

# *Italian Berry*

Media pack 2021

# Italian Berry

ITALIAN BERRY DAY  
NEWSLETTER  
SHOP +  
NETWORK  
PREZZI  
PRODUZIONE  
VARIETÀ  
BIBLIOTECA  
ANNUNCI  
ESPLORA  
CONTATTI  
HOME  
f i t



CONCIMAZIONE DEL LAMPONE:  
TEORIA E PRATICA



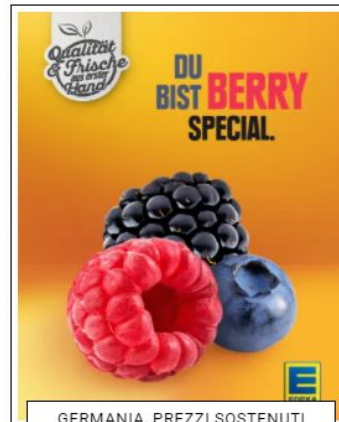
LA PRODUZIONE DEL MIRTILLO IN  
AUSTRIA



IL FUTURO DELLA RACCOLTA  
MECCANICA SARÀ IL SOFT CATCH



PREZZI E ASSORTIMENTO DEI PICCOLI  
FRUTTI NELLA GDO DI FIRENZE



GERMANIA, PREZZI SOSTENUTI  
PER I MIRTILLI



I PRODUTTORI DELL'EMISFERO SUD A  
ITALIAN BERRY DAY: "OPPORTUNITÀ  
ITALIA, IMPORT MIRTILLI +11% ANNUO"



SHELF-LIFE, LE SOLUZIONI DI ILIP PER  
UNA SFIDA DA € 10 MILIONI



I SEGRETI DELLO YANGMEI, LA BACCA  
NAZIONALE CINESE

# Concept

*Italian  
Berry*

**Italian Berry** is the specialized blog of NCX Drahorad focusing exclusively on berries.

It was created in October 2019 to gather and share the experience of NCX Drahorad in more than a decade in the berry industry, with activities ranging from **trade** services (import and export), the **Berry Retail Monitor** focusing on the berry category in the Italian supermarkets and events such as **Mirtillo Business Day** (2019) and **Italian Berry Day** (2021).



# Goal

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The goal of Italian Berry is to offer to the berry professionals and passionates a tool to analyze the dynamics of berry growing and marketing, with a special focus on blueberries, raspberries, blackberries, currants and other minor berries.



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# Content

The original content of Italian Berry includes:

- interviews
- company profiles
- retail prices (Italy and World)
- varietal fact sheets
- technical sheets
- reports from industry events

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# Content

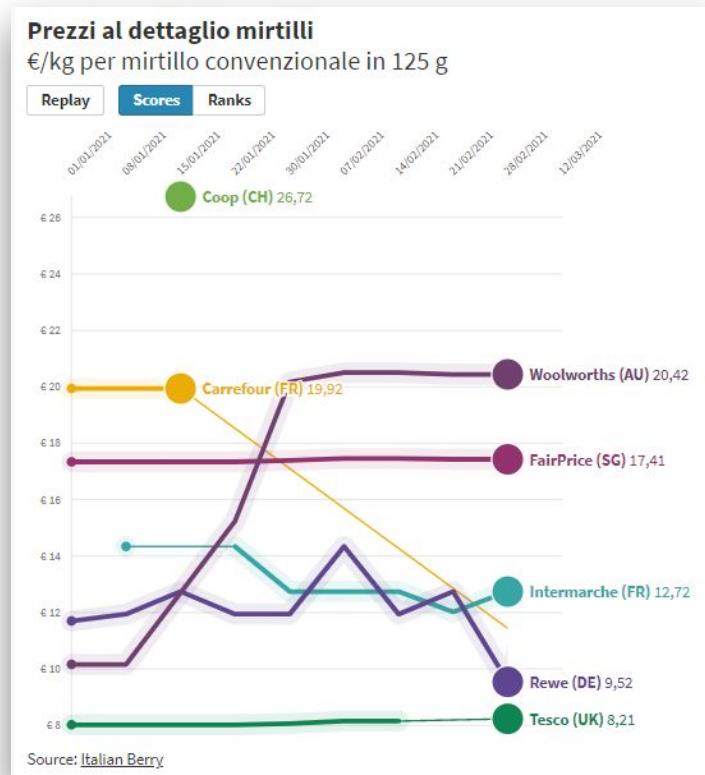
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Italian Berry analyses, develops and places **in the Italian context the main trends** which affect the global berry industry: research, varietal development, growing areas, associations, packaging, sustainability, health, consumption, consumers, marketing and promotion, specialized events.



# Content

Content is supported by data and interactive graphs to help the understanding of the global trends affecting the industry.





# Technical partners

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Italian Berry develops technical partnerships by selecting high-level experts in their respective fields of expertise to produce and distribute high quality original technical content.

The material is distributed free of charge with the aim of creating a shared knowledge base to raise the level of professionalism in the industry.



# Network





Italian Berry has established partnership agreements with the main organizations that, globally, deal with specialized information for berries with events, publications, web, seminars, webinars, technical visits, analysis.

These contents are distributed in a privileged way to the network of contacts of Italian Berry.



# Distribution



Monthly visits	> 15.000
Pages per session	3,5
Bounce rate	<1%
Newsletter subscribers	770
Newsletter opening rate	25%
Newsletter reactivity rate	37%
Facebook / Instagram followers	750 / 565
Languages	   

# Advertising and communication

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To communicate to a specialized, interested and involved audience, Italian Berry offers companies a wide range of advertising and communication tools.

Contact [advertising@ncx.it](mailto:advertising@ncx.it) for further information and to receive a personalized proposal.



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[www.italianberry.it](http://www.italianberry.it)