

# ATLANTE

FOOD OF THE WORLD

## Atlante unveils new website highlighting expertise and product overview

Casalecchio di Reno (BO), 4 August 2020 – Atlante is pleased to present its **new website**: [www.atlantesrl.it](http://www.atlantesrl.it), fully updated with our latest company information, a look at Atlante's business model, and a complete overview of its product and brand portfolio.



The new Atlante website – designed and built by Gruppo Atomix, a creative agency in Bologna with strong expertise in the food sector - has been carefully restyled paying close attention to detail, designed to offer a unique and complete user experience, rich in information about Atlante's business method and expertise. It is available in Italian and English.

The distinctive element is the colour red, which identifies Atlante starting right from the logo, dynamic and attractive. The graphics are designed to be clean and modern and to make navigation easy and intuitive. The site's goal is to communicate the key role played by distribution specialists in Italian and international large-scale retail chains in the food & wine and textile sectors. It also highlights Atlante's expertise in developing customised products by overseeing every phase, from brief to shelf.

The new site is designed for B2B, but also to engage with consumers who want to discover the latest products, news and specialties, browsing on their mobile phones and personal computers.

We have expanded the sections dedicated to our departments, brands, and over 1500 products, with a complete list accompanied by images and texts that demonstrate the passion and commitment of all those who work at Atlante.



Another new feature is the area showcasing our textile offering, a recent business area which Atlante has been developing for several years now and which demonstrates Atlante's innovative drive towards new horizons.

In line with Atlante's growth over the years, the site contains an area reserved for corporate social responsibility: a section dedicated to our ethics policy, which is a pillar of Atlante's company values given the key role it plays as a go-between for production sites and retailers. Atlante has long been committed to ensuring that its ethical policy is respected not only by its own employees, but also in its chain of suppliers, contractors and collaborators, in order to guarantee decent conditions for workers and their families.

The site re-styling is completed by a news section, which includes several articles with speeches by CEO Natasha Linhart, analysis of market trends and information on new products. All the news is also posted on our LinkedIn page so that we can share product news and company developments with the business world.

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#### **Information about Atlante**

*Atlante is an Italian company operating in the large-scale food distribution sector as a strategic partner with Italy's leading retail chains for the selection, import and distribution of food products from all over the world. It also exports the best Made in Italy specialties abroad, in particular to the United Kingdom, on behalf of the Sainsbury's chain; in Switzerland for Migros; and for Kroger in the United States. Led by CEO Natasha Linhart and based in Casalecchio di Reno (Bologna), Atlante has 55 employees and in 2019 achieved a turnover of €150 million.*

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