

Le Bontà: Taste The Best Of Tuscany

HAVING WOWED THE CROWDS AT SIAL PARIS, ITALIAN BRAND LE BONTÀ IS NOW SET TO PROMOTE ITS RANGE OF TRADITIONAL RECIPE PRODUCTS TO EUROPEAN GROCERS. **ESM MET ANTONELLA TORREGGIANI**, EXPORT MANAGER AT LE BONTÀ.

The Le Bontà stand at SIAL seemed to be one of the busiest at the show! What was the response like from delegates?

SIAL was certainly very interesting this year and we had a considerable flow of visitors from all over the world interested in both our lines: the healthy, innovative Nuova Terra grain, seeds and dry mix products and the Accademia Toscana gourmet sauces. Nuova Terra, which received a SIAL Innovation Award, was a real winner for us. Our brand offers a range of grains, dry mixes and seeds, both organic and conventional, which are perfect for unique and healthy dishes.

The Le Bontà range uses only authentic ingredients, and traditional recipes - is this something you believe gives you an advantage over your competition?

Yes, our experts carry out

periodic visits to the places of origin of the raw materials, selecting the most appropriate ingredients for our products directly from the fields. For the Accademia Toscana range, our production process recalls the ancient Italian traditional way of preparing pasta sauces through a slow-cooking process, in open pans.

I believe that another strength of our company is our R&D department, which is constantly studying the trends and tendencies of consumers. With Nuova Terra, we can say that we are considered the most innovative company in the field of healthy and vegetarian food in Italy.

What sort of quality control do you undertake at Le Bontà, to ensure the product meets the highest specifications?

Raw materials and semi-finished products are carefully selected and controlled at every stage of their

transformation. In addition, checking and tests on all raw materials are scrupulous. All our products and production facilities meet international standards BRC (British Retail Consortium) and IFS (International Food Standard).

Innovation is at the heart of the Le Bontà range. What is the next new product development you are introducing?

The real news for 2017 is the new Seaweeds range, which includes five different product types, including three organic products. It is an emerging business, and we want Nuova Terra to be a frontrunner in the modern retail channel. The response from both the trade and from consumers has been very positive.

For more information, visit www.lebontà.it and www.nuovatterra.net

