

Organic Ready-To-Cook Line: Risotto, Spelt, Barley, and Polenta.

In line with its mission to promote wholesome Italian eating lifestyles around the world in a sustainable and healthy fashion, buononaturale has launched a line of ready-to-cook organic meals. The buononaturale ready-to-cook meals bring to the tables of families worldwide classic specialties of Italian cuisine (e.g., a risotto or barley soup) reformulated according to the modern need for rich yet sustainable and easy-to-use food products. Thanks to the creativity of our chefs and the inspiration of centuries of Italian cuisine, we customize ancient recipes to offer known flavors and scents (1) with over 10% protein content of natural vegan origin, (2) with little sodium -- less than 1% -- (3) with little effort.

We, thus, obtain delicate Risotti (with porcini mushrooms, mixed vegetables, or other vegetables), Polente (with porcini mushrooms or other vegetables), Spelt (with eggplants or pumpkin), and Barley (with porcini mushrooms or tomatoes and basil) dishes, all of which are focused on quality, health, and speed. With respect to quality, the ingredients are of Italian origin and certified organic. With respect to health, these meals contain just about the right amount of daily protein intake (10-20%) and are low on sodium (<1%) while rich in fiber (3%), as well as vegan OK and mostly gluten free (with the exception of the two ancient cereals). With respect to speed and simplicity, all it takes to bring one of these "sleeping beauties" back to life is exposure to a source of heat -- be it simple boiling water, a microwave, or a richer broth -- and a handful of minutes -- from 5 for the polenta to 17 for the ancient cereals.

The objective is to help the modern consumer, *busy yet demanding*, to perform well without renouncing taste, health- and eco-consciousness, or enjoyment in the kitchen. Indeed, these products are meant to make the genuineness of Italian food "accessible", and enjoyable, to all -- no matter if you are a middle-aged working mother caring for a family of 5 or a 25-year-old dealing with their first demanding job. Our ready-to-cook meals reduce search costs for healthy and good Italian ingredients and serve a meal for 3 (each 250g package) without requiring too much know-how or time.

Given the success of our ready-to-cook ambient Italian meals, we are launching the production of fresh and frozen plant-based Italian meals. This will differ from the former line in that we will not only remove all animal derivatives but recreate their sensorial properties (from taste to smell) from vegetable alternatives. The launch of these special foods is yet another step towards our offering of highly tasty yet more sustainable food products.