



VIVALDI GROUP acquires 2G SAS to consolidate its presence on the Italian Adriatic coast

2G is a key regional player in Emilia-Romagna, specialized in the distribution of ingredients and semi-finished products for the bakery, pastry, ice-cream, HoReCa and B2B industry

This transaction marks the 8th external growth acquisition since the constitution of VIVALDI GROUP in 2023 as an Italian national leader

Verona (VR), December 29th, 2025 – **Vivaldi Group (Vivaldi)**, the leading Italian distributor of ingredients, semi-finished products and machinery for bakery-pastry industry professionals, has acquired 100% of the business unit of **2G**, a key regional distributor headquartered in the province of Ravenna.

2G is a reference player in the distribution of ingredients and semi-finished products intended for the pastry, bakery, ice cream, HoReCa and B2B industry. Its clientele is concentrated in Emilia-Romagna, predominantly in the provinces of Ravenna, Forlì-Cesena, and Ferrara.

This operation represents a new step in **Vivaldi Group's** development, enabling it to further extend its territorial coverage across Northern Italy, and the Adriatic coast in particular. The acquisition was supported by **Vivaldi Group's** entrepreneur-investors as well as **Unigrains Italia**, the financial sponsor of **Vivaldi Group** since its constitution in 2023.

Vivaldi Group already addresses longstanding customers in Northern Italy in a widespread manner thanks to its numerous branches:

- **Gambettola (FC)**, operating in the provinces of Bologna, Ferrara, Ravenna and Forlì-Cesena
- **Maserada sul Piave (TV)**, operating in the provinces of Treviso, Belluno, Venice and Pordenone
- **Dossobuono (VR)**, operating in the provinces of Verona and Brescia
- **Salorno (BZ)**, operating in the provinces of Trento and Bolzano
- **Cava Manara (PV)**, operating in the province of Pavia, Milan, Lodi and Piacenza
- **Quarto D'Altino (VE)**, operating in the province of Venice and the neighboring municipalities of the province of Treviso
- **Carbonara di Po (MN)**, operating in the province of Mantova, Reggio Emilia, Modena, Cremona, Rovigo and Vicenza

With the integration of **2G**, **Vivaldi Group** extends its territorial coverage to the provinces of Ravenna, Forlì-Cesena, and Ferrara, achieving an annual turnover of roughly €85 million in 2025, with more than 140 employees in the different locations and a sales force of more than 60 people in 27 provinces.

Roberto Gusmaroli, CEO of Vivaldi Group, declared: *"The area along the Adriatic coast is traditionally highly competitive. For this reason, we quickly seized the opportunity to strengthen our presence in the region. We are confident that the combination between the Giovanelli family's integrity and reputable standing and our established industry expertise will forge a winning combination."*

Giovanni Giovanelli, CEO of 2G, declared: *"I have always harbored a deep desire to ensure business continuity, by supporting the next generation, represented by my daughter Francesca and our capable internal structure, with a Group that can help us achieve our ambitious goals for growth and competitiveness. I am convinced that this transaction will further strengthen the bond of trust and collaboration with our customers."*

Francesco Orazi, CEO of Unigrains Italia, declared: *"We are very pleased with the integration of eight successful entities, all characterized by strong synergies and significant growth potential, within Vivaldi"*

Group. The tangible result of this aggregation is the opportunity to pool our best talents, thereby reinforcing managerial efficiency and planning capabilities at the Group level."

Actors involved in the transaction

Investor:

- **Unigrains Italia** (Francesco Orazi, Alfredo Cicognani, Simone Cordisco)

Advisors to the investor:

- **Accounting & Fiscal: Aicardi & Partners** (Paolo Azzolini – Managing Partner, Mattia Vincenzi – Junior Associate)
- **Legal: Gitti and Partners** (Vincenzo Giannantonio – Managing Partner, Giulia Fossati Zunino – Senior Associate, Elisabetta Trecani – Associate, Rosanna Forcella – Junior Associate)
- **Financial: Studio Spada** (Stefano Marchetti – Partner, Pierpasquale Perito – Manager)

Advisor to 2G:

- **Accounting & Fiscal: Studio Commerciale e Tributario Scialdone** (Pieralceste Vandini – Managing Partner)

About Vivaldi Group

Vivaldi Group, headquartered in Dossobuono (VR), was created in May 2023 by aggregating 4 companies (CPC Food, Eurodolce, Marper and Nuova-Neue Serpan) operating in the market for the distribution of ingredients, semi-finished products and machinery for the professional channel in Italy. In February 2024, Vivaldi acquired Linea Bianca Group, active in the distribution in Lombardy and Piedmont, in January 2025, Vivaldi acquired Gamma, active in the distribution in Veneto and in March 2025, Vivaldi acquired Stebe, active in the distribution in Lombardy and Emilia-Romagna. The Group offers tailor-made solutions to more than 8 000 customers in the pastry, bakery, ice cream and Ho.Re.Ca sectors, also through its own 'Artigiali' brand. Vivaldi Group has about 20 000m² of logistics warehouses and stores, of which about 5 000m² are dedicated to frozen food.

About 2G

The company was founded in 1993 and is based in Sant'Agata sul Santerno (RA). It specializes in the distribution of raw materials and semi-finished products, particularly for the bakery and pastry sectors, Ho.Re.Ca and the industrial sector. It primarily distributes ambient and frozen products. The company also operates a logistics warehouse located in Sant'Agata sul Santerno (RA). The sales network covers the provinces of Ravenna, Forlì-Cesena, and Ferrara.

About Unigrains Italia

Unigrains Italia is a subsidiary of the leading European agri-food specialized investor, Unigrains. It invests as a responsible long-term investor in the capital of medium-sized Italian agri-food companies with enterprise values between 30 to 120 million euros via equity tickets ranging from 8 to 25 million euros.

Its ambition is to invest between 80 and 100 million euros, directly and through equity capital, in a dozen companies along the entire agri-food chain to support their development projects through organic/external growth, internationalization or shareholder transitions, always in close proximity to the management teams.

In addition to its financial resources, Unigrains Italy benefits from the sector experience, international network, CSR-ESG commitment and Value Added platform of its parent company - Unigrains - a major player dedicated to the agri-food sector since 1963, having supported more than 1,000 companies since its creation, with more than 80 partner companies currently in its portfolio and 964 million euros in equity capital.

Unigrains Italia associates Unigrains' Italian investment team led by Francesco Orazi, CEO, together with Alfredo Cicognani and Stefano Masini, both Investment Directors.

Press contact: Ari Levine / alevine@unigrains.fr / +33 (0)6 69 20 79 19