



Press Release
Bézéril, France
September 2026

Nataïs showcases its expertise and low-carbon popcorn solutions at SIAL 2026

Distributors, suppliers, and industry partners are invited to discover one of France's most committed popcorn supply chains, built around responsible production, innovation, and shared value creation.

From Seed to Success

Continuous innovation drives Nataïs' development, from seed varieties adapted to local growing conditions to flavourful recipes inspired by consumer trends. This approach has enabled the company to build a comprehensive portfolio of popcorn solutions combining natural ingredients, performance, and market relevance.

Continuous Control, Consistent Quality

Long-standing partnerships with growers form the foundation of a secure and reliable supply chain. Full traceability, production centralized at a single site, and rigorous quality controls from reception through storage ensure consistent product quality while supporting Nataïs' commitment to zero pesticide residues and the highest food safety standards.

More Than a Supplier, a True Development Partner

Drawing on decades of experience in the cinema, industrial, and retail markets, Nataïs provides its customers with flexible, reliable solutions supported by efficient logistics and dedicated customer service.

From market insights and recipe development to display concepts and limited-edition launches, the company supports its customers at every stage of product creation, helping them bring innovative products to market. This expertise is powered by 150 employees representing more than 50 areas of expertise.



Low carbon popcorn, global commitment



Regenerative agriculture :

Through long-term partnerships built on trust and shared value, Nataïs is advancing regenerative agriculture across its farming network and providing financial support to help farmers adopt more sustainable practices.



Green and circular energy:

Driven by a circular energy approach, Nataïs combines biomass, solar power, and heat recovery to reduce its environmental footprint. With 100% renewable electricity, 5% generated on-site, and 1,400 m² of solar panels, the company is advancing toward greater energy autonomy.



Packaging and Recyclability :

Committed to more sustainable packaging, Nataïs is reducing its reliance on virgin plastic and continuously improving recyclability, with the goal of achieving 100% recyclable packaging by 2028.



Optimized Transportation :

A more sustainable transport model based on optimized truck loading, multi-modal freight solutions, and the deployment of trucks powered by renewable HVO biofuel.

About us : Since 1994, Nataïs has grown from a family farm in Southwest France into Europe's leading popcorn company. Deeply rooted in its region, the company unites employees, farmers, suppliers, partners, and customers around a shared ambition: building a supply chain that is more resilient, sustainable, and value-creating for all.