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Founder of Natural World

A FEW WORDS ON NATURAL WORLD: HISTORY AND MILESTONES

Since the late sixties, I have always been working in the food industry. Being very result-oriented and driven by an unstoppable curiosity, I have got mainly involved in finding technological and ingredients-based solutions to the many hurdles top quality food production often represents. Selling food ingredients has become the natural evolution of my technological background and problem-solving state of mind.

This vision led to set up Natural World in 1996. The idea behind it was that food industry evolution would have required an increasingly customer-oriented service and the simple trading company model would soon become obsolete.

To forward-looking minds, it was getting evident that future would be in the so-called "Care business", where instead of preparing a category of products or providing a service, a comprehensive set of products and services are provided. That's what Natural World was designed for. It was conceived as a company specialized in supplying tailor-made solutions & products for the food industry based on outstanding technical assistance and personalized R&D service.

Ten years later, in 2006, Natural World was already one of the leading companies in the Italian food distribution panorama. In 2007 Natural World strengthened its position by joining Brenntag, a Global distribution group. Getting part of Brenntag allowed us to take advantage of its widespread distribution net and of the continuous attention to quality and safety. This did take the company to lead the market scene. **11 years of growth and prosperity can surely confirm the value of Natural World-Brenntag business model.**

WHAT IS THE COMPANY'S PORTFOLIO IN TERMS OF INGREDIENTS? CAN YOU ENTER INTO DETAILS OF THE CHANGES WHICH HAVE OCCURRED TO THE PORTFOLIO BECAUSE OF TECHNOLOGICAL AND CULTURAL NECESSITIES?

Natural World was named this way because in the mid-90s the importance of bringing natural solutions to food industry was a "not-so-far future" theme. Since then this trend has reached a mainstream, as important tradeshows like Vitafood evidence nowadays. Natural World's product and services portfolio is more and more dedicated in delivering safe, high quality and clean label solutions to its partners.

WHAT IS THE MAIN DRIVER THAT GUIDES EVERY DAY'S CHOICES AND WORK?

Technical knowledge. Training is the basis for each Natural World employee. The technical skills allow us to be able to make a real difference when we deal with customers. Having high technical knowledge, we consciously select suppliers up to our skills. This value-creating system of skills allows us to acquire more and more knowledge and to address customers with answers to their needs in a short time and in an efficient manner.

WHAT ARE THE MAIN VALUES NATURAL WORLD LIVES ON?

We believe in the power of Responsibility, spread through the corporate structure. We strongly believe that Responsibility positively effects the working life of Natural World team and our partners as well. Team up spirit, secondly, is one of our greatest resource, the engine for growth and improvement. Common Victories it's our key to success, able to express charisma and attractiveness in relation to our stakeholders and partners.

YOU ARE NOT ONLY THE FOUNDER OF THE COMPANY, BUT THE HEART AND THE ENGINE, AN EXAMPLE FOR ALL YOUR EMPLOYEES AND COLLABORATORS. WHAT DOES THE FUTURE HOLD FOR NATURAL WORLD?

Success. Great success.

I am proud to have passed on to the team, the passion for this work and attention to details, the care of the craftsman for a result declined on the individual needs of each client. This makes me very proud of the team as well of myself. In fact, I have never been jealous of my skills, my knowledge. Over the years I have spent a long time transmitting everything that distinguishes my work to the whole team.

Today, Natural World is a team of young and dynamic people, in some cases "millennials", who know how to declinate the skills learned by me with their knowledge of young resources. Believe me, I'm not a youngster anymore, but I've never lost my foresight capabilities. Indeed, with the experience I have, I realize I can see future much more clearly than before:

Our team has a great value: "old school" skills and approach blended with up-to date knowledges and Net Generation capabilities. Success for Natural World and its stakeholders is granted! ■