

UOP s.r.l. SB

NEW
SNACKS

> Food & Beverage

Certifications / Crackers, snacks, / Distribution channel / Gluten free / Long life baked goods / Organic / Private label / Ready meals / Ready meals (room temperature) / Retailer / Salt / Sauces and seasonings / Shopping mall/GDO / Spices & aromatic herbs



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> More about UOP s.r.l. SB

UOP (Uprising Organic Project) has its headquarter in the North West of Italy, near Turin. It was born from an initiative of Roberto Durante that founded the company in 1999 after a great experience as marketing director in a food company. He decided to base UOP on values such as: quality, simple and natural ingredients, healthy and organic products.

In few years UOP has become a company leader in the sales of the gourmet salts (Pink salt, Hawaiian salts and more) from many parts of the world and in 2012 UOP analyzed the snacks segment, that according to experts had not significant innovation in the last 10 years.

As a result of the researches, snacks has proved to have several weaknesses related to the high content of fat and fried food.

In 2013 the company started an investments plan for the purchase of a new warehouse and new machines for the Popped Snacks production and in 2014 the production of Poptato and Mini Apples began.

Today UOP is a growing company that wants to bring the Italian flavors all over the world.

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Spoken Languages English, French

