

Biography



Profile of Celso Paganini, CEO & President, Paganini Foods, LLC

The Paganini family has been involved with exporting fruits and vegetables from Italy to Europe for nearly 100 years.

Celso Paganini draws upon this century-old family tradition and more than 25 years of personal professional experience in the production and distribution of fresh produce for his current venture, Paganini Foods, LLC. His background, experience and education have provided the strategic direction for the formation of BellaVita, a new brand of fine Mediterranean foods. While the brand is new, Paganini Foods, LLC, has sold fine authentic Italian food from Italy in the United States with great and growing success for more than five years.

As a child growing up in the fresh produce business, Celso accompanied his father to their family's apple and pear orchards in Northern Italy, and to terminal markets in Milan. As a young man he learned the business from the bottom-up—by loading and unloading trucks by hand.

In 1981, following his father's death, Celso became co-owner of his family's business, Venzi & Paganini AG, one of the largest Swiss-Italian importers and distributors of fruits and vegetables for the European market. As he worked his way up the corporate ladder of the business, he spearheaded several major campaigns, quickly propelling him into executive positions.

During this time, Celso was also heavily involved in assuring the high quality of fruits and vegetables and in developing markets for authentic Mediterranean food. He visited suppliers regularly to insure that procurement of only the prime quality products was available.

Celso's strong foundation in the family business, combined with an entrepreneurial spirit and genuine passion for high-quality products, inspired him to begin Paganini Foods in 2002. By 2004, the BellaVita brand was already recognizable at popular high-end restaurants throughout the northeast, and at gourmet and specialty retailers and major chain grocers across the United States.

Celso Paganini graduated from St.Gallen in Switzerland with a lic.oec.HSG—the equivalent of a master's degree in business in the United States. While in school, he continued to work part-time at Venzi & Paganini, and he pursued a Swiss military career during school holidays. He worked his way up through the ranks to a major, and he became a lieutenant colonel on January 1, 2004. He also holds a Masters of Business Administration (MBA) from Columbia University in New York City.

In 2000, Celso relocated to the U.S. with his young family and settled in Harrison, New York. He resides there today with his wife, Margot, ten-year-old son, Kevin, eight-year-old daughter, Alexia, and Mario, now just six years old.