



buononaturale

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A CASE STUDY:
OUR ORGANIC READY-TO-COOK MEALS

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OUR EVENTS

01. OUR BRAND STORY



OUR STORY

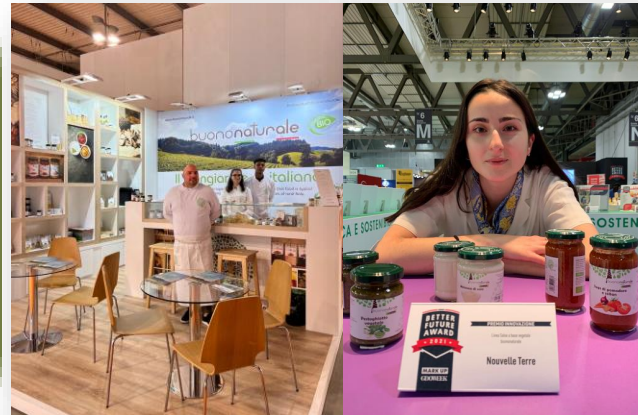
2017: Nouvelle Terre, owner of the *buononaturale* brand, was incorporated by two Italian entrepreneurs with a history of launching and developing successful companies in the food industry.

Present: *buononaturale* is run as a family business out of Southern Italy but relentlessly scouts the Italian peninsula for high-quality producers of unique Italian specialties, organic or traditional but always the best in their respective categories, to invest in and guide their growth by tailoring ancient Italian recipes to the needs and preferences of ever-evolving foreign markets in innovative ways, such as...

1. Shorter cooking time
& fewer cooking steps

=

A fast-paced audience



2. No chemical treatments
& fewer animal ingredients

=

A health- or eco-
conscious audience with
a flexitarian diet





OUR DESTINATION: TOWARDS HEALTHY & SUSTAINABLE EATING

HOW ARE WE DIFFERENT?

We understand the potential of micro-to-small-sized Italian agribusinesses. We bypass their limits with export-oriented experience and capital.

WHY ARE WE DIFFERENT?

buononaturale aims to bring to the tables of families worldwide the **wholesome Italian eating lifestyle**, starting from the **naturalness, safety, and quality of Italian food products**. Our products seek to promote more sustainable eating lifestyles that not only prepare an ever-busier global population to perform at its best in the stressful dimensions of everyday life but also respect people, communities, and the planet.

Our Brand philosophy:

1. *Mens sana in corpore sano* ("a healthy mind lives in a healthy body"), but a diet must be **balanced** for both the mind and the body to be wholesome, happy;
2. Our eating habits must change in order to improve our individual ecological footprints.



OUR JOURNEY

buononaturale aims to reach its destination by (A.) investing in the scouting, consolidation, and distribution of high-quality Italian specialty food products, as well as in their production processes where appropriate; and (B.) building long-lasting partnerships with global operators, including importers, distributors, and chains (retail and HoReCa).

To meet our consumers' needs, we create product recipes with our team of starred chefs using ingredients that are **transformed semi-artisanally in their areas of origin**. The research that goes into selecting these ingredients is inspired by Italian regional specialties.

The *buononaturale* products are characterized by their local sourcing, high quality, and multiple attributes (e.g., semi-artisanal or organic, vegan or gluten free, etc...) as they have the intent of boosting the physical and emotional wellbeing of our consumers.

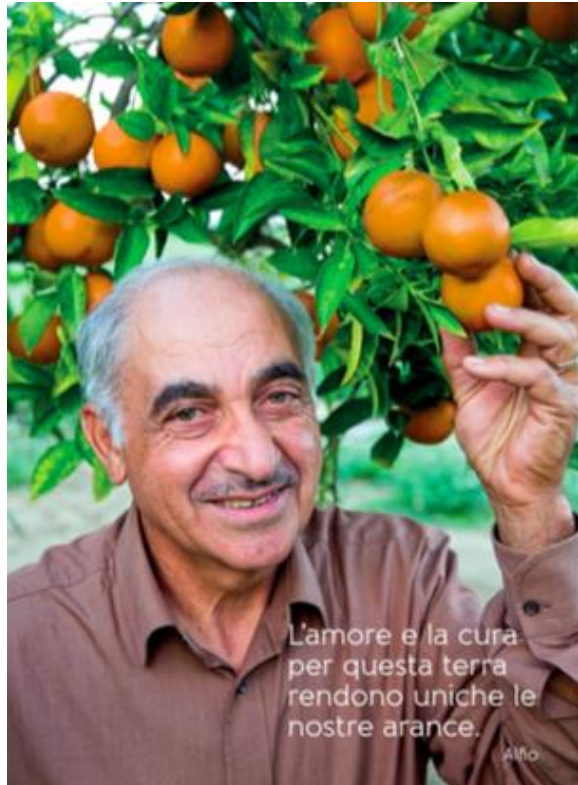
Eating well is key to leading a happy life. #eatwellwithbuononaturale



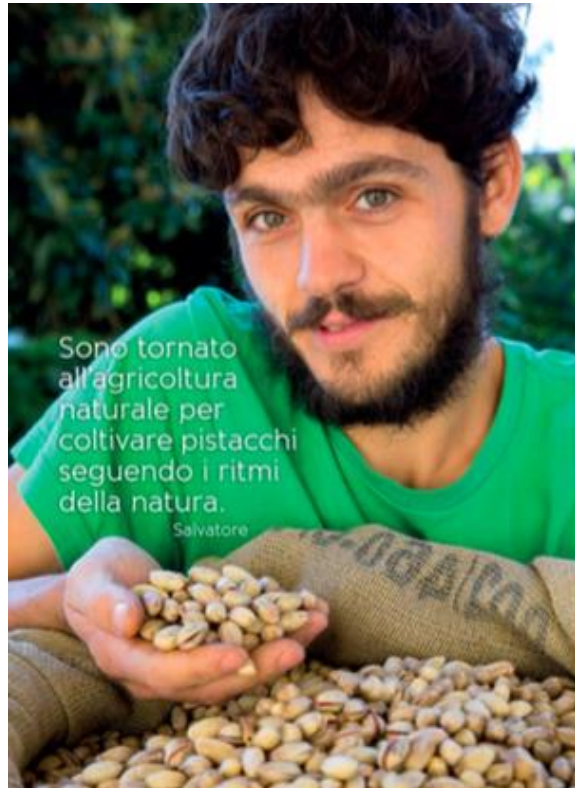
02. OUR PRODUCT LINES



WE KNOW THEIR FACES, WE KNOW THEIR STORIES



WE KNOW THEIR FACES, WE KNOW THEIR STORIES



OUR PRODUCT LINES FOR... *RETAIL*

A



OUR *ORGANIC* PRESERVED VEGETABLES

B



OUR *ORGANIC* SAUCES & CONDIMENTS

C



OUR *ORGANIC* RICE

D



OUR *ORGANIC* READY-TO-COOK MEALS

E



OUR *PASTA*: DRIED & FROZEN FRESH

F



OUR DRIED FRUIT SPREADS & PESTOS

G



OUR *TRUFFLE* SPECIALTIES

H



OUR FRUIT *SORBETTI*, GOURMET *GELATI*, PROTEIN *YOGURT*

I



OUR APULIAN *FOCACCIA* & TYPICAL BAKED GOODS

OUR PRODUCT LINES FOR... *FOOD SERVICE*

A |  OUR CHESTNUTS & RELATED GOURMET PRODUCTS

B |  OUR CURED MEAT & CHARCUTERIE

C |  OUR RICE: ORGANIC & CONVENTIONAL

D |  OUR PASTA: DRIED, FROZEN FRESH, ORGANIC

E |  OUR DRIED FRUIT SPREADS & PESTOS

F |  OUR TRUFFLE SPECIALTIES

G |  OUR FRUIT SORBETTI, GOURMET GELATI, PROTEIN YOGURT

H |  OUR APULIAN FOCACCIA & TYPICAL BAKED GOODS

OUR PRODUCTS, BROADLY

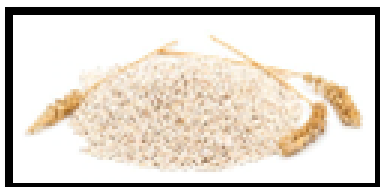
ORGANIC (DRY)



Boiled **legumes** and **preserved vegetables** employing fresh, in-season ingredients. Our preservation methods include extra-virgin olive oil, sea salt, or brine. Our packaging consists of 100% glass jars, recyclable and reusable.



Ready-made sauces reformulating ancient regional sauce recipes, from Bolognese ragù to Ligurian pesto: We replace animal derivatives with vegan or plant-based ingredients, minimize sweeteners to organic brown sugar (in the case of Ketchup and Mustard), and often offer a gluten-free version of the same sauce.



The finest **Italian rice** (Carnaroli, Arborio, black, red, pink, etc...), offered individually in 500g, 1kg, 5kg, or bigger packs or precooked and combined with organic dehydrated vegetables in ready-to-cook meals (**risotto & polenta**).

OUR PRODUCTS, BROADLY

TRADITIONAL (DRY)



Dried & frozen fresh pasta handcrafted with simplicity and passion from durum wheat semolina and other ingredients local to the fertile valleys of the Irpinia district. The bronze wire-drawing and longer (30-hour) desiccation processes allow our pasta to best withstand the cooking process.



Savory sauces and spread creams made from autochthonous Sicilian dried fruit: Hazelnuts, almonds, and pistachios.



Summer wild black truffle proposed as condiment (mushroom sauce, Acacia honey, extra-virgin olive oil, etc...) or carpaccio, always a product of the Central-Southern Apennines.



OUR PRODUCTS, BROADLY

TRADITIONAL (FRESH & FROZEN)

CHILLED



Cured meats and **charcuterie** bearing the IGP or DOP labels, and including cow products such as Bresaola della Valtellina.

FROZEN PRODUCT



Soft **sorbetti** handcrafted from high doses of fresh local fruit and stored in their natural shell. Creamy **gourmet gelati** handcrafted from Italian dried fruit, traditional biscuits, or black *amarena* cherries, or offered as **protein-rich frozen yogurt**.

FROZEN PRODUCT



Soft, tall **focacce** and pizza dough produced in semi-artisanal laboratories according to the ancient Apulian tradition of focaccia-making.



OUR PRODUCTS, IN DETAIL



OUR *ORGANIC* PRESERVED VEGETABLES & SAUCES



Whether in extra-virgin olive oil, sea salt, or vinegar, preserved vegetables allow you to savor the flavors of an Italian summer vegetable garden all year round.

At *buononaturale*, we maximize the **palatability and freshness of the vegetables** used in our preserves, all the while reducing their environmental footprints. The raw ingredients employed are fresh, in season, and organic. The packaging consists of 100% glass jars, which can be recycled if not reused.

We **reformulate traditional regional sauce recipes**, such as the Bolognese ragù or Ligurian pesto, by replacing animal derivatives with vegan or plant-based ingredients, offering a gluten-free alternative of the same sauce, or simply varying the base recipe.



OUR *ORGANIC* RICE & READY-TO-COOK MEALS



The *buononaturale* ready-to-cook meals respond to the modern need for efficiency in all aspects of our lives by innovating historical Italian recipes, from risotto to polenta.

By **precooking and dehydrating high-quality organic ingredients**, the final mix only needs to be exposed to boiling water and heat to "come back to life." We understand that people cannot afford to wait hours to taste a risotto. Our ready-to-cook organic meals take only a matter of minutes and little effort to be served.

The organic Italian rice that provides the basis for our risotto is also available individually in 500g, 1kg, 5kg, or bigger packs.

We offer various rice varieties including: Arborio and Carnaroli for sushi and risotto-making; red, black, and pink as alternative bases for salads.



OUR *TRADITIONAL* PASTA: DRIED & FROZEN FRESH



buononaturale promotes the unique flavors of regional Italian cuisines, each characterized by craftsmanship, naturalness, and obviously by one or more exclusive pasta dishes.

Italy's gastronomy is rooted in the use of natural agricultural products, from tomatoes to black pepper, and in the mixture of diverse but simple flavors. Our pasta is produced in semi-artisanal laboratories in the Southern Italian province of Irpinia with locally-sourced ingredients.

The **slow desiccation** (about 30-hour-long) and **bronze wire-drawing** processes allow for a pasta that withstands the cooking process uniquely well. In its frozen version, our fresh pasta still undergoes **minimal pasteurization** and is frozen to achieve an 18-month-long shelf-life.

View our pasta production process on YouTube:

<https://www.youtube.com/watch?v=NErAJAUOGGeQ>

Frozen



1kg



buononaturale

OUR *TRADITIONAL* SICILIAN SAUCES & CREAMS



The *buononaturale* spread creams and savory sauces (*pesti*) are made from **selected Sicilian dried fruit** and meant to satisfy the finest palates.

The uniqueness of this product line comes from the Sicilian origin of the raw materials employed and the century-old, skillful craftsmanship behind their local processing.

The spread creams mix ingredients to achieve the optimal degree of sweetness and creaminess. Meanwhile, the almond, hazelnut, and pistachio pestos lend themselves to enriching any first or second course.



OUR *TRADITIONAL* TRUFFLE SPECIALTIES



Truffle is a rare wild product with a penetrating odor. You can find three main truffle varieties in the Italian peninsula: summer black ("*scorzone*"), winter black, and white truffle.

The *buononaturale* truffle is produced along the Central-Southern Apennines, between and around the regions of Umbria, Molise, and Campania.

We offer three main **specialties obtained from the wild black summer variety of the *scorzone***:

1. An elegant carpaccio;
2. A truffle sauce made with fresh mushrooms and herbs sourced locally from the Apennine mountains;
3. Truffle-aromatized condiments such as extra-virgin olive oil and Acacia honey.





OUR *TRADITIONAL* GOURMET GELATO & SORBETTO IN FRUIT SHELL



The *buononaturale* gelato-sorbetto, in both its fruit-based and gourmet versions, gives you the opportunity to recharge.

The refreshing taste of its authentic Italian ingredients – locally sourced fruit, Italian *biscotti*, or black *amarena* cherries – will offer you the experience of a serene summer night in Italy, when stopping in at the local *bar* (or *gelateria*) for an after dinner gelato is a rite.

Our fruit-based sorbetto contains high proportions (up to 70%) of the fresh, seasonal fruit it is obtained from and is stored within its (generally *edible*) natural fruit shell.



72%
tangerine



50%
strawberry



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OUR *TRADITIONAL* APULIAN FOCACCIA



- Multipacks of frozen partially-baked leavened focaccia and focaccina (110g) in 5+ flavors: classic, rosemary-flavored, Mediterranean with cherry tomatoes and olives, Margherita, or with cherry tomatoes.
- Simple procedure: (1) Let the product defrost at room temperature, (2) bake it in a preheated oven, (3) allow it to cool before serving.

Golden crust
thanks to the
caramelization of
simple sugars.
Yellow crumb
thanks to the high
yellow index of the
semolina.

Crumbly rind
and soft,
honeycomb crumb
thanks to the use of
natural yeast
and rigorous
leavening methods.

Typical, decisive,
aromatic, and
intense taste
thanks to the
re-milled semolina
obtained from
selected grains and
natural yeast.

Pronounced smell
thanks to the
aromatic compounds
derived from flour
and natural yeast.



OUR CERTIFICATIONS



*EU organic certification
Reg. EU 2018/848*




*FDA certification
("Food & Drug Administration")*

Rigorous quality controls to export in the various markets we operate in:



**All production sites have the IFS ("International Food Standard") certification.*





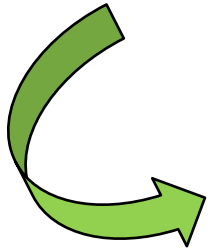
03. A CASE STUDY: OUR ORGANIC READY-TO-COOK MEALS

OUR ORGANIC READY-TO-COOK MEALS

The *buononaturale* ready-to-cook range responds to the modern need for embracing quality and efficiency in all aspects of our lives.

This product line innovates classic Italian first-course recipes, which vary on a regional basis, by **pre-cooking** and **dehydrating** high-quality **organic** ingredients. The final mix "comes back to life" when exposed to a source of heat: boiling water or broth.

YOUR NEW QUICK & HEALTHY BREAK FROM SALADS



OUR RISOTTO & POLENTA

FROM:



15MINS



TO:



**FROM ITALIAN
ORGANIC FARMING**

VEGAN OK

GLUTEN FREE

250g PACKAGE

**3 ABUNDANT
SERVINGS**

FROM:



5MINS



TO:



OUR VARIETIES

RISOTTO TYPES

(<3% salt, ~7% protein)

1. Asparagus
2. Mixed vegetables
3. Nettles
4. Porcini mushrooms

POLENTA TYPES

(0% salt, ~10% protein)

1. Mixed vegetables
2. Porcini mushrooms



04. OUR EVENTS



OUR CHEFS AND RECIPE AUTHORS

Our dedicated team works alongside **Michelin-starred and world-renowned executive chefs**, such as Paolo Barrale and Vincenzo Squarciafico, respectively, to prepare **original recipes** inspired by Italy's oldest regional culinary traditions and by the continuously-evolving cooking and eating preferences of our consumers around the globe.



We **educate** our consumers on how they can best integrate their products into their various daily micro-moments to perform better through three miniseries:

1. *[Eat Like Italians](#)*, to share in the emotions of Italian gastronomy.
2. *[Chef For A Day](#)* (2-to-3-minute episodes), to be the chef of the group at least for a day.
3. *[The Chef's Corner](#)* (1-minute episodes), to travel the world with us, trade show after trade show.

OUR ONLINE AND OFFLINE EVENTS

We share every step of our journey with our community through social media and international trade shows.



CIBUS in Parma, Italy from Aug. 31 to Sep. 3

OMNIVORE

Omnivore Food Festival in Paris, France from Sep. 11 to 13: on our partner **Transgourmet France's booth**

SIRHA+ LYON

Sirha Lyon in Lyon, France from Sep. 23 to 27: on our partner **Transgourmet France's booth**

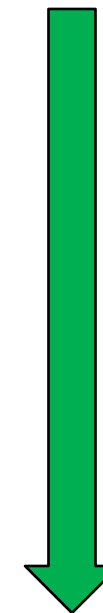


TUTTOFOOD in Milan, Italy from Oct. 22 to 26
(Our **vegan sauce line** among the **Innovation finalists** at the **Better Future Award**)



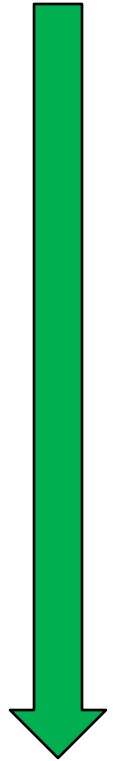
The Speciality Food Festival in Dubai, UAE from Nov. 6 to 9

2021



OUR ONLINE AND OFFLINE EVENTS

2022



ALIMENTARIA in Barcelona, Spain from Apr. 4 to 7



Gourmet Selection in Paris, France from Sep. 25 to 26



Fruit Attraction in Madrid, Spain from Oct. 4 to 6



Sial in Paris, France from Oct. 15 to 19



The Speciality Food Festival in Dubai, UAE from Nov. 8 to 10



M.E. Natural & Organic Products Expo in Dubai, UAE from Dec. 12 to 14

We also exhibited at, or sponsored, various sector events in Italy, among others:

- ***Gnam!*** in Bari from Apr. 28 to May 1 & ***Phenomena*** in Pescara from Jul. 1 to 2
 - ***Irpinia Mood Food Festival*** in Avellino from Sep. 1 to 4
 - ***Gustus*** in Napoli from Nov. 20 to 22



OUR ONLINE AND OFFLINE EVENTS



BIOFACH in Nuremberg, Germany from Feb. 14 to 17



Natural & Organic Products Expo in London, UK from Apr. 16 to 27



TUTTOFOOD in Milan, Italy from May. 8 to 11

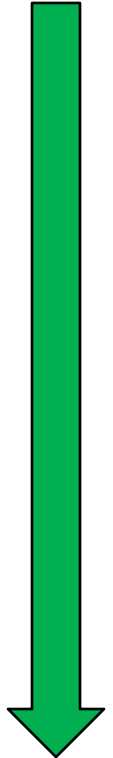


Sirha Omnivore in Paris, France from Sep. 10 to 12: on our partner **Transgourmet France's booth**



The Speciality Food Festival in Dubai, UAE from Nov. 7 to 9

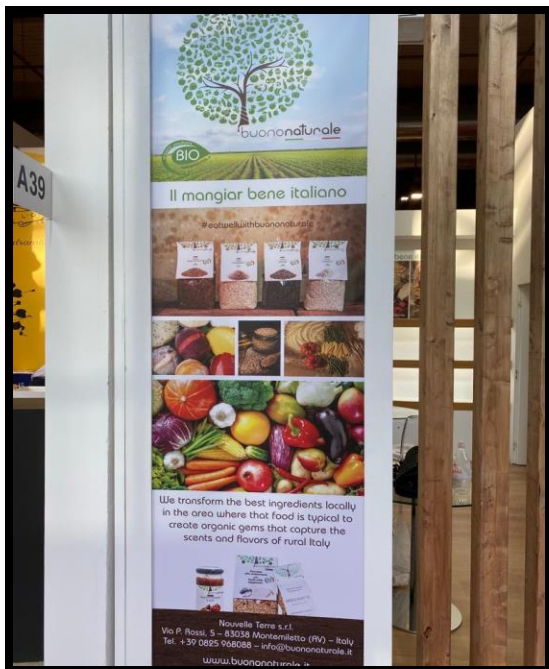
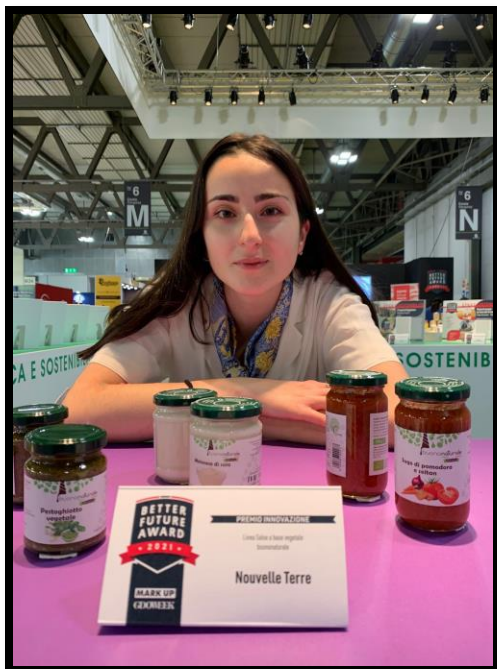
2023



We also exhibited at, or sponsored, various sector events in Italy, among others:

- **Giro d'Italia 2023** in Campania region from May. 6 to 28
- **Irpinia Mood Food Festival** in Avellino from Aug. 31 to Sep. 3
- **Italian Food&Wine Retail Showcase** in Rome from Jun. 15 to 16







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