



Federico Boratto

FOR IMMEDIATE RELEASE

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FEDERICO BORATTO NAMED VEMAC Srl SALES AND MARKETING DIRECTOR

March 7, 2024 (Modena, Italy) - Federico Boratto has been appointed Sales and Marketing Director for Vemac Srl, Middleby Food Processing. With a degree in Food Technology and over 15 years of experience in protein processing technologies and marketing strategies, Federico is a proven sales professional in the food industry.

Having held senior food technology and sales positions at key Italian suppliers for meat preparation and thermal processing, Federico brings a wealth of knowledge and expertise to his new role. As a part of the global Middleby team for 3 years, he will lead sales and marketing initiatives for Vemac, located in the northern part of Italy and known for its unique industrial context within the food industry.

Vemac is recognized as a reference point for designing and building systems and automations for processing cured meats, embracing new technologies while honoring old traditions. Their most recent innovations include automatic combing and decombing in bacon processing and the use of AGVs (automated guided vehicles) to increase processing efficiencies. Federico's experience and strategic approach will further strengthen Vemac's position in the industry.

Mr. Boratto holds a degree in Food Technology from the Università degli Studi di Milano and is fluent in 4 languages. In addition to his professional accomplishments, he is passionate about car racing.

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