



**GREY SKY FILMS**  
VIDEO PRODUCTION AGENCY

## Bringing Old-World Heritage to Life for a Modern American Culture

For more than a decade, Grey Sky Films has served as Atalanta's trusted creative partner — developing and executing content that bridges old-world craftsmanship with modern consumer appeal. Through a deep understanding of Atalanta's heritage and brand goals, we've helped translate centuries of European tradition into compelling stories that drive awareness, education, and loyalty across the U.S. market.

### THE CHALLENGE

Atalanta Corporation, a billion-dollar leader in specialty food import and distribution, came to Grey Sky Films over a decade ago with a unique challenge: how to bring *old-world European cheese-making traditions* to life for an American audience.

Atalanta represented some of the most prestigious cheese consortia in the world — brands steeped in centuries of heritage, quality, and craftsmanship. The goal was to build an American brand presence that celebrated these traditions while connecting with modern consumers in supermarkets across the U.S.

### THE SOLUTION

Grey Sky Films partnered with Atalanta to develop a long-term creative strategy that would blend storytelling, education, and visual excellence across every corner of their business.

Our work has taken us **around the globe**, from the lush pastures of **Italy and Switzerland** to retail aisles across America. Through cinematic storytelling and thoughtful messaging, we help Atalanta convey the care, precision, and authenticity that define its imported brands.

### KEY DELIVERABLES

- **Brand Films:** Capturing the passion and legacy behind the world's finest cheese makers — films seen by consumers nationwide in grocery chains and retail outlets.
- **Training Videos:** Produced for cheesemongers and merchandising teams, helping them properly handle, display, and speak about Atalanta's premium cheeses, nuts, and spreads.
- **Recipe & Lifestyle Videos:** Designed for consumers and retailers alike, showcasing approachable yet aspirational ways to enjoy Atalanta's products.
- **Corporate & Storytelling Videos:** Sharing the heritage and vision of this family-owned company and its enduring relationships with producers and artisans across Europe.

### THE IMPACT

Through more than a decade of collaboration, Grey Sky Films has become a trusted creative partner for every facet of Atalanta's growing business. Our content has helped:

- **Elevate brand perception** among U.S. consumers.
- **Educate retail teams** on the craftsmanship and standards of imported products.
- **Deepen loyalty** between Atalanta, its suppliers, and its retail partners.

By uniting *heritage and modernity*, Atalanta continues to thrive as a household name in specialty foods — and Grey Sky Films remains proud to help tell their story, one film at a time.

# CASE STUDY

**Industry:** Food Import & Distribution



**Partnership Duration:** 10+ Years

**Scope:** Brand Films, Training & Recipe Videos, Corporate Communications

