

Milan - Spring 2023. It's not every day that a brand celebrates its 60th birthday and that's exactly what Naty's is doing in this glittering 2023 full of perspectives.

Its meaning "of Naty": Many people wonder where his name comes from and in what context he was born. The year is 1963 and the Nathaniel family, dedicated to building a thriving business importing fruits and raw materials from around the world for Italian industry, decides to found what we now know in every sense as the iconic historic Italy can designate fruit brand for Horeca and uses their know-how in the branch.

The 1963 Almanac is packed with exciting events and it is not surprising that it was a year with so much to offer the story: Naty's recalls the context in which it was conceived and is told through Nausicaa Dalla's illustrations Torre what was happening in the world at the dawn of his time and is published monthly in industry magazines and social media pages as part of a celebratory campaign.



Son of the economic boom era, nourished by the atmosphere in which the Beatles made their debut, this brand embodies its values with a forward-thinking mentality but above all with an avant-garde spirit that has allowed our country to learn flavors like grapefruit juice , know cranberry juice and take tomato juice to another level, which was very popular on the international scene at the time; However, there are several flavors that have been introduced to our taste buds under this name.

The 1960s are considered the forge of the cocktail era, they are indeed the years of the Bloody Mary, the Margarita, the Wrench and the Daiquiri that Kennedy fell in love with and whose disappearance shocked the world that same year. In 1963, the piña colada was officially born and Naty's imported their coconut cream to Europe, which is still considered a reference in its category.

This historic brand is distributed by the homonymous company Natys, which continues to contribute by importing international mixing trends to Italy, also through the exclusive distribution of soft drink brands.