

# Diego Radicella

Finca Pilar



“ I saw an opportunity to provide upscale professionals with ready-to-eat gourmet salads. ”

<b>COUNTRY</b>	Argentina
<b>INDUSTRY</b>	Industrials
<b>EMPLOYEES</b>	55
<b>YEAR SELECTED</b>	1999
<b>PARTNER</b>	Alejandro Belaga
<b>WEBSITE</b>	<a href="http://www.fincapilar.com.ar">www.fincapilar.com.ar</a>

## COMPANY SNAPSHOT

Diego and Alejandro know their legumes. Both agronomists from the Universidad de Buenos Aires, they noticed that upscale professionals wanted additional distributions through which to purchase gourmet salads previously only available in expensive restaurants. To fill the niche, the two launched Finca Pilar in 1992. Although they initially sold their products to top restaurants and catering companies, they soon shifted to a mass-market model with the introduction of ready-to-eat gourmet salads for home consumption. The company's use of satellite producers throughout the country and modern technological innovations stand out as a successful business alternative to Argentina's old-style farming.

In 2005, Alejandro left Finca Pilar to launch a new venture which delivers food, including Finca Pilar products, to corporate clients.

**ENDEAVOR AND FINCA PILAR**

The company was able to survive the financial crisis in Argentina in 2001 by implementing Endeavor's strategic advice and acquiring critical funding.

In addition to local mentorship from top-level executives, marketing support, networking events, and workshops, the Entrepreneurs have benefited from the Global eMBA program.