

Alessandro Bocchio appointed Marketing Director of the Verallia Group

Verallia, the world's third largest producer of glass packaging for beverages and food products, announces the appointment of Alessandro Bocchio as Group Marketing Director.

After five years at Verallia Italia, where he contributed to the significant growth of the Italian business unit, Alessandro Bocchio now has the following main tasks:

- **Develop and implement the Group's marketing strategy**
- **Support the deployment of its strategic plan and sustainable development projects**
- **Ensure the growth of the Group's sales in the various markets (spirits, soft drinks and food products).**

He reports directly to Patrice Lucas, the Group's CEO.

"I am very excited to take up this new challenge and honoured to be able to use my energy and expertise to serve the Group. Together, I am certain that we will be able to accelerate Verallia's excellent dynamic to further deploy our services by offering our customers solutions to their needs. I'd like to thank the entire team for placing their trust in me," comments **Alessandro Bocchio, the new Group Marketing Director.**



Alessandro Bocchio has more than 25 years of experience in the industrial sector, including 17 years in the packaging sector. Having worked in construction materials, industrial vehicles, the shoe industry and capping systems, he had been the Sales and Marketing Director of the Verallia Italia team for five years. A graduate of the University of Eastern Piedmont, Alessandro Bocchio holds a university degree in economics and finance. He also holds a master's degree in business administration from California State University, Sacramento.

VERALLIA Press Office

Annabel Fuder & Rachel Hounsinou

verallia@wellcom.fr - +33 (0)1 46 34 60 60

About Verallia

At Verallia, we are all about reinventing glass to build a sustainable future. We want to redefine the way glass is produced, reused and recycled to make it the most sustainable packaging material in the world. We partner with our customers, suppliers and other stakeholders throughout our value chain to develop new solutions which are healthy and sustainable for everyone.

With around 10,000 employees and 32 glass factories in 11 countries, we are the European leader and the world's third largest producer of glass packaging for beverages and food products and offer innovative, personalised and environmentally-friendly solutions to more than 10,000 companies worldwide.

Verallia produces more than 16 billion glass bottles and jars and achieved €2.7 billion in turnover in 2021. Verallia is listed on compartment A of the Euronext Paris regulated market (ticker: VRLA – ISIN: FR0013447729) and is included in the following indices: SBF 120, CAC Mid 60, CAC Mid & Small and CAC All-Tradable.