Agrumaria

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PRESS RELEASE

Agrumaria Reggina unveils its new global identity: Agrumaria

On 16 June 2026, Agrumaria Reggina - the company behind citrus-based ingredients and solutions for over forty years - launches its new identity. A shorter name, a new logo, one ambition: A Nature-Inspired Family Company for Nutrition & Beauty.

The company was founded in 1985 in Reggio Calabria, in Southern Italy, at the heart of a Mediterranean known for the richness and variety of its citrus. It started as a citrus processor and never stopped being one. The core has always been the same, refined over time: from juices and fruit-based solutions to essential oils, tailor-made for the food, beverage, fragrance and beauty industries.

Over forty years, the Italian family business has grown into an international group, with a second plant in Egypt - closer to the fruit and to fast-growing markets - commercial offices in Atlanta (US), Grasse (France), Dubai (UAE), New Delhi (India) and Nairobi (Kenya), and an R&D centre in Milan.

“Stories evolve. If you know Agrumaria, you know how much evolving defines us,” says Felice Chirico, CEO. “We do it constantly: in our products, our locations, our initiatives, our people. Always with the same purpose: to evolve as our customers evolve, and as their consumers do. Our new brand was born from that vision. A new positioning that expresses who we are in a clearer, simpler, cleaner way.”

At the heart of the new identity there is a drop, inscribed in the letterforms of the logo - the company’s work reduced to its core. Processing fruit is a craft of technology and precision, and everything will lead to a drop of essential oil, of juice, of unique ingredients, developed for the customer’s formulation.

Citrus remains the company’s core and main expertise, within a broader fruit portfolio. And processing remains where the value is created: in how the fruit is sourced, treated and processed, all the way to the final drop.

The tagline, A Nature-Inspired Family Company for Nutrition & Beauty, sums up what Agrumaria stands for: fruit-based ingredients and solutions for customers worldwide, behind the products consumers choose - in food, beverage, fine fragrance, and home & body care.

The new identity goes live on 16 June, together with the new website, agrumaria.com - while the historical name, Agrumaria Reggina, lives on in the Italian legal entity, headquartered in Reggio Calabria.

“Today a new story begins for all of us at Agrumaria. In Italy, in Egypt, in the United States, in India. Everywhere we operate,” the CEO says. “A new path that defines who we already are, and above all who we want to be: for our customers, with our people. We are Agrumaria. A Nature-Inspired Family Company for Nutrition & Beauty.”

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About Agrumaria

Agrumaria is an Italian family company founded in 1985 in Reggio Calabria, focused on the development of citrus-based ingredients and solutions - essential oils, juices, concentrates and fruit-based solutions - within a broader portfolio, for the food, beverage, fragrance, and beauty industries. The group operates plants in Italy and Egypt, with commercial offices in Atlanta (US), Grasse (France), Dubai (UAE), New Delhi (India), Nairobi (Kenya), Algiers (Algeria), Frankfurt (Germany) and an R&D centre in Milan.

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