

Horno Natural

Address: Polígono la Pedrosa, Parcela 9

Postal Code / District: 08783

Town: Masquefa

Province: Barcelona

Phone: 937728650

Country: ES

Web:

<https://www.hornonatural.com/en-clave-de-sol-carta>

Foundation year: 0

Distribuciones Benito is a clear example of how a small family initiative, based on hard work and closeness to customers, can become a relevant player in the food sector. Its evolution reflects a combination of strategic adaptation, expansion of infrastructure and a solid commitment to the values that define its essence.

DESCRIPTION

The Beginnings of Benito Distributions

The year 1975 marks the origin of this family distribution company, when its founder, **Mr. Mariano Benito**, decided to start his own business. At that time, he acted as the company's only salesman and distributor, personally visiting specialized stores in Catalonia with an offer that included products such as **jellies, pollen, pastries and bakery products**. His **self-selling** approach was key to connecting directly with customers, understanding their needs and consolidating an initial base of trust. This initial effort laid the foundations for what would later become a company with a presence not only in Spain, but also internationally.

Growth and Consolidation: 1980-1990

In the 1980s and 1990s, Distribuciones Benito experienced a period of significant expansion. Like any growing company, it was able to adapt to **changes in the market** and improve its **corporate image**, which allowed it to gain visibility and strengthen its position in the food sector. During this process, the company also expanded its portfolio by acquiring industry- **leading brands** such as **LA CAMPESINA, SINGLU, HORNO NATURAL and NYSBO**. These acquisitions played a crucial role in consolidating its presence in the market, allowing it to offer a wider range of products and reach new customers.

Infrastructure Expansion and New Business Opportunities

The company's continued growth led to the need for larger facilities, culminating in the move in 2002 to new facilities in **Masquefa (Barcelona)**. This step was essential to support the increasing volume of distribution. In 2007, another strategic leap was made with the addition of a **new dedicated manufacturing facility**, allowing for vertical integration in its business model. This move not only improved its production capacity, but also opened up new opportunities to develop **new business lines**



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and diversify its operations.

With this expansion, Distribuciones Benito's facilities began to include different key departments: **distribution warehouses, logistics, offices and a quality department**. This holistic approach to infrastructure allowed the company to guarantee comprehensive control of its operations, improve efficiency and ensure the quality of its products.

Corporate Values: Proximity, Trust and Transparency

A distinctive aspect of Distribuciones Benito is that it remains a **family business**, which deeply influences its culture and values. The principles of **proximity, trust and transparency** are fundamental to its success. These values have allowed the company to create solid relationships with employees, customers and collaborators, always working with a shared vision. This commitment to ethics and respect for people has been key to the company's sustained growth.

Vision of the Future

Distribuciones Benito does not just look back with pride, but has a clear vision for the future. Its goal is to be a **model of excellence** within the food sector, aspiring to be the **first choice for consumers** and a reference for other companies in the sector. These objectives are aligned with its approach to sustainable growth and its ability to adapt to the changing needs of the market.

PRODUCTS:

	Organic Rye and Spelt Bread 260 g PVP 4,11€
	Organic Spelled Chocolate Cookie 100 g PVP 2,44€
	Organic Spelled Macaroni 250 g PVP 3,05€
	Organic Spelt Bread 260 g PVP 4,11€
	Organic Spelt Digestive Biscuits 200 g PVP 3,15€
	Organic Whole Grain Spelt Muffins 230 g PVP 5,28€

	Organic Spelled Apple Cookie 100 g PVP 2,06€
	Organic Spelled Cookie 100 g PVP 2,06€
	Organic Spelled Plum Cookie 100 g PVP 2,06€
	Organic Spelt Cinnamon Sugar-Free Donuts 180 g PVP 3,40€
	Organic Spelt Spaghetti 250 g PVP 2,94€
	Wholegrain Spelt Cookies with Organic Chocolate Chips 180 g PVP 3,55€

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<https://bio-farma.es/buy/f/horno-natural>





Wholegrain spelt rolls with cinnamon Bio 50 units
PVP 22,76€

