



PARTICIPATION GUIDE FOR PASTA PRODUCERS

THANK YOU FOR YOUR SUPPORT

Dear Pasta Producers,

Thank you for supporting World Pasta Night, the new international initiative dedicated to pasta that will take place on June 21, 2026.

World Pasta Night was created with a simple goal: to celebrate pasta, on the same night, across different countries and cultures.

The objective is equally simple: to fill social media with images, stories and shared moments centered around pasta, showing how an everyday gesture can become a global celebration.

There is no need to organize large events or complex activities.

The idea is simply to invite companies, families, restaurants, local communities and pasta lovers to share a dinner, a pasta meal or a convivial moment with pasta at the center of the table.

One simple gesture, capable of bringing together people, cultures and traditions.

WHAT IS WORLD PASTA NIGHT?

World Pasta Night is a free, spontaneous and international celebration of pasta.

There are no participation fees, mandatory formats or special requirements.

Anyone can join: pasta producers, supply chain companies, restaurants, associations, families and consumers.

The goal is simple: to share a plate of pasta and a moment together on the same night.

Whether it is the longest night or the shortest night of the year, depending on the hemisphere, June 21 will be the night of pasta.

HOW TO PARTICIPATE

Participation is easy and completely free.

Every company can interpret World Pasta Night in the way that best suits its own reality.

For example:

- by organizing a company dinner;
- by inviting employees and their families to share a pasta meal;
- by involving customers, suppliers or partners;
- by promoting the initiative locally;
- by collaborating with local restaurants;
- by organizing a simple pasta gathering within the company;
- by encouraging employees and consumers to celebrate at home or with friends.

There is no official format.

Participation matters more than the size of the initiative.

HOW TO SHARE YOUR PARTICIPATION ON SOCIAL MEDIA

We encourage you to share photos, videos and stories of your participation.

Instagram will be the initiative's main social media platform, but content can also be freely published on LinkedIn, Facebook, X and any other channels used by your company.

You may share:

- photos of pasta dishes;
- images of people gathered around the table;
- convivial moments within your company;
- initiatives organized with customers or business partners;
- activities in stores or restaurants;
- content that highlights the social, cultural and convivial value of pasta.

To help make participation visible around the world, we invite you to always use the official hashtag:

#WorldPastaNight

and, if you wish, tag the official Instagram profile::

@WorldPastaNight

IDEAS FOR SOCIAL MEDIA CONTENT

In addition to sharing images of your participation, you may tell your own pasta story through simple and personal content.



For example:

- Which pasta shape best represents your company?
- What is your favorite pasta shape?
- Which pasta shape is most popular among your employees?
- Which pasta dish could never be missing from your table?
- What traditional recipe best represents your region?
- Which pasta shape would you take with you to a desert island?
- What is your earliest memory connected to pasta?
- How you celebrate World Pasta Night?

A FEW SUGGESTIONS

- Prefer authentic and spontaneous images.
- Show people, not only products.
- Involve employees, families, customers and local communities.
- Tell the story behind the shared moment.
- Always use the official hashtag.

SAMPLE SOCIAL MEDIA POSTS

A night for pasta

Tonight we celebrate World Pasta Night together with many people who share our passion for pasta.

One night.

A thousand tables.

One simple gesture.

Happy #WorldPastaNight to everyone.

Pasta brings people together

Pasta is made from simple ingredients, yet it has the extraordinary ability to bring people together.

That is why today we celebrate #WorldPastaNight with our employees, customers and friends.

Wherever there is a table

At home, in a restaurant, at work or outdoors.

Wherever there is a shared table, tonight there is World Pasta Night.

#WorldPastaNight

The night of pasta

Whether it is the longest night or the shortest night of the year, wherever you are in the world, tonight is the night of pasta.



Happy #WorldPastaNight.

Our favorite pasta shape

To celebrate World Pasta Night, we have chosen the pasta shape that best represents our company.

What is yours?

#WorldPastaNight

The recipe closest to our hearts

Everyone has a recipe that reminds them of home.

This is the one we chose to celebrate World Pasta Night.

What is yours?

#WorldPastaNight

The most popular pasta shape in our company

We asked our employees to vote for their favorite pasta shape.

The winner is...

[Fusilli, Penne, Spaghetti, etc.]

What would yours be?

#WorldPastaNight

A recipe worth sharing

For World Pasta Night, we are sharing one of our favorite pasta recipes.

If you decide to make it too, let us know using #WorldPastaNight.

A pasta memory

What is your first memory connected to pasta?

A family Sunday lunch, a recipe passed down through generations, a special dinner.

For us, it is this:

[Story or photo]

#WorldPastaNight



WHERE TO FOLLOW WORLD PASTA NIGHT

June 21 you can follow the initiative through::

- the official website worldpastanight.com;
- the international hashtag [#WorldPastaNight](https://twitter.com/WorldPastaNight).

We invite all participants to share their content and help tell the story of a celebration of pasta built by people, companies and communities across different countries.

AVAILABLE MATERIALS

World Pasta Night logos and banners are available for download here:

<https://drive.google.com/file/d/1YcFcGjfvlu-U4sTqctCF4ZnSSJkzL3Va/view?usp=sharing>

THE INITIATIVE

World Pasta Night is an initiative created by Pastaria, the trade magazine of the international pasta manufacturing community.

ACKNOWLEDGEMENTS

We would like to thank the many international pasta producers' associations that promote and support this initiative. Their logos will be featured on worldpastanight.com.

We also thank all pasta manufacturers and supply chain professionals who will join us in celebrating our beloved product.



*P***astaria**