



Press Release

Wise Equity and Casa della Piada invest in *pinsa* with the acquisition of Pizze Vincenti

Casa della Piada, through the integration of Pizze Vincenti, enriches its product portfolio to accelerate international expansion

Milan, July 24, 2025 – Casa della Piada (CRM S.p.A.) a portfolio company owned by Wisequity VI fund, managed by Wise Equity, announces the acquisition of 100% of V.V.C. S.r.l., widely known by its brand "Pizze Vincenti", a producer and distributor of bakery products, specialized in *pinsa*.

Established in the province of Cremona, Pizze Vincenti has built a solid reputation in the Ho.Re.Ca sector for its high-quality *pinsa* and bakery specialties. Thanks to its innovative recipes and rigorous focus on quality, the company has successfully positioned itself as a reference brand in this rapidly growing niche.

This strategic acquisition represents a significant step in Casa della Piada's ambitious international expansion plan, strongly supported by Wise Equity. *Pinsa*, recognized internationally for its healthiness, versatility, and authenticity, has recorded rapid growth in European and global markets, becoming increasingly popular among consumers outside of Italy.

The acquisition of Pizze Vincenti allows Casa della Piada to expand its manufacturing footprint with a new production site in Cremona, complementing its existing facilities in Modena and Ravenna. The combined production capability and geographical distribution offer considerable operational synergies, enhancing efficiency across procurement, sales, and production logistics. Notably, the transaction also enables Pizze Vincenti to expand its market reach beyond Ho.Re.Ca., accessing the retail sector, Casa della Piada's longstanding core customer segment.

Fabio Vincenti, founder and CEO of Pizze Vincenti, will continue to lead the company, ensuring seamless business continuity, and will reinvest part of his proceeds into CRM, strengthening the alignment of interests and maximizing the potential synergies between the two entities.

Marco Vespasiano, CEO of Casa della Piada, stated: "We are thrilled to welcome Pizze Vincenti into the CRM family. This integration will enable us to offer our customers an even broader product portfolio, supported by a more flexible and efficient production capacity. We are also confident that we can accelerate our expansion into international markets, thanks to the addition of a highly successful and rapidly growing product like *pinsa*."

Andrea Allorto, Chairman of Casa della Piada, added: "This acquisition is perfectly aligned with our strategic objective of strengthening our international presence by offering an authentic, high-quality Italian product that is experiencing strong demand worldwide. By combining resources and expertise, we aim to create even greater value for our customers, from hospitality to retail."

Fabio Vincenti, Founder and CEO of Pizze Vincenti, commented: "Joining forces with CRM represents an exceptional opportunity for our company to scale operations, broaden our customer base, and access new markets. We share a common commitment to product excellence, innovation, and customer service, and look forward to a successful future together."

Stefano Ghetti, Senior Partner at Wise Equity and **Ilaria Montefusco**, Investment Manager, added: "The integration of Pizze Vincenti into CRM exemplifies Wise Equity's approach: identifying niche market leaders and facilitating their growth through strategic add-ons. This acquisition significantly accelerates CRM's internationalization strategy and enhances its industrial footprint, positioning the group to fully capitalize on emerging global consumption trends in the bakery segment."

Advisors to Casa della Piada:

- Financial Diligence: Spada Partners (Guido Sazbon, Bernardo Porcellini, Roberta Robba);
- Tax Due Diligence: Spada Partners (Antonio Zecca, Massimo Fagioli, Giuseppe Pezzella);
- EHS & ESG Due Diligence: ERM (Giovanni Aquaro, Andrea Perna);
- Legal Advisor: Simmons & Simmons (Alessandro Bonazzi, Alice Barlera).

Advisors to Pizze Vincenti:

- Financial & Tax Advisor: BFP Associati (Alberto Perolini);
- Legal Advisor: Casini Law Firm (Attorney Marco Casini).

Wise Equity SGR

Wise Equity SGR is a company active in the management of closed-end investment funds investing in small and medium-sized companies with a focus on Italy. The funds managed by Wise Equity typically carry out Leveraged Buy-out and development capital operations dedicated to companies that have leading positions in their niche with two main objectives: to increase critical mass, also through 'build-up' operations, to improve the competitiveness and marginality of the companies, and to foster their international development. Wise Equity currently has three funds under management:

Wisequity IV with a subscribed capital of € 215 million, invested in eight companies, seven of which have been fully realized with one remaining company: Waycap;

Wisequity V launched in July 2019 with an allocation of EUR 260 million, fully invested in eight companies, with seven still in the portfolio after the sale of Cantiere del Pardo: Fimotec, Vittoria, Selle Royal, Special Flanges, Almac, OneTag and NTC;

Wisequity VI launched in May 2023 with a total commitment of EUR 400 million, partially deployed on four investments: MEP, Greenexta, Casa della Piada and Absolute.

For further information

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