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# **MORANDO**

*La storia del pet food in Italia*

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



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## MORANDO GROUP

MORANDO has produced and distributed dog, cat, and horse food nationally and worldwide for nearly 70 years. A 100% Italian success story passed on from generation to generation.

### MORANDO HORSE FOOD



Morando is not only an Italian institution for pet food, but even for **horse food**. Since **1948**, it stands out for its wide range of **flaked and pelleted animal feed**, capable of satisfying the growingly high demands of breeders and professionals.

The Morando food research centre, with its state-of-the-art laboratories and recently added technological innovations allows us to present a wide choice of feed to satisfy the nutritional needs of horses to the fullest. Morando-Horse Food boasts **maintenance, flake, competition, breeding and forage lines**.

The **Maintenance Line** includes vitamin-enriched products that also guarantee an appropriate intake of protein and fibre, made with top-quality cereals. The particularity of the **Flake Line** is the presence of flaked and pre-cooked cereal, guaranteeing a high ease of digestion and assimilation. The **Competition Line** includes feed studied for horses involved in different equestrian sports. The **Breeding Line**, including perfectly balanced feed for brood mares and foals, completes the product range. List but not last, the **Forage Line**, which completes the richest offer available with mixed and dedusted hays.



## MONTALBERA AND VIGNETI E CANTINE ENRICO MORANDO



Morando is also present in the wine making and production sector, with its brands **Montalbera – Proprietà Famiglia Morando** (Montalbera – Morando Family Property) and **Vigneti e Cantine Enrico Morando** (Morando Vineyards and Cellars).

The Morando Family has passionately interpreted the fruit of its vineyards between the Monferrato and Langhe areas for six generations. The vine growing and wine making company **Montalbera**, embraced by a landscape named UNESCO World Heritage Site, is the main interpreter of the **Ruchè** variety and has made this precious native wine its icon and one of the engines of its growth across the national and international market. Montalbera expresses itself in two terroir locations: Castagnole Monferrato (Asti terroir), boasting 100 hectares (247 acres) in a single plot of land, and Castiglione Tinella (Cuneo, Langa terroirs) boasting 10 hectares (25 acres) also in a single plot of land. Its recent restorations and investments in equipment and technology have made Montalbera become recognized as one of the most innovative wine makers on both a national and international level. Montalbera is a brand destined to the HoReCa and Super HoReCa food service industries.

**Vigneti e Cantine Enrico Morando** is a brand dedicated the Grocery store/Export channels. The family's production philosophy for this brand is focused on a strong value for money, maintaining the quality levels expressed by the terroirs Monferrato and Langa; wines that are an interpretation of life, a depiction of needs and desires under the permanent light of modern production and in a familiar, everyday glass.



Morando also makes its mark in the real estate sector with **Morando Real Estate**.



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## MORANDO PET FOOD



Our story began seventy years ago. A story started by **Enrico Morando** whose entrepreneurial genius brought pet food to Italy.

During a trip to Marseille, Enrico Morando noticed an advertisement for cat and dog food. He bought some and brought it to Italy. After months of analysis and research – no one had ever seen anything like it before – he was finally granted authorisation to produce the first industrial cat and dog food. An entrepreneurial success that paved the way to a previously-unknown market. A man who, together with his family, has written the history of the pet food market in Italy. This new food product had numerous benefits: it was nutritionally balanced, practical and convenient, quick to prepare and serve, and offered a wide range of products.

Morando quickly became a leader in the market with its **Migliorcane and Migliogatto** brands, the motto of which – “Everyday friendly food” – is recognised by all.

Since then, the Morando family has been on a long journey of emotions, successes and changes, all the while never losing their focus on the future.

Today, Morando is a modern, dynamic company equipped with state-of-the-art technology that is in continual evolution. Every day they aim at transforming years of experience into innovative, high-quality products with professionalism and enthusiasm. Thanks to their constant investments in marketing and research and development, Morando’s offers have been in constant innovation while the company has developed successful products making the Morando brand the best choice for pet lovers.

As well as the **Migliorcane and Migliorgatto** brands for large retail, **Migliorcane Professional and Migliorgatto Professional, Miocane and Miogatto** are produced for the more specialised channels and for chemists.

All Morando foods are produced in the factories of Andezeno in Turin, which produces dry foods, and Molfetta in Bari, where wet foods are made. The two modern factories covering more than 90 thousand square metres are equipped with state-of-the-art technology for avant-garde production characterised by systematic quality controls throughout each phase of the process. Substantial and continual investments have transformed Morando into an undisputed leader of the market both in Italy and abroad.



Morando products represent **the history of pet food in Italy, Made in Italy entrepreneurship, innovation knowhow, without forgetting our values and traditions**. They are 100% Made in Italy because we believe in the quality of Italian industry and we want not only to protect it, but also to sustain it every day.

**Quality, wellbeing, a wide range of products and service** have always been the cornerstones of the Morando philosophy, guaranteeing our foodstuffs thanks to careful controls throughout the supply chain from the rigorous selection of the ingredients right up to the transformation of these and packaging and distribution. Our in-house laboratories are outfitted with modern equipment for chemical, instrumental and microbiological analyses for the quality control of ingredients all the way up to the finished product.

**Over 6,000 analyses** are carried out each year in order to ensure the quality of our products. Thanks to the collaboration of our in-house vets, we can also undertake product research and development studies aimed at improving the health and wellbeing of pets, using highly innovative ingredients and formulas.

Furthermore, **it does not perform nor commission any animal testing whatsoever**.

All Morando production facilities have international ISO 9001 certification: a proof of the commitment to provide customers and end users with a safe and high-quality product, with a high level of customer service. Our products are also **IFS (International Food Standard)** -certified, earning the HIGHER LEVEL, the maximum grade possible. The **International Food Standard** is a standard based on a common evaluation method shared by different market sectors (namely food and pet food) to qualify and select the best global suppliers of food products. **Morando is among the first-ever pet food companies in Italy to have obtained this certification.**

Morando is also among the first companies joining **ASSALCO** (the national company for pet feeding and care), as a further witness of its will to operate in full respect of national and international norms.

## MORANDO IN NUMBERS

- 1955:** Mangimi Morando & C. S.a.s. launches production of wet pet food in Neive (province of Cuneo), with the brand names Vitto Dog and Vitto Cat.
- 1974:** Opening of the new production facility in Castiglione delle Stiviere, in the province of Mantua.
- 1980s:** Mangimi Morando & C. S.a.s. becomes Morando S.p.A. and begins exporting its products abroad (to Spain and Former Yugoslavia). Launch of the Miocane and Miogatto brands.
- 1981:** Opening of the Andezeno (Turin) production facility for dry food.
- 1994:** Launch of canned wet food production in the Molfetta (Bari) facility.
- 1997:** Birth of the Migliorcane and Migliorgatto brands.
- 2007:** The Andezeno facility doubles in size.
- 2009:** New single-serve product line developed in Molfetta.
- 2011:** Morando launches the new Migliorgatto I Deliziosi and Migliorcane I Preferiti lines.
- 2012:** Restyling of the Professional line packaging.
- 2014:** Morando launches Miocane and Miogatto, the super-premium lines for specialists and pharmacies.
- 2015:** Miocane and Miogatto and Migliorgatto Sterilized lines voted 2015 Italian product of the year in their category. It has built an automated warehouse in its headquarters in Andezeno with more than 7000 pallet spaces and new packaging lines to create state-of-the-art formats such as pouches
- 2016:** Classic line packaging restyling; launch of Miocane Monoproteico, Miogatto Patè Supreme, and Miocane Vero Patè; launch of Migliorcane UNICO and Migliorgatto UNICO.
- 2017:** Migliorcane UNICO and Migliorgatto UNICO elected 2017 Italian product of the year in their category.
- 2018:** Migliorcane UNICO e Migliorgatto UNICO extension line (wet food and dry food).
- 2019:** Morando introduces many great novelties, confirming its position as a front runner in its market.
- 2020:** Morando launches the new superpremium Morando SuperPetFood range and the new Miocane and Miogatto Sensitive references for specialized channels and pharmacies.
- 2021:** New references arrive on the market (Miocane Sensitive Sterilized, Migliorcane I Favorites Sterilized, Morando Professional Kitten) and new flavors and formats (for the Migliorcane and Migliorgatto Unico lines and for the Migliorgatto Sterilized range).
- 2023:** Morando launches the new range Migliorcane and Migliorgatto Le Specialità Italiane and new line Mono-Pro by Morando Professional.



## **MANAGEMENT**

CEOs: Giovanni Morando, Walter Morando, Franco Morando e Laura Morando

## **COMPANY**

### **Andezeno production output:**

Over 70,000 tons/year of dry petfood

### **Molfetta production output:**

210,000,000 cans/year

144,000,000 trays/year

30,000,000 pouches/year

### **Supply chain:**

5 distribution centres for a capillary coverage of the entire national territory.



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## PRODUCTION FACILITIES

Andezeno (TO) – Headquarter and Dry food production facility



Molfetta (BA) – Wet food production facility



## MORANDO PRODUCTS

### CROSS-CHANNEL LINES



The **Classic Migliorcane and Migliorgatto Line** represents the history of the Morando brand, both for its lasting market presence and its trademark quality guarantee. The line includes dry and wet food for both dogs and cats, and is distinguished by the innovative “**Wellness System**” that helps the animal have stronger bones and teeth, a healthier skin and shining fur, improved muscle tone and mass. Dry food includes specific compositions based on the pet’s age and lifestyle. The entire line has been renewed with a graphic design highlighting the human-animal relationship.

Its ingredients, skilfully mixed, include different types of high-quality meat, fish, vegetables, and cereals, composing tasty and nutritious products, rich in protein, vitamins, fibres, and with added Omega 3 and 6, important essential fatty acids for your best friend to always be in best shape.



**Migliorcane Prestige**: is the premium **multipack bits-in-sauce wet food** line for small-sized dogs. Taste, elegance, and ease of use, all in one. A delicacy that stimulates the appetite of even the pickiest dogs; a mix of selected ingredients that aid assimilation in the digestive system, and an ideal dimension to facilitate chewing.



**Migliorcane I Preferiti:** a **premium line** including tailored specialities which have been researched to match the individual characteristics and meet the nutritional needs of dogs of all ages, from puppies to old dogs. There are even specific solutions designed for small dogs, such as the Adult Mini formula with a choice of *Energia e Vitalità* (Energy and Vitality), *Peso Forma* (Weight and Fitness) and *Senior 8+*. All the recipes drawn up from the wide range of wet ingredients are sold in a practical mono-portion pouch and enriched with **royal jelly**, an important natural anti-oxidant, a source of vitamins and mineral salts to give your pet the energy and nutrition it needs. The "**Well-being Formula**" with FOS and MOS, which has been researched for the production of croquettes, is ideal in supporting the healthy functioning of the intestinal tract.



**Migliorgatto Sterilized:** a **premium line** of complete and balanced products for the special nutritional needs of **sterilised cats**. Indeed, sterilisation alters cats' physiological balance and hormone levels, reducing energy needs and thus increasing the risks of becoming overweight. It also makes them more vulnerable to urinary tract problems such as the formation of stones and crystals. As a response to these needs Morando has created Migliorgatto Sterilized, a complete range of both dry and wet food with **reduced fat content** and favouring a **balanced pH** for the urinary tract, starting this year with **25 new and even tastier recipes** to satisfy the most demanding eater. The wet foods are available in different textures designed to give the meal greater water content and so helping to keep the urinary tract healthy.





**Migliorcane UNICO e Migliorgatto UNICO:** are **superpremium no-grain products** made from a **single protein source**, allowing a complete meal of high-quality nutrients generated from a single animal species. Furthermore, they are colouring and chemical preservative-free. **Its characteristics have led a jury of consumers to elect Migliorcane UNICO and Migliorgatto UNICO “2017 Product of the Year” in the Pet food category.** The award is the result of a market research conducted by IRI, the largest research of this kind in terms of people interviewed. For each category, two parameters won the product the top recognition with the highest average score among competitors: innovation and customer satisfaction.

In 2019, as a response for the increasing demand for specific products for Toy Dogs, Morando proposes **Migliorcane Unico Toy**, available in three versions: **Turkey croquettes** (800 g in doypack) and **Delicate ham or turkey Pâté** (80g in pouch). The new formula “24h balance” contains **molasses and pumpkin seeds (a source of tryptophan)** to maintain good emotional balance and **FOS and MOS**, which helps to maintain a healthy bacterial flora. The choice of high-quality raw materials also makes the food extremely appetising to the pet for a perfect mix of taste and well-being.



## SPECIALIST CHANNEL LINES



Migliorcane Professional and Migliorgatto Professional, the range of dry and wet products for the specialised channel, has been given a name-change and its product range expanded, becoming **Morando Professional**: a rebranding designed to increase business recognisability with the re-alignment of advertising of its brands within the channel.

The line now includes more than 90 **specific foods of the very highest quality**, made from selected raw materials and presented in elegant new packaging. It offers a great variety of tastes, formats and specific nutritional characteristics for the daily wellbeing of dogs and cats of every size and age. The complete and balanced nature of the products derives from the recipes which are both easy to digest and highly appetising, including an excellent level of nutritional vitamins and minerals. Of the **specific formulation** the Adult Mini line is intended for small dogs, Premium Range is for medium-sized dogs with a new line especially researched for sterilised cats.





**Miocane e Miogatto:** is the **superpremium line** launched in 2014 for the specialist and pharmacy retail channels. They include the **My Nat-Pro** recipe developed by Morando: an exclusive combination of highly effective active ingredients. A mix of GMO-free vegetable extract, including grapefruit, curcuma, grape, rosemary, and dried cloves; thus, fully natural ingredients with an antioxidant action and protection from free radicals three times higher than pure vitamin E. This innovative recipe improves the stability and bioavailability of Omega 3 assimilated from food.



Morando has expanded the Miocane and Miogatto lines with the new **Miocane Sensitive** and **Miogatto Sensitive** recipes, studied by the company's nutritional veterinarians in response to the specific needs of **dogs and cats with sensitive skin and intestines**.

Dry products contain **Schizochytrium algae**, a source of **DHA** (an Omega 3 fat acid) known for its ability to **support correct skin function**. **Zeolite**, a substance of mineral origin, positively influences the composition of the **intestinal biome** (microbiota), essential for maintaining regular digestive processes. Sensitive wet products are also **grain-free**.

The new products contain a high percentage of selected animal proteins with a high biological value, which come from a single protein source.



**Morando SuperPetFood** is a **superpremium line**, unique to the **specialised channel**, which is able to meet specific nutritional needs and puts animal welfare to the fore thanks to tastier and easily digestible products without cereals, preservatives or colouring and based on fresh duck, salmon, turkey, lamb or beef. Cranberries, blackberries, pumpkin seeds, green tea, goji berries, pineapple, black cabbage, pomegranate, turmeric, rose hips and Norwegian seaweed are only some of the **super-foods**, the super-ingredients with exceptional nutritional properties, used in the new recipes.

## PRODUCT INNOVATION:

We constantly innovate our offer to meet the specific needs of consumers, in line with market trends.

**Migliorcane Unico e Migliorgatto Unico:** considering the important demand for single-protein petfood, we have expanded the **Migliorcane Unico and Migliorgatto Unico lines** with new formats and recipes, all no-grain and based on a single high-quality animal protein source. Specifically, we have developed the new Pork and Beef-flavored Croquettes for medium-sized dogs and Salmon Croquettes for cats; As for wet petfood, we offer for dogs the new flowpacks of Delicato Patè with Ham and Turkey flavors and for cats the flowpacks of Deliziosa Mousse with Ham and Turkey flavors.





**Migliorcane I Preferiti:** Morando has expanded the **Migliorcane I Preferiti** premium line with a new recipe, developed specifically to meet the specific needs of sterilized dogs. The **Migliorcane I Preferiti Sterilized Kibbles** with Turkey have a reduced fat content (compared to the Adult products of the same line) to maintain the correct weight and a high fibres content, to support intestinal function and contribute to the feeling of satiety. The turkey meat, white and lean, provides proteins of high biological value. Available in 2.5 kg bag.

**Migliorgatto Sterilized:** The Crunchy Delicacies of **Migliorgatto Sterilized** are now also available in **1.5 kg bags** to choose from between Tasty Beef or Delicious Salmon. The **tasty recipes** in the bigger formats in order to meet the nutritional needs of **neutered cats**.



**Morando Professional:** To meet the nutritional needs of **kittens**, the company has recently launched the new **Morando Professional Kitten** recipe: tasty chicken and salmon kibbles, with a **multi-protein formula** that - thanks to the selected meats - provides **proteins of high biological value**. The recipe, without added dyes and preservatives, contains **FOS and MOS** for the correct maintenance of **intestinal function**, and is enriched with zinc, which supports the **immune system**. The kibbles are available in **1.5 kg bag**.

**Miocane Sensitive:** The **Miocane Sensitive Sterilized Turkey** kibbles are formulated with a **single animal protein** that provides proteins of high biological value, have a moderate fat content and contain selected fiber sources (dried beet pulp, pea fiber and lignocellulose) useful for keeping sterilized dogs in shape. Available in the 3 kg format dedicated to the specialized channel and pharmacies.



## THE LATEST PRODUCT NEWS:

**MONO-PRO: new range of Morando Professional:** a premium range of dry and wet pet food that Morando Professional has created in order to meet the needs of dogs which favour recipes formulated with a **single animal protein source** and **without added cereals**.

These tasty kibbles are enriched with vitamins and **prebiotics FOS and MOS** to support **intestinal function**.

The recipe of this delicate pate is formulated with **Vitamins E and B** for an **antioxidant action** and to support **energy metabolism**, and contains **zinc**

to keep the **skin healthy and the coat shiny**.

The recipes of dry and wet products don't contain added colourants and preservatives.





## Le Specialità Italiane di Migliorcane e Migliorgatto



The most important innovation that Morando brings to Interzoo 2024 is the **Migliorcane and Migliorgatto Le Specialità Italiane**: new pet food line born from historical culinary traditions, so that even our four-legged friends can share ancient flavors of the past with the whole family, re-proposed in recipes formulated respecting the specific needs of dogs and cats. They are inspired by tasty traditional food, such as stew (Spezzatino), meatloaf (Polpettone) and soup (Zuppetta) with tender baked and steamed meat and delicious vegetables from the human food chain such as green beans, carrots, tomatoes and potatoes. The appetizing kibbles are rich in meat, with vegetables and whole grains, seasoned with Italian olive oil, tomato and aromatic herbs (rosemary, sage and oregano).

In short, the name recalls it well, Morando invites you to dive into culinary tradition, reworked for pet food and brought directly into the bowl.

Among the dry pet food, we find the appetizing kibbles, available for mini and medium sized dogs (available in the 800 g doypack, 2.5 kg or 7 kg bag); while among the wet pet food Morando offers for dogs Spezzatino (chunks in sauce) in the 405 g or 1250 g can, and Polpettone (patè available in the 150 g or 300 g tray). The Italian Specialties are also for the cats, with appetizing kibbles in 400 g doypack or 1.5 kg bag and wet pet food such as Spezzatino (small chunks in sauce) in the 405 g can, the Zuppetta (strips with sauce in an 85 g pouch) and Polpettone (patè available in the 100 g tray).

## MORANDO SOCIAL RESPONSIBILITY



**Morando social responsibility** is the sum of the values that have always distinguished our corporate philosophy and we aim to transmit to the world: respect for the environment, maximum care for men and their animals. We promote different initiatives every year to support both people and animals in need.

In 2018 Morando set up a **partnership with the Giro d'Italia** to promote, stage after stage, the charity campaign **"Il miglior modo di aiutarli"** (The Best Way to Help Them) in support of the Italian National Canine Defence League ("Lega Nazionale per la Difesa del Cane", or LNDC). In this way Morando guaranteed the upkeep of more than 800 dogs and cats for a year through payments to various LNDC centres.

In the most difficult months of the **pandemic emergency**, Morando renewed his commitment, **donating products for about 100,000 meals** to the La Stampa-Specchio dei Tempi Foundation and to the headquarters of the Territorial Coordination of Civil Protection of Turin, which took care of distributing them to families and to the neediest entities. Concrete help to support individuals and families in difficulty as well as kennels and catteries, to support the Piedmont area and remain alongside the entire population.

### MORANDO SOCIAL MEDIA:

**WEB SITE:** [www.morando.it](http://www.morando.it)

**FACEBOOK:** <https://facebook.com/morandopetfood>

**INSTAGRAM:** [https://www.instagram.com/morandopetfood\\_official/](https://www.instagram.com/morandopetfood_official/)

**YOUTUBE:** <https://www.youtube.com/user/morandotv>

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