

buononaturale Reinvents Italian Specialty Food to Make Healthy and Sustainable Eating More Palatable

Every buononaturale specialty food product tells the story of the area of rural Italy where it comes from, but is made appetible to the modern global consumer through a newly reformulated recipe, sustainable production choices, and easiness of use.

buononaturale was born along the Southern Italian Apennines, on the fertile soil of Irpinia overlooking the two seas, as an incubator of excellence in the Italian food sector, with each production site located in its place of origin — or in the areas of rural Italy where that specific food culture is typical — and distributed to the world under the *buononaturale* brand. The mission is to fulfil the growing demand for natural food in the name of a diet that preserve, or even favor, different types of equilibria: sensorial, bodily, environmental.



The *buononaturale* products aim to promote sustainable eating styles that satisfy our constant need for energy to navigate a stressful daily life, but also respect and support the surrounding environment and local communities, by offering a combination of goodness, ease of preparation, authenticity, and sustainability. All this is possible when reinterpreting typical dishes of Italian cuisine. The *buononaturale* focus can therefore be summed up as **wellbeing achieved by eating well**, with **#eatwellwithbuononaturale** as the brand's distinctive hashtag on social networks.

With every bite, the *buononaturale* products will take consumers on a journey through the Italian peninsula, from the foothills of the mighty Mount Etna through the scenic countryside along the Apennines to the rice fields of the Po valley, of which they encapsulate all the rich smells and flavors. The *buononaturale* products are synonymous with high quality not only because of the semi-artisanal and traditional processes employed to obtain them, but also because of the underlying ingredients sourced locally within the area of production. Thus, we formulate production choices that address the widespread desire for a diet that is both healthy and inspired by the lively colors and dense flavors of the wholesome, balanced Italian rural life. Among these production choices we often find: the organic origin of the ingredients; the exclusion of genetically modified organisms, chemical treatments, or additives from the

transformation process; the choice of glass packaging to facilitate a first, sensorial approach to the products and to encourage reuse before recycling.

The *buononaturale* range includes many of the Italian food specialties that the modern consumer needs based on their mood of the day. The innovation underlying the *buononaturale* brand is expressed on various levels: business decisions, from production to packaging, aimed at preserving the **naturalness** of the base ingredients (see, for example, how the *buononaturale* legumes are just boiled and packaged in glass jars); the original **reformulation of classic Italian recipes**, in such a way as to anticipate the modern consumer's expectations by offering them an excellent historical dish that is, however, easy to recreate in a few minutes or without ingredients of animal origin (take, for example, the *buononaturale* ready-to-cook meals and vegan sauces, with the latter among the finalists of the "Innovation" category at the *Better Future Award* organized by the TUTTOFOOD Milan 2021 organizers – see [here](#) and the Gold winner of the "Excellent Taste" category at the Mediterranean Taste Awards 2022 and 2023 held in London, U.K.); the promotion of Italian know-how, preserving the craftsmanship behind the most distinctive parts of certain production processes (see, for example, the bronze wire-drawing of the *buononaturale* pasta).



This complex mission translates into two main product lines, organic and traditional. The *buononaturale* ORGANIC line includes vegetable preserves, sauces and gravies, rice and ready-to-cook meals made from rice, semolina, or specialty cereal. The *buononaturale* TRADITIONAL line includes semi-artisanally crafted specialties such as dried fruit pestos and spread creams, truffle specialties, pasta, gelati-sorbetti and soft Apulian focacce.



Contact us at info@buononaturale.it to find out more about our brand.