

Acetaia Malpighi wins new travel retail listings with Gebr Heinemann



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Balsamic vinegar brand [Acetaia Malpighi](#) has secured new travel retail listings with [Gebr Heinemann](#). The company, which is a family-owned brand that can trace its history back almost 200 years, is now listed in Heinemann stores at Bologna Guglielmo Marconi Airport, bringing a true taste of Italian excellence and real “natural vinegar” to shoppers traveling through Bologna.

According to the company, the story of Acetaia Malpighi dates back to 1850, when Pietro Malpighi passed on the recipe for “real vinegar” to his son, Augusto. Today, Massimo Malpighi is the fifth generation of the family to lead the company, and the brand is already established around the world, with its award-winning produce appearing in delicatessens, luxury hotels, shops and restaurants across the globe.

The move into travel retail represents the next expansion for the brand and an opportunity to bring its product to new customers. The company launched in travel retail last summer in collaboration with travel retail experts 2.0 & Partners. Securing a listing at Bologna Airport underlines the brand’s potential in the market and marks the first step in an exciting plan for growth and expansion in the sector.

Acetaia Malpighi has designed dedicated packaging for the traveling shopper and is poised to announce new product launches for the sector in the coming weeks.

Massimo Malpighi, President of Acetaia Malpighi, says, "Since 1850 our mission has been to bring the excellence of the Modenese Tradition all over the world, through the most iconic product of this beautiful land: The Balsamic Vinegar of Modena.

"To secure our first listing with Gebr Heinemann in Bologna is a landmark moment for us and a milestone in our young travel retail journey. Our aim is to help our customers become ambassadors of our unique reality and we look forward to introducing our special product to more shoppers in Bologna and around the world."

Next up on this journey is a listing at Turin and Bari airports as the brand looks to enhance its presence in the Italian travel retail market, before building its presence on the global stage.

2.0 & Partners CEO Fabio Bernardini adds, "To secure such a high-profile listing is a wonderful success for us and the Acetaia Malpighi team and is just the start of this brand realizing its potential in the travel retail market.

"The demand from shoppers from brands with true heritage and artisanal craftsmanship is at an all-time high and the travel retail market is crying out for new and exciting names to bring a fresh and vibrant look to shops and shelves. We are delighted with this result for Acetaia Malpighi and I am sure there will be many more to come."