

Barilla Group announced that it has entered into an agreement to acquire Back to Nature, from B&G Foods

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Barilla, a fourth-generation family-owned company founded in 1877 is an international food company, leading in pasta and bakery products, and present in more than 100 countries. It has a strong bond with the United States, where it has operated since 1996, and is currently the #1 pasta brand. The acquisition of Back to Nature is consistent with Barilla's long-term strategy to build a strong multi-brand bakery platform in the United States, where the Group is already market leader in the crispbread category with the Wasa brand.

Barilla is currently a leader in the European bakery products sector and has expertise in, and a reputation for, healthy, good-for-you are snacking products. The acquisition of Back to Nature provides Barilla with a strong platform from which to build and grow in the dynamic North American bakery marketplace.

Barilla confirms its commitment to ensure people have access to good, sustainable food with consistent improvements in its nutritional profile. The Italian based family company, founded 145 years ago, brings together 8,700 people around the world, and a supply chain that shares its values and passion for quality.

“At Barilla, we aspire to build a long-term and significant presence in the U.S. baking industry and this operation reminds me of when we first started our journey with pasta over 25 years ago and we are now the market leader. The acquisition of Back to Nature is a key step for this exciting journey”, said Guido Barilla, Chairman of the Barilla Group. “We focus all our business activities and products on health and indulgence and hence Back to Nature was a natural choice. We are excited to see how our efforts will evolve in the future”.

The Group's commitment is to offer people the joy that good, well-made food can bring them, produced with selected ingredients from responsible supply chains, to contribute to a better present and future.