.1 FRANKFURTER IN ITALY



Wudy the leading chicken and turkey frankfurter. Market leader in Italy.

Source: IRI Infoscant
Value share - Total Italy H/S/C

POULTRY FRANKFURTER



A GROWING TREND IN EUROPE TOO



**Wudy develops the poultry
frankfurter market**

✓ **Product
quality**

✓ **Highly
recognisable
brand**

► **Consumer
satisfaction**

+
► **Loyalty**

High turnover



QUALITY

FROM FARM TO FORK

Young, practical and functional, Wudy has always been a synonym for quality, delicacy and versatility.

AIA offers its consumers products that are always genuine, their quality guaranteed by the team of experts the company has put together: biologists, vets, researchers and agronomists, who work with the most modern systems and technology, but above all with special attention to traditions, the true strong point of Made in Italy cuisine.

The delicacy, ensured by using only the best Italian white meats makes Wudy a frankfurter of our times, suitable for meeting the demands of the modern diet.

However, Wudy is, above all, about taste and fantasy, and thanks to the variety offered by this range anyone can give free rein to their creativity in the kitchen without having to spend hours over the stove. So, whether it is the leading component of a meal, or part of a tasty starter accompanying an aperitif, or a snack at a party, Wudy is an everyday pleasure that is accessible to everyone.

PRODUCT

In respect for the traditions behind the invention of the frankfurter, **AIA proposes Wudy in a vast range of fresh products with unique and original recipes.**

A product suitable for everyone, from the traditionalists who can't make do without the "classic" frankfurter recipe, to the consumers who enjoy trying new tastes and formats, who will find in the Wudy with cheese, with ketchup, a perfect balance between flavour and the delicacy of chicken and turkey meat.

Additionally, for those who love the stronger flavour of pork, WUDY is also available in a 100% classic pure pork recipe, or in the modern variations WUDY GRILL or WUDY BAVARIA, for cheerful barbecues with friends.

For years a leader on the Italian market, Wudy, the leading poultry frankfurter.





Wudy®

STRIKING PACKAGING

AIA GUARANTEE

BRAND IN THE FOREGROUND

IMMEDIATE SERVING SUGGESTIONS



250gr

**ATTRACTIVE PACKAGING
THAT CATCHES
THE CONSUMER'S EYE**





BRAND AWARENESS ACTIVITIES

TV
ADVERTISING



CAR
BRANDING



OUTDOOR
ADVERTISING



KIOSK
BRANDING



CONSUMER PRINT
ADVERTISING





Wudy®

OUR POULTRY FRANKFURTER RANGE

free from
✓ gluten
✓ lactose



W2749
Wudy Classico 250g
Tasty and delicate, the original frankfurter: ideal for a cheerful and appetising meat course.



W2736
Wudy Classico Snack 100g
Mini Wudy, ideal for cheerful snacks in good company or for simple pasta dishes.



W3170
Wudy Ketchup 150g
Wudy filled with soft drops of ketchup for the more modern consumer.



W2748
Wudy Cheese 150g
The tastiest Wudy with its appetising melted cheese filling.



A2846
Wudy Classico Family 500g
The unmistakable flavour of Wudy in a family format. A practical pack you can divide into two depending on what is best for your needs.



W2747
Wudy Classico Maxipack 1000g
A handy 1kg pack ideal for sandwich bars or for parties.



W2746
Wudy Happyhour 1000g
A handy 1kg pack, ideal for sandwich bars or for parties.



A2855
Wudy Party 240g
The classic mini Wudy, ideal for delicious aperitifs and tasty snacks.



B4163
Wudy POP! 500g

The special poultry meat sausage, ready to eat and especially aimed at children!



B4008
Wudy POP! 1000g



B4011
Wudy POP! 2000g



Technical details

		AIA PRODUCT CODE	UNIT BARCODE	PRODUCT NAME	PACK WEIGHT	N. OF PACKS PER BOX	BOX WEIGHT	
Poultry frankfurter	CLASSIC		W2749	8008110002008	Wudy Classico	250g	15	3.75 kg
	MAXI		A2846	8008110001803	Wudy Classico Family	500g	12	6.00 kg
			W2747	8008110002275	Wudy Classico Maxipack	1.000g	7	7.00 kg
			W2746	8008110002268	Wudy Happyhour	1.000g	7	7.00 kg
		WITH FILLING		W2748	8008110002107	Wudy Cheese	150g	25
		W3170	8008110002206	Wudy Ketchup	150g	25	3.75 kg	
	SNACK		W2736	8008110002015	Wudy Classico Snack	100g	35	3.50 kg
			A2855	8008110002503	Wudy Party	240g	12	2.88 kg
			B4163	8008110001049	Wudy POP!	500g	8	4.00 kg
			B4008	8008110562335	Wudy POP!	1000g	5	5.00 kg
			B4011	8008110562311	Wudy POP!	2000g	2	4.00 kg



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