



COMPANY PROFILE

Milk. Time. Hands.

Since 1980, a precise sequence of choices. Artisan Apulian cheeses from the Valle d'Itria, distributed across four countries.

What you will find in this *profile.*

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An industrial operation run like an *atelier*.

«We do not build a narrative around the product. The product is the result of a precise sequence of choices: milk selected within 40 km of the facility, milking by five, spinning by ten, shipping by four. What we call the Malù method is the discipline with which we repeat this sequence, every morning, for forty-five years.»

Master cheesemakers trained in-house: the hands that spin are still the same. The scale has changed — four countries and over two thousand three hundred B2B customers — but the vocabulary is still the one from 1980. Caseificio Malù produces in Martina Franca, in the heart of the Valle d'Itria, a line of Apulian cheeses with a short supply chain and traceable batches.

FOUR FOUNDING PRINCIPLES

01 Short supply chain

Suppliers selected within a 40 km radius of the facility, with daily checks on the milk.

02 Steady hands

Master cheesemakers trained in-house. No outside turnover: the know-how stays in the house.

03 Traceable batches

A unique identifier from pasture to customer, with multilingual labelling for export.

04 Essential catalogue

223 references in the range. No private label, no contract manufacturing.

Forty-five years, in *numbers*.

CRAFT

45 *years*

Of daily production, since 1980

CATALOGUE

223 *ref.*

Active references in the range

SUPPLY CHAIN

40 *km*

Supplier selection radius

EXPORT

4 *countries*

Active distribution: IT · FR · DE · JP

CUSTOMERS

2,300 *+*

B2B accounts worldwide

FACILITY

4,200 *m²*

Production area

The milestones, from 1980 to *today*.

1980

Founding

Caseificio Malù opens in Martina Franca with three vats and two master cheesemakers.

1992

Production expansion

New burrata and straciatella lines, first regional HoReCa supplies.

1995

First export

First distributors in France: the international channel opens.

2015

Japan channel opens

First distribution agreements in Asia and entry into the Japanese market.

2020

Facility extension

New lines for smoked and aged specialities; production capacity to 4,200 m².

2026

Today

223 references, four distribution countries, over 2,300 B2B customers, batches traced end-to-end. FSSC 22000 certification process underway.

A supply chain in four timed *phases.*

No preservatives, no additives, no imported milk. Every batch is traced from pasture to delivery with a unique identifier.

PHASE 01 · MILK SELECTION

04:30 – 05:30

Pasture

Certified suppliers within a 40 km radius. Early-morning milking and organoleptic check of the delivered milk, every day. No imported milk.

PHASE 02 · TRANSFORMATION IN THE VAT

06:00 – 09:00

Curd

Rennet and traditional spinning in temperature-controlled stainless-steel vats. Batches closed by 10:00.

PHASE 03 · HAND SPINNING

09:00 – 11:00

Shaping

Manual spinning, cutting and shaping. No additives, no preservatives. Every batch receives a unique traceability code.

PHASE 04 · CERTIFIED COLD CHAIN

11:00 – 16:00

Logistics

Packaging and labelling with batch and origin. Shipping by 16:00, same day. Cold chain monitored at a continuous 4°C, zero interruptions, all the way to the customer.

Three product *classes*.

A line of fresh spun-paste worked every morning, a line of aged cheeses with cave-matured variants, and a line of spiced, smoked or refined specialities. No overlap, no third-party licences.

CLASS 01 / FRESH **42 ref.**

Fresh *spun-paste*

Spun and packaged by hand every morning. Batches closed by 10:00, shipped by 16:00 with a certified cold chain.

BURRATA · MOZZARELLA FIOR DI LATTE · STRACCIATELLA · GIUNCATA · RICOTTA

CLASS 02 / AGED **38 ref.**

Aged *cheeses*

Natural ageing in a cave from 6 to 24 months. Constant temperature and humidity, monitored every day. Certified Silano DOP variant.

CACIOCAVALLO · CACIOCAVALLO SILANO DOP · CACIORICOTTA · FLAVOURED CHEESES

CLASS 03 / SPECIALITIES **24 ref.**

Specialities *& smoked*

Natural beechwood smoking, spicings with chilli, truffle, walnuts, pistachios or refining in regional red wine. A line under constant review.

SCAMORZA · FILONE DI SCAMORZA · SMOKED · REFINED · LIMITED EDITIONS

The catalogue, *family* by family.

Burrata

A dairy excellence native to Puglia, made from fresh cow's milk worked according to the local artisan tradition.

Stracciatella

A typical Apulian fresh cheese, from shredded spun-paste blended with fresh cream.

Mozzarella di Bufala

A fresh spun-paste cheese made exclusively from whole buffalo milk.

Mozzarella Fior di Latte

Spun-paste from whole cow's milk. A delicate, clean profile.

Scamorza

Spun-paste in rounded or elongated shapes, from delicate freshness to smoked versions.

Filone di Scamorza

Spun-paste in an elongated, regular shape, classic or smoked.

Caciocavallo

Spun-paste typical of the South, in an oval shape with a neck. It evolves from milky to the intense notes of the aged versions.

Cacioricotta

It combines elements of cacio and ricotta. Compact when fresh, dry and crumbly with ageing.

Formaggi

An Apulian selection: stracchinato, flavoured (truffle, pistachio, walnut), through to barrel-aged.

Giuncata

A fresh cow's-milk cheese, drained in rush baskets. Soft paste, sober and balanced taste.

Ricotta

From the heating of the whey. Soft, finely creamy texture, delicate and clean taste.

Burro

From milk cream by churning. Compact and spreadable, with a delicate aromatic profile.

Documented *discipline.*

Food safety is managed across the entire supply chain, from milk traceability to consumer-compliant labelling.

CERTIFICATIONS

Caciocavallo Silano DOP

Protected Designation of Origin

OBTAINED

FSSC 22000

Food Safety System Certification – international food-safety standard

IN CERTIFICATION

STANDARDS AND DISCIPLINES APPLIED

Reg. UE 1169/2011

Consumer information: ingredients, nutritional values, allergens

LABELLING

Reg. CE 178/2002

Supply-chain traceability

TRACEABILITY

Reg. CE 852/2004

Hygiene of foodstuffs

HYGIENE

HACCP

Self-monitoring system

SELF-MONITORING

D.Lgs. 231/2001

Organizational model of corporate liability

GOVERNANCE

D.Lgs. 24/2023

Protection of whistleblowers

COMPLIANCE

Four thousand two hundred square *metres.*

In Martina Franca, 431 metres above sea level, in the heart of the Valle d'Itria.

Production area	4,200 M ²
Production vats Temperature-controlled stainless steel	SPINNING
Spinning line Manual, with batch tracking	BY HAND
Ageing chamber Ageing cells and/or natural cave, 1 – 24 month ageing	CAVE
Capacity Batches closed by 10:00	~40 BATCHES / DAY
Cold chain Monitored to the customer, zero interruptions	CONTINUOUS 4°C
Logistics Packaging and labelling with batch and origin	SHIPPED BY 16:00

Where we *reach*.

Direct distribution across Italy and established partners in France, Germany and Japan. Four channels, dedicated specifications, flexible MOQs.

FOUR ACTIVE COUNTRIES

Italy	IT · DIRECT DISTRIBUTION
France	FR · 4 DISTRIBUTORS
Germany	DE · 2 DISTRIBUTORS
Japan	JP · 1 DISTRIBUTOR

FOUR B2B CHANNELS

CH 01 · HORECA FOODSERVICE

Restaurants & *fine dining*

Dedicated cheese counter, delivery within 24h, HoReCa price list with kitchen and counter formats.

CH 02 · SPECIALTY RETAIL

Delis & *food shops*

Counter formats, product sheets, branded POS materials, staff training.

CH 03 · PREMIUM GROCERY RETAIL

Modern *distribution*

Pre-packaged line in modified atmosphere, GS1 codes, technical specification, FSSC 22000 in certification.

CH 04 · EXPORT

International *distributors*

Certified cold chain, multilingual labels, flexible MOQs, dedicated logistics support.

Management and functional *areas.*

AREA 01 · MANAGEMENT

Strategy, partnerships, communication

General management direction.

CEO · Sante Lucarella – direzione@caseificiomalu.it

Official PEC – caseificiomalu@pec.it

AREA 02 · ADMINISTRATION

Invoices, accounting, recurring orders

Reply within 1 working day.

General – info@caseificiomalu.it

Orders – ordini@caseificiomalu.it

Accounting – amministrazione@caseificiomalu.it

AREA 03 · QUALITY

Technical data sheets, certifications, traceability

Reply within 1 working day.

Quality control · QA – ufficio.controllo@caseificiomalu.it

AREA 04 · OPERATIONS

Logistics, shipping, warehouse, IT

Reply within 1 working day.

Operations – area.operativa@caseificiomalu.it

WHISTLEBLOWING (D.LGS. 24/2023 · D.LGS. 231/2001)

A dedicated reporting channel with anonymity and protection from retaliation.

Supervisory Body / designated officer: **Sibilio Daniela** –

caseificiomalu.it/whistleblowing

Malù *S.r.l.*

COMPANY NAME	Malù S.r.l.
VAT NO.	IT02279680736
TAX CODE	02279680736
REA NO.	TA 135819
SHARE CAPITAL	€ 800.000
STAFF	Over 35
FOUNDED	1980

HEAD OFFICE	Strada Colucci Zona B n.35 74015 Martina Franca (TA)
COORDINATES	40°42'N · 17°20'E · 431 m
PHONE	+39 080 432 4079
WHATSAPP	+39 080 432 4079
EMAIL	info@caseificiomalu.it
PEC	caseificiomalu@pec.it
OFFICE HOURS	Mon-Fri · 08:30-13:00 / 14:30-18:00

Institutional website with an informational function: orders are placed by email, phone or contact form. Prices and price lists on request. Exclusive jurisdiction: Court of Taranto. Governing law: Italian.



Forty-five years, the same *hands.*

*Milk selected within 40 km, milking by five, spinning by ten,
shipping by four. Every morning, since 1980.*

HEAD OFFICE

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Valle d'Itria · Puglia

CONTACTS

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