



wilden.

herbals

The team

Who we are

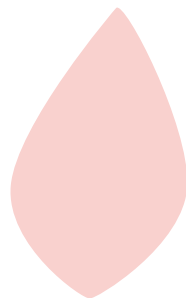
Co-founders

Delfino Sisto Legnani

Photographer, Designer, Art
Director

Nicola Robecchi

Gastronome, Product Manager,
Product Developer



Tommaso Albonetti

Pharmacist, MBA, Ph.D.



Cecilia Dal Borgo

Product Manager

Francesca Biagiotti

Graphic Designer



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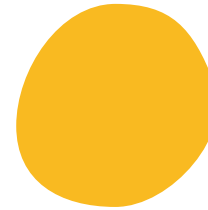
Mission

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.

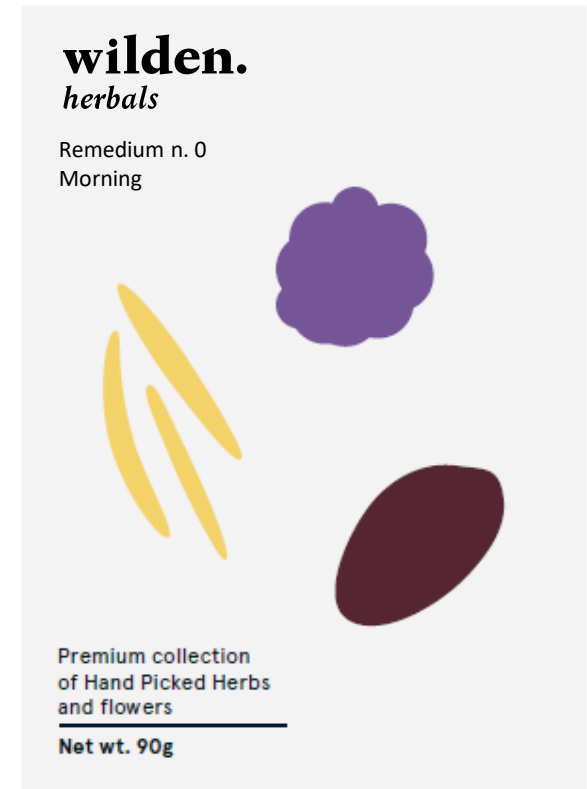
The Remedia infusions of Wilden. herbals, along with a healthy lifestyle and a balanced diet, are perfect for taking care of yourself.

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





Rooibos



Siberian Gingseng

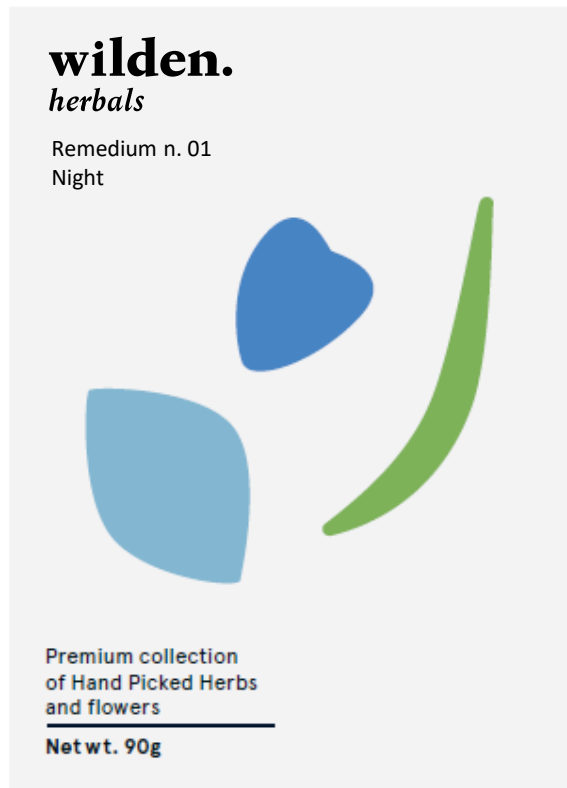


Cacao



Remedium n.01

Night



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



Melissa



Passiflora



Valeriana

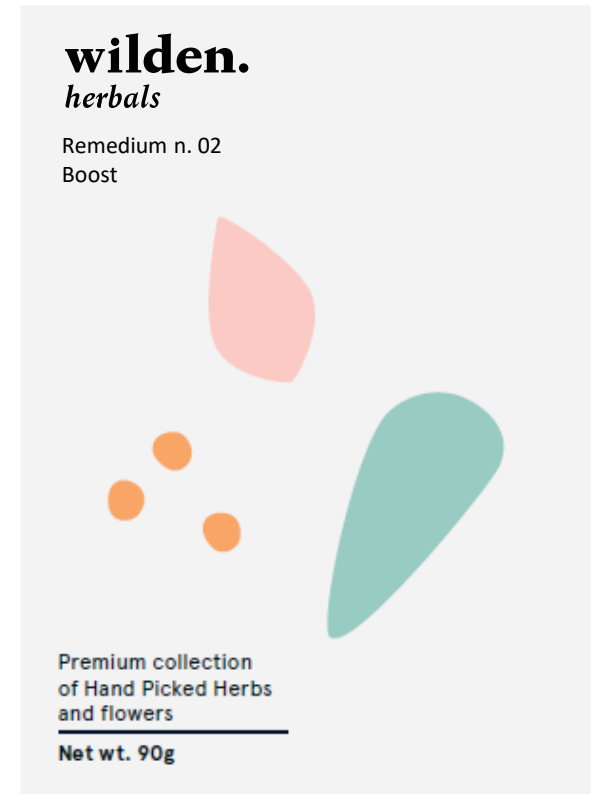


Remedium n.02

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





Pepe nero



Fiori di sambuco

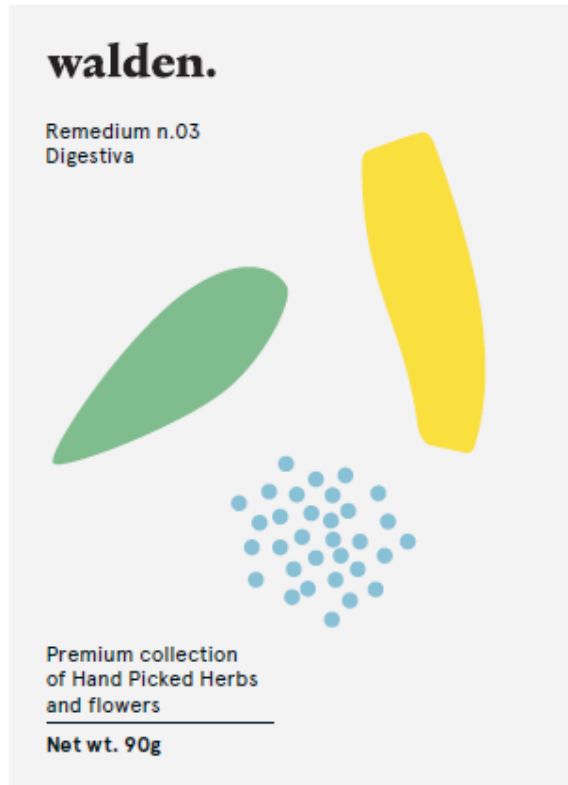


Echinacea



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 x piperita*
Rosmarino, *Rosmarinus officinalis*
Salvia, *Salvia officinalis*
Zenzero, *Zingiber officinale*



Limone



Finocchio



Salvia

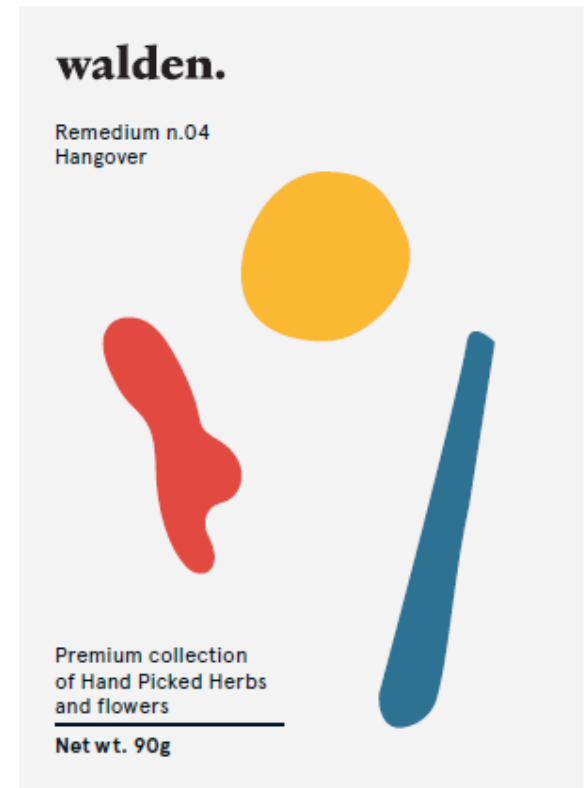


Remedium n.04

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 x piperita
Pepe nero, Piper nigrum
Zenzero, Zingiber officinale





Zenzero



Curcuma



Lemongrass





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

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Aboca

Liquirizia
AMARELLI
dal 1731

COMVITA

GREENLEAF

MARCUS RÖHRER
SPIRULINA

LA VIA DEL TÈ
FIRENZE

*Brule
Volante*

Derbe

cosmesi di laboratorio
HELAN
GENOVA

**NATURAL
POINT**

SOLGAR
Since 1947

bavicchi
dal 1876

Dr. Hauschka
Cosmetica

Kneipp

PLANTER'S
COSMETICA NATURALE

SPECCHIASOL

biokyma

ERBAMEA
Bioscience in Cosmetology

KONTAX

PRIMAVERA

VIROPA

BIOS LINE

L'ERBOLARIO
LODI

Lemuria

RAPUNZEL

WELEDA

Carone

**ERBORISTERIA
MAGENTINA**

LongLife
NUTRITIONAL SUPPLEMENTS

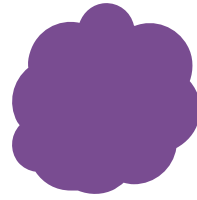
Salus

WW
WoodWick

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Customers

New generation



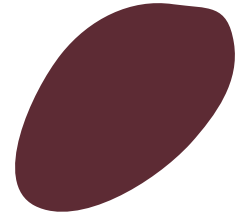
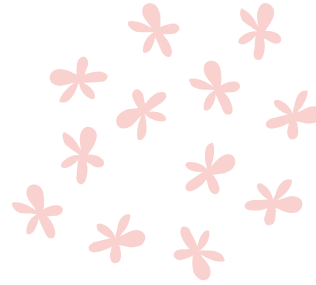
Our customers are well defined, their needs and taste are clear!

- 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

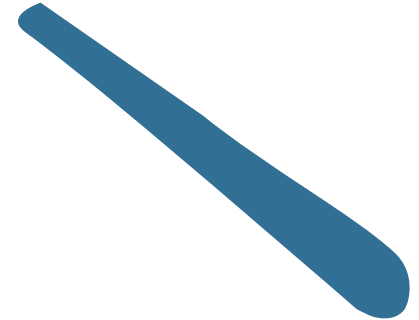


- **Italian Market:** Tea and other hot drinks around € 520 M in 2018
- **Italian population:** about 15.6 million between 24 and 40 years, of which about 10% can afford our products (1.5 M). We expect to reach 8,000 customers in the first 2 years of activity, selling around 12,000 boxes.
- **Growth:** 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

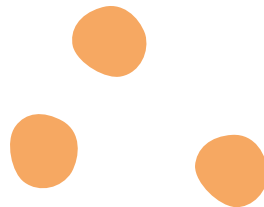
- Focus on B2B: restaurants, bars, pubs, hotels, and dedicated retail shops
- Development of packaging and branding
- Development offer "experience and education"
- Partnership with distributors

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

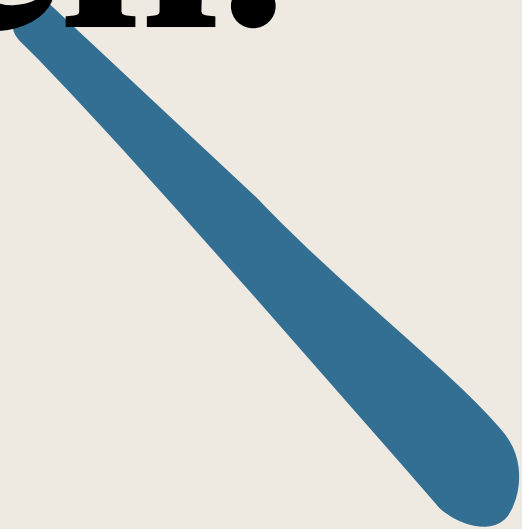
Stage 3 – Retail

- 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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Remedium n.0
Morning

Premium collection of fruits,
herbs, flowers, seeds and barks.

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Remedium n.1
Night

Premium collection of fruits,
herbs, flowers, seeds and barks.

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Remedium n.3
Digestive

Premium collection of fruits,
herbs, flowers, seeds and barks.

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Remedium n.2
Boost

Premium collection of fruits,
herbs, flowers, seeds and barks.

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Remedium n.4
Hangover

Premium collection of fruits,
herbs, flowers, seeds and barks.

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herbals



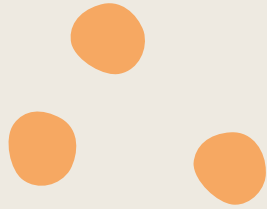
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Supply Chain

From Herbs To Infusion





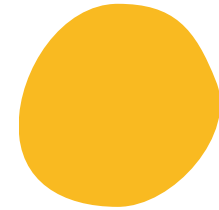
Core Values

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



A close-up photograph of a dried botanical specimen, likely a herb, showing a dense collection of small, dried, brownish-orange flower heads and green, serrated leaves. The specimen is spread out on a dark surface, and the text "Crataegus oxyacantha" is overlaid in the center.

Crataegus oxyacantha



Theobroma cacao



Cinnamomum verum



Cardamomum



Curcuma longa




Suppliers

Quality and Certifications



 Certified Organic Herbs

 Biodegradable tea bag

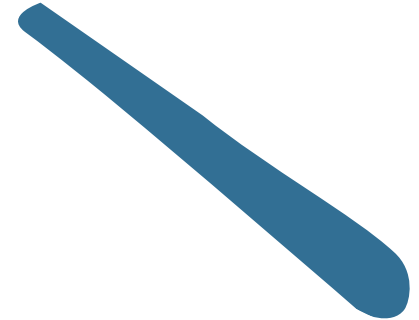
 Biodegradable Packaging
(almost)

 No Plastic



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

Packaging ecofriendly



Tea Bag

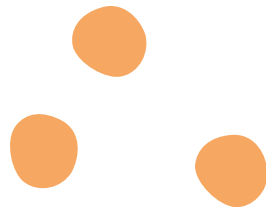
- Compostable, made from corn starch. Japanese technology developed to valorize green teas.

ACM

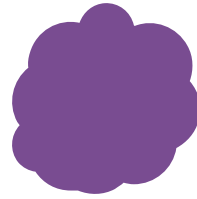
- Biodegradable paper + bio sealing layer.

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.

**Buinding solid relationship with our suppliers
is being a fundamentl element in our start-up phase.**



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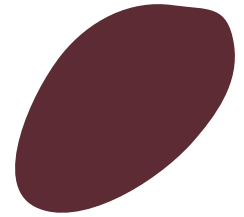
Remedium n.4
Hangover



Premium collection of fruits,
herbs, flowers, seeds and barks.



Warehouse Biologistica



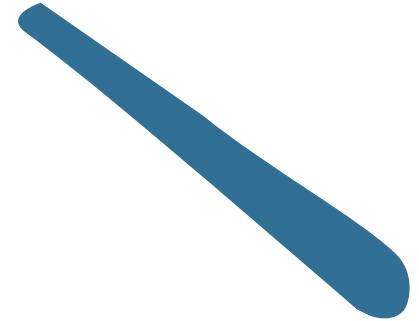
A young logistic company which focus on high quality services

- 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

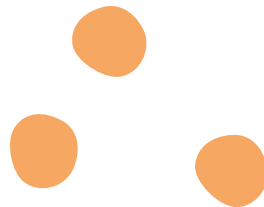
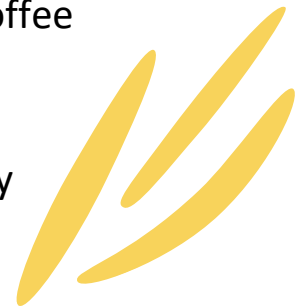
- Synergies with the night world, research on cocktails and new soft drinks based on plants. Research on tinctures and infusions in alcohol. A new playground for bar-man

Roasters

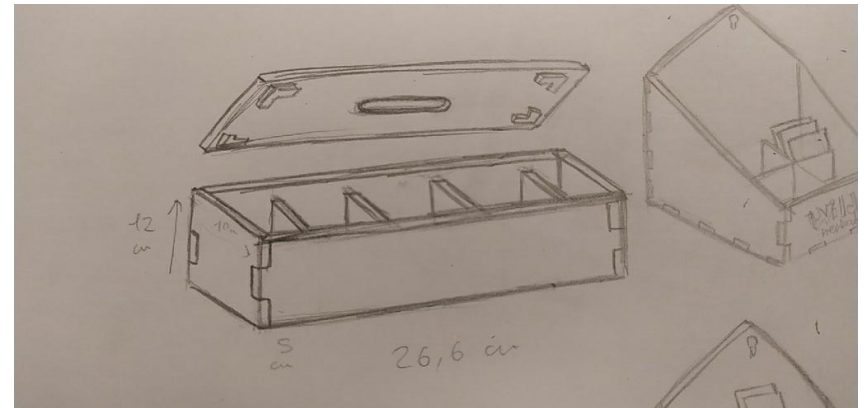
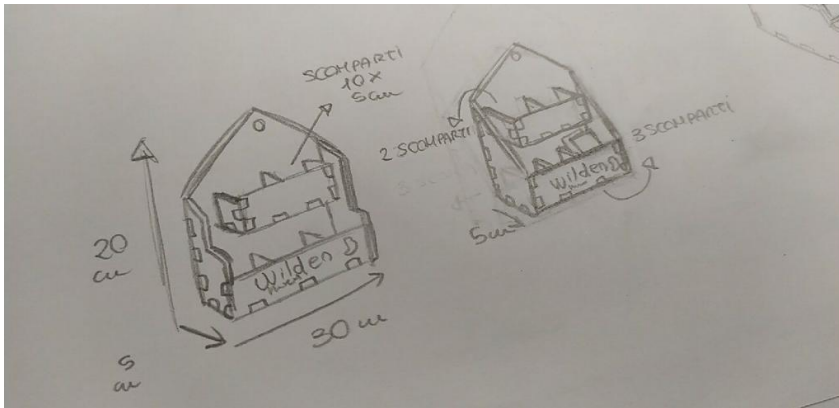
- Beneficial relationship to be developed in order to a new experience to bars. Not in concurrency with coffee

E-commerce

- B2B ecommerce to handle with precision every client need.



Counter Expositor & Experience

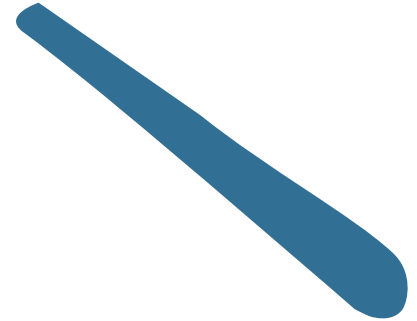


Not just infusions...

**a complete offer and experience around officinal plants, for
both bartenders and final consumers!**

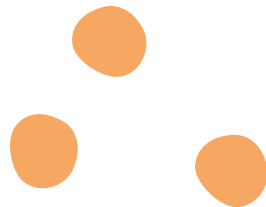


Effective & Innovative Communication

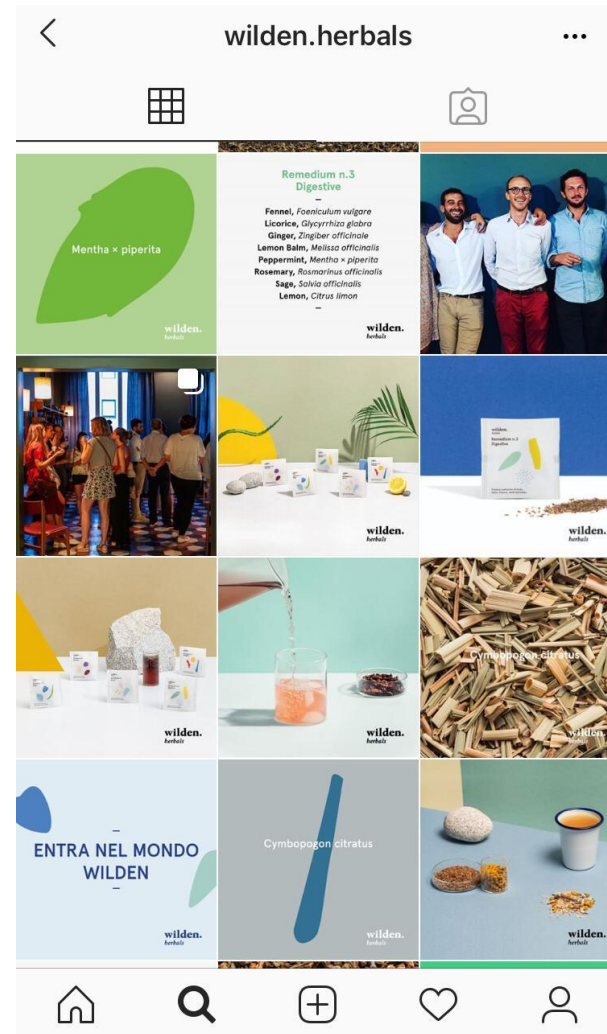
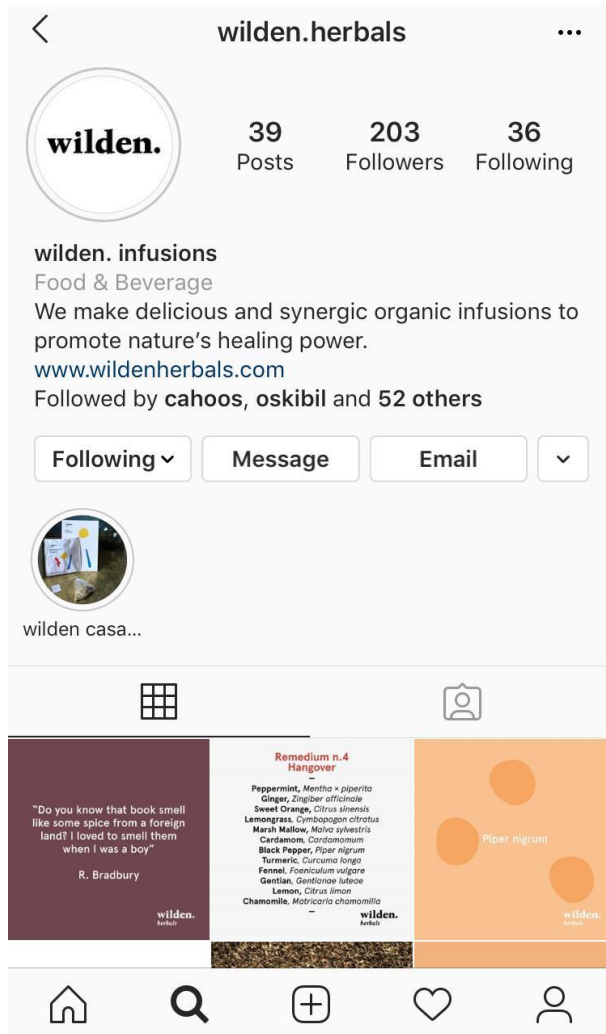
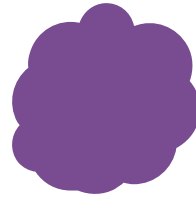


We connect with stories of traditional knowledge and incentivize young generation to produce new knowledge around plants and revive their use.

Share Your Nature!

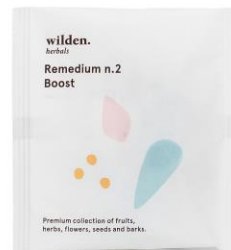
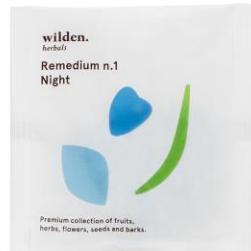
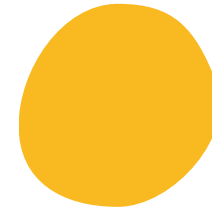


Instagram & Social Media



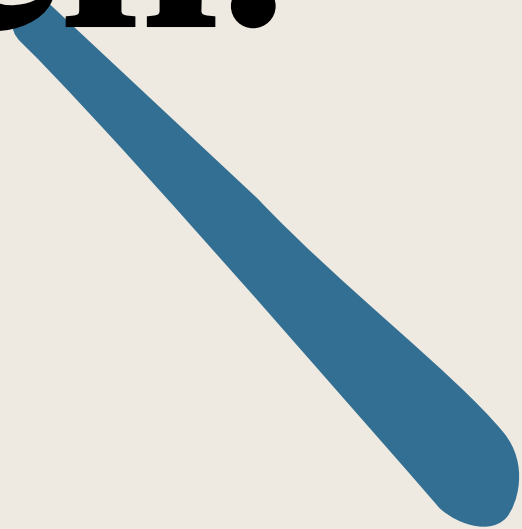
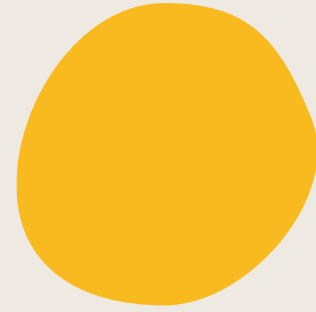
Linea Rmedia

Infusion for every occasion



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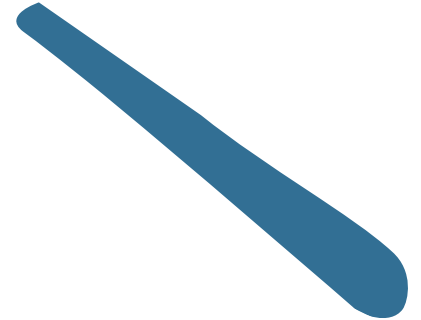


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Thanks!