



ALL NATURAL[®]

Prodotti Stella, naturally



Stella^{♦♦}



ALL NATURAL
IS THE MOST
INNOVATIVE
AND COMPLETE
LINE OF
NATURAL
INGREDIENTS
IN THE
ARTISANAL
GELATO
MARKET.

NATURALLY GOOD

All Natural gelato is a delight for the palate.

Natural ingredients are the key to creating a **genuine and healthy gelato**, preserving the goodness and **authenticity of nature** in every single bite. Choosing natural ingredients not only enriches the flavor, but it also promotes **long-lasting well-being**.

Current regulations hardly spell out exactly what can be defined as Natural Gelato: there are often misunderstandings that confuse consumers and sometimes professionals. In line with our history and with the DNA of Prodotti Stella, we prefer clarity, making choices that are based on **precise principles**, leaving no room for ambiguities and which, taken together, underpin the "**All Natural Manifesto**".

ALL NATURAL PRODUCTS ARE FREE FROM:



Artificial colors



Hydrogenated vegetable fats



Palm oil



Thickening agents



Artificial stabilizing
flavorings and emulsifiers



Genetically modified
organisms

THE IMPORTANCE OF EXPERIENCE

FOR OVER 20 YEARS WE HAVE BEEN PROUDLY DEVELOPING A LINE OF NATURAL PRODUCTS

Prodotti Stella was born with the All Natural vocation, the result of a constant dedication that always accompanies us in the search for high quality production, a large investment of time for the development and selection of raw materials, to guarantee our consumers products that evolve with the current needs of the market and consumer trends. Some of our customers sensed the potential of the Natural Gelato trend well in advance and they have been working with us to develop a specific range since 2003. Today, we are able to ensure a product of excellence both from an organoleptic point of view and in terms of structure and shelf life.



GROWING ALL NATURAL

THE WIDEST RANGE OF PRODUCTS FOR NATURAL GELATO

The All Natural range, which we are constantly expanding, has over one hundred references including bases, cream flavors, fruit flavors, variegates, coatings, decorations and pastry products: a complete offer that is able to satisfy every need and request of gelato professionals. In this wide range of products, the widest in the industry, you will certainly be able to find those that best suit your needs and the tastes of your customers, so that you can customize your offer and stand out from the market.



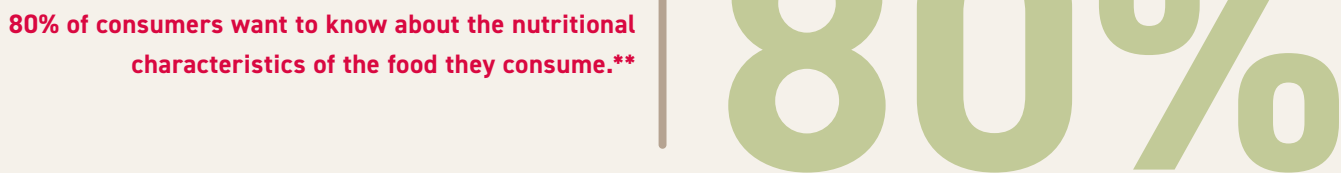


69%

69% of consumers are willing to ditch a frequently purchased product in favor of a product that is free from artificial ingredients.*

THE REDISCOVERY OF GENUINENESS

The consumers' quest for food with genuine ingredients is the demonstration of one of the trends that have emerged during the last few years. A phenomenon we're all witnessing is the "return to the origin", sign of a deeper awareness and attention of consumers for simple ingredients, which, therefore, makes the choice of more natural food a priority.



80% of consumers want to know about the nutritional characteristics of the food they consume.**

80%

THE VALUE OF THE CLEAN LABEL

For many years, Prodotti Stella has embraced the clean label principles, offering an ever-widening range of the highest quality products free from artificial additives. All the references of the All Natural line perfectly reflect the clean label philosophy, providing artisanal gelato makers and their customers with an authentic, transparent and natural alternative.



69%

69% of consumers believe that foods without artificial ingredients are always healthier.***

NATURAL? YES, PLEASE

In the history of consumption, never before has there been such a strong and widespread focus on the health effects of food choices. Consumers around the world have taken an active role in health, committing to follow dietary guidelines and avoid foods deemed harmful.

WHY ALL NATURAL

1

BECAUSE OF THE RIGOR OF OUR PRINCIPLES

that enable you to have a clear and innovative positioning of your offer, in line with current consumer demands.

2

BECAUSE OF THE COMPLETENESS AND DEPTH OF THE RANGE

that allows you to customize your offer and make your gelato parlor unique.

3

BECAUSE OF OUR EXPERTISE AND LONG EXPERIENCE IN NATURAL PRODUCTS

used by gelato makers all over the world since 2003.

4

BECAUSE OF OUR TECHNICAL SUPPORT

thanks to a dedicated team of specialized technicians, who can assist you directly in your laboratory.

5

BECAUSE OF THE ABSOLUTE TASTINESS OF GELATO

because for us natural means excellence of raw materials and high-quality processes, to enhance the flavor of your gelato to the maximum.

* "2018 Food & Health Survey", IFIC Foundation, 2018.

** "Clean Label Ingredient Market - Growth, Trends, and Forecast (2019 - 2024)", Mordor Intelligence, 2018.

*** "Global Ingredient and Out-of-Home Dining Trends Report", The Nielsen Company, 2016.

**** "The State of the Global Ice Cream Market", Kerry, 2018.

GELATO IS ALWAYS A PLEASURE

The general trend towards a wellness-conscious lifestyle pushes consumers to look for healthy alternatives even in sweet treats, such as gelato.

Consumers are increasingly oriented towards the choice of natural ingredients. All Natural products are formulated with ingredients that promote overall well-being and are therefore free from ingredients that are harmful to health. Natural components can confer additional benefits beyond just taste.

The focus on ingredients means that a gelato that is considered healthier often uses natural ingredients, avoiding artificial additives, colors and preservatives, which can be attractive to those looking for more genuine and simple options.



All Natural Core is the technology that:

- ♥ ensures the integrity and genuineness of the raw materials.
- ♥ preserves the natural aromatic notes.
- ♥ offers an unparalleled intensity of taste and aroma.

Mondo Vegan

Mondo Vegan is the range of products created without raw materials of animal origin.

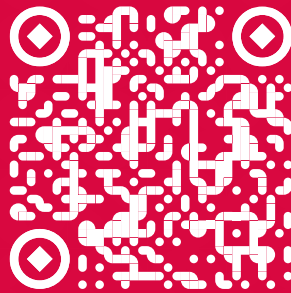
Living according to vegan values means putting the value of life and nature first. Who supports this philosophy calls for gelato to also be free from any animal ingredient, processing aid or support.

Mondo Vegan gelato was created to meet this demand. Prodotti Stella has been able to combine the ancient art of gelato making with the ever-growing sensitivity towards the earth's ecosystem



Stella

www.prodottistella.com



Disaronno Ingredients S.p.A.
Via IV Novembre. 12 36077 Altavilla Vicentina (VI)

+ 39 0444 333600
disaronnoingredients.com