



### CO-CREATING THE FUTURE OF BAKING

# NATURAL DE ALIMENTOS



# NATURAL DE ALIMENTOS

## CO-CREATING THE FUTURE OF BAKING



**M**odern bakeries operate in an increasingly competitive market where consumers demand products with great taste, nutritional value and clean labeling.

Meeting these expectations is far from simple. From artisanal pastry shops to industrial-scale producers, bakeries must contend with fluctuating raw material quality, shifts in texture and flavor and production inconsistencies that put both efficiency and final product outcomes at risk.

Natural de Alimentos, a pioneer in specialized creams, butters and tailored blends for the baking and pastry industry, works closely with producers to co-create solutions that address these challenges. Its ingredient solutions are engineered to meet clean-label requirements and stringent regulatory standards, with functionality customized for each partner's operational needs.

Building on a heritage of more than five decades, Natural de Alimentos has become a trusted partner across the full spectrum of baking.

"Innovation isn't about creating new products. It's about anticipating where the market is headed and equipping our clients with the tools to thrive in that future," says Enrique Lara Pérez, CEO.

Guided by a customer-first vision, Pérez has driven modernization and agility in Natural de Alimentos. His work builds on the legacy of board Chairman Eloy Solano Plascencia,

whose leadership shaped the company's identity and long-term vision. Together, they unite experience with innovation to reinforce Natural de Alimentos's role as a catalyst for success in the industry.

### **Innovation through Partnership and Purpose**

Its philosophy centers on naturalness, purpose-driven development and guaranteed quality. All raw materials are sourced from certified suppliers and subjected to rigorous audits to ensure compliance with clean label and quality standards.

Building on this foundation, Natural de Alimentos responds to the growing consumer demand for sustainability and transparency. Its formulations are free from trans fats and incorporate plant-based ingredients, resulting in healthier products.

In parallel, its research and development efforts focus on mastering rheology across product categories, enhancing stability and refining texture. Advanced technologies ensure products remain consistent and aligned with evolving market demands.

Its techno-commercial model combines tailored product development with advanced preservation methods. While the commercial strategy ensures each solution aligns with client-specific requirements, the technologies enhance shelf life and enable full ingredient utilization.



**Enrique Lara Pérez,  
CEO**

**Eloy Solano Plascencia,  
Chairman of the Board of Directors**



In 2025, Natural de Alimentos introduced mixed preservation solutions, an innovation that allows products to be stored refrigerated or frozen without compromising flavor, texture, or stability.

“  
**INNOVATION ISN'T ABOUT CREATING NEW PRODUCTS. IT'S ABOUT ANTICIPATING WHERE THE MARKET IS HEADED AND EQUIPPING OUR CLIENTS WITH THE TOOLS TO THRIVE IN THAT FUTURE**

“Mixed preservation solutions give bakeries and clients greater storage flexibility, extended shelf life and help reduce food waste,” says Eloy Solano.  
 Standout products in this category include Cremas Batidas Vatell, Cremas para Batir Vatell, Mantequilla con Margarina Batida Vatell, Whipped Vegetable Cream for Bakery, Pastry Creams and the Vatell Butter Blister.

**Sustainability and Responsibility at Every Stage**  
 Advanced warehouse systems with real-time traceability support efficient and reliable product delivery. This ensures accurate inventory management and faster order fulfilment for every client. A robust transportation network ensures timely deliveries, while centralized management of order and purchase data enables production to adjust quickly to demand, preventing overproduction and stockouts.

These capabilities are reinforced with state-of-the-art production lines in GALDI Gable Top, Tetra Flex UHT and energy-efficient equipment, with packaging constantly evolving to be more practical. Smart warehousing and low-emission logistics create a supply chain that balances efficiency with sustainability. A centralized call center system supports service and logistics excellence by streamlining operations.

“Sustainability isn't just a goal. It's a responsibility that touches every part of our process from sourcing to delivery and it's the foundation for earning customers' trust,” says Enrique Lara.

This commitment is reflected in initiatives such as water treatment projects. One example is the Water Savings in the Tetra Pak Line program, which conserved 243 m³ of water over 81 days of production. The efforts help protect the natural resources and strengthen customer trust through measurable environmental responsibility.

In May 2025, Natural de Alimentos received the ESR Distinction (socially responsible company), a recognition of its practices by the Mexican Center for Philanthropy and AliaRSE. This acknowledgment highlights a commitment to sustainability and ethics and is a benchmark for progress in environmental, social and governance practices.

“  
**MIXED PRESERVATION SOLUTIONS GIVE BAKERIES AND CLIENTS GREATER STORAGE FLEXIBILITY, EXTENDED SHELF LIFE AND HELP REDUCE FOOD WASTE**

It was also honored with the National ELSSA Prize by the Mexican Social Security Institute for leadership in occupational health and safety and programs that safeguard employee well-being.

Certifications such as FSSC 22000 from Global STD and registration with the U.S. FDA further reinforce its values and strengthen its credibility in domestic and international markets.

**Customer Training That Drives Results**  
 Natural de Alimentos' customers benefit from comprehensive training programs and personalized support that strengthen day-to-day operations. Participants receive in-depth product knowledge and practical guidance on manufacturing processes, including cake and dessert preparation and decoration techniques. New formulations and innovative methods are introduced to encourage creativity.

Experienced chefs lead sessions with a focus on product functionality and performance across pastry, bakery and confectionery segments. The program adapts to different customer profiles, offering guidance for prospective clients and specialized training for current partners on developing recipes that keep them aligned with market demand.



Regular workshops help production teams maximize the benefits of Natural de Alimentos' solutions. Brand Ambassadors complement this training by showcasing trends through tutorials, short videos and practical recipes, allowing customers to replicate innovative ideas and translate them into business growth.

An integrated after-sales service model—combining dedicated sales executives, call center agents and online support—ensures responsive and seamless customer care. This approach helps identify evolving needs, provide timely solutions and guarantee customer satisfaction.

**Driving Quality and Market Success Globally**  
 Natural de Alimentos approaches international markets with care and precision, ensuring its products meet the highest regulatory and quality standards in each market. In the U.S., exports undergo rigorous reviews by U.S. Customs and Border Protection, the FDA and the USDA. To support this process, the company partners with Registrar Corp, its official U.S. representative that provides continuous guidance on labeling, formulation and documentation.

In Central America, collaboration with customers and distributors ensures compliance with regional requirements. Every product carries a Certificate of Free Sale issued by COFEPRIS. When required, SENASICA also provides a Zoosanitary Export Certificate to confirm safety and quality while guaranteeing full traceability.

Building on these regulatory measures, Natural de Alimentos collaborates with technical chefs in key export markets to develop region-specific formulations. This collaborative model enhances product relevance and appeal, and positions Natural de Alimentos as a reliable ally for bakeries seeking sustainable growth worldwide.

Natural de Alimentos stands out as the partner of choice, empowering bakeries to succeed in a dynamic market. **FB**



**Food Business Review Latin America**

ISSN 2836-1989

**Published from**

600 S ANDREWS AVE STE 405,  
FT LAUDERDALE, FL 33301

[www.foodbusinessreview.com](http://www.foodbusinessreview.com)