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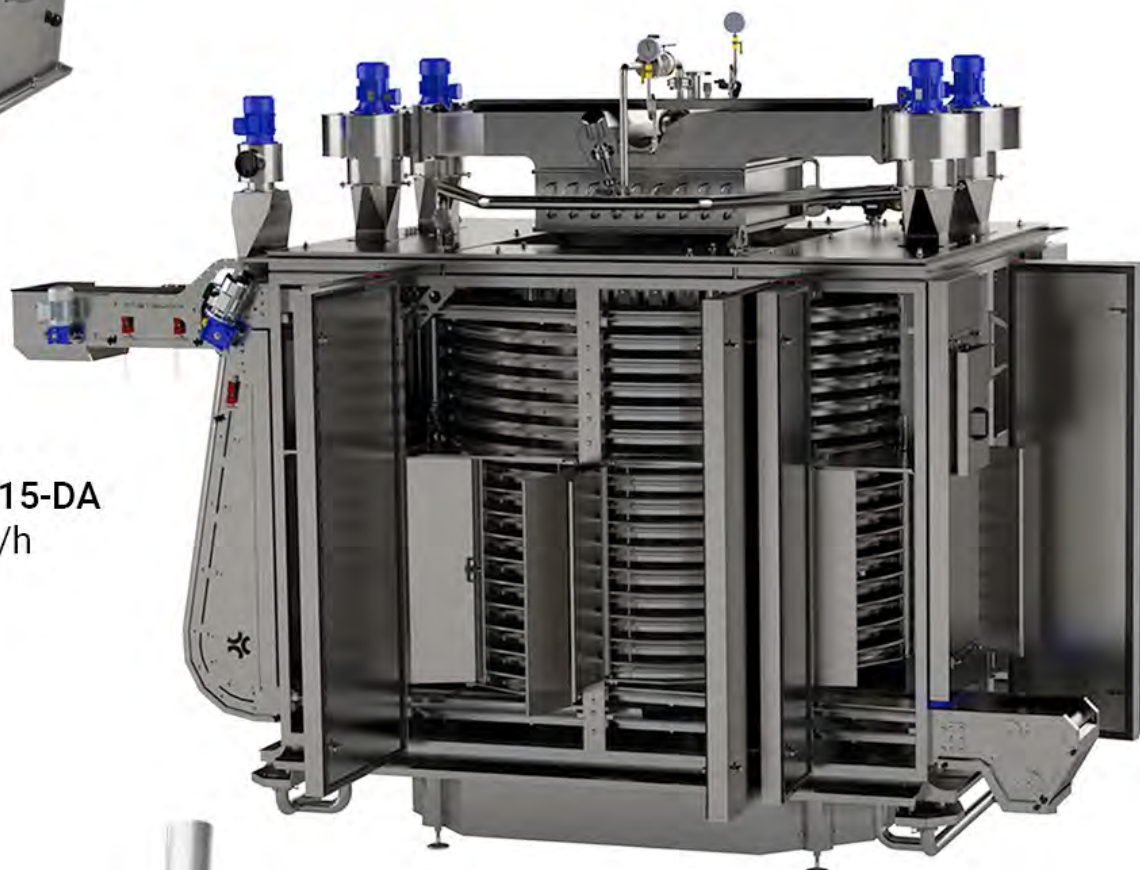
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# Colophon

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Lorenzo Pini

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# 1



## Prospects for pasta packaging materials

**Luciano Piergiovanni**  
GSICA, Italian Scientific Group for  
Food Packaging



Here is a brief summary of the contribution of Luciano Piergiovanni at the conference *Prospects for pasta packaging materials*, held at the 2020 edition of the **Pastaria Festival**.

More than a quarter of the flexible food packaging produced is intended for bakery products and pasta, and approximately 350,000 tonnes of folding cardboard, in the form of cartons and boxes, is used each year in the national food industry. The packaging sector has been taking a great interest in the wide and varied world of pasta for some time now, but not just because of its high sales volumes, which translate into large quantities of packaging produced and marketed. This interest is also prompted by other reasons worth pointing out to the operators involved, linked to storage problems and the prospects for innovation in an extremely dynamic phase of change in the packaging sector. Some of these are addressed in the considerations below.

The classic definition of pasta<sup>1</sup>, in legal terms (Presidential Decree. No. 187 of 9 February 2001)<sup>2</sup>, together with industrial practice and experience, clearly identify the “drying” process as a distinguishing factor for the sector: it is the one that classifies the products destined for the first courses of so many meals into dried pasta and fresh pasta.



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This classification, of paramount importance for distinguishing between product-based and nutritional aspects, is particularly pertinent when considering the packaging solutions chosen for these products, the expectations they are meant to fulfil and the possibilities for development. It is, in fact, quite obvious that a fresh or shelf-stable fresh product, which is therefore more perishable due to its moisture content and ingredients, requires greater and more specific protection than a dry product, and that this protection can only be guaranteed through the use of certain materials and packaging techniques. So it is not surprising to note that in the sector of fresh, special and shelf-stable pasta products, with expiry dates measured in days or weeks, the technologies predominantly used are modified atmosphere packaging systems and flexible packaging systems with high gas barrier properties and (when required) good resistance to heat. Nor should it come as a surprise that for dried pasta with a minimum shelf life of months, the simpler cardboard boxes or more economical flexible packaging solutions such as OPP/PP cast Form Fill Seal pouches are predominantly used. Although this is more or less the status quo of the sector at the moment, and

these packaging choices are very well-established, the sector is nonetheless highly motivated towards innovation and already has different, original solutions available for both cases.

## **The packaging of fresh pasta**

Considering all the different products that can be grouped under the fresh pasta umbrella, it is clear that the strongest aspiration for packaging in this sector – and hence the reason for contemplating a system different from the current one – is linked to the need for greater sustainability as opposed to an improvement in functional properties. In actual fact, the materials available nowadays offer all the necessary guarantees for this class of products and are largely responsible for the increase in the consumption of fresh pasta, so much appreciated by the Italian consumer in recent years. The fresh pasta segment offered a mix comprising quality, convenience and product differentiation that was beyond the budget of many until modified atmosphere packaging technology multiplied its shelf-life, and high-performance packaging materials both attractive to look at and light to handle were introduced.

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**Figure 1 THE WASTE PYRAMID OR HIERARCHY**



The waste pyramid or hierarchy represents an evaluation scale of waste disposal processes. Less sustainable processes are at the top, whilst the more virtuous are at the base.

It is, however, a fact that the industry uses a great deal of plastic, with materials that are difficult to recycle because they are composite. But at the same time there is a great deal of interest in driving packaging choices in a direction that will reassure consumers regarding the environmental impacts of their purchases. The solutions to this aspiration may lie in fully recyclable packaging, packaging made from cellulosic materials or produced from bioplastics.

### **Recycling**

Although recycling is not generally considered the best solution in the so-called waste management hierarchy, but is ranked halfway between the best, i.e. reduction at source, and the worst, i.e. disposal, it cannot be denied that the recycling of packaging is a virtuous target that deserves much attention. If well organised and structured, recycling is a sustainable solution which, by creating secondary products and materials, is not only environmentally but also economically



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and socially sustainable because it can generate new jobs, new wealth and also new know-how: More recycling, more circular economy. It is, in fact, no coincidence that the EU Circular Economy Package (4 Directives in 2018, implemented in 2020) contains a number of proposals for amendments to waste legislation. The theme is precisely not to send waste for disposal but for recovery and recycling: from waste to Secondary Raw Materials (SRM), according to a strategy named *End of Waste*, that aims to eliminate the concept of waste, considering with renewed determination and new instruments, all possible ways to reintroduce into a new production process items that we would normally have thrown away. In addition to being regulatory, these instruments should also be both cultural and technological. Since current legislation clearly defines what waste is, the bureaucratic and regulatory process for this change is far from simple. Consumers are also key players in this potential change, since their response can either facilitate this transition or render it more difficult and less effective. On closer inspection, the technological aspects can be seen to be the least critical and, even more important, the most promising. Innovative solutions exist that can contribute to the designing of more easily

recyclable packaging, while other solutions propose ways of recovering and producing SRM. Both should be more closely examined and promoted.

### **More paper, less plastic**

There is great interest in replacing plastics with cellulosic materials that have been treated and processed in various ways. In fact, there are already sealable and barrier cartons which can replace packages not deemed ecological with new ones produced from renewable resources, and which could end their life either in the paper recycling bin or in the organic waste collection, since they are completely compostable. A lot of scientific research and experimentation is actually underway in this field, and expectations are high. The goal of making cellulose as high-performing as plastic is very appealing. At the present moment, however, replacing plastic with cellulosic materials would bring about a drop in performance, particularly with regard to the protective gases barrier. The point is that these barrier properties are inevitably in conflict with the chemical nature of the cellulosic biopolymer: increasing performance, when possible, may mean reducing its biodegradability, hence its compostability. This is a delicate issue that raises serious concerns about the



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characteristics of what is now accepted as being compostable, and should certainly be analysed in depth in order to avoid making serious mistakes and creating negative repercussions for tomorrow's environment.

## **Bioplastics**

The term 'bioplastics', putting a 'good' prefix in front of a 'bad' word, corresponds to what, for many users, has become the ultimate goal, even although there is still a great deal to be discovered about bioplastics, and they can be very different from one another. Considering only the biodegradable ones of natural origin, which seem likely to experience the greatest growth in the coming years – but which currently share the market on an equal footing with those obtained from renewable sources but not biodegradable – it has to be acknowledged that there is a range of different and very interesting products. At the present time, production capacity and cost seem to be more serious limits than performance to ensure substantial development of this possible alternative.

## **The packaging of dried pasta**

As far as dried pasta is concerned, the

prospects for change and innovation seem to concern the cardboard boxes alone. Although the other classic packaging solution – plastic film – shares the same problems as fresh pasta packaging in terms of the plastic materials currently used needing to be replaced, this seems to be much less important for dried pasta, probably due to the quantities involved. In the cardboard sector for carton-making, on the other hand, there are interesting possibilities and prospects. Since paper and cardboard are justly considered to have an extremely low environmental impact, this type of packaging is only subject to review and possible innovation with regard to certain aspects of its performance.

## **Resistance to attacks from insects**

This is an old problem that affects many other packaged products, for which new, conclusive solutions are still to be found. Clearly, for a foodstuff with a long shelf life, marketed on a large scale in non-airtight, non-barrier packaging, the risk of infestation is fairly high. For some time now, as attested by research and even patents, experiments involving active packaging solutions have been conducted: this is a system that repel insects by slowly releasing repellents. To



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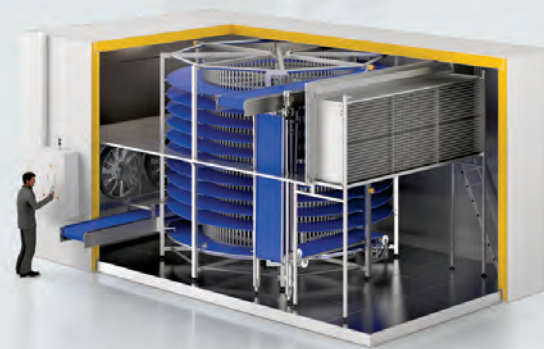
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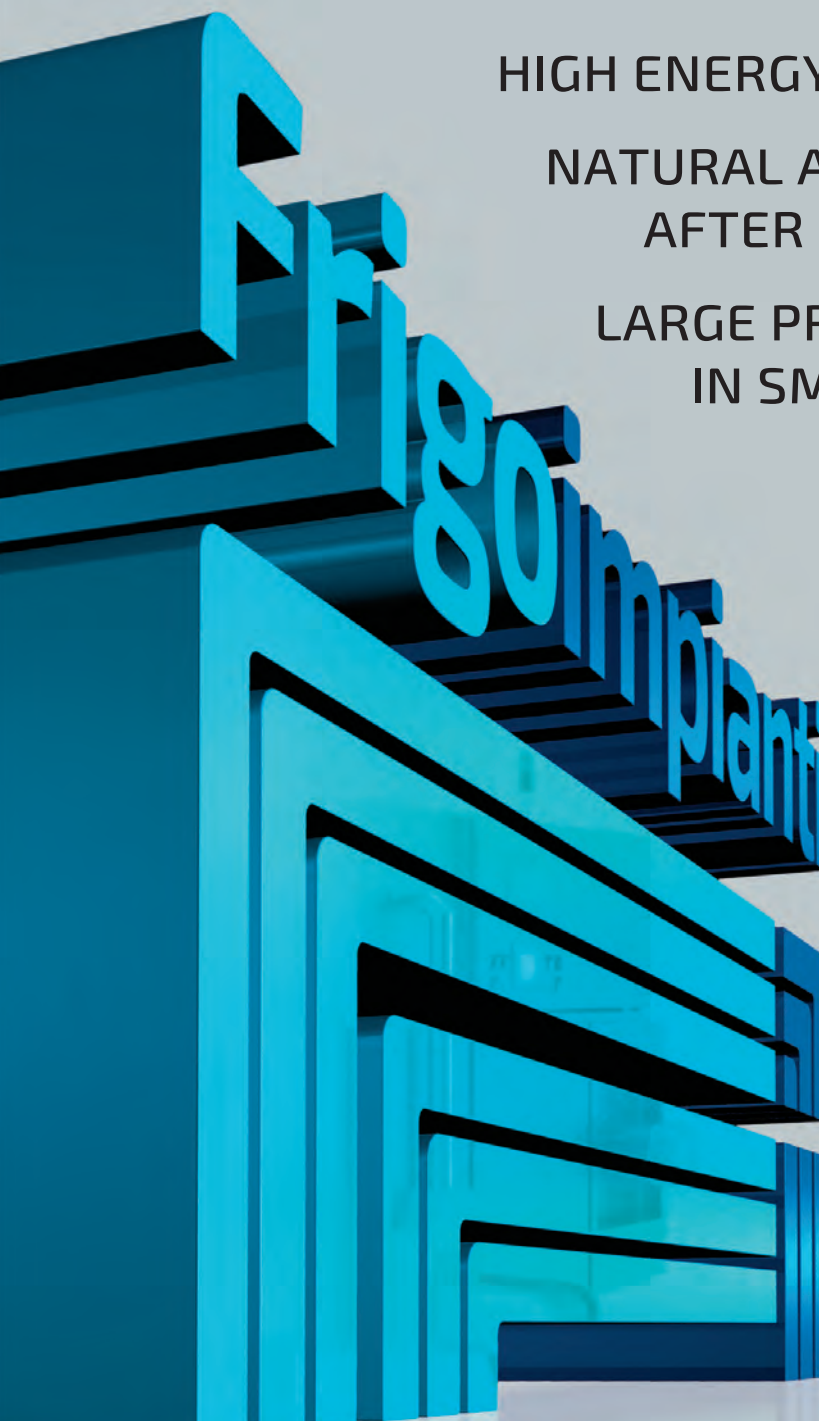
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the same end, solutions are being developed to make cartons that are more efficient and more airtight, because attacks are almost always aimed at the folded and glued flaps of the carton, hence at the most vulnerable areas, where the packs are sealed. The solutions available, however, do not yet seem to have been put into production on any major scale.

### **Less thickness, more strength**

Obviously being able to use lighter packages that reduce the quantity of packaging, thereby achieving that reduction at source considered to be the best solution, is an attractive goal which, once achieved, could easily be used also for the purpose of green marketing communications. Reducing the thickness is relatively easy but the point is, of course, that the characteristics of the packaging that guarantee its success, i.e. its stiffness and strength, cannot be sacrificed. One solution seems to be that of using cellulose nanoparticles, in the form of nanocrystals or cellulose micro/nanofibres which, due to their very high shape ratio (length to diameter ratio of the particles), bring about a significant increase in the mechanical properties of the material. Nanoparticles, obtained from various plant sources, biomasses,

by-products and industrial waste from various production chains, are an easily obtainable resource today, on which researchers and operators are focusing their attention, which could bring about great advantages in terms of the performance of these lighter but stronger materials.

### **Mineral oil barrier**

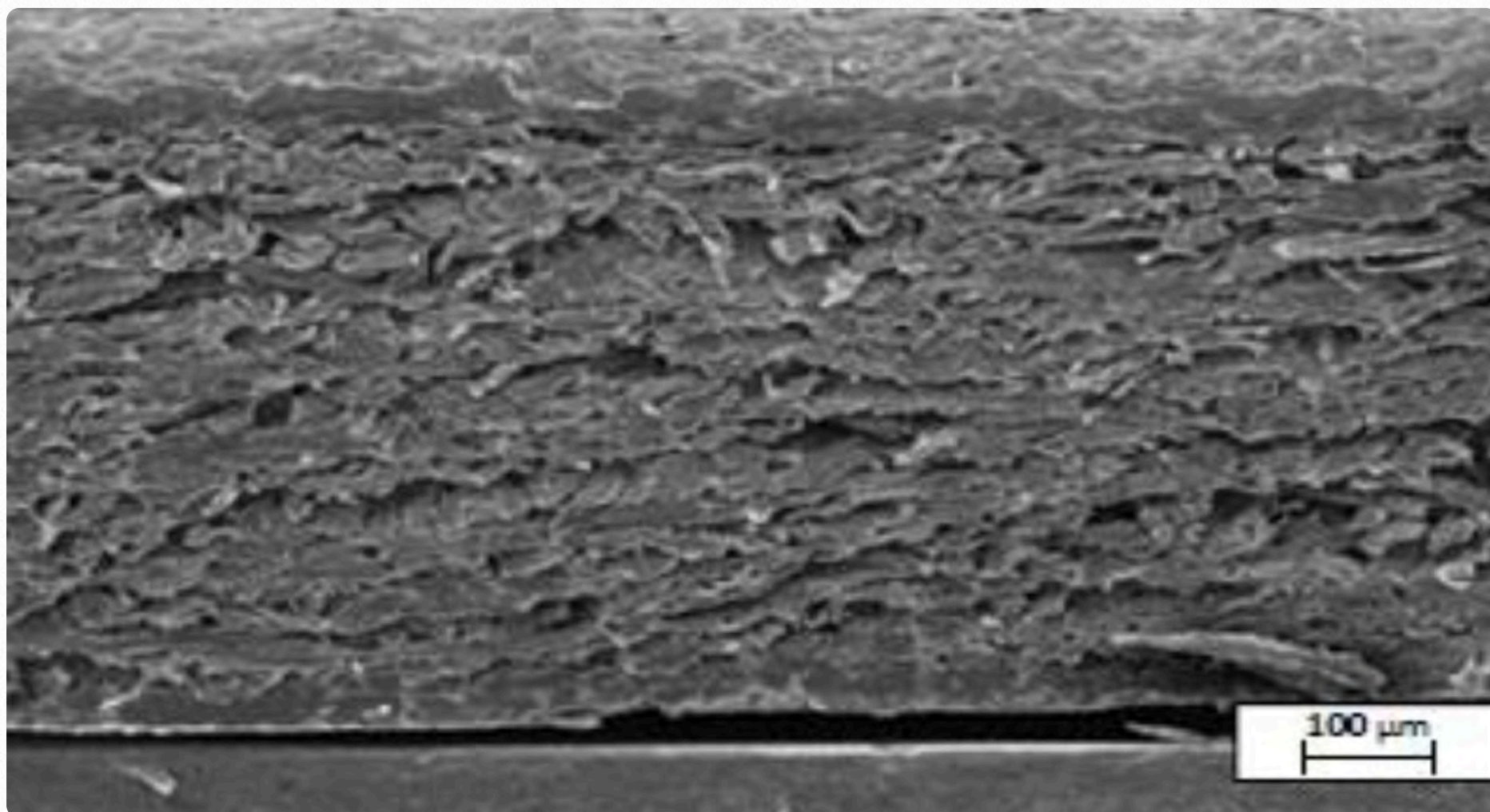
The use of cellulose micro/nanoparticles, especially in the form of thin coatings on the surface of materials, is attracting considerable interest because as well as increasing the barrier for the protective gases they also offer more resistance to grease. These characteristics provide hope for a possible solution to an increasingly important problem connected with the use of cellulose materials. The presence of hydrocarbon contaminants known as Mineral Oil Hydrocarbons (MOH) has been demonstrated especially, but not exclusively, in cardboard produced with even only partial use of recycled cellulose. The European Commission has been paying close attention to this class of contaminants for some time, especially through the activities of EFSA, because both mineral oil saturated hydrocarbons (MOSH) and, even more so, mineral oil aromatic hydrocarbons (MOAH) are a

DURUM WHEAT SEMOLINA.  
THE GREAT MASTERS OF PASTA  
CHOOSE MININNI.





**Figura 1 A PHOTO OF THE SECTION OF RECYCLED CARDBOARD, COATED IN HYDROPHILIC POLYMERS, AS VIEWED THROUGH AN OPTICAL MICROSCOPE**



source of toxicological concern. Commission Recommendation (EU) 2017/84 asked Member States to monitor, with respect to the risk of MOH contamination, bread and bakery products, breakfast cereals, flour, sugar and dried pastas which, along with many other foods, are normally packaged in cardboard boxes. Alongside this strict monitoring, an effective solution to combat the risk of food contamination due to MOH and, hence, to combat increased exposure for the consumer is to place a ‘functional barrier’ between the potentially contaminated material and the food. To combat the potential spread of

these typically hydrophobic contaminants, it appears essential for there to be a compact, dense layer of markedly hydrophilic material on the inner surface of the material, able to prevent MOSH and MOAH from penetrating to the other side. Thin layers of starch, biopolymers and, in particular, nanocellulose seem to have demonstrated to be an effective barrier to these contaminants. In conclusion, this brief overview of possible packaging innovations for the pasta industry once again demonstrates the packaging sector’s great capacity for innovation. Of course, not all the solutions mentioned have been developed to the



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same extent and some are presently more the subject of research than of actual industrial innovation, but all of them deserve attention and in-depth study in view of a transition towards packaging solutions better able to meet contemporary expectations.

## Notes

1. Pasta is manufactured by mixing and kneading the ingredients, cutting the dough thus produced into pieces, shaping it and, possibly, drying it.
2. “Durum wheat semolina pasta” and “low grade durum wheat semolina pasta” are the names used for products obtained by drawing, rolling and then drying the dough...



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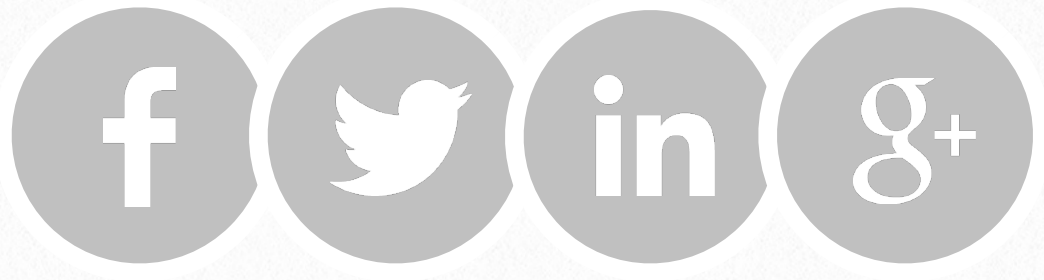


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# 2



## **Staedler systems for producing Spaetzle and Knoepfle**



**Top quality of the final product, production capacity to suit all requirements, easy cleaning and sanitising: these are the features that distinguish Staedler machines for the production of Spaetzle and Knoepfle, typical specialities of the Alpine regions of Europe.**

For generations, fresh dripped or scraped Spaetzle and Knoepfle with different flavors have been produced in the Alpine region. The request for these products is continually increasing. In order to meet demand without compromising the quality of the products, manufacturers need to resort to industrial equipment.

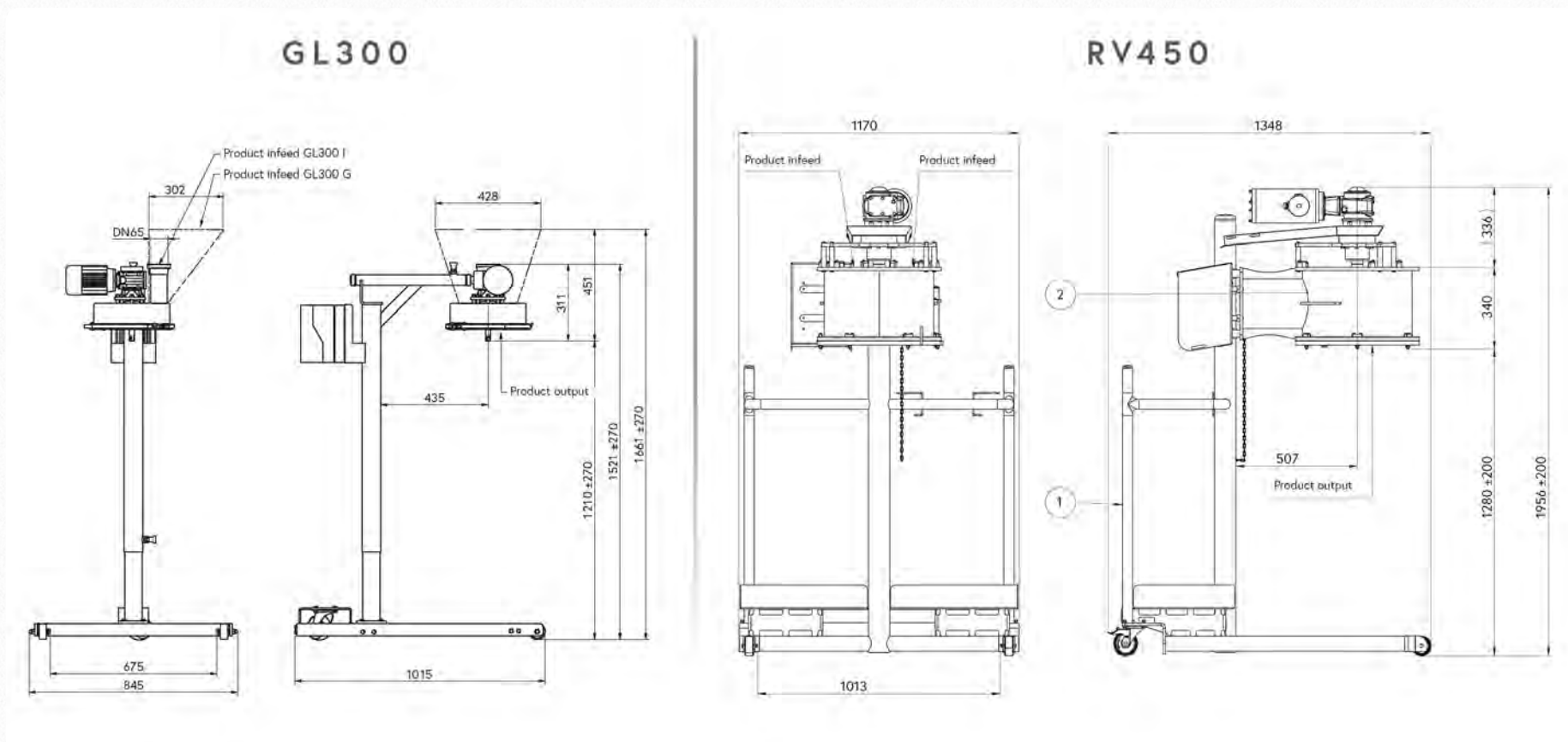
Staedler automation AG (Henau, Switzerland), who acquired the traditional Marinox brand in March 2020, has been manufacturing equipment for this industry for years. With models of the GL300 and RV450 series, the various performance requirements of the industry are taken into account. Thus hourly outputs from 100 up to 1200 kg are possible for these machines.



[More information](#)

## The process

The dough can be fed into the machines manually or with a filler/dough pump. Depending on the requirements given by the dough consistency, both open (pressureless) and closed machine heads are available. In the head of the machine, a squeegee ensures that the dough is evenly scraped from the perforated discs. Ensuring a homogeneous product is





produced. The variable speed of the squeegee, as well as the different hole sizes and shapes of the perforated discs, allow the customer to produce his/her individual end product. Whether long Spaetzle or round Knoepfle: there are almost no limits to the applications.

## **Technical design**

From a technical point of view, the machines are characterized by their simple design and the good accessibility for cleaning. The perforated discs can be exchanged within a short time in just a few steps. The equipment is made of stainless steel and food-grade plastics. Parts that come into contact with the product are electropolished to minimize product adhesion.

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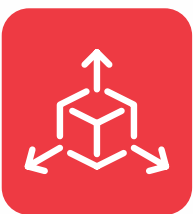
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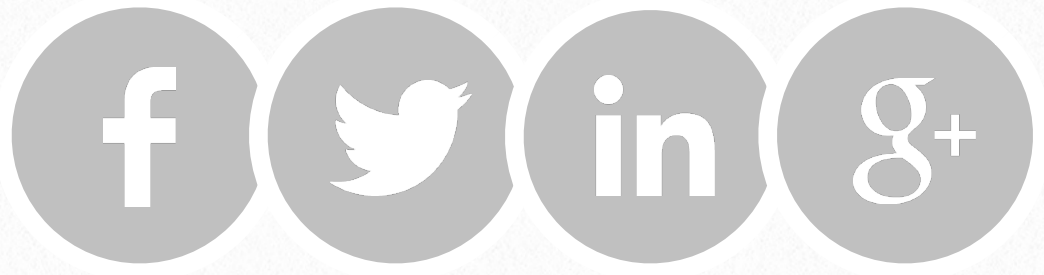
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3



# Fontaneto, President of APPAFRE: “Get back to pre-Covid turnovers by June 2022”

Delia Sebelin



Fabio Fontaneto,  
President of APPAFRE

There is a strong desire for recovery among the members of the Italian Association of small- and medium-sized fresh pasta producers (APPAFRE) who, although tough and resilient, move cautiously but face the future with confidence.

“The undefined market, legislative uncertainty, the sheer volume of – often unclear – bureaucratic requirements, and the need to wade laboriously through an unending succession of government regulations, all prompt members to be cautious”. These are the words of the President of APPAFRE, Fabio Fontaneto, who adds: “However, despite the uncertainty, most companies are confident that they will be back to pre-crisis turnover levels by mid-2022. Our companies are flexible and open to change. They are very keen to respond, despite the difficulties linked to the aftermath of this terrible pandemic”.

In the following interview, the leader of the Association, who is also a member of the National Board of CNA Agroalimentare and manages one of the most prestigious fresh pasta companies, provides a detailed account of how the associated pasta factories have taken the beating of the health crisis head-on, proud of their work and their products.

*Mr Fontaneto, as you know, Covid has brought many companies to their knees. So has the turnover of your members decreased, or have the restaurant closures had a positive effect on you, prompting consumers to buy packaged fresh pasta more often?*

It is true that the fact of being unable to eat out has led to a growth in retail sales in supermarkets and, above all, in small local shops. But this has not been sufficient to keep fresh pasta producers' income stable. Like other companies that depend directly – if not exclusively – on the HORECA channel, the forced closure has created major difficulties for us. Additionally, pasta factories that enjoyed a stable position on international markets were really pushed to their limits with the lockdown. But we have never given in and, despite these reductions in income, our production has continued, putting in place all the necessary steps to safeguard the health of our staff in the workplace.

*I guess it can't have been easy...*

In fact, the government's measures to stem the spread of the virus have had a profound effect on the businesses, necessitating a wide-reaching operational

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TB - Tortellino 2 gr



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Da sinistra, il presidente del Gruppo Barilla, Guido Barilla, il presidente di Appafre, Fabio Fontaneto, e il presidente dei pastai italiani di Unione Italiana Food, Riccardo Felicetti, al Pastaria Festival 2019

reorganisation. I am referring, for example, to the adoption of protocols to safeguard health, to the training of staff in the use of personal protective equipment, to changes in the management of space and departments in order to ensure social distancing, the implementation of specific actions to facilitate staff management, such as redundancy funds, smart working and flexible working hours. Despite all these concerns, the companies have responded positively, focusing on measures to relaunch their business, considering the adoption of new tools

and/or new strategies, and investing in product and process innovations. This trust is probably fuelled by the fact that APPAFRE members know they can count on the excellence of their products, which are always of the highest quality, typifying the best “Made in Italy” our country can offer.

*How has the management of these critical issues affected the companies' budget?*

Things have been toughest for the small enterprises. The heavy costs of implementing internal reorganisation, so as



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to be able to apply the new health measures and so on, have compelled entrepreneurs to incur expenses that they had certainly not budgeted for. So they suddenly found themselves having to seek sources of funding and implement integrated digitalisation plans.

*Yet everyone has managed to keep afloat and keep working, and today you are still confident about recovery. How does your association intend to support its companies?*

Well, the Association was set up in Milan in 2002, by fresh pasta and gnocchi-producing SMEs. At the time, a regulation was issued to regulate the expiry date of fresh pasta sold loose, but

on that occasion, the legislative body only considered two categories of businesses: fresh pasta workshops with direct sales on site and industrial companies producing packaged fresh pasta. It neglected to consider the middle category, namely the SMEs that APPAFRE now represents. These are companies that produce the same type of fresh pasta as the small workshops, using the same fresh, high quality raw materials, but combined with methods and technologies to extend shelf life, such as pasteurisation, modified atmosphere packaging and freezing.

*And so?*

And so it's not the first time we've been faced with challenging situations. But we



# MACCHINE ED IMPIANTI PER PASTA



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have always achieved good results. The experience we have gained to date, strengthened by our affiliation with CNA Agroalimentare Nazionale in 2004 (which gave us more bargaining power and greater visibility), is always at our members' service. We are still prepared to support companies,

taking on the role of regulatory and technical interlocutor, with the aim of creating an authentic support network to effectively overcome the current scenario. Although individual initiative is of paramount importance, it is not enough on its own.

**APPAFRE**  
**ITALIAN ASSOCIATION OF SMALL- AND MEDIUM-SIZED FRESH PASTA PRODUCERS**

*President:* Fabio Fontaneto

*Secretary:* Virna Soncin

*Year of establishment:* 28 February 2002

*Goals:* APPAFRE represents and safeguards the interests of its members, small and medium-sized enterprises operating in the fresh pasta and gnocchi production sector. Its purpose is to contribute to and protect the interests of Italian pasta makers on a national and international level, to promote the study of laws and decrees, to provide members with information on legislative initiatives and to provide specific instructions on how to apply the rules in force for pasta with and without filling and gnocchi, offering free technical and regulatory advice. APPAFRE represents authentic typical products and the best Italian culinary tradition.

*Initiatives:* APPAFRE not only supports its members on a daily basis with industry-specific information, but also takes part in international events and trade fairs, stipulating agreements to guarantee opportunities and advantageous conditions for its members. APPAFRE has always done its utmost to spread the news about its members, giving them maximum visibility through its website [www.appafre.it](http://www.appafre.it).

*Member companies:* 29

*Sustaining members:* 15

How to become a member: for information and an application form, visit:  
<http://www.appafre.it/it/diventaresocio>

*Contact:* viale Dante Alighieri 37 • 28100 Novara • T. +39 0321 399564/5 • M. +39 348 6593130  
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Sanitizing of processing and packaging places.  
Sanitizing of aeration and cooling lines.  
Improving microbiological shelf-life year round.



*Can you summarise your short- and long-term objectives as an Association?*

One of our cornerstones is to support members in the promotion of their excellence, by providing information which we also organise with the aid of specialised partners. While on this subject, I would like to point out that we have recently started the process to obtain PGI certification for Agnolotto Piemontese. Furthermore, over the past year we have extended our refresher activities for members, providing in-depth information not only on the sector but also on the regulatory developments prompted by the pandemic.

*Looking towards the immediate future: trade fairs will soon be starting up again. Are you going to be present at any of them?*

Of course. We will have an exhibition area at Tuttofood (Rho, 23-26 October 2021) shared with CNA Agroalimentare. Part of the space will be reserved for us as an Association, and another for our members, who will be able to display their own specialities throughout the five days of the event. There will also be an international event, organised again in cooperation with CNA Agroalimentare, in which our companies are invited to take part, even if they are SMEs, because they will have access to an area which they will share

with other companies: it will be specially equipped for show-cooking with tasting, and will use a kitchen provided by a sustaining member of APPAFRE.

We will also have an exhibition area at Host (which will also be held in Rho, in conjunction with Tuttofood) where, throughout the days of the Show, our pasta makers will take turns with tasty initiatives organised by the Stresa Hotel Management School, in which both students and teachers will take part. These mouthwatering demonstrations will be dedicated to pasta, always cooked to perfection in the kitchen set up by one of our sustaining members.

*Coming back to us, how is your relationship with the various sector associations?*

We have always considered it of the utmost importance to share information and actions with other sector representatives. Together we are stronger, and mutual cooperation enables us to create a proper network to support businesses. Developing a cooperation culture is, first and foremost, the best way to promote and boost Italian pasta and pasta makers, even when they produce abroad.



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ITALIAN SENSATIONS

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*Lastly, what about a message from you to your members, or potential members, through Pastaria?*

The circumstances that we are currently experiencing are certainly not favourable, but we must demonstrate that we can offer more and better. Italy boasts thousands of companies that produce pasta, and pasta is the symbol of Italian gastronomic quality in the world. All producers, from small workshops to family-run and medium-sized companies, to large enterprises, should feel personally involved and focused on promoting their excellence. Only together can we have a voice in decision-making and become stronger and more competitive on the market, both at home and abroad.

## **GET THE MOST OUT OF THE PASTARIA NETWORK.**

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Published on odd months. Download it from [pastaria.it](http://pastaria.it) or read it using the App.

### ✓ Read the **Paper Magazine**

To receive future issues please register on [pastaria.it](http://pastaria.it) and activate a free subscription

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Log on daily to discover what's new in the sector.

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Twitter: <https://twitter.com/rivistapastaria>

### ✓ Take part in **Pastaria Festival**

Register on [pastaria.it](http://pastaria.it) to receive a free invitation\* to the next edition

### ✓ Install the **Free App**

For smartphones and tablets, iOS and Android

*And there's more:*

✓ Find and request offers for machines, ingredients and services on **[pastariahub.com](http://pastariahub.com)**

✓ Place your products on **[pastabid.com](http://pastabid.com)**, in the international pasta tasting events (**Pasta Experience**) and the year book **Eccellenza Pastaria**.

*\* reserved for pasta producers*



# APPAFRE

Associazione produttori pasta fresca  
della piccola e media impresa



## INSIEME PER ESSERE PIÙ FORTI!

**A.P.PA.FRE.** associa imprenditori della piccola e media impresa, produttori di pasta fresca e gnocchi, per meglio tutelare una categoria di produttori, troppo spesso dimenticati. I nostri associati, sono riconosciuti dalle istituzioni e dal mercato, come categoria di pastai che rappresentano la vera tipicità e la migliore tradizione culinaria italiana. Fiore all'occhiello del made in Italy, riconosciuta e apprezzata anche all'estero.

**A.P.PA.FRE.** si caratterizza per la capacità di offrire gratuitamente ai propri associati, qualsiasi consulenza di carattere tecnico e normativo, oltre alla divulgazione di informazioni su iniziative legislative.

Per info e/o contatti:  
Virna Soncin (segretario) - Cell. 348.6593130

### SOCI SOSTENITORI / FORNITORI

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ePublic S.r.l. Novara (NO)  
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*Piemonte Nord*

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# Govifarm



Editorial staff



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Govifarm**

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[www.govifarm.it](http://www.govifarm.it)

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More than a company, Govifarm (Pegognaga, Italy) is a hotbed of ideas, a place where projects are developed. This is borne out not just by the corporate catalogue – crammed with innovative products – but also by the company’s history. An adventure that was launched in 2015 by a married couple, Govi and Zanichelli, who, having concluded another entrepreneurial experience with brilliant results, decided to embark on a journey into the world of food. The plan was to make food that was not only delicious to eat, but also beneficial to the individual’s physical well-being. Something good, in the broadest sense of the term, that could be enjoyed by everyone, no one excluded. Products that would be tasty but that would also be able to fulfil specific needs, e.g. allergen-free, gluten-free, suitable for vegan or vegetarian diets or simply for those striving to maintain a varied, complete – and healthy – diet.

This is how Govi and Zanichelli began producing dried, short and nested pasta with legumes such as chickpeas, beans, lentils and peas, creating innovative, mouth-watering and healthy dishes: a concentrate of nutritional elements that provide a sense of satiety while being delicious and also guaranteeing vegetarians and vegans a sufficient intake of protein and fibre. At the same time, they are naturally gluten-free, with a low glycaemic index and a low saturated fat content.

Over time, the company has kept extending its range to include other raw materials: buckwheat, corn, white corn, brown rice, teff, then superfoods such as turmeric, toasted pumpkin seeds and linseed and superfruits such as chestnuts, thereby ensuring other beneficial effects for those who consume them. These are products that can positively influence one or more physiological functions and help reduce the risk of developing certain diseases. In



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addition, they have antioxidant properties, are high in protein and rich in Omega 3, fibre and minerals. A wide and varied product catalogue which includes contributions not only from the company partners, but also from all of their staff. A group of highly motivated employees who grow with the company day by day. An enterprising, experienced, multi-ethnic, multilingual team, a large percentage of whom are women. The company's proficiency and its market orientation – thanks also to the extensive market research it has carried out – have made it successful in countries beyond Italy. In fact, 95% of its turnover is attributable to foreign sales in





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INNOVATION FOR A HEALTHY  
AND SUSTAINABLE FUTURE

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We produce and supply pulses flours and custom mixes, **100% Gluten-free, Allergen-free and GMO-free**, from a fully owned and controlled supply chain. Thanks to our tailor-made attitude, we are able to offer a **full customization of the supplied ingredients**, giving our customers the chance to choose between raw or heat-treated flour and between conventional and organic.

## NEW INGREDIENTS FOR CHANGE





countries such as Canada, Chile, Brazil, Australia, the Middle East, Israel, and Europe as a whole, especially Spain and Germany, but also Cyprus, Greece, Romania and Hungary.

The pasta is also available through Large Scale Distribution channels along with the leading organic brands, but first and foremost in specialist stores, under its own brand name. Standard packs are 250 grams, unless specific and customised requests are made. In line with the company's sustainable approach, packaging can either be in plastic or, alternatively, in 100% fully recyclable

paper, with a transparent window through which to view the product.

The production process, partly manual and partly automated, provides a final product with a distinct artisanal slant. Processing is limited to what is strictly necessary and is always carried out at low temperatures, including the static drying of the finished product.

A great deal of time is dedicated to choosing the raw materials, but also to R&D, which never stops. One area of the company is entirely devoted to experimentation, with the aim of enlivening the market with new ideas in vogue with



# PENTA ENGINEERING

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EXTRUDER 40  
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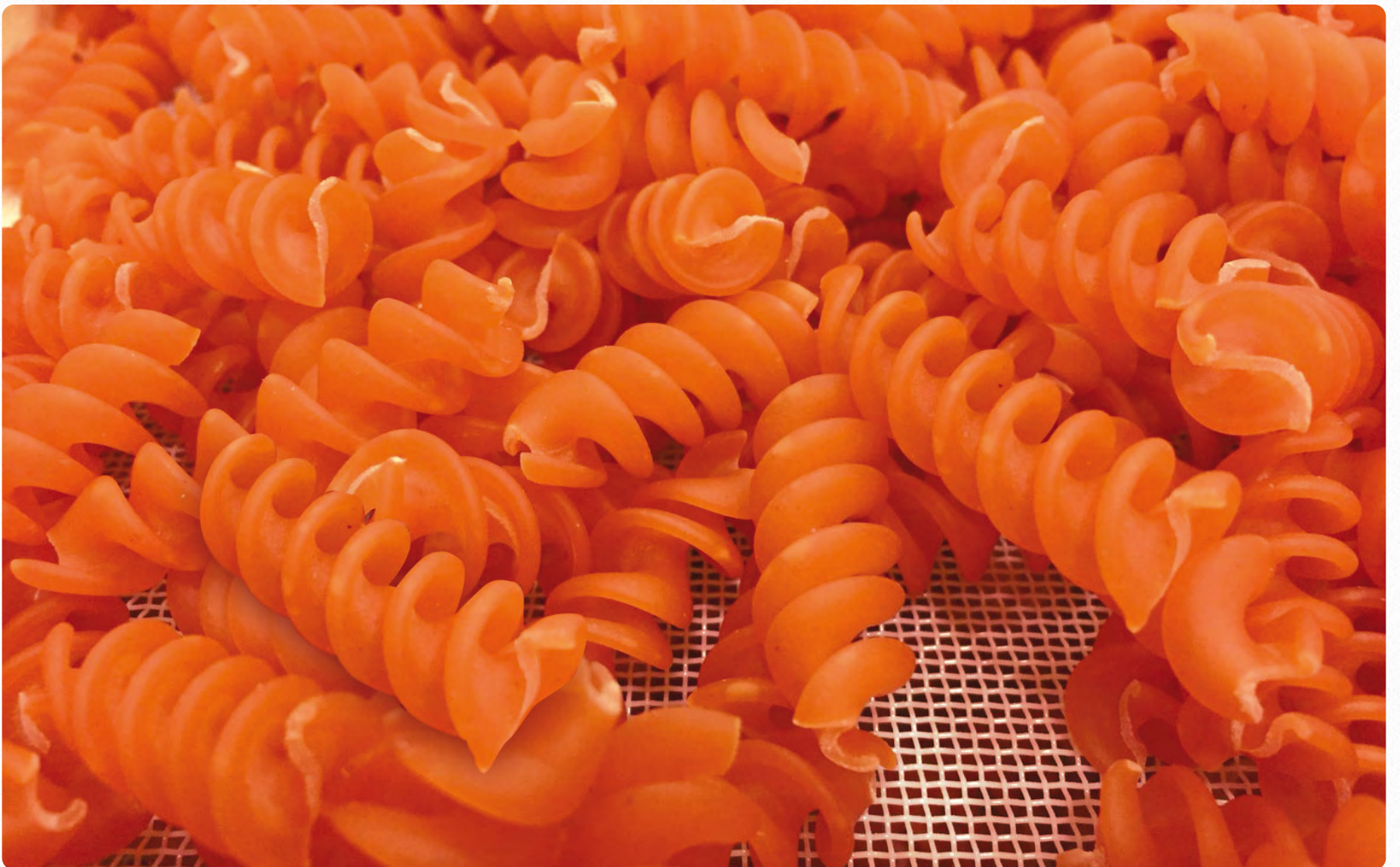
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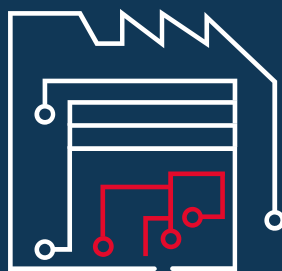


# RAM

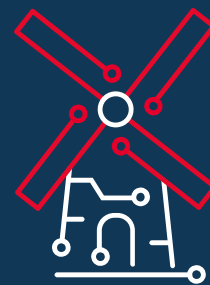
## ENGINEERING SOLUTIONS



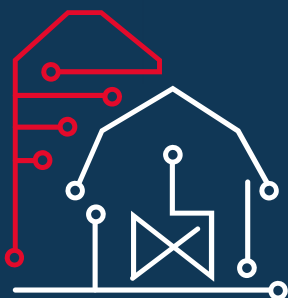
**Pasta  
Industry**



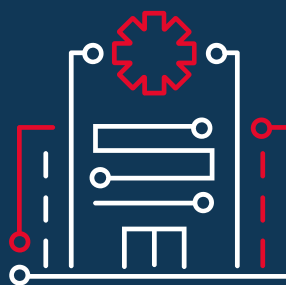
**Storage  
Facility**



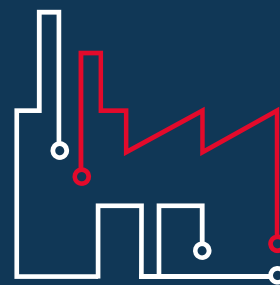
**Milling  
Industry**



**Feed  
Industry**



**Pharma  
Industry**



**Other  
Industry**





the latest culinary trends and responsive to consumer demands.

Compliance with specific protocols is attested to by the numerous certifications – organic, IFS and BRC – that the company has been awarded. But Govifarm products are also gluten-free and hence certified as such. So all the items in the Libré Bio line can be consumed by those who suffer from coeliac disease or who cannot tolerate gluten. Last but not least, to cater for Jewish consumers, the



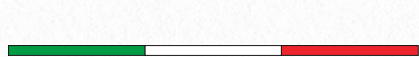
company has also obtained Kosher certification.

And there is no lack of future plans, the first of which is to double the production area. This is scheduled for the very near future with the addition of new lines. The goal is to address new markets, consolidate existing ones and develop more products.



Details make the difference

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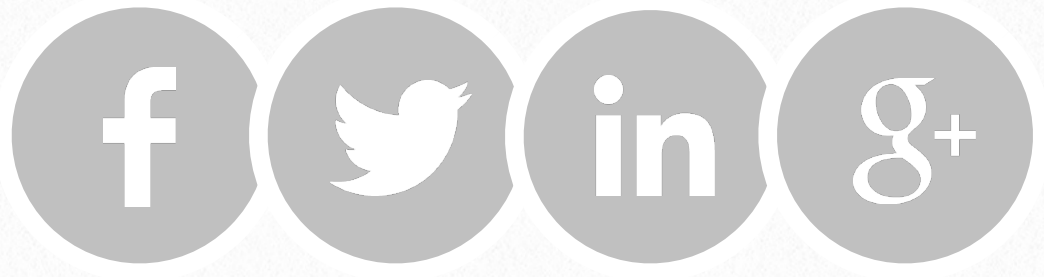
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5



# Pasta: trend reversal in 2021, but consumption remains above pre-Covid levels

Pastaria Centre for Economic Research



The future of dried pasta according to a recent survey conducted by Nielsen.

Various observers with an eye on the macro-trends will note a sort of rebound effect. But the reversal in consumption trends anticipated for many foods this year is not only the reflection of a post-bubble context but also a consequence of broader economic hardship arising from the pandemic, which will leave a deep scar on purchasing behaviours.

Price is once again subject to scrutiny by Italian consumers. But the focus on quality, by now deep-rooted, puts local and regional products at an implicit advantage, including in terms of sustainability, an ally of the digital turn.

There are many factors that are difficult to decipher, in the transition from a period of “shock” to the so-called “next normal”, which will influence the habits and trends of the coming years as vaccination programmes are rolled out and the most acute stage of the health emergency is overcome.

The first factors to consider are income and spending power, which have fallen significantly for 16% of households globally, according to estimates by the Nielsen knowledge company, in addition to the 32% of household units that have been negatively affected in some way by anti-Covid restriction measures.

With limited budgets, 64% of households experienced a decline in their economic

and financial circumstances as a result of the pandemic. 30% reduced their spending compared to pre-pandemic levels and two-thirds switched brands and categories, changing their purchasing frequency and paying more attention to promotions.

Private labels, the distributors’ own-brand products, are now on the radar of even the big spenders, consisting of 9% of households mainly resident in Germany, the United Kingdom, China and Australia. Meanwhile, the pandemic led to an increase in the numbers of households with low spending power particularly in Thailand, South Africa and Turkey, but low-budget conditions already existed in certain European countries – including France and Germany – as well as in Canada, Australia and Russia, where income polarisation phenomena, triggered by the great recession of 2008-2009 and amplified by the pandemic, have become endemic.

In Italy too, food purchasing will be impacted by the greater economic hardship experienced by households. The consensus among food sector managers suggests that the economy and its impact on final demand remain the most critical elements in the 2021 scenario (27% predict a decline in purchases of food products or fast-moving consumer goods).



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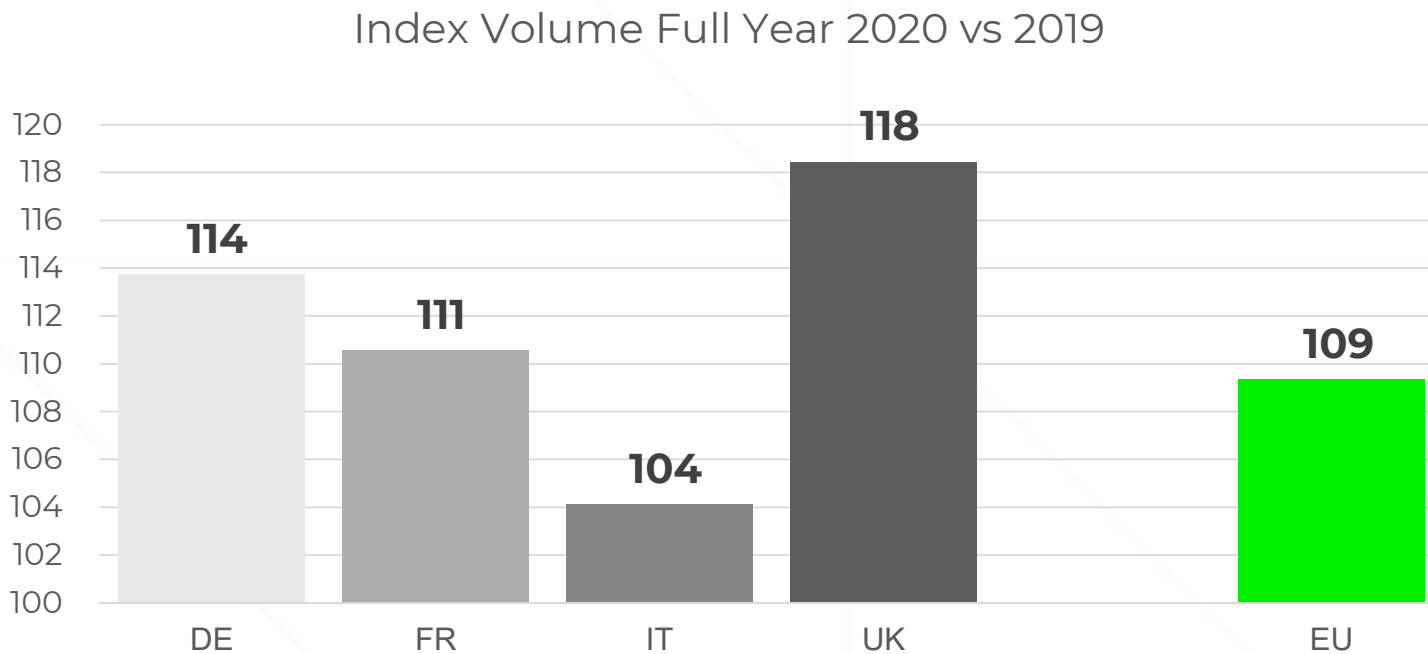


25-30  
kg/h

**WHAT YOU MISS  
FOR YOUR GROWTH**

**la baresina**

## 2020 full year results: Dry Pasta across Top4 EU Countries



Source: Nielsen, Strategic Planner, IT + DE + FR + UK

Analysts' forecasts, included in the update to the 2020 Coop Report, point toward a 2.6% drop in large-scale retail turnover for this year from the physical channel (-1.6% if e-commerce is taken into account), with greater difficulty evident in the southern regions of the country, characterised by less digitalisation and greater inclination among consumers to shop at physical outlets.

It is in this context of a recessive trend for food consumption that we see pasta performing negatively, according to the purchasing projections for this year.

Nielsen predicts an implosion, attributable – according to the charts presented by

experts – to the opposite trend in dried pasta purchasing seen in 2020 in the 4 leading consumer countries in Europe, specifically Italy, France, Germany and the United Kingdom. Year-to-date information, based on the cumulative figure up to the 15th week of 2021, points toward a decline of more than 15%, following a 4.9% increase in 2020 as a whole. A strong reversal (the figure was up to date as at 18 April 2021) due to the comparison with 2020, a period that saw very steady growth in pasta purchasing, reaching unprecedented levels at the height of the emergency and during the stockpiling phenomenon.

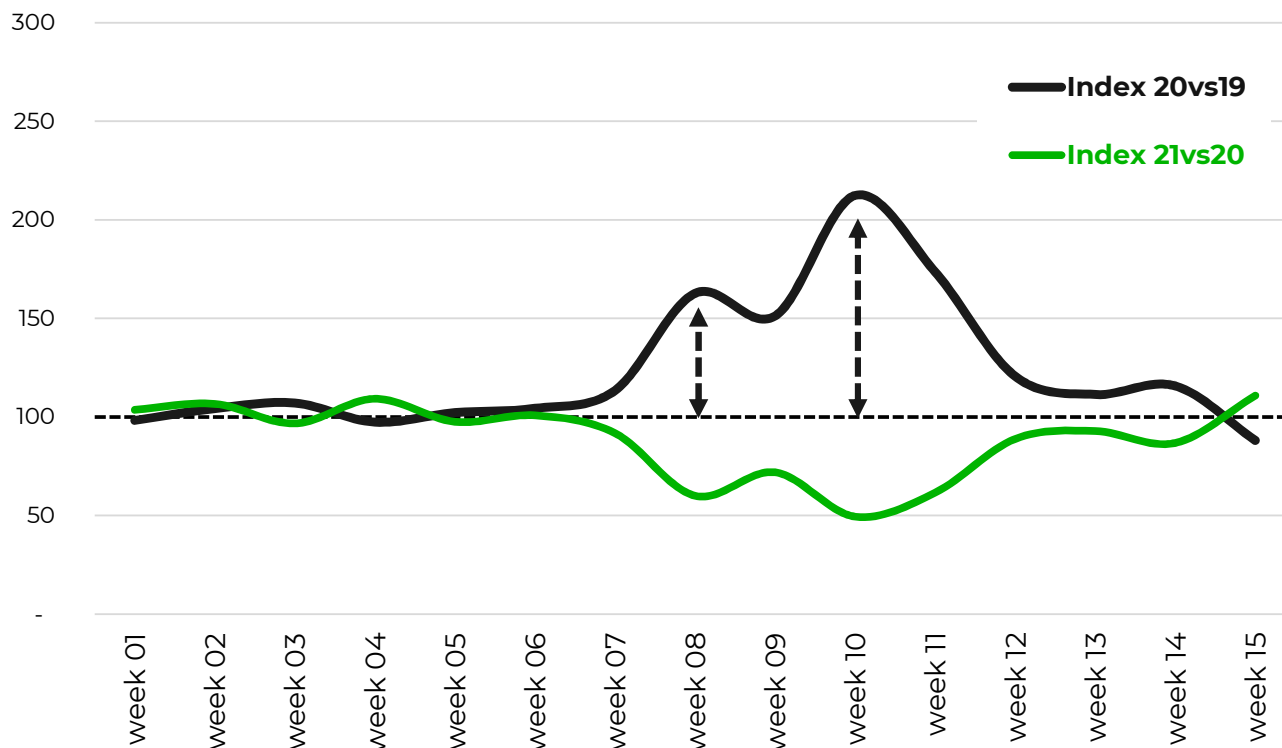


Sustainable  
*raw materials* from renewable sources.



# Q1 2021: Dry Pasta within Top 4 EU countries

TOP 4 COUNTRIES | DRY PASTA | VOLUME WEEKLY INDEX 2021 VS 2020 vs 2019 (last week April 18<sup>th</sup>)



**YTD INDEX**  
124

**YTD INDEX**  
84

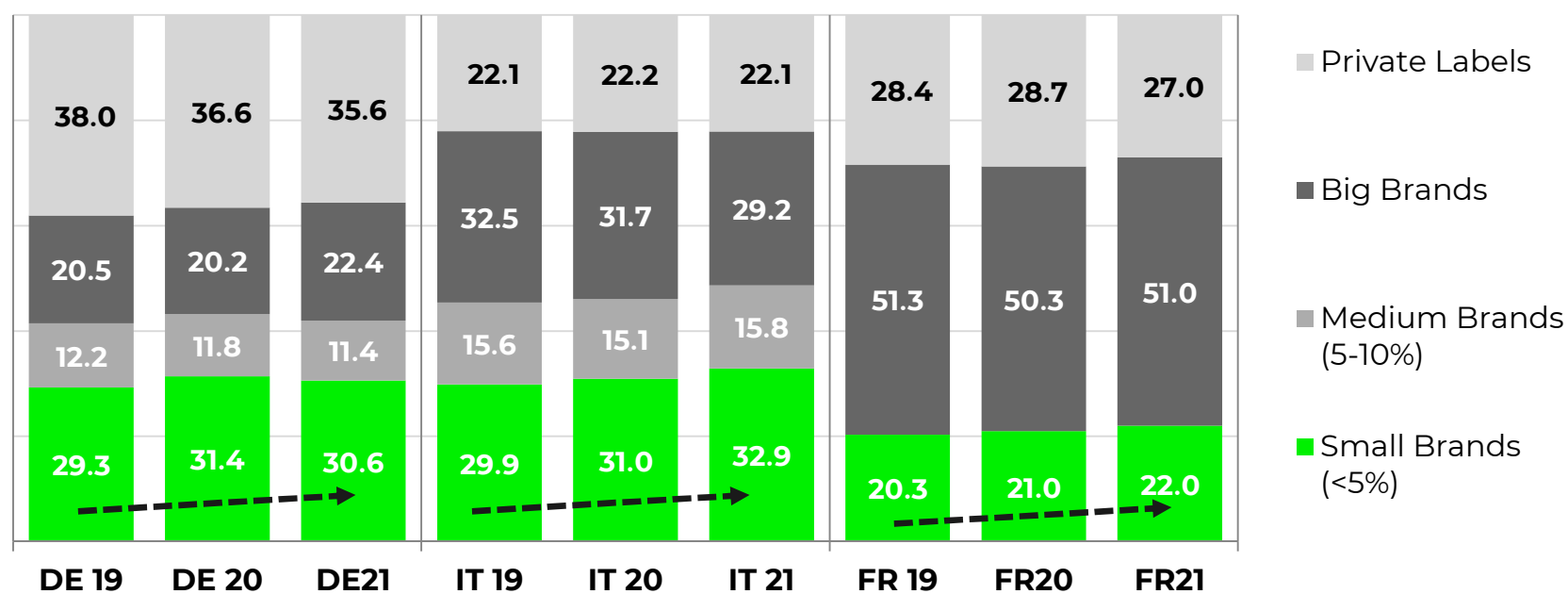
**YTD INDEX**  
 2021 vs 2019  
104

Source: Nielsen, Strategic Planner, IT + DE + FR + UK

## Small (Regional) Brands as key growth drivers

Total DRY PASTA

Value share | Q1 2021 vs 20 vs 19 | Total Country



Source: Nielsen RMS DBs



# NATIONAL PASTA ASSOCIATION

## Annual Meeting | October 17-19, 2021

2020 has been a year of change, and our 2020 Annual Meeting was canceled due to the risks that COVID 19 posed on an in person meeting.

As the NPA Member Education Committee began to plan for 2021, the current state of the country, member safety and comfortability had to be taken into consideration. After much deliberation, the NPA Board of Directors has made the decision to postpone the NPA 2021 Annual Meeting from its originally scheduled dates of March 21-23 to **October 17-19, 2021** to allow for an in person event in Florida.

The meeting will be held in the same hotel, the Ponte Vedra Inn & Club in Ponte Vedra Beach, FL, and registration rates from the March 2020 meeting will be rolled over and applied to the new October dates for those who had previously registered.

On a positive note, this allows us to be together during National Pasta Month and celebrate National Pasta Day (October 17) in person! More information about registration will be forthcoming in a few months. We are excited to see you in October!

# Small (Local) Brands: Due to

Distribution Heritage , Performance and Price Positioning

ITALY	Q1 2019	Q1 2020	Q1 2021	CAGR distribution assets	CAGR Sell-out Value	Price Index 2021
Big Brands	5,369	5,399	5,220	-1%	-3%	101
Medium Brands (5-10%)	3,167	3,196	3,229	1%	3%	114
<b>Small Brands (&lt;5%)</b>	<b>5,295</b>	<b>5,475</b>	<b>5,790</b>	<b>5%</b>	<b>8%</b>	<b>118</b>
Private Labels	4,079	4,296	4,232	2%	3%	75
<b>Total Dry Pasta</b>	<b>17,910</b>	<b>18,366</b>	<b>18,471</b>	<b>2%</b>	<b>3%</b>	<b>100</b>

FRANCE	Q1 2019	Q1 2020	Q1 2021	CAGR distribution assets	CAGR Sell-out Value	Price Index 2021
Big Brands	3,995	3,841	3,921	-1%	4%	96
<b>Small Brands (&lt;5%)</b>	<b>2,127</b>	<b>2,295</b>	<b>2,315</b>	<b>4%</b>	<b>9%</b>	<b>210</b>
Private Labels	3,117	3,234	3,261	2%	2%	75
<b>Total Dry Pasta</b>	<b>9,240</b>	<b>9,370</b>	<b>9,497</b>	<b>1%</b>	<b>4%</b>	<b>100</b>

GERMANY	Q1 2019	Q1 2020	Q1 2021	CAGR distribution assets	CAGR Sell-out Value	Price Index 2021
Big Brands	1,082	1,172	1,083	0%	15%	108
Medium Brands (5-10%)	1,158	1,150	1,104	-2%	6%	89
<b>Small Brands (&lt;5%)</b>	<b>3,649</b>	<b>3,749</b>	<b>3,617</b>	<b>0%</b>	<b>12%</b>	<b>159</b>
Private Labels	2,667	2,855	2,875	4%	6%	75
<b>Total Dry Pasta</b>	<b>8,557</b>	<b>8,925</b>	<b>8,679</b>	<b>1%</b>	<b>9%</b>	<b>100</b>

Source: Nielsen RMS DBs



## Dry Pasta 2021 Outlook : (on-line included)

### ITALY: Sell-out Volume

- Full year 2020 vs 2019 + 4.9%
- First 12 weeks 2021 vs 2020 - 15.1%
- Outlook 2021 vs 2020 -3.4%
- Outlook 2021 vs 2019 +1.4%



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Lyco's innovative close coupled design eliminates the need for an intermediate conveyor between two separate hot and cold machines. Simplifying and saving on clean-up and maintenance. Since 1995, we have sold over 200 Combination Cooker-Coolers.

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- Zero losses from clumping
- 5-10% higher yield compared to belt systems
- Common CIP system
- Zero labor to run one main drive



HYDRO-FLOW®  
AGITATION  
KEEPS SPAGHETTI  
SUSPENDED  
AND MOVING

### 36 INCH COOKER-COOLER PASTA COOK TIMES

PASTA COOK TIME / MINUTE	8	9	10	11	12	13	14	15
Pasta Short PPH	2,350	2,100	1,850	1,700	1,500	1,400	1,300	1,200
Pasta Long PPH	1,450	1,300	1,150	1,050	950	900	800	750

### SUGGESTED APPLICATIONS



PASTA

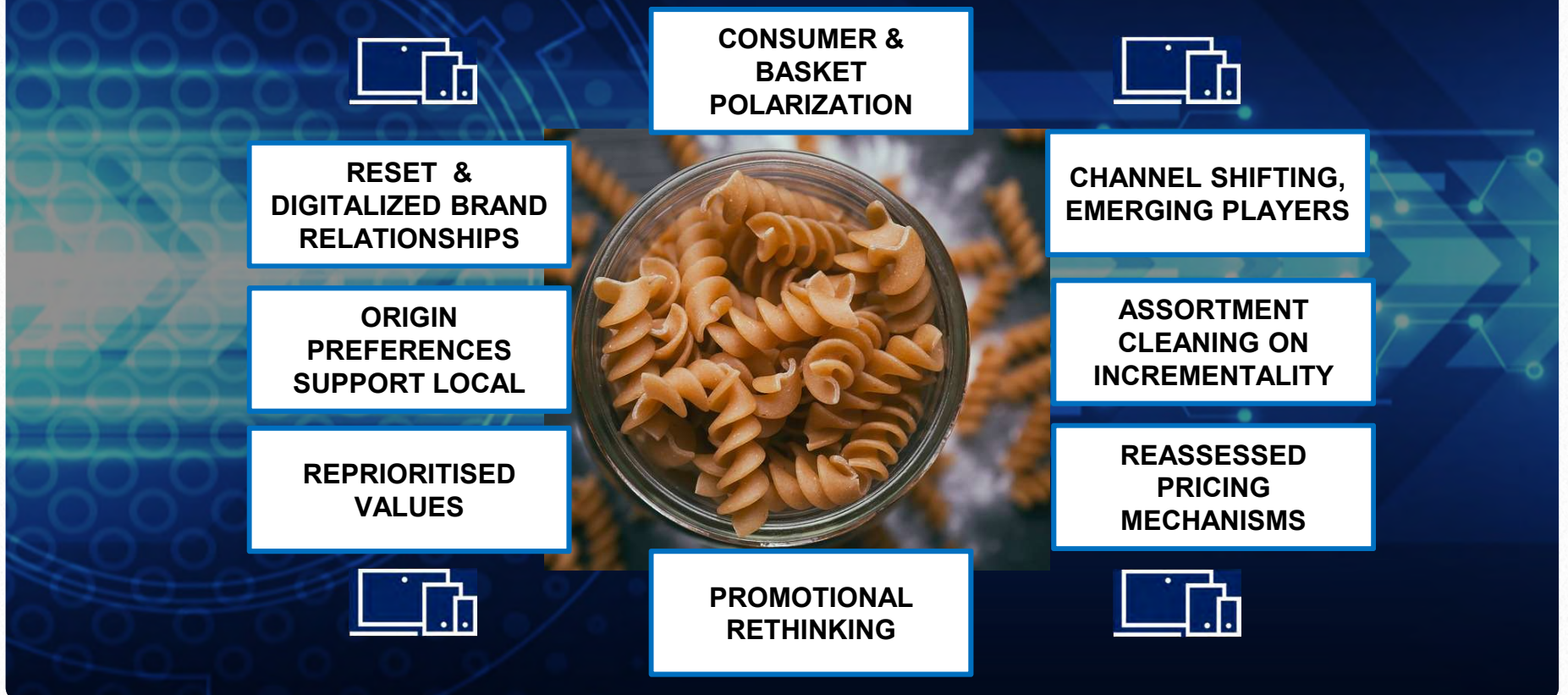
RICE

VEGETABLES

DRYBEANS



## Pasta in the next future elements to be considered



In this context of gradual normalisation, the market share held by small and medium producers, usually regional brands, is being consolidated. This phenomenon appears more pronounced in Italy where large brands, on the contrary, are set to lose 2.5 share points compared to 2020, while private labels appear more or less stable.

Taking 2021 as a whole, analysts are expecting a 3.4% decline in pasta purchasing by Italian households compared to last year, with volumes in any case 1.4% above pre-pandemic levels (with reference to 2019).

Nielsen explains that there will be multiple elements to consider in the near future.

Most notably the focus on provenance and the regional element, but also the promotional incentive, which should certainly be re-evaluated, and product mix, which must be boosted.

The polarisation phenomenon which, as mentioned, leads to significant differences in terms of consumer purchasing behaviours based on income bands, will also have a notable impact on pasta. Based on this evidence, producers should reconsider price mechanisms and diversify supply, while also adopting more targeted policies when choosing sales channels.

# Opima

## SALES CONTACTS

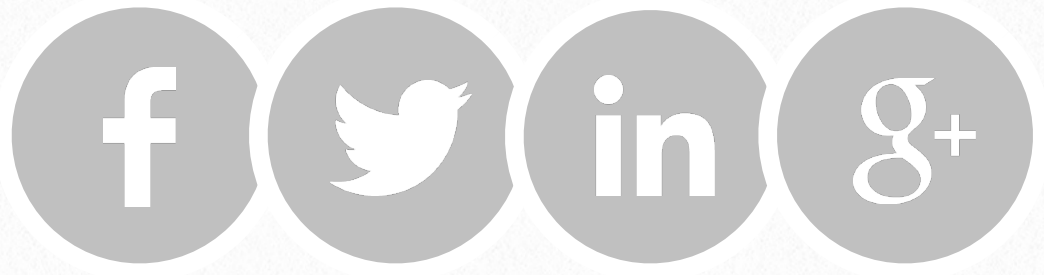
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## Covid changes eating habits of the Italians

Unione Italiana Food  
Press release



The pandemic has prompted Italians to think again about their lunch habits (38% of the population), but pasta remains the undisputed star of the table: for 4 Italians out of 10 it has been the most frequently cooked food over the last year, and has crowned the dinner table in the company of family and friends. For 8 Italians out of 10, pasta is always eaten in company and has the power to generate a sense of relaxation and fulfilment (44%). Such are the results of the latest Doxa/Unione Italiana Food survey which asked Italians how their eating habits had changed after lockdown and how their relationship with spaghetti&co had been impacted. Dinner remains a key element of the day, gaining in time and value: for 6 Italians out of 10 it is the meal of the day most likely to be shared (with family, partners, flatmates or friends). The 3 influencers Flora Canto, Amaurys Perez and Papà per Scelta describe the pasta dish they most enjoy at dinner time. Nutritionist Michelangelo Giampietro: “Eating pasta at dinner time is the right choice and this is borne out by science”.

The pandemic has changed our lives: this has been the leitmotif since the emergency broke out. Lockdown has disrupted so many aspects of our routine, sometimes irreversibly, seriously impacting our eating habits. Between smart-working and online teaching (DAD) in fits and starts, the shopping trolley was not the only thing to change: for 8 Italians out of 10, the organisation of meals was also upended. And if for 4 Italians out of 10 the level of change was slight, 34% of the population confirms a ‘fairly’ different routine, with a greater impact on lunch, perhaps because in contrast with the pre-pandemic era, nowadays the midday meal is mainly served at home. But there are certainties that do not change, such as the Italian love of pasta. For 4 Italians out of 10 it has been the dish most frequently cooked over the last year, confirming – by a long shot – its role as star of the table, while pizza and focaccia lag behind in second place (19%) and meat courses bring up the rear (15%). This is what emerges from the Doxa/Unione Italiana Food survey entitled “Italians and the consumption of pasta” which investigated the new normal amongst Italians grappling with pasta in a different manner, ushering in new ways of socialising with the family and examined the relationship of Italians with spaghetti&co. The research was carried

out in May 2021 through Computer-Assisted Web Interviewing (CAWI) on a national sample of 1,000 individuals (500 men and 500 women), aged 18-74 and representative of the population.

## **Dinner has gained in time and value and for 1 Italian out of 2, it is synonymous with family time**

Although many more people than before are lunching at home, dinner remains a key element of the Italian meal day, the moment of conviviality par excellence. For 6 Italians out of 10 it is the meal of the day most likely to be shared, followed by lunch (31%). For 14% it is synonymous with being “all together” (with family, partners, flatmates), in contrast with the situation prior to the pandemic. And for 11% it is the best time to talk, deliberately switching off the television. For us Italians, the sharing of a meal plays a key role in the building of the social fabric. Without conviviality, we don’t feel fully Italian! For 1 Italian out of 2 (48%), dinner is still synonymous with family time. It is the meal to share with our children and partners. When asked about their evening meal and how it had changed over the past year, 20% said they were sitting down to eat

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earlier than before. As a result, for 17% the last meal of the day lasts longer, because there is no particular hurry to do anything else.

## **Pasta, undisputed star of the dinner table with the power to generate a sense of relaxation and fulfilment**

Although 63% of Italians tend to eat pasta more at lunchtime, it is still the crowning glory of the evening meal in company. For 8 Italians out of 10, it is always shared with someone else: with the family, partner, with a colleague, a flatmate and with friends. Analysing the connection between pasta and dinner brings out the more emotional

side of pasta lovers. To the question “what emotion does the sight of a good bowl of pasta on the table in the evening with your family make you feel”, 44% replied “a sense of relaxation and fulfilment”. If for 27% pasta for dinner is synonymous with serenity, for 21% spaghetti&co is a way of transmitting joy and happiness. But there is a shy 8% of romantics for whom pasta represents a *liaison d’amour*.

## **Spaghetti with tomato sauce is the favourite dinner dish of more than 1 Italian out of 3**

Among those who eat pasta for dinner, 1 Italian out of 2 does not really prefer a particular pasta shape, although 36% are



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more partial to short pasta. And when it comes to pasta recipes, at which Italians are master chefs, even although we may have had more time to devote to the preparation of food or the pursuit of new dishes, the consumption trend shows that it is always the classic tradition that scores the highest points. The most popular pasta recipe at dinner is spaghetti with tomato sauce for 33% of the sample interviewed, followed by Carbonara (26%), rigatoni with ragù (Bolognese sauce) (22%) and pasta with tuna and olives (16%).

## **But stereotypes and prejudices regarding eating pasta at dinner time still persist**

While 20% of respondents chose pasta as the star of the dinner table, for Italians pasta consumption tends to be mainly concentrated at lunchtime. But with a quirk: pasta is the main choice for lunch in Central Italy (79%) as well as in the South/Islands (69%), while it has higher dinner numbers in the North West (29%). Those who prefer not to eat pasta at dinner time avoid it for the following reasons: 44% prefer to eat protein, 29% prefer vegetables, 28% think that pasta at dinner is heavy and could impair sleep while 23% are convinced that pasta at

dinner is fattening. And yet, an extensive amount of scientific literature<sup>1</sup>, published between the 1960s and today, including three studies in the medical journal, *The Lancet Public Health*, has contributed to debunking these false myths and stereotypes, confirming that eating carbohydrates at dinner time - especially pasta, which is rich in tryptophan and vitamins belonging to the B-complex group, could actually turn out to be a wise choice, not only because a moderate intake “extends life expectancy”, but also because it can help if we feel stressed and suffer from insomnia. And long, restful sleep is inversely proportional to weight gain.

## **Michelangelo Giampietro: “Pasta contains tryptophan and vitamin b which induce a sense of relaxation”**

An introductory remark is de rigueur: carbohydrates play an important role in our diet, they are the main source of energy for the brain and the body as well as aiding and ‘galvanising’ all kinds of activity. “Pasta, along with bread, is the staple food of the Mediterranean Diet to provide complex carbohydrates, the body’s fuel, its reserve of muscle and liver glycogen” – says Michelangelo







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Giampietro, Specialist in Sports Medicine and Food Science. “Everyone’s dietary habits should include at least one plate of pasta a day (in a portion proportionate to body size, physical effort and health status). The standard portion size indicated by the guidelines for the Italian population is at least 80 grams, but in cases where considerable physical effort is required during the day (as in the case of athletes who train several times a day) the consumption of pasta is allowed at both lunch and dinner. Despite what many people think, carbohydrates are easy to digest and in the case of pasta, if cooked according to the instructions given by the individual pasta manufacturers for optimal cooking, i.e. not overcooked and not raw, it has a low glycaemic index and this is the best way for the body to digest it. It is for this very reason that it can also be served

at dinner time. Many people tend to prefer eating protein at dinner, being under the impression that it is easier to digest. This is a stereotype that needs to be debunked: our body takes more time and effort to digest and assimilate proteins. Among other things, the presence of tryptophan in the proteins of the pasta as well, combined with the carbohydrates, increases the production of serotonin in the brain, thereby promoting a state of psychological well-being, facilitating the onset of sleep and improving its quality”. The expert also offers advice to those who practise sports at competitive levels, but also to amateurs – especially now that gyms have reopened and outdoor activities have recommenced – who tend to work-out towards the end of the day, after work or studying: “Once the physical exertion is over, you can even treat



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yourself to a more elaborate pasta dish. And for those who practise competitive sports, it is advisable to increase the proportion of carbohydrates in the days immediately preceding (2-3) a prolonged effort such as a marathon, a cross-country skiing competition or a swimming or cycling race. Without a sufficient intake of carbohydrates, it will be difficult for us to complete these types of competition because we will not have the necessary energy - that good, clean energy that the muscles use and which the body is most deficient in”.

The nutritionist’s advice on carbohydrate intake for those who practise sport is corroborated by Amaury Perez, former Italian water polo player (gold medalist in the 2011 Shanghai world championships), now trainer of Bologna De Akker: “Pasta is a ritual for me, it satisfies me and makes me feel good. Especially after a training session, we sportsmen and women really do have to eat a good plate of pasta every evening. As well as being an indispensable and beneficial way of consuming carbohydrates, it is also a great pleasure for the palate, even more so if eaten in good company. I like to dabble in cooking my favourite pasta recipes, of which I have many: garlic oil and (a great deal of) chili pepper, *cacio e pepe* (pecorino cheese and black pepper), *spaghetti allo scoglio*

(seafood spaghetti), pasta with pesto, and I always like to prepare them with the help of my wife, who is undoubtedly a better cook than I am. Pasta is synonymous with family and reminds me very much of my father, whom I lost 10 years ago. He had a great passion for pasta, which he passed on to me.”.

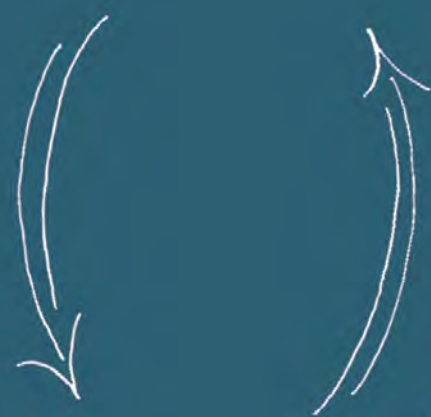
“How we eat reflects our attitude to life – says Flora Canto, actress, influencer and TV presenter – sometimes, giving up something or choosing to deprive ourselves of certain pleasures, including pasta, generates psychological dissatisfaction that makes us feel ‘low’. This is not my case of course! We are notorious ‘pasta eaters’ in our family and I say this with pride. Especially at dinner, not only does it help you sleep very well but it also gives you back the energy you have lost during the day, I am not saying this as a nutritionist but purely as a consumer. For me, pasta is an emotional and sacred bond that takes me back to Sundays with my family, fettuccine with meat sauce or my mother’s lasagna, our ritual. I have also maintained this tradition in my own family and, in fact, my culinary flagships are *mezze maniche alla Carbonara* and *fettuccine al ragù*. I remember that after one of the first fights I had with Enrico, we didn’t contact each other for a while. Generally, after a heated

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argument, you might expect a romantic message such as ‘I miss your perfume’.” Enrico wrote, ‘I miss your ragù’. I think this declaration speaks volumes. Pasta creates bonds, brings the family together, it is the common denominator that brings harmony. In my family, I am the bond-maker and my trusted tester is my daughter, who immediately notices if something has gone wrong in the preparation”.

“Pasta for dinner is a constant at our house. The twins love it – says Carlo Trumino, who together with Christian De Florio founded the blog “*Papà per scelta*” (Dads by choice) in which they recount their experiences as contemporary parents of the twins, Sebastian and Julian –. Especially in the last year, being compelled to create a new routine, organising work and family life without the help of school, dinner time has become easier and more enjoyable. There is nothing better than enjoying a nice plate of pasta and going to bed satisfied. We try to combine the evening carbohydrates with vegetables, so as to complement the children’s diet. Penne brontosaurus-style, made with asparagus and courgette pesto, is one of our favourite dishes. We also love orange pasta, made with pumpkin or carrots. Christian does all the cooking. He expresses all his culinary talents in the

kitchen. At dinner, we have a ritual linked to an idiosyncrasy of the twins: they love cheese but like to serve themselves, so before we sit down at the table, we put out a small bowl of cheese just for them. Pasta evokes many feelings: conviviality, joy, being together, the fragrance of home, but above all tradition. In our house, tradition has never rhymed with traditional, but pasta on the table is the exception that proves the rule.

## Notes

### 1. List of scientific sources

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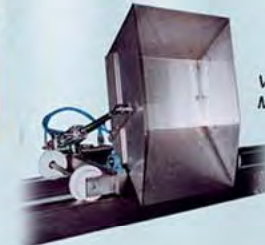
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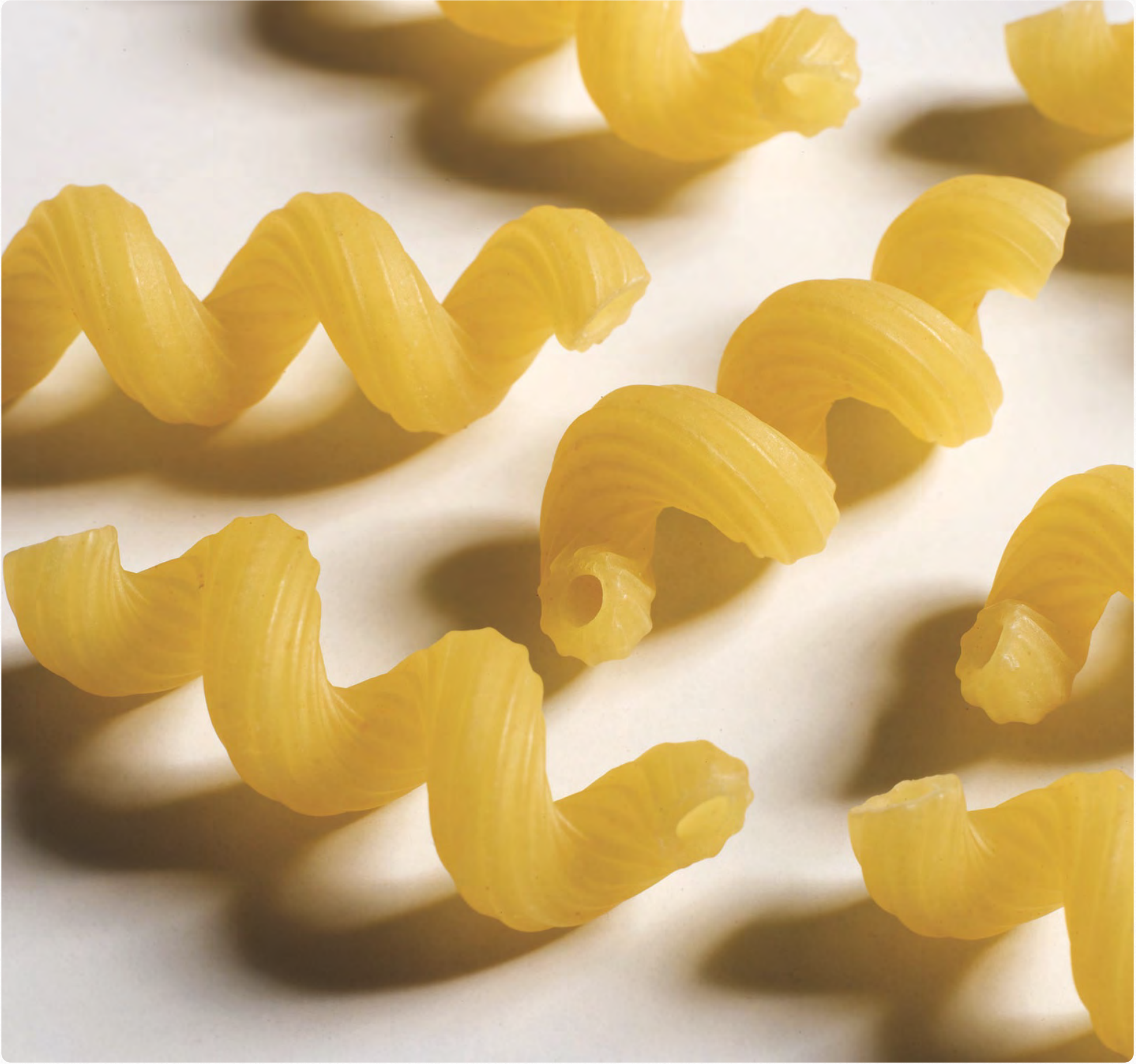


7

# Short news



Editorial staff



## **Rummo celebrates its 175 years with a postage stamp and new packaging**

An ordinary postage stamp dedicated to Rummo S.p.A has been released to mark the 175<sup>th</sup> anniversary of the pasta factory's foundation, with 150,000 being printed.

The image reproduces the logo of Rummo's 175 years, with a depiction, in the foreground, of Ponte Leproso in Benevento (Italy), which for years has featured on Pasta Rummo's packaging, and is representative of the ancient way travelled along to transport the wheat to the company's old pasta factory, located in Via dei Mulini, on the banks of the river Sabato. Presiding the event to celebrate the company's anniversary was former Italian Prime Minister, Romano Prodi. The ceremony was also the occasion for unveiling the celebratory postage stamp. The well-known brand also announced, both during the event and on Facebook, the launch of its new recyclable packaging that can be disposed of with waste paper. The Facebook post has prompted the comments of many satisfied users, given that Rummo was still one of the remaining few companies that produced non-recyclable packaging, to be disposed of with mixed waste.

## **Rana launches a meat-free ragù sauce and invests in the Arena of Verona**

Pastificio Rana expands its range of fresh sauces, launching a new 100% vegetable-based product, BologNew! A new way of delivering the “wrong” typical Bolognese meat ragù sauce recipe, because Pastificio Rana has decided to offer a totally vegetable-based product, removing meat from its traditional recipe. Specifically created by the team of chefs and researchers at the Verona-based pasta factory, this latest project from Rana is in response to the increasingly widespread demand for vegetable-based foods, as an alternative to the great classics from which they are inspired. The Rana brand has also played a prominent role in raising more than €1.5 million in just thirty days for the Arena of Verona. “67 Columns for the Arena of Verona” project has been promoted by the Superintendent of the Arena Foundation and by the businessmen Gian Luca Rana, CEO of Pastificio Rana and Sandro Veronesi, President of the Calzedonia Group. The amount raised made it possible to virtually ‘reconstruct’ the 67 columns of the Roman amphitheatre that collapsed in 1117. “It’s a beacon of hope for the future” -said Gian Luca Rana “a concrete undertaking for the

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area and for a sector in which we have believed so much, since the start. We are particularly happy that our invitation was heard by so many different groups”.

## **“Amici per la pasta” (Friends for pasta) Pasta Garofalo celebrates friendship**

Pasta Garofalo (Gagnano, Italy) has decided to celebrate “Luca”, the new masterpiece from Disney and Pixar dedicated to friendships and the importance of bonds available on exclusive release on Disney+ from 18 June. The new communication campaign and new competition on [www.amiciperlapasta.com](http://www.amiciperlapasta.com) originate from the idea that a shared plate of pasta can be the start of a friendship, a way of keeping ingredients, characters, personalities and different worlds together so that united they find a perfect balance. Entrants simply need to answer three questions about their best friend in order to receive a customised card with the pasta dish that best represents their friendship, to be shared on social media with the hashtag #AmiciPerLaPasta and tagging their friend. There will be four Pasta Garofalo and “Luca” prizes up for grabs every day, as well as the possibility of being entered into a final prize draw for

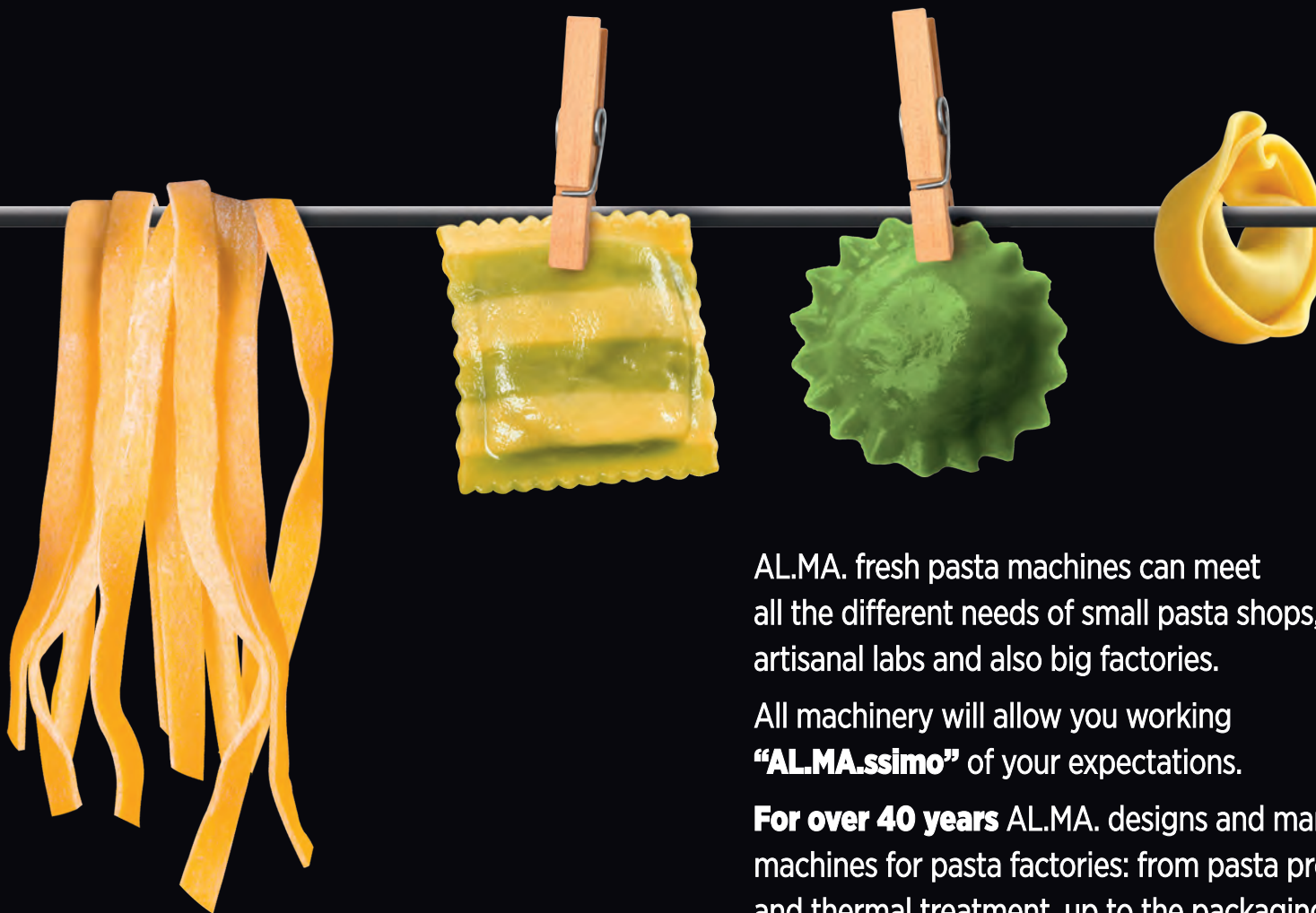
a magnificent Amalfi Coast experience and an exclusive visit to the Garofalo pasta factory. The concept is most fully expressed in a special co-branded advertising spot that begins with the history of film’s leading characters. Luca and Alberto are two adorable sea monsters who meet Giulia on dry land and discover pasta. In Pasta Garofalo’s tale that shared dish becomes the symbol of a friendship that will bind them together forever.

## **De Cecco: growth in turnover and profits**

Covid-19 gave a significant boost to De Cecco’s pasta sales, and the company closed 2020 with a turnover of €510 million, up 6% on the previous year. There were greater increases in profitability: the gross operating margin rose from €53.7 million in 2019, to €64.6 million in 2020, whilst operating profits almost doubled to €21.1 million. The results of the strategic path begun in 2019, that combines a modern analytical approach of reading key market indicators with the product’s traditional quality, are now beginning to be seen. In a note the company stated: “In this ‘*annus horribilis*’ brought about by Covid, and despite the strong structural decline in the catering channel, De Cecco

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ended the year 2020 with a very positive performance abroad as well as on the domestic market where, as a result of a clear value strategy, De Cecco (Fara San Martino, Italy) consolidated its second place in the pasta producer rankings”. When it comes to product innovation, De Cecco satisfied consumer demands by launching the new ranges of 7-grain pasta, organic wholegrain spelt and gluten-free pasta, employing the best processes and safety systems and ensuring its workers the utmost safety.

## **La Molisana donates 5 thousand kilos of pasta to Lombardy’s Food Bank**

Five thousand kilos of La Molisana pasta have been donated to Lombardy’s Food Bank, located in Muggiò (Province of Monza and Brianza, Italy). This gesture of solidarity was organised by the Campobasso-based pasta factory, with the Milan and Inter women’s first teams, who donated 2,500 kilos of Milan-branded pasta and 2,500 kilos of Inter’s, delivered by the women players and the technical staff of both teams. “Our aim remains that of extending a helping hand to assist those who are less fortunate” said Rossella Ferro, La Molisana’s Head of Marketing. “By combining business, sport and

solidarity activities we have succeeded in achieving an important milestone.

## **De Matteis – expansion of the cogeneration plant**

The expanded Grastim JV cogeneration plant in the De Matteis Agroalimentare factory in Flumeri, (Province of Avellino, Italy) has been inaugurated. Grastim has supported the Campania-based agri-food company with a plan for expanding the existing cogeneration plant. The renewed system will go from 5.4MW to 7.1MW with global efficiency approaching 83%. This is down to the maximum exploitation of the plant’s heat waste, the new module’s low temperature circuits for drying pasta and the pre-heating of water. This expansion will provide the pasta factory with energy until 2030. A satisfied Marco De Matteis, CEO of De Matteis Agroalimentare said: “The strong bond that ties us to the territory means we pay particular care and attention to safeguarding the environment through sustainable agronomic practices”.



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8



# Pastaria Prize 2021 for the best doctoral and master's theses on

Editorial staff



**Candidate nominations are under way for the third edition of the Pastaria Prize for the best doctoral and master's theses on pasta.**



Kinski Editori, publisher of the specialist magazine Pastaria, has once again for 2021 established a prize for the best doctoral thesis and two for the best two master's theses on research applied to the activity of pasta production.

## **The size of the prizes**

Each of the two best master's theses will receive a prize of €400.00 (four hundred/00) and a diploma issued by Pastaria.

The best doctoral thesis will receive a prize of €700.00 (seven hundred/00) and a diploma issued by Pastaria.

## **Special mentions**

Kinski Editori reserves the right to assign special mentions to master's and doctoral theses that have not been awarded the graduation prize but have been judged to be of particular value by the examining committee. Those papers receiving a special mention will be awarded a prize of €150.00 (onehundredandfifty/00).

## **Awarding of the prizes**

The prizes will be awarded on the occasion of the fifth Pastaria Festival (Milan, 26 October 2021).

## **Prerequisites for taking part**

Condition for competing for the best two master's degree theses prize: to have been awarded a master's degree from a public or private Italian university, between July 2019 and July 2021, with a grade of no less than 105/110 in one of the following subjects: Biology (LM-06), Agricultural Biotechnology (LM-07), Industrial Biotechnology (LM-08), Pharmacy and Industrial Pharmacy (LM-13), Chemical Sciences (LM-54), Economic Sciences (LM-56), Human Nutrition Sciences (LM-61), Agricultural Sciences and Technologies (LM-69), Food Sciences and Technologies (LM-70), Industrial Chemistry Sciences and Technologies (LM-71).

Conditions for competing the best doctoral thesis prize: to have been awarded a research doctorate on a Food Science, Technology and Biotechnology course and the like, between July 2019 and July 2021.

## **Requests for taking part**

Application for taking part, together with other attachments, must be sent to the Pastaria editorial team no later than 31 July 2021.

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