wilden.
herbals
The team
Who we are

Co-founders

Delfino Sisto Legnani
---
Photographer, Designer, Art Director

Tommaso Albonetti
---
Pharmacist, MBA, Ph.D.

Nicola Robecchi
---
Gastronome, Product Manager, Product Developer

Cecilia Dal Borgo
---
Product Manager

Francesca Biagiotti
---
Graphic Designer
Mission

Wilden. herbals born with the vision of rediscovering the healing power of plants; we aim to offer a new version of traditional remedies to improve our lifestyle.

We believe in the deep connection between humans and nature. In a hectic world that tends to go faster and faster, we aim to slow down and return to the essential, to rediscover life simple pleasures.
The challenge
Inform and educate

In the chaos of modern days life, where the caffeine has a central role, Wilden. herbals address the need of younger generations to be healthier, with the help of herbals that can enrich their culture and tastes.
The solution
Wilden.

Over 40 plants and herbs for unlimited possibilities of combinations!

Our offer of Infusions

- Box single loose herbs - 50 g / 90 g
- Box loose Infusion Mix - 50 g / 90 g
- Box Infusion Mix - 10 bags
- Cotton bag Infusion Mix - 30 bags

Taste our Infusion, discover new Stories, improve your Life!
Linea Remedia

Wilden.'s Remedia are functional herbal infusions, designed to offer you the right support, for every mood of the day.

This line is the result of careful research, selection, and experimentation, aimed at offering balanced infusions with both flavor and synergistic effects.

The Remedia infusions of Wilden. herbals, along with a healthy lifestyle and a balanced diet, are perfect for taking care of yourself.
Remedium n.0
Morning

Remedium n.0 is the first infusion mix offered by Wilden. herbals; the mixture of dried herbs is proposed as a morning **Tonic** and **Energizing**, perfect to start the day.

Cacao, *Theobroma cacao*
Cannella, *Cinnamomum ceylon*
Ginkgo, *Ginkgo biloba*
Ginseng siberiano, *Eleutherococcus senticosus*
Honeybush, *Cyclopia intermedia*
Iperico, *Hypericum perforatum*
Papavero rosso, *Rhoeados papaveris*
Rooibos, *Aspalathus linearis*
Remedium n.01 is an herbal infusion with **Relaxing** and **Sedative** properties, able to facilitate sleep and improve the quality of the night's rest, perfect for ending a long day.

Arancia dolce, Citrus sinensis
Biancospino, Crataegus Oxyacantha
Camomilla, Matricaria chamomilla
Malva, Malva officinalis
Melissa, Melissa officinalis
Passiflora, Passiflora incarnata
Stellina odorosa, Galium odoratum
Tiglio, Tilia tormentosa
Valeriana, Valeriana officinalis
Remedium n.02
Boost

Remedium n.02 is a mixture with **Antioxidant** and **Immunostimulant** properties, capable of strengthening the immune system and protecting the body from risk factors, preventing and treating cold symptoms.

- Alloro, Laurus nobilis
- Arancia dolce, Citrus sinensis
- Citronella, Cymbopogon citratus
- Curcuma, Curcuma longa
- Echinacea, Echinacea pallida
- Ginepro, Juniperus communis
- Pepe nero, Piper nigrum
- Sambuco, Sambucus nigra
- Zenzero, Zingiber officinale

[Image of the product]

**wilden. herbs**
Remedium n. 02
Boost

*Premium collection of Hand Picked Herbs and flowers*

*Net wt. 90g*
Pepe nero

Fiori di sambuco

Echinacea
Remedium n.03
Digestive

Remedium n.03 is an herbal infusion with a fresh and light taste to be appreciated after every meal; it favors the **Digestion** and improves a correct intestinal cycle.

- Fennel, *Foeniculum dulce*
- Limone, *Citrus limon*
- Liquirizia, *Glycyrrhiza glabra*
- Melissa, *Melissa officinalis*
- Menta, *Mentha × piperita*
- Rosmarino, *Rosmarinus officinalis*
- Salvia, *Salvia officinalis*
- Zenzero, *Zingiber officinale*
Remedium n.04
Hangover

Remedium n.04 is a complex recipe, 11 herbs carefully selected and chosen to assure a **Regenerating** sensation and start again, especially when we are in "Hangover".

Arancia dolce, Citrus sinensis
Camomilla, Matricaria chamomilla
Cardamomo
Citronella, Cymbopogon citratus
Curcuma, Curcuma longa
Fennel, Foeniculum dulce
Genziana, Gentianae luteae
Limone, Citrus limon
Malva, Malva officinalis
Menta, Mentha × piperita
Pepe nero, Piper nigrum
Zenzero, Zingiber officinale
Based on your needs, taste, and mood, you can choose the right Remedium for every moment of the day.

“We need the tonic of wilderness. We can never have enough of nature”
Competition
Italy
Customers
New generation

Our customers are well defined, their needs and taste are clear!

- Young people, men and women, between 25 and 40 years of age
- Good education and medium-high income
- Workers at high risk of stress
- They live in metropolitan areas but have a passion for nature
- Lovers of food and traditions
- They value quality and innovation
- They seek psycho-physical wellness
The market
Growth and opportunity

• **Italian Market:** Tea and other hot drinks around € 520 M in 2018

• **Italian population:** about 15.6 million between 24 and 40 years, of which about 10% can afford our products (1.5 M). We expect to reach 8,000 customers in the first 2 years of activity, selling around 12,000 boxes.

• **Growth:** the market has grown by 50% in the last 5 years

• **New customers:** male customers grew by 120%/year, while women remain predominant (around 70%)

• **New opportunities:** more than 300 new «Organic Labels» opened in the last 5 years

• **New trends:** caffeine-free drinks for a healthier lifestyle
Business model
From B2B to B2C

Stage 1 – B2B
- Focus on B2B: restaurants, bars, pubs, hotels, and dedicated retail shops
- Development of packaging and branding
- Development offer "experience and education"
- Partnership with distributors

Stage 2 – B2C
- Focus on B2C: e-commerce marketplace
- Partnership with Web Developer for e-commerce website development
- R&D: Summer line development (2020), second functional line, bitters

Stage 3 – Retail
- Focus on Retail: after the launch and once the brand is consolidated, we want to enter the large-scale retail market
Thanks

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Supply Chain
From Herbs To Infusion

- Biodegradable Packaging
- Network of Suppliers
- Distribution
- Spirits Roaster E-Commerce
- Retailer
- Supplier
- Manufacturer
- Italy & All Europe
- B2B & B2C
- Raw Materials
- Dry Herbs and Plants

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Core Values

Simplicity. Wilderness. Renewal. Discovery
Raw Materials
Herbs and Plants

Sourcing:
Where we are -> research for the best
Where we want to go -> advancing local traditional knowledge
Crataegus oxyacantha
Theobroma cacao
Cinnamomum verum
Cardamomum
Curcuma longa
Suppliers
Quality and Certifications

- Certified Organic Herbs
- Biodegradable tea bag
- Biodegradable Packaging (almost)
- No Plastic

We research the highest quality of organic herbs and plants we can find on the market.
Packaging ecofriendly

Tea Bag

- Compostable, made from corn starch. Japanese technology developed to valorize green teas.

ACM

- Biodegradable paper + bio sealing layer.

La Grafica

- Cardboard case – 10 bags.
Manufacture
Newpak

- Believes in our project and product and allows us to experiment into the product development, while producing small quantities.
- Support our research for new materials for packaging.
- Is a unique and very specialized company focusing only on processing herbs and teas into teabags since 50 years.

Building solid relationship with our suppliers is being a fundamental element in our start-up phase.
Warehouse Biologistica

A young logistic company which focus on high quality services

- Our Organic certified Storage in Milan
- Including secondary packaging solutions (cartooning) and processing
- B2B / B2C delivery
- Pad printing on fabrics
- E-commerce handling
Distributor
Specific for each channel

Spirits
• Synergies with the night world, research on cocktails and new soft drinks based on plants. Research on tinctures ad infusions in alcohol. A new playground for bar-man

Roasters
• Beneficial relationship to be developed in order to a new experience to bars. Not in concurrency with coffee

E-commerce
• B2B ecommerce to handle with precision every client need.
Counter Expositor
& Experience

Not just infusions...
a complete offer and experience around officinal plants, for both bartenders and final consumers!
Effective & Innovative Communication

We connect with stories of traditional knowledge and incentivize young generation to produce new knowledge around plants and revive their use.

Share Your Nature!
Instagram & Social Media

wilden. herbals

wilden. infusions
Food & Beverage
We make delicious and synergic organic infusions to promote nature's healing power.
www.wildenherbals.com
Followed by cahoos, oskibi and 52 others

“Do you know that books smell like home space from a foreign land? Home smells from when I was a boy”
R. Bradbury

Remedies n.4
Peppermint, Mentha x piperita Kägi, Zingiber officinale Long, Zingiber officinale Long 
Lemongrass, Cymbopogon citratus
Marj. Rithra, Rith raehrians

Piper nigrum

Remedies n.3

Remedies n.2

Remedies n.1

ENTRA NEL MONDO WILDEN

Cymbopogon citratus
Linea Rmedia
Infusion for every occasion
Thanks

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Share Your Nature!

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Instagram: wilden.herbals
Thanks!