Pastaria International 5/2017 • September

Pastaria international

The **Pastaria Festival** celebrates the **tenth Pastaria's anniversary.**

Parma, 29 September 2017

The professional information network magazine for pastа manufacturers

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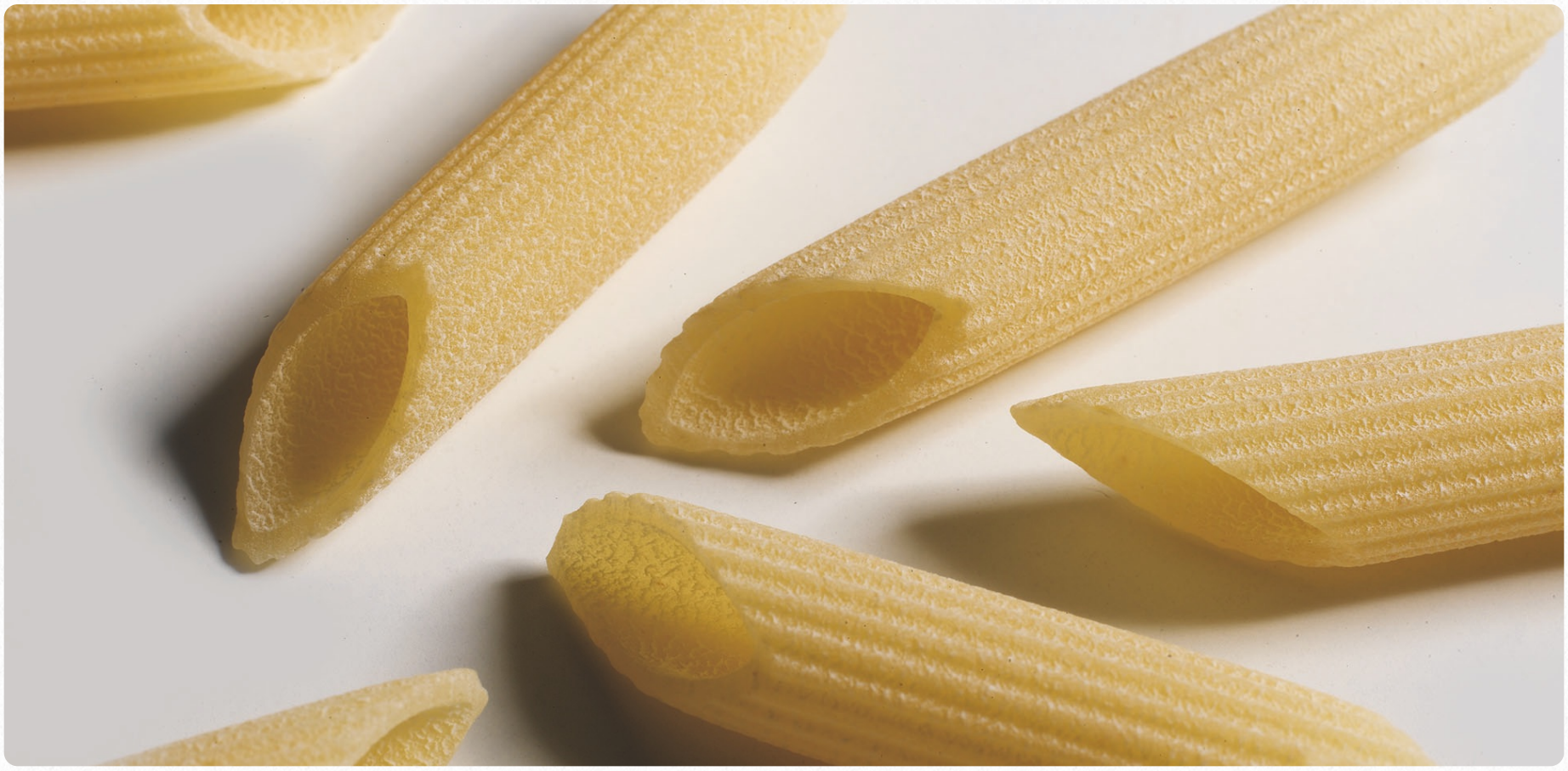
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Pastaria International 5/2017
September



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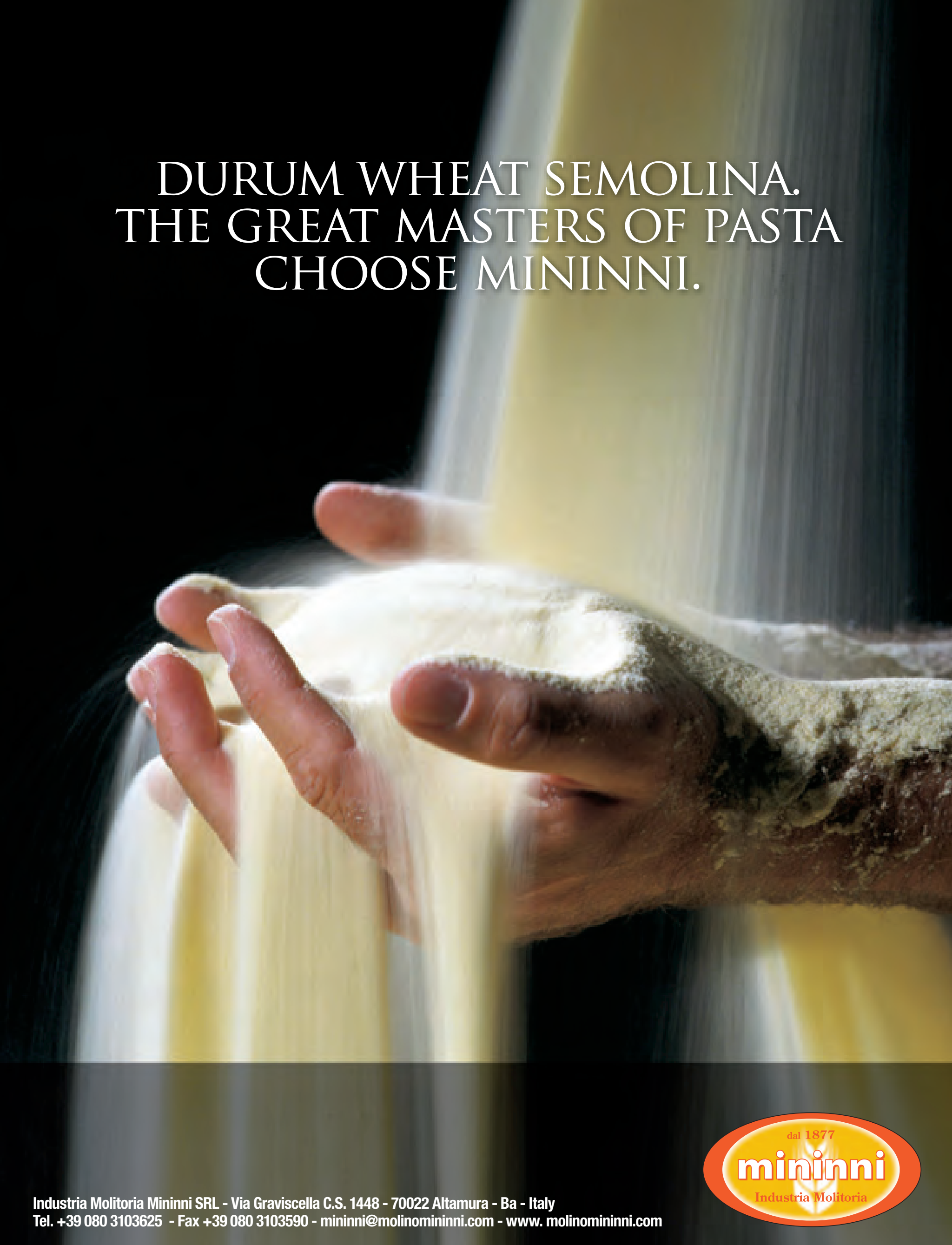
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1

Parma, 29 September 2017: The Pastaria Festival celebrates Pastaria's tenth anniversary. Here's the programme

Editorial staff

PASTARIA FESTIVAL

Sharing know-how on pasta manufacturing

PARMA • 29 SETTEMBRE 2017

These pages contain the programme for the Pastaria Festival, the event celebrating the 10th anniversary of Pastaria on 29 September in Parma. There will be a host of free conferences, presentations and workshops which will bring to life a unique opportunity for all operators working in the pasta production sector to meet people, share ideas and receive professional updates.

The Pastaria Festival is just around the corner. Scheduled to take place in Parma (Italy) on 29 September to celebrate Pastaria's tenth anniversary. the event program is currently being defined. The main players in the supply chain – associations, universities, professional bodies, companies, experts and operators – will meet to share their knowledge and expertise on pasta manufacturing in a full-on day of conferences, workshops and presentations, all free of charge. We would like to remind you that the event is organized in partnership with Ipack-Ima and Tuttofood, in collaboration with AIDEPI (Italian Association of Confectionery and Pasta Industries), APPAFRE (Italian Association of Small/Medium Fresh Pasta and Gnocchi Manufacturers), APPF (Italian Association of Fresh Pasta Producers), IPO (International Pasta Organisation), OTAV (the Veneto and Trentino Alto Adige branch of the Association of Food Technologists), OTAP (the Piedmont and Valle d'Aosta branch of the Association of Food Technologists) and with the patronage of DeFENS (University of Milan) and GSICA (Italian Scientific Group of Food Packaging).

A program packed with conferences and workshops

The conferences and workshops at the Pastaria Festival are conceived as a moment for learning and updating for the various professional figures (company owners and business, marketing, research & development, purchasing, quality assurance and production managers) operating within pasta factories and in the pasta sector in general.
This is the Event's Programme:

Time: **8.30-9.00 a.m.**

Admission for registered operators[1]

(issue of event badges, shopping bags and accompanying literature)

In plenary session

Time: **9.00 a.m.**

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Some of the rooms in the Parma Conference Centre where the Pastaria Festival will be held

since 1984

30th Anniversary

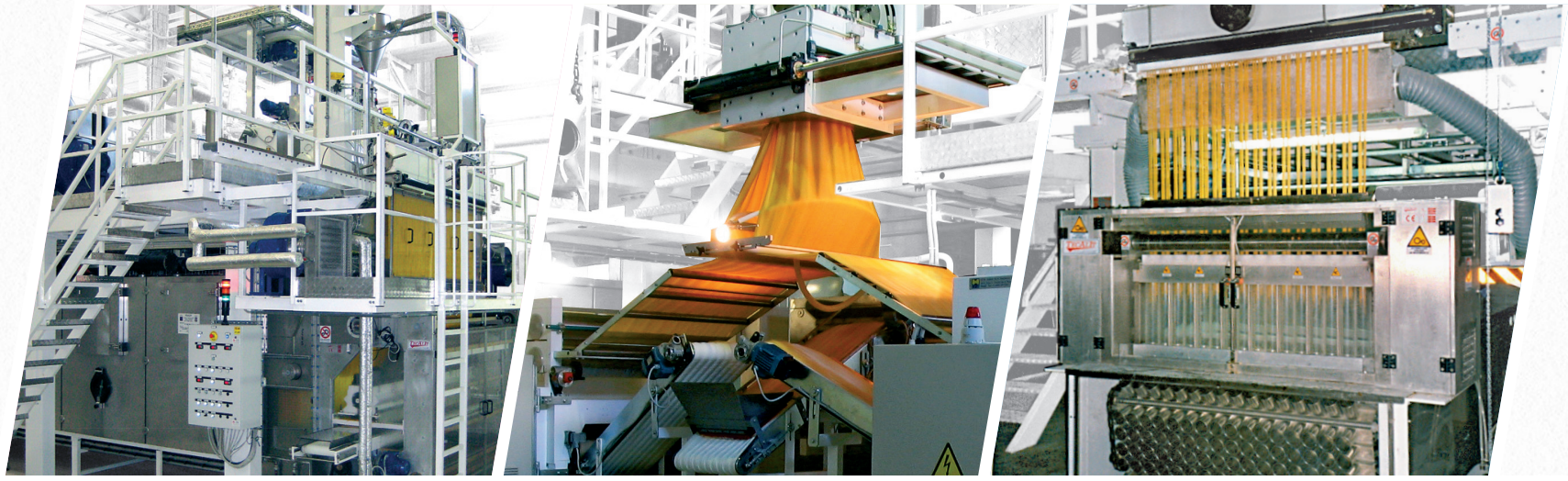


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Opening of preceedings

• Lorenzo Pini (Pastaria), *From Pastaria to the Pastaria Festival. Introduction to the proceedings*

Welcome from the associations' representatives.

Duration: **1 hour** • Room: **Auditorium**

Time: **10.00-10.30**

Coffee break, offered by **Tuttofood**

Room: **Hall** and **Foyer**

In parallel sessions

Time: **10.30**

Dried pasta: what's cooking?

- Lucia Baldi (University of Milan, DeFENS) *Dried pasta in Italy: the sector's development and prospects*
- Alessandra Marti (University of Milan, DeFENS), *An evaluation of the quality of the raw materials used in the production of dried pasta*
- Maria Ambrogina Pagani (University of Milan, DeFENS), *Technologies in the production of dried pasta with or without gluten*
- Mara Lucisano (University of Milan, DeFENS) and Carola Cappa (University of Milan, DeFENS), *An evaluation of the quality of dried pasta, with or without gluten*

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Fabio Fontaneto, President of APPAFRE, the association of pasta producers that, together with AIDEPI, APPF and IPO, is collaborating at the Pasta Festival

- Cristina Casiraghi (University of Milan, DeFENS), *Traditional, wholemeal and gluten-free pasta: nutritional and functional aspects*
- Riccardo Guidetti (University of Milan, DeFENS), *The environmental impact of the dried pasta supply chain*

Moderators: Ambra Pagani, Mara Lucisano

Conference in collaboration with **DeFENS**, University of Milan.

Duration: **2 hours** • Room: **Manon**

Time: **10.30 a.m.**

Waste reduction and environmental sustainability: case histories and good practices in fresh pasta production facilities

- Serena Pironi (Association of Food Technologists), *Food waste and environmental sustainability: scenario, awareness of operators and good practices*
- Federica Calcagno (Fontaneto), *Waste reduction and sustainability: the example set by the Fontaneto pasta factory*

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- Lorenzo Bossina (Pastificio Reale), *Use of hemp, a territorial resource, and antioxidants produced starting from pasta production waste*
- Valentina Garolla (La Ginestra), *Environmental and waste containment policy: the experience of the La Ginestra pasta factory*
- Rosa Carissimi (Raviolificio Poker), *The Gadda Law: in theory and in practice*
- Giovanni Pecchioni (Sant'Anna High School, Pisa, LandLab), *Exploitation of pasta supply chain production residues: estimate of energy potential. The case of the F.lli Delfino pasta factory*
- Luca Galaverna (I Pastai Taste & Tradition), *No waste please by Pasta group* (in video link from Australia)

Moderator: Serena Pironi

Conference in collaboration with **APPAFRE**

Duration: **2 hours** • Room: **Afrodite**

Time: **11.00 a.m.**

Organic supply chains in the pasta sector

- Simona Caselli (Emilia-Romagna Region), *Strategies implemented by the Public Administration to support and protect organic farming*
- Silvio Grassi (Molino Grassi), *The Molino Grassi short supply chain model*
- Fabrizio Piva (CCPB), *Certification in the Italian organic system*
- Sara Bosi (University of Bologna), *The combination of organic farming and ancient varieties*
- Francesco Pantò (Barilla G. e R. F.lli), *The values of organic pasta (quality and sustainability)*
- Riccardo Felicetti (AIDEPI, Pastificio Felicetti), *Opportunities and communication of organic values in the pasta making sector*

Moderator: Roberto Ranieri (Open Fields)

Molino Grassi Conference

Duration: **2 hours** • Room: **Venere B**

Time: **11.00 a.m.**

Pastaria workshop on marketing

- Guia Pirotti (Management Shool of the Bocconi University of Milan), *From the product to service: the drivers in food growth* (for a preview, read the article *Pastaria Festival preview. Pasta at your service*)

Duration: **45 minutes** • Room: **Tosca**

Time: **12.00 a.m.**

Fresh pasta, from supporting to leading role on international markets

- Justo Bonetto (APPF), *Experience and evolution over time and prospects for Italian fresh pasta*

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Justo Bonetto, Secretary of the APPF, speaker at the workshop entitled *Fresh pasta, from supporting to leading role on international markets*

- Nicola De Battisti (Rana), *Quality and technological innovation in respect of organoleptic characteristics, a fundamental parameter for the success of fresh pasta*

APPF Workshop

Duration: **1 hour** • Room: **Venere A**

Time: **12.00 a.m.**

Pastaria workshop on raw materials

• Nicola Lasorsa (food commodities expert), *Food commodities, scenarios and risk factors*

Prepared by **Centro studi economici Pastaria** (Pastaria Centre for Economic Research)

Duration: **45 minutes** • Room: **Fedora**

Time: **1.00-2.00 p.m.**

Light lunch, offered by **Molino Grassi** and **Rodolfi**

Room: **Restaurant** and **Hall**

Time: **2.00 p.m.**

Innovative, technological and safety aspects of fresh pasta



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Common areas of the Conference Centre where the Pastaria Festival will be held

- Marco Dalla Rosa (University of Bologna), *Technological aspects of fresh pasta*
- Pietro Rocculi (University of Bologna), *Innovation in the functions of egg products for fresh pasta*
- Maria Chiara Venturini (food technologist), *Microbiological safety of fresh pasta*
- Gabriella Pasini (University of Padua), *Approaches to reduce the glycemic index in gluten-free products*
- Cristina Alamprese (University of Milan, DeFENS) and Carola Cappa (University of Milan, DeFENS), *Use of brewers' grain in the production of "source of fibre pasta"*

Moderator: Stefano Zardetto (Voltan, OTAV)

Conference in collaboration with **OTAV**

Duration: **2 hours** • Room: **Manon**

Time: **2.00 p.m.**

Raw materials and end product: complexity of assessment based on intended use

- Valeria Di Siero (food technologist, OTAP), *Thinking about raw materials based on associated risks*
- Sara Penna (Macello Piemonte Nord), *Meat ingredients: known and emerging risks*
- Nicoletta Guerrieri (CNR-ISE), *Innovative ingredients: their assessment and technological criticalities*
- Michela Carcano (food technologist), *Requirements of raw materials and customers: the example of large retail outlets*
- Fabrizio Quaglia (Studio Qtre), *Durum wheat semolina and fresh pasta: ingredients intended for the catering sector*

Moderator: Valeria Di Siero

Conference in collaboration with **OTAP**

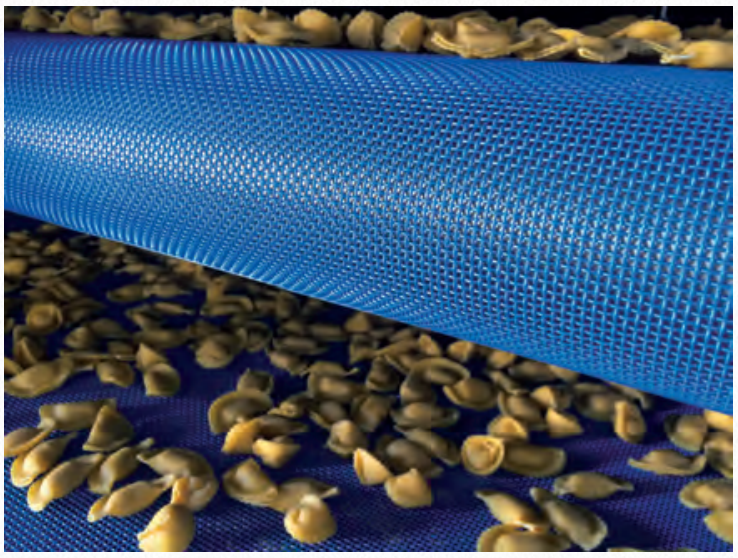
Duration: **2 hours** • Room: **Afrodite**

Time: **2.00 p.m.**

Problems and opportunities for pasta packaging today

- Luciano Piergiovanni (University of Milan, PackLAB), *Introduction to the topic of the meeting and the latest research prospects*
- Sara Limbo (University of Milan, PackLAB), *Bio-based functional barriers to avoid contamination of dried pasta*
- Fabio Licciardello (University of Catania), *Packaging with insect repellent characteristics*
- Gianluigi Vestrucci (Pack.co), *Analytical aspects in observance of standards for materials in contact with pasta*
- Sonia Calligaris (University of Udine), *Secondary shelf life of pasta; an overlooked topic*

great solutions, for small spaces



The need of the pasta factories to produce in small spaces has become over the years a necessity.
For this reason we have designed and constructed a machine with overlapping lines for the heat treatment.



In the upper part is arranged to pre-drying of the various types of formats fresh and stuffed pasta, and in the lower part to the cooling and stabilization of pasta.

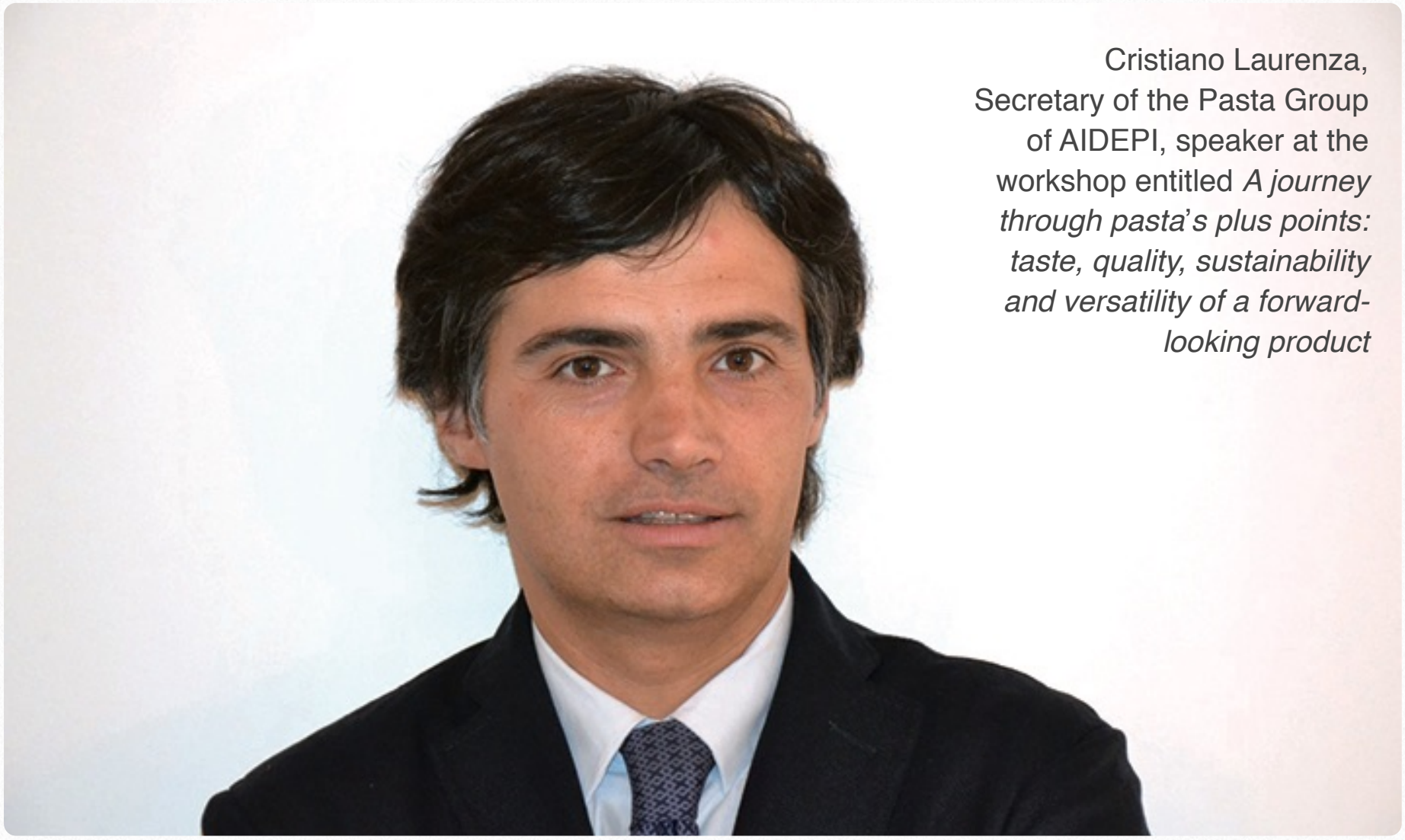
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Once assembled, the two sides form a single machine, with the two treatment areas completely independent and thermally separated in the management of temperature, moisture and treatment time for a fresh pasta safe and high quality.

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Cristiano Laurenza, Secretary of the Pasta Group of AIDEPI, speaker at the workshop entitled *A journey through pasta's plus points: taste, quality, sustainability and versatility of a forward-looking product*

- Lucia Padalino (University of Foggia), *Combination of process technologies and packaging conditions to increase the shelf life of fresh pasta*

Moderator: Luciano Piergiovanni

Conference in collaboration with **GSICA**

Duration: **2 hours** • Room: **Venere B**

Time: **2.00 p.m.**

A journey through pasta's plus points: taste, quality, sustainability and versatility of a forward-looking product

- Cristiano Laurenza (AIDEPI), *The 50th anniversary of the Purity Law: the quality of Italian pasta beyond the regulation, a look at sector records and success stories*
- Luca Ruini (Barilla G. e R. F.lli), *The low environmental impact of pasta: the experience of the pilot project on pasta promoted by the European Commission in the PEF (Product Environment Footprint) Program*

AIDEPI Workshop

Duration: **1 hour** • Room: **Venere A**

Time: **2.30 p.m.**

Pastaria workshop on intellectual property

- Daniela Ampollini (Trevisan & Cuonzo Legal Practice) and Vincenzo Acquafredda (Trevisan & Cuonzo Legal Practice), *Indus-*

trial and intellectual property in the food sector: patenting and more

Duration: **1 hour** • Room: **Fedora**

Time: **3.00 p.m.**

International communication actions to support pasta: the importance of collective and integrated action to tackle the false myths about pasta

- Francesca Ronca (IPO), *The International Pasta Organisation: who we are, our mission and aims*
- Luca Virginio (IPO, Barilla G. e R. F.lli), *The truth about pasta: a global communication program to promote pasta*
- Roberta Russo (AIDEPI), *We love pasta: AIDEPI's communication plan - A successful case history*

IPO Workshop

Duration: **1 hour** • Room: **Venere A**

Time: **3.00 p.m.**

Pastaria workshop on labelling

- Afro Ambanelli (Studio legale Ambanelli-Malandrino), *Allergens and contaminants: for dispute-proof labelling*

Duration: **45 minutes** • Room: **Tosca**

Time: **4.00-4.30 p.m.**

Coffee break

Room: **Hall** and **Foyer**

In plenary session

Time: **4.30 p.m.**

With and without gluten: global prospects and trends in pasta consumption in "away from home" and retail sales channels

- Sara Beretta (Nielsen), *Food trends in Italy and their implications for pasta*
- Matteo Figura (NPD Italy), *Away from home pasta consumption in Europe, a look at emulation, hybridization and innovation*
- Juri Piceni (Gluten Free Expo), *Gluten-free pasta, a market segment in continuous quantitative and qualitative evolution*
- Leonardo Freitas (Euromonitor International), *Pasta: a global overview and opportunities*

Moderator: Nicola Lasorsa (analista economico)

Conference in collaboration with **Centro studi ecomomici Pastaria** (Pastaria Centre for Economic Research)

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Duration: **1 hour 45 minutes** • Room: **Auditorium**

Time: **6.15 p.m.**

Thanks and closure of proceedings

Room: **Auditorium**

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The presentations in the *Company & Innovation Space*

The innovations in the world of machines, ingredients and services for pasta production will be the main attraction in the Company & Innovation Space (**Carmen** room) at the Pastaria Festival.
In this area a succession of experts from different companies will introduce the sector's operators to their latest products, as per the programme below:

Time: **10.45 a.m.**

- Giancarlo Da Broi (**LCB Food Safety**), *How to optimise air quality in fresh pasta systems*

Time: **11.15 a.m.**

- Paolo Carossa (**Pavan**), *Fresh pasta: market, technologies, processes and machines*

Time: **11.45 a.m.**

- Sebastiano Speziali (**IFT**), *ABS tray for drying pasta: the advantages at an industrial level*

Time: **2.15 p.m.**

- Nicola De Vita (**Molino De Vita**), *Wholemeal semolinas and low-grade organic semolinas for a pasta that is rich in fibre*

Time: **2.45 p.m.**

- Cristian Campana (**Agriflex**), *New technologies for pasta storage*

Time: **3.15 p.m.**

- Stefano Rossi (MartinoRossi), *Gluten-free milled products, rich in protein and functional for pasta production.*

The exhibition space

As well as the packed program of conferences, workshops and presentations, the Pastaria Festival will also include a showroom dedicated to a preview of the 2018 Ipack-Ima international trade fair and a group exhibition of a selection of products (equipment, ingredients and services for pasta production) present on the Pastaria Hub platform (www.pastariahub.com) created by Pastaria.

Notes

1. Admission is restricted to pre-registered users in possession of a regular ticket, and whose names appear in the list of the organisation's invitees. It will not be possible to register at the venue and gain admission on the day.

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2

Pastaria Festival Sold-Out

Editorial staff



Myriad registrations at the first Pastaria Festival. Over 100 pasta-makers signed up for the event, and not just from Italy. No more places available.

Four hundred people are expected at the first Pastaria Festival to be held on 29 September. Parma will be the venue for the sector's operators and the leading players in the supply chain who will have the opportunity to exchange knowledge and expertise about pasta production, free-of-charge.
Boosting participation in the event – which had been numerous since the opening of the registration process – was undoubtedly the publication of the full program of conference sessions and workshops which can be found in the article *Parma, 29 September 2017: The Pastaria Festival celebrates Pastaria's tenth Anniversary. Here's the programme*, which resulted in the registration of individuals from more than 100 pasta-makers, including from abroad, with facilities in Germany, Tunisia, Switzerland and Croatia.
A high level of registrations in terms of positions within the firms, as reflected in the presence of owners and production, quality assurance, R&D, purchasing, sales and marketing managers, to whom the various scheduled activities, with the issues to be examined in detail, are addressed.
Just a week from the completion of the registration process, here is the list of the pasta-makers registered for the event, which includes leading brands on national and international markets as well as a wide variety of types of products and companies, from small artisan producers to major manufacturers:

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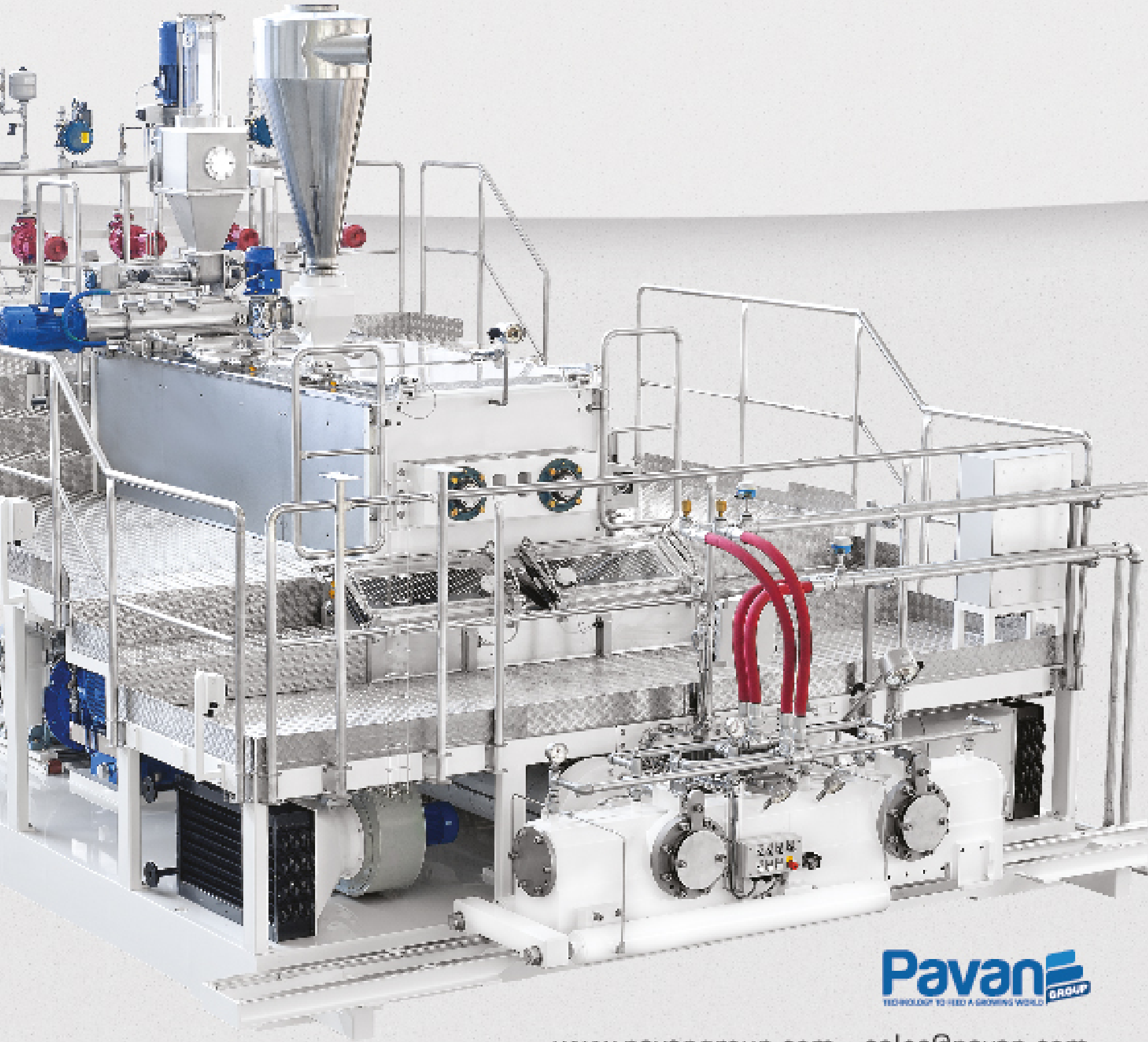
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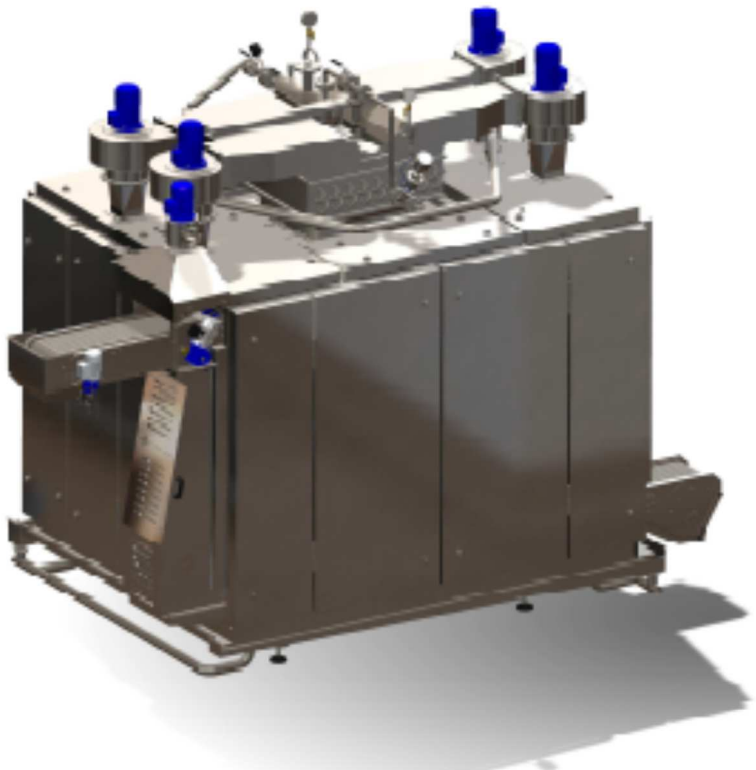
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The story of Ronzoni Macaroni

Alfred Ronzoni, Jr.



Ronzoni Plant circa 192

Sometime in 1881 an eleven-year-old boy from the tiny, thousand-year-old, monastery village of San Fruttuoso di Camogli, on the northwestern coast of Italy, boarded a sailing ship with his parents bound for New York City. His name was Emanuele Ronzoni.

This was probably no pleasure cruise for the family. According to historian Alexander DeConde, despite improvements made in the 19th century, for most Italian immigrants the voyage across the Atlantic was “still an agonizing experience.” From Naples, the journey through the Mediterranean and across the Atlantic to New York could take from two to three weeks. Passengers often found themselves packed like sardines in dirty bunks. Conditions became worse when the weather turned foul, not an unusual occurrence in the turbulent Atlantic. Time and again immigrant passengers complained of mistreatment by the crew and rough seamen routinely molested women on board.

The Ronzonis were trailblazers for the tidal wave of Italian immigration to the United States that would follow. DeConde identified 1880, the year before the Ronzonis arrived in America, as the pivotal one for the take-off of Italian (along with Eastern European and Jewish) immigration.

One can imagine how young Emanuele must have felt when he first saw the teeming, sprawling metropolis of New York. But unless they had made previous arrangements, the Ronzonis could not just sit back in awe of their new surroundings. Like most Italian immigrant families, they would have needed to find a place to live and take their first jobs within days or even hours of landing – and that included Emanuele.

Though American social reformers were arguing that children belonged in school rather than at work, child labor laws, such as they existed, were laxly enforced and full of loopholes. Legend has it that Emanuele Ronzoni got his first job as a “helper” in one of the many small macaroni factories that sprang up in New York City after the Civil War at a salary of $2.00 a week.

Emanuele claimed that he learned to make macaroni in his mother’s kitchen back in Italy. In 1892 he started his first small shop with his cousin Giovanni Di Martino. “It was just a loft near what is now the Manhattan


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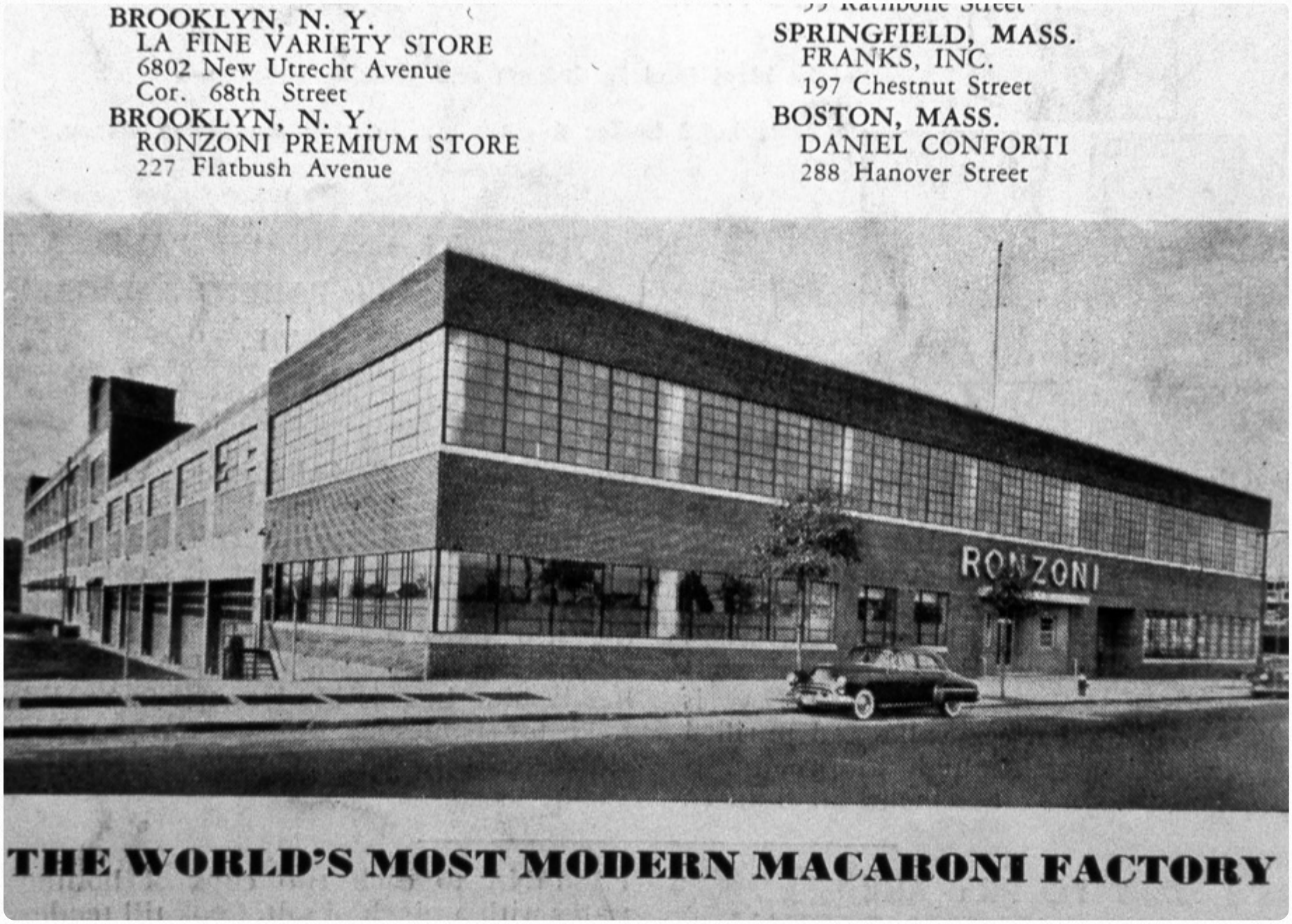
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end of the Holland Tunnel," he said years later. "We had a big stove on which to dry the macaroni, which we had to watch constantly to keep the proper temperature."

One year later Di Martino and Ronzoni merged with the Atlantic Macaroni Co., the most important large-scale pasta manufacturer in New York at the time. In 1903 the company built a futuristic steel and glass factory in Long Island City, New York. Observers praised the clean, ventilated, well-lit building – a world apart from conditions in many of the small, independent shops.

By 1915, Ronzoni had acquired enough expertise and saved enough capital to strike out on his own and founded the Ronzoni Macaroni Company. He was aided in the venture, first by his two daughters, Catherine and Marie and later his three

sons, Emanuele, Jr., Angelo and Raymond. World War I provided a great boost for the newly formed company. Prior to the war, most durum wheat semolina (the essential ingredient for pasta), finished pasta products and manufacturing machinery, had all come from Italy. But the war interrupted trans-Atlantic trade and American farmers, machine and pasta makers like Ronzoni stepped in to fill the void. By the late 1930s, Ronzoni employed over 250 workers and sold its products nationwide.
Emanuele Ronzoni was one of a new breed of “progressive” pasta manufacturers, who used modern, continuous production methods, rather than the old “batch by batch” system and sought to create as safe and sanitary a factory environment as possible for both his workers and product. He also welcomed new federal regulations such as the 1938 Food, Drug and Cosmetic Act, which promoted the standardization and traceability of pasta products. Ronzoni was also one of the first businesses to advertise on the new medium of radio in the 1930s. Despite all of his success, Emanuele Ronzoni never forgot where he came from. One source noted that he was, “second to none for the charity work and for the admiration and affection he nurtured for his homeland.”
As the business continued to grow, Emanuele’s sons became increasingly prominent. Emanuele, Jr became Executive Vice-President, Angelo, Vice-President of Production and Raymond, Vice-President of Sales. Angelo in particular, was noted for designing new types of machinery, pasta shapes and establishing modern production methods. In 1950, construction was completed on a new, state of the art plant located at 50-02 Northern Blvd. In Long Island City. Ronzoni also became one of the first companies to advertise on television, sponsoring programs like The Phil Silvers Show and the Cold War drama, I Led Three Lives. This was the era that saw the creation of one of the most successful ad slogans of all time: “RONZONI SONO BUONI!” or “Ronzoni is so good!” The Ronzoni family cannot take credit for this masterstroke, the slogan was developed by the Emil Mogul advertising agency.
Emanuele Ronzoni died in August 1956 at the age of 86. He had come to the United States as a boy, as part of a wave of Southern and Eastern European “new immigrants,” the “huddled masses” Emma Lazarus wrote of in her poem, The New Colossus, which is today inscribed at the base of Statue of Liberty. But far from being “tired” and “poor,” at least in spirit, he was energetic, hardworking and ambitious. No doubt he was also fortunate to have arrived in America when the time was right

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Emanuele Ronzoni in later life

for the spectacular growth of a domestic pasta industry.

In 1965 Ronzoni branched away from pasta for the first time, purchasing a small sauce manufacturing business in Brooklyn, New York. This became the springboard for Ronzoni Foods, Inc. In 1968 the company built an ultra-modern production facility in Hicksville, Long Island. In 1975, with the increasing popularity of the microwave oven, Ronzoni Foods was one of the first to introduce a line of frozen Italian dishes.

As Ronzoni Macaroni entered its sixth decade of existence a third generation took the helm. Angelo's son, Alfred became Vice-President of Production, his brother Emanuele became Vice-President of Shipping, Raymond's eldest son Ronald took over as V.P. of Sales, while Emanuele Jr's eldest son Richard became head of Ronzoni Foods, while his second son, Robert became Secretary of the parent company and upon the passing of his father in 1981, assumed the duties of President. By this time, Ronzoni products could be found in over 25 metropolitan areas across the United States, in addition to Hawaii and Puerto Rico. Ronzoni Macaroni always placed a premium on producing high quality pasta and used the most advanced production facilities and equipment. In the early 1980s, Ronzoni Macaroni had 22 state-of-the-art DEMACO dry pasta lines, employing computerized controls and cutting-edge processing techniques. However, by the 1980s, Ronzoni and other family-owned Italian-American pasta manufacturers began to face tough competition from Italian brands that received generous subsidies from the European Economic Community's agricultural support program. At the same time, big food conglomerates like Borden's, Kraft and General Foods began to take an aggressive interest in the pasta industry. In 1984 the family made the difficult decision to sell the company to General Foods. It was felt that General Foods had done a good job preserving the quality and reputation of other famous brand names such as Maxwell House Coffee, Jello, Oscar Meyer and Entenmann's. That was important to the family.
Today, Ronzoni is owned by New World Pasta, the largest retail branded pasta manufacturer in North America. Under New World's stewardship, Ronzoni remains one of the most popular pasta brands on the U.S. market. In 2015, New World hosted and co-sponsored several events to commemorate the 100th anniversary of the company's founding. Emanuele Ronzoni, Sr. Might be disheartened to know that the Ronzoni family is no longer involved in the business but would no doubt be happy that people still think Ronzoni is "Sono Buoni!"



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4

Pastaria Festival preview. Pasta at your service

Guia Beatrice Pirotti
Professor of Strategy and Entrepreneurship, SDA Bocconi (Milan)



We offer here a preview of the *Dal prodotto al servizio: le strategie per competere e crescere nel food & beverage* (*From product to service: food & beverage competition and growth strategies*) workshop that Guia Beatrice Pirotti will lead during the Pastaria Festival, the event that will celebrate the 10th anniversary of Pastaria, to be held in Parma on 29 September.

“Doing. Know how. Knowing how to know how. Letting people know how. My French grandmother taught me this when I was 11,” says Angelo Gaja, the king of Barbaresco wine. There is a know-how, a very strong productive soul in Italy, that is a driving force for the entire nation. In some Made in Italy sectors, such as food & beverage and the pasta sector in particular, the product and productive ability are extremely important. Having a product of excellence is a fundamental requisite for being a top competitor. It is also true that, today, it is the baseline; it is no longer sufficient to be just an excellent producer. The rules of competition are increasingly stiff and the issue of price is still what is looked at first. So what can a company do to differentiate itself from the competition?

Servitization–by which is meant the ability of companies to carry out a transformation from the production and sale of tangible products to being a service-oriented organization–makes it possible to create value for customers and the company itself. The companies that undertake this process develop services with the intent of satisfying consumer needs, competing not only in terms of price, and improving performance over the medium/long-term. Initially, companies belonged to two separate categories, either product- or service-based (for example, manufacturing or insurance companies). But, over time, intermediate positions have been created in which products could be connected to a number of related services and, finally, a position has been arrived at in which companies offer a combination (bundle) of goods, services and know-how used to enhance value as perceived by consumers.

For a long time, it was thought that added value for a company came from its physical products, while services were seen as merely auxiliary to products. Since this initial phase, there has been a gradual change. In recent years, providing services has become an increasingly intentional and explicit strategy in which services become an important aspect of differentiation.

Companies can integrate services into their product line in order to pursue a range of goals. Specifically, there can be at least four main goals that companies set themselves as a part of servitization:

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- *Product support*. The company provides a service with the goal of providing support in the use of the product.
- *Improve results*. The service becomes an opportunity for generating profits and having an impact on economic/financial performance.
- *Strengthening the brand*. Service is used to enhance customer satisfaction and fidelity. It acts to capitalize on the product or, more precisely, the product-service package to create customer satisfaction and brand fidelity.
- *Modify and create innovation of the business model*. The service becomes part of the corporate business model, thus visibly modifying the company's strategic positioning.

This makes it necessary to shift focus from a separation between goods and services to offering both in integrated packages or systems. Focus is no longer on the quality/price ratio, but rather the price/benefit ratio offered to the consumer. The benefit offered can be of three types: functional, tied to a practical problem to be solved; informational, involving information to be provided; and experiential, connected to the hedonic sphere or potential experiences.
How can this change be brought about? This question formed the basis of the SDA Bocconi research project entitled "From product to service: food & beverage competition and growth strategies" in which quantitative and qualitative data was analyzed from companies with the best and worst performance records over the last ten years and servitization drivers were looked for by studying their business models. For each of the 143 companies mapped, growth in their revenues, market shares and operating and financial performance differentials compared to those of their individual sectors were identified, and their business models and service-related strategic choices were also analysed.
The companies examined were taken from seven representative sectors of the food & beverage industry, including pasta: processed meat and seafood, pasta, rice and noodles, bottled water, baked food, processed food and vegetables, dairy and coffee.
The research showed that in order to follow a strategy of servitization, food & beverage companies can follow six simple rules:
1) Focus on simplicity of use and accompany the consumer in the various aspects of use. Consumers are looking for solutions that are easy-to-use, that simplify their lives and are, at the same time, packages which will accompany them throughout the day and for a range of uses. For example, in line with this trend, the Rana Group increased its line of ready-meals in

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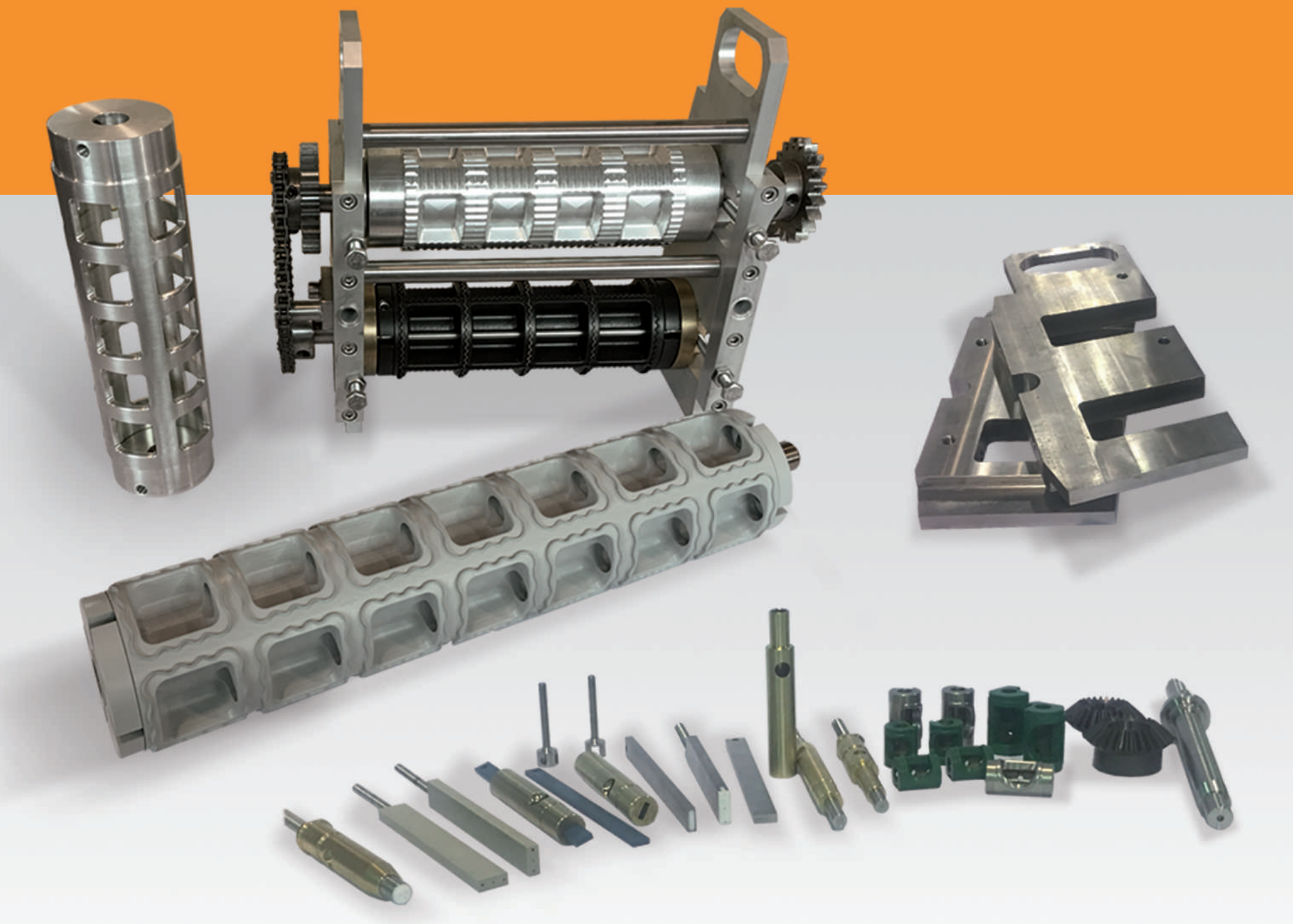
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2016 by introducing aubergine/eggplant parmesan. Gastronomia Piccinini introduced its Vivi Le Stagioni line in which the ingredients of its filled pasta change in relation to the season and accompany the consumer throughout the year.
2) Find the proper balance between slow and fast. Production processes involve time frames that must be respected, but speed is then required in shipping and distribution to get the product to the market. Properly handling this trade-off makes it possible to increase servitization. As an example, Luciana Mosconi produces its tagliatelle from sheet pasta that is double-kneaded and then delicately rolled out without mechanical pressing. But this slow and meticulous production process must be matched by rapid distribution.
3) Involve consumers in co-creation processes. Companies are no longer isolated and they activate co-creation processes with customers from which they glean feedback and create products that take into consideration these suggestions. The Rana Group involved its most regular customers by inviting them to create a new filling for its popular Sfogliavelo line.
4) Have an increasingly-integrated supply chain. At the same, very strong relationships are created with suppliers who become actual partners. For example, Prime Terre, the certified regional supply chain of the Casillo group, is focused on safeguarding agricultural tradition to guarantee wholesomeness and local origins and bring the mill and farmers into direct contact.
5) Place the emphasis on high-end products. Dr Schaer is a specialist in gluten-free products. Master is dedicated to producing potato gnocchi.
6) Communicate the service, not just the product and, in particular, provide information about the provenance, traceability and geographical area. La Molisana assures consumers by providing information about the provenance of its ingredients. La Pasta di Camerino makes its pasta completely traceable so that consumers can know the complete production chain.
Servitization is becoming an increasingly-conscious and -explicit strategy which, in order to work properly, must involve the entire company and not just a single area, especially in sectors with a high production presence, such as pasta. In other words, together with knowing how to do, knowing how to serve, is becoming increasingly important.

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5

Italian Trade Agency will support Gluten Free Expo and Lactose Free Expo

Press release



Italian Trade Agency - ICE, Agency for the Promotion and internationalization for Italian Companies, has decided to support Gluten Free Expo and Lactose Free Expo.

Italian Trade Agency - ICE, Agency for the Promotion and internationalization for Italian Companies, has decided to support Gluten Free Expo and Lactose Free Expo, brands of IEG - Italian Exhibition Group.
For the 2017 edition, that will be held at Fiera di Rimini from 18th to 21st November, ICE is the partner of the incoming program for foreign buyers from all over the world.
These buyers will integrate and strengthen the incoming program that the Organizers have launched last year and which has been very successful.
In addition, ICE will support an Observatory about Gluten Free Market with a focus on a European country that will integrate the annual Observatory dedicated to Italian market made by Gluten Free Expo.
It´s an important outcome for Gluten Free Expo and Lactose Free Expo in according with the international interest about the two fairs and gluten free and lactose free market.
Moreover it´s a decisive achievement for the foreign development that the organizers has started in these years.



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Commodity price observatory 3/2017

Centro studi economici
Pastaria



Pastaria’s four-monthly feature on the prices of the main raw materials used by pasta manufacturers.

The currency exchange rate, with the euro having jumped over the 1.20 threshold against the US dollar (+15% from the beginning of the year), represents the main new aspect among the variables capable of influencing commodity markets.
Nonetheless, the primary risk factors remain developments in the North Korean crisis and the neo-protectionist outpourings of the Trump administration which, according to authoritative international observers, is in trouble (another reason for the weakening of the dollar).
The evolution of the "external" variables (a cross between currencies, restrictive OPEC agreements involving crude oil supply and geopolitical uncertainties) would suggest, once again, the prospect of moderate growth in the prices of the main manufacturing commodities. Not including, naturally, war scenarios in the Korean peninsula which, if they should occur, would send the markets into chaos.
The devaluation of the dollar could physiologically lead to prices settling at levels slightly higher than current ones. But for a number of raw materials, including in the food sector, the role of the basics still seems to predominate over the other factors.
The example of wheat, crushed on international markets by stocks at all-time record highs, is the clearest proof of the role the balance between supply and demand has in this phase, despite lower harvests.
From analysis regarding the expected trend in cereal prices, what emerges however is a discrepancy between the expected movement in the soft wheat circuit and that foreseen on the durum wheat market. This latter a product already sharply up in price compared with last year and which is likely to experience further increases. In Canada, grains with characteristics suitable for the pasta-making industry could experience up to a 9% rise in prices on an annual basis according to official estimates, with average prices between $270 and $300/ton, FOB St. Lawrence.
These increases have already been seen in Italy with price lists that in August showed a rise of nearly 18% on an annual basis.
In terms of other food commodities, the newest aspect to manifest itself is the major tension in the egg sector. Unquestionably influencing the rise in

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PRICES AND TRENDS OF CERTAIN FOOD RAW MATERIALS (AUGUST 2017)				
National fine common wheat	Price (€/ton)	Monthly variation	Annual variation	Forecast
	181.50	-0.8%	15.2%	▼
Fine durum wheat from central Italy	Price (€/ton)	Monthly variation	Annual variation	Forecast
	242.50	0.0%	17.7%	▼
00 type common wheat flour	Price (€/ton)	Monthly variation	Annual variation	Forecast
	500.00	0.0%	4.2%	=
Semolina above min. leg. req.	Price (€/ton)	Monthly variation	Annual variation	Forecast
	432.5	0.0%	4.1%	▼
Eggs M	Price (€/100 pcs)	Monthly variation	Annual variation	Forecast
	11.3	4.1%	50.7%	▼
Pork hams for Prosciutto 12 kg and over	Price (€/kg)	Monthly variation	Annual variation	Forecast
	4.2	0.0%	5.2%	=
Beef – veal meat half-carcass, prime quality	Price (€/kg)	Monthly variation	Annual variation	Forecast
	5.4	2.3%	3.1%	=
Raw milk	Price (€/1000 kg)	Monthly variation	Annual variation	Forecast
	441.3	2.3%	28.4%	▼
Churned butter	Price (€/kg)	Monthly variation	Annual variation	Forecast
	4.9	2.5%	124.0%	▼
Grana Padano aged for 9 months or more	Price (€/kg)	Monthly variation	Annual variation	Forecast
	6.8	0.0%	7.1%	=
Extra virgin olive oil	Price (€/kg)	Monthly variation	Annual variation	Forecast
	4.7	-7.0%	40.1%	▼

Source: Centro Studi Economici Pastaria elaboration based on various data sources. Grain, flours and semolina: Granaria, Bologna; Eggs: CCIAA, Forlì; Pork and beef: Commodity Exchange, Mantua; Milk: CCIAA, Lodi; Butter and Grana Padano: Commodity Market, Milan; Olive oil: CCIAA, Bari.

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PRICE MONITORING				
IMF Commodity Food Price Index	Price (2005=100)	Monthly variation	Annual variation	Forecast
	153.1	1.5%	-1.3%	=
Hard Red Winter FOB Gulf of Mexico	Price (USD/ton)	Monthly variation	Annual variation	Forecast
	157.2	7.3%	0.4%	▼
Mais, U.S. No. 2 Yellow FOB Gulf of Mexico	Price (USD/ton)	Monthly variation	Annual variation	Forecast
	158.0	-0.4%	-12.2%	=

IMF Index, Hard Red Winter, Mais: June 2017

prices which continued in August, was the issue of eggs affected by Fipronil–the insecticide whose use is prohibited for animals in the food chain–that led to preventive impounding in various European countries as well as Italy, thus reducing supply during a period of strong demand.

Although they fell slightly during August, it is also very likely that olive oil prices will remain under pressure, given the expected drop in production in Spain and a lower than expected upturn in Italy due to the exceptional summer heat wave and prolonged drought.

August saw a negative value for the FAO Food Price Index, an indicator that summarizes the trend in the main food sector commodities. Following a rise in the index for three consecutive months, it registered a drop of 1.3%, but the average price level remains 6% above that of a year ago.

In sharp contrast to this trend is that in dairy products with butter prices–driven by a strong international request and supply that cannot keep up with the demand–jumping to levels more than double those of summer 2016.

On the non-food circuit, there was a rise in the price of crude oil per barrel, accentuated in September by damage to US oil platforms by hurricane Harvey. If this trend in rising prices were to continue, it could trigger a chain reaction in maritime freight with the Baltic Dry Index (the indicator that measures maritime transport costs) that in September returned to near the year's peak.

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7

The APPF's third workshop to be held in Apulia

Editorial staff



The APPF (Italian association of fresh pasta producers) workshops continue apace and the third will be held in Apulia.

Il futuro della pasta fresca made in Italy. Legislazione, Innovazione e tecnologie per i nuovi consumi (*The future of fresh pasta "made in Italy". Legislation, innovation and technologies for new consumption trends*) is the title of the APPF workshop scheduled for 20 October.

After the enthusiastic attendance at the Verona workshop in March, and the Brescia one in May, the Corato (Bari, Italy) offices of the Molino Casillo group will welcome the fresh pasta producers and host the refresher and training event, which will be entrusted to experts in the various fields involved.

The event will open with the welcome address of the President of APPF, Giovanni Rana, and the Secretary of the Association, Justo Boneto.

In the course of the meeting, the following themes will be discussed:

- *Consumption macrotrends in the fresh pasta market*
- *The impact of raw materials in product innovation*
- *Current affairs and problems (origin and source, unintentional soya contamination, designation of origin of durum wheat in dried pasta - D.26/07/17, the possible re-introduction of the obligation to indicate the production plant and other information)*
- *Dehydrated potato flakes – evolution, innovations, quality and type of the current production of gnocchi and stuffed pasta.*
- *Sanitization strategies for pasta- and gnocchi-making machinery*
- *Spices and herbs, aspects of quality and deception on the market.*

The proceedings will close with a light lunch and an afternoon visit to the Molino production plants.

For information on how to take part, contact the APPF.

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8

Durum wheat, Canadian production at a 5-year low

Centro studi economici
Pastaria



Harvests in the US and Europe also down sharply. Low production in Italy with losses in the Center-South due to drought.

Bullish market, i.e., possible price increases in the 2017-18 marketing campaign just launched.

This is the scenario the majority of analysts consider the most likely in the wake of the lowering of Canadian durum wheat harvest projections announced by the Ministry of Agriculture in Ottawa. The result of the arid climate throughout the entire summer season, with the drought that seriously affected crop yields, well over those expected initially.

Prior to this further cut in official estimates, the projections indicated a less-negative balance. However, the recovery that could have resulted from even a reduced supply of water to crops was not forthcoming. A fact that led experts to cut a further 700,000 tons from the already-negative estimates for the 2017 harvest which is now expected to be 5 million tons, the lowest in five years.

This reduction–as a memo from the Canadian Ministry of Agriculture explained–reflects the problematic conditions crops suffered in various areas of the country which is the first producer and exporter of durum wheat in the world.

On average, it will not exceed 2.42 tons per hectare, compared with July's per-hectare estimates of 2.80 tons.

This downturn in the forecast in North America is not limited to Canada, but also involves the US harvest which, especially in the northern plains, suffered a prolonged dry period.

All elements which, on international markets, would suggest a drop in competitiveness and a rise in prices from the exceptionally low levels of the last year.

The other aspect to be taken into consideration is that the stocks–unlike those forecast for soft wheat whose stores from previous harvests the IGC (International Grains Council) reports to be at maximum levels–will have, at best, only a partially compensatory effect on the durum wheat market, also given the medium-low quality of a not-insignificant share of the Canadian stocks which are not always suitable for milling and pasta manufacture.

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Despite the drop in harvest levels expected to be a hefty 36% less than last year (together with a 16% reduction in sowing), exports of Canadian durum wheat have been revised upwards in the August Outlook by 200,000 tons.
It is said that the total for 2017-18 could now be 4.9 million tons, taking into consideration existing stocks of one million tons, less than one-half those of last season.

According to government experts, Canadian wheat exports could also benefit this year from a generally more favourable context. The pressing from other competitors (in particular Europe and the United States) should be noticeably less. And, on a qualitative level, the upgrade over last year, which was penalized by rain during the harvest, will provide a further impulse to exports within a generally more-favourable context.

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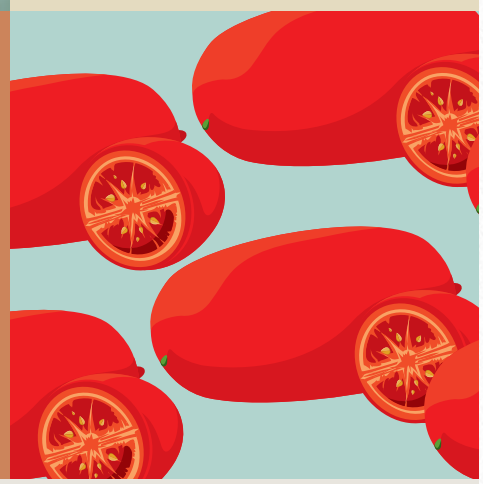
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CANADA, DURUM WHEAT FORECASTS

	2015-2016	2016-2017	2017-2018
Sowed (,000s hectares)	2,355	2,505	2,106
Average yield (t/ha)	2.32	3.28	2.42
Production (,000s tons)	5,389	7,762	5,000
Exports (,000s tons)	4,543	4,500	4,900
End of harvest stocks (,000s tons)	1,100	2,100	1,000
Fonte: Statistics Canada			

Globally, given the forecasts of the analysts at the British IGC, durum wheat output should drop to about 38 million tons, nearly 2 million less than last season which was the maximum level in seven years.
In the US, in particular, estimates from the US Department of Agriculture are currently around 1.38 million tons, compared with 2.83 million in 2016. A result which incorporates the loss of one-fifth of the planted surface area (-20% compared with last year) and a significant drop in yields due to climatic conditions, in particular the prolonged period without rain.
In terms of Europe, from last year's 9.7 million tons, this year output will decrease to around 8 million according to COCERAL, the association of sector buyers and commercial operators. More optimistic the European Commission which puts this year's harvest at 9 million tons, just 2% less than a year ago.

Finally, in Italy, as result of a major reduction in sowing and based on information regarding local yields, a 25-30% reduction in production is expected compared with the 2016 buffer harvest. The reduction in yields caused by the drought is seen above all in the Center-South regions where the bulk of the crop areas is concentrated. Generally positive the assessment of quality, especially in terms of protein content.

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PUBLIC Projetos Editoriais

9

The Truth about Pasta. Pasta is tasty and brings people together

International Pasta Organisation



The column written by the International Pasta Organization to combat false beliefs about pasta and reaffirm the importance of carbohydrates in a healthy and balanced diet.

It’s often said that the quickest way to someone’s heart is through his or her stomach. So when bringing a group together, the best place to begin is with a dish that is beloved around the world: pasta. Whether you are dining with the closest of friends, or with someone whom you’ve only just met, pasta never fails to bring a smile to people’s faces.

Crossing national and political borders, pasta is a nostalgic favorite meal for people of diverse ages and backgrounds. From vegetarians to omnivores, and from adventurous eaters to those who prefer simpler meals, pasta can be customized to suit any dietary preference. Pasta is also very simple to prepare, making it a great introduction to home cooking for those who are not as comfortable in the kitchen. No matter where you live or where you’re from, pasta is a tasty dish that’s guaranteed to delight a crowd.

Watch this video to learn more about why pasta is tasty and brings people together. Then, test your knowledge in this TED-Ed lesson.

Experts say

“Pasta is simple, pasta is comforting and pasta is culture-ample reasons as to why pasta is globally recognized as a culinary staple by disparate nations that share very little common ancestry,” writes Dr. Kantha Shelke, in her new book, *Pasta and Noodles, a Global History*. Indeed, experts around the world recognize that pasta meals are enjoyed in cultural traditions worldwide, bridging a large range of dietary patterns and preferences.

Pasta is like a canvas, as it can seamlessly be adapted to a number of different cuisines and seasonal or regional ingredients. Russian food blogger Anna Maslovskaya spoke to the Russian affinity for pasta at the 2016 World Pasta Day meeting, explaining that “Pasta in all its variations, in cuisines of the different countries, is not only everyone’s favorite food, but also an ideal form for chefs to express their special cuisine views. Basics are clear, but everything around pasta and its different ingredients are a huge field for imagination and self-expression.” Similarly, food analyst









I.P.O.

International Pasta Organisation

INTERNATIONAL PASTA ORGANISATION (IPO)
Founded in Barcelona on World Pasta Day 2005
Formally constituted in Rome on World Pasta Day 2006









MISSION

The IPO is a nonprofit association dedicated to:

- Educating consumers, health professionals, journalists, government officials and others about the merits and benefits of pasta, its great taste, its healthfulness and its simple convenience.
- Increasing consumption of pasta around the world.

ACTIVITIES

- Organizes research, promotional and educational programs and events about pasta, such as World Pasta Day and World Pasta Congress.

WORLD PASTA DAY
25 October

- Collects, organises and distributes nutritional, statistical and other information about pasta.
- With the support of a Scientific Advisory Committee, currently formed by a panel of 25 experts from 17 different countries, educates consumers and others through the media, conferences, research, publications, workshops, and other related activities.

MEMBERSHIP

The International Pasta Organisation now has 25 members (including two European Federations, UNAFPA and SEMOULIERS) representing 18 countries (Argentina, Belgium, Brazil, Canada, Chile, Colombia, Costa Rica, France, Guatemala, Iran, Italy, Mexico, Portugal, Spain, Turkey, United States, Uruguay and Venezuela).

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Jack Skelly confirmed that, despite its Italian roots, “pasta is a global dish.”

While a global dish, pasta can be a local dish in any locale. Chef Marcus Samuelsson includes a pasta recipe in his book, D*iscovery of a Continent: Foods, Flavors, and Inspiration from the Continent*, using the traditional North African sauce, *harissa*, made of roasted red peppers, as the sauce for penne. Farther south in Africa, Ethiopians serve pasta with their traditional Berbere spices. In Brazil, an authentically local ingredient, *palmito* (hearts of palm), is added to pasta and chicken to make *Massa ao Molho de Frango e Palmito* – making this pasta dish very Brazilian and very local. In Greece, tubular pasta noodles are combined with ground meat and a creamy sauce, and are baked like a lasagna in a dish called *pastitsio*. And in Spain and Mexico, pasta is simmered slowly in a hearty shellfish broth, similar to *risotto* or *paella.*

Did You Know?

Many people think of pasta as strictly an Italian food, but in fact, cultures around the world have their own traditional pasta recipes. In France, pasta making began back in the 1700’s. In Uruguay, it is customary to celebrate the “*day of ñoqui,*” the 29th of each month, by meeting with family or friends to enjoy pasta dishes, and placing coins under the plate in the hopes that there will be lots of money in the next month.

Learn more fun facts in "*Pasta for children around the world*".
This 4-lesson nutrition and cooking curriculum introduces kids to the ways that pasta is eaten in different countries, and is a delicious way to learn about other cultures and cuisines. If your child's school is looking for fun, new educational programs, download a copy today and volunteer to teach the class.

World Pasta Day 2017 - San Paolo, Brasile

World Pasta Day 2017 - Sao Paulo, Brazil
At the World Congress on Pasta, held in Rome on the 25th day of October in 1995, pasta makers from around the world enthusiastically agreed that pasta – a healthy, delicious, popular, familiar, and convenient food – deserved annual worldwide recognition. Every year since, in countries around the globe, World Pasta Day has been celebrated on October 25th. The journey started in Naples, Italy in 1998 and has touched the most important cities in the world. Countries so distant from each other are all united by the love of pasta. This year it is again hosted by Brazil. To find out more about the interesting program of events organized by ABIMAPI and IPO click here.

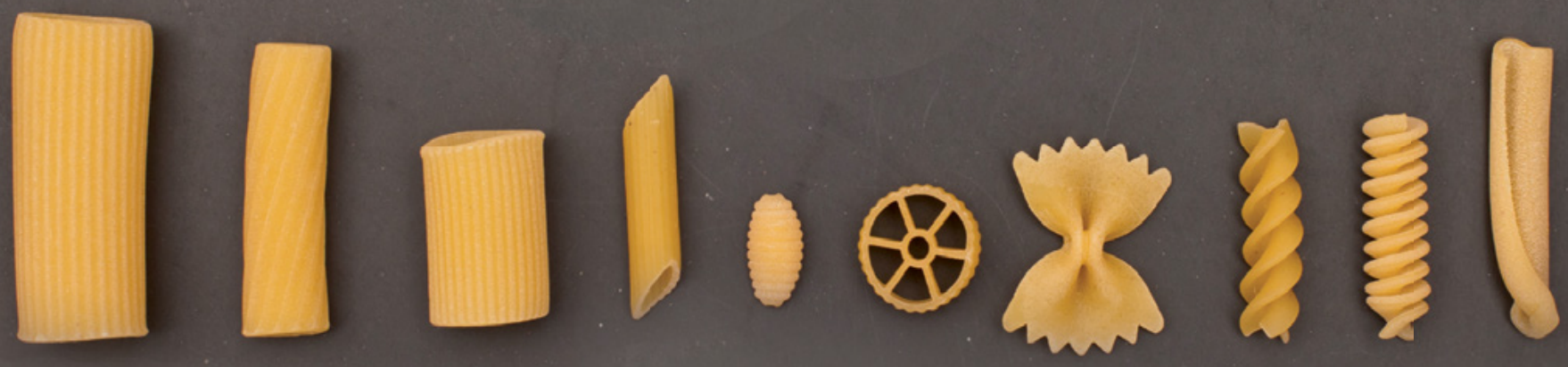
This celebration of World Pasta Day draws increasing attention to the merits and benefits of pasta, its great taste, its healthfulness and its simple convenience for people everywhere. Join families, chefs and restaurants around the world every year on October 25th and celebrate World Pasta Day by trying a new recipe or two, or an old family-favorite, with your friends and family. And don't forget that the magical merits of pasta – taste, health, sustainability, and convenience – are worthy of celebration all year long! .
Watch this video to learn more about why pasta is good, tasty, and brings people together.

The Truth About Pasta

Starting with the May 2015 issue of Pastaria, the International Pasta Organisation (IPO), a nonprofit association dedicated to promoting pasta consumption and awareness around the world by educating about the merits and benefits of pasta, introduced this new column called, "The Truth About Pasta".
It is part of IPO's communication programme, designed to combat the rise of unhealthy fad diets and change people's perceptions of pasta by informing, educating and encouraging eating pasta as part of a healthy lifestyle.
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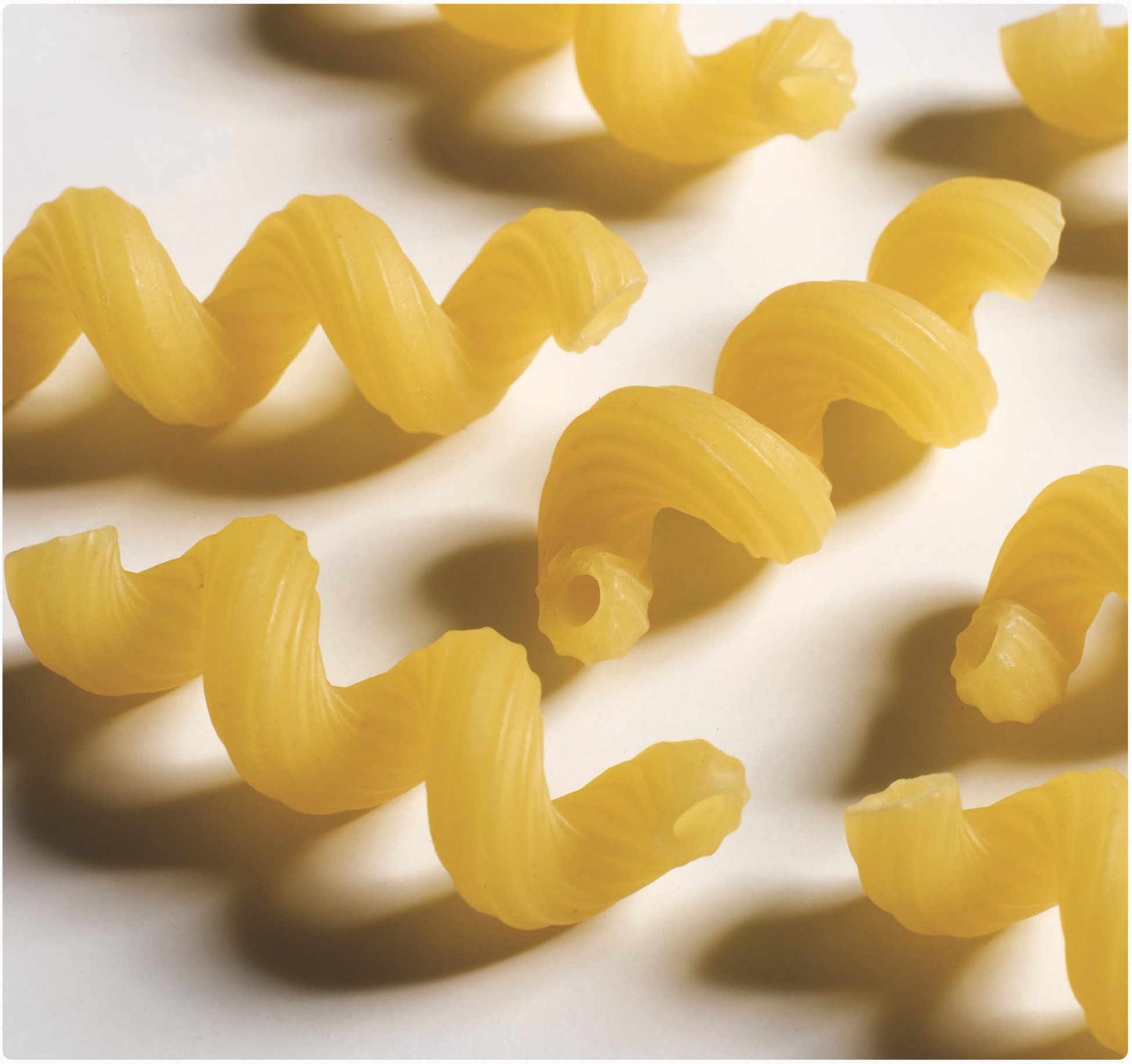
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10

Short news

Editorial staff



Ceralto purchases Pastificio Mediterranea

Following a four-year lease, the food sector multinational Ceralto has purchased Pastificio Mediterranea. This marks the formal completion of an investment already under way; in recent years, important investments have already been made in the production lines and in packaging. The number of workers and customers has increased, as have the product portfolio and the turnover. With the purchase of the production plant in Silvano d'Orba, in the province of Alessandria (Italy), Ceralto has underlined its commitment to preserving jobs, and has announced the launch of a new brand, Natura Gourmet, featuring organic products made from a combination of durum wheat semolina with linseed, chickpea and wheatgrass flour. The company also explained it will be producing organic semolina pasta, wholemeal pasta, spelt pasta and khorasan wheat pasta.

Di Martino, more investments in Capaccio Paestum

On-going local investment. Following on from the funding for the excavation activity in the archaeological park of Paestum (Italy) with two study grants totalling € 45,000, the Di Martino pasta factory is now focusing on the redevelopment of the station in Capaccio Paestum. The aim of the work is to optimise the existing structures and render the station more functional. A memorandum of understanding has been signed between the Municipal Council, the Archaeological Park and the pasta factory, for the Park to request a free loan for use agreement with the Italian Railway Network RFI to set up an infopoint on the ground floor. For its part, the Municipal Council undertakes to guarantee staff for the infopoint, while the pasta factory will ask RFI for the building that used to host the refreshment point, together with the adjacent green areas, for a sustainable catering project designed to promote local cuisine.

Granarolo cracks the organic market

The key word: organic. Granarolo (Granarolo dell'Emilia, Italy) has resolved to rise confidently to the challenges presented by a strongly growing market. Thus, in Bologna, on the occasion of SANA, the trade fair dedicated to the organic products segment, the company presented its complete "organic" range, which also includes pasta. Specifically, the new wholemeal, organic tagliatelle, made with farro and Cappelli wheat, are prepared without eggs and exclusively with organically grown wheat. The brand is called



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"Pastificio Granarolo". In addition to pasta, the group presented other organic products, including Granarolo organic high-temperature pasteurised milk (the packaging of which is made from renewable sources, with cellulose cardboard from forests managed in compliance with environmental standards) and organic ricotta.

The Paone pasta factory lands in Beijing

A leading role in Beijing. The Paone pasta factory of Formia, in the province of Latina (Italy), was one of just a small number of exhibitors invited to take part in Anufood China, the benchmark event for the agri-food sector in China. Held at the end of August, the event is a must for companies seeking to enter the Chinese market, especially in the north of the country. "To gain a foothold in the regional markets of this large country", commented the sole director of the Paone pasta factory, Fulvio Paone, "it is necessary to make contact with distributors and partners operating at regional level; these are new customers it is not possible to meet at other fairs in the sector. In addition, the Beijing food & beverage market is less saturated than other areas in China, and offers an alternative route into the Chinese market".

Pasta Armando chooses 100% Italian wheat

An all-Italian choice for a 100% tricolour flag pasta, from the wheat grown to the end product. The De Matteis pasta factory (Grottaminarda, Italy) places the accent on local produce with the Pasta Armando project, created seven years ago and based on the added value element of the company: an in-house mill. Thanks to the supply chain contracts with farmers, an authentic farming community has been created, formed by 833 farmers spread over 20 provinces, from Tuscany down to Apulia, who grow 3-4 varieties of durum wheat on over 12,600 hectares of land. "There's a technical studio that takes care of the needs of farming rather than marketing," explains CEO Marco De Matteis. The farmers who sign the contract are assisted by dedicated agronomists, and are guaranteed a minimum purchase price for the wheat. A new variety of wheat is also planned for 2018. Called *Re di Denari*, its most impressive qualities are the proteins and the gluten index, comparable to Australian and Canadian wheat. Last year, De Matteis recorded a turnover of €110 million, 4% of it accounted for by Pasta Armando. "In the future," explains De Matteis, "the company's aim is to expand in

added-value areas such as the organic, functional and gluten-free segments".

Granoro goes for special-purpose incentives

No longer cash bonuses linked to productivity or rather intangible targets, replaced by incentives granted based on the safety and efficacy of the production process and a reduction in production line errors. Granoro (Corato, Italy) is going for "special purpose incentives", a bonus system defined along with the trade unions, which takes account of variables such as productivity, efficiency, quality and innovation. This incentive system also regards participation in training and update courses for staff, as well as the possibility to have a package of hours off that can be managed depending on personal needs, with the option of being paid for the hours unused. Granoro today boasts a turnover of €70 million (2017 forecast), 104 employees and 10 production lines.

The Strampelli pasta factory opens in Amatrice

Amatrice (Italy) gets a fresh start with pasta. After the earthquake in August 2016, eyes in Amatrice are looking to the future, with investments in new business activities. Such as a pasta factory. The Strampelli pasta factory will be built in the Torrita industrial area. The company's project dates back to before the earthquake, and the owner Maurizio Leoncini has maintained faith in the idea, despite the tragic events. His project now, indeed, has an added objective: to sustain the social fabric of the area by offering new employment opportunities to those who have lost their jobs. The pasta factory will employ some 15 people. "By producing bronze-drawn artisan dry pasta", the company explains, "the factory will be bringing added value to both traditional and more innovative recipes that form part of quality Italian cuisine".

Felicetti recipe competition

A culinary contest, featuring hashtags and photos shared on social media, starring Monograno pasta, produced by Felicetti. The contest, devised by the company from the Val di Fiemme (Italy), is open to all cooking aficionados and fans of Carlo Cracco, who will also have a key role to play in the event. Cracco will be choosing the winners, who will be invited to his restaurant in Milan to enjoy a six-course set menu. So how does the contest work? Participants must access the Facebook event created by the company, cook a dish using Monograno pasta, take a photo of it and post it on social media with the hashtags #mipiace #Monograno. A title must be created for each dish, and the main ingredients used must be indicated.









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Pasta d'autore

Redazione



Fregula, maccarones, malloreddus **and much mTime: a Sardinian, family-run pasta factory dedicated to artisan pasta production in the local tradition.**

The renowned rural sociologist Corrado Barberis defined *fregula* as the Sardinian version of Arab couscous: the evolution of semolina into pasta. A select type of pasta whose size can vary from small to medium or large, in which each piece is unique in a burst of not only different consistencies and shapes, but also colours and aromas.
“Such a speciality deserves the proper recognition. It deserves the care and attention any regional dish handed down over the centuries should have.” And this must have been the thinking of Tony Madau, the owner of Pasta d’Autore, when, along with his companion Valeria Congia, he decided to embark on the road of pasta production.
That delicacy which Sardinian housewives, as early as the 14th century, patiently created, working the semolina in the palms of their hands, and which in recent decades has been a great market success. As often occurs with local traditional specialities, a product in an attractive price range has been created, but one which only marginally utilizes original production methods. This is because, in the case of *fregula* the production process does not involve simply form, but also substance that significantly modifies the end result. Not only must the semolina be worked slowly in an earthenware basin, but must then be toasted in the oven to create a product that is truly worthy of its name. Quite different from making spaghetti or taglioni and then cutting them into tiny pieces. The result may be just as delicious, but in the second method, it would not be right to call it by the name of the famed Sardinian pasta.
Fregula is a fine, excellent shape in its basic version, but also highly versatile both in terms of the flavourings that can be added as well as the combinations which can be created in the kitchen. Given its shape, it can easily be used as a substitute for rice, but also as a first course if added to soup

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stocks or as a pasta combined with a denser sauce.
This archetypical product is unquestionably the strong suit of the pasta factory in Gonnesa, a small town in the heart of Sulcis where marvellous examples of industrial archaeology create the backdrop in an area which, for centuries, was predominantly a mining district. But the plant also creates other shapes, almost all of them taken exclusively from Sardinian tradition. For example, *maccarrones de Busa*, a long-cut pasta which, back in the day, was made using a knitting needle. A highly-traditional shape which, today, is bronze-extruded with long processing times that provide, in the finished product, long-term preservation of the properties and flavour of the 100% Sardinian durum wheat semolina utilized.

The *pilus* (or *zappuleddus*) are made by hand and consist of thin sheets of pasta which are cut into irregular shapes that are also excellent in soups.
And in further recognition of the island's traditions, the company's product list also includes *malloreddus* and *ciccioneddus* two types of short-cut pasta that are very similar, but slightly different in size. The former is smooth on the inside and ridged on the outside, while the other type is smaller and more compact to hold fairly creamy sauces.
Tagliolini are available flavoured with squid ink, porcini mushrooms or spinach. In fact, at Pasta d'Autore they are constantly trying new and different combinations, but always from the standpoint of tradition and in search of the tastes and aromas of times past. They often use saffron and–



why not? – seaweed, to create intriguing colours and exotic flavours.
An artisan approach prevails in this family-run pasta factory where a significant part of the production, including the packaging, is done manually. The packaging–PP bags that allow the product to be visible–is in weights of either 250 or 500 g, depending on the product shape. Larger packages, up to three kilograms, are also available for the catering sector. In fact, catering is the core business of this Sulcis-based pasta maker. Renowned chefs such as Luigi Pomata, Gianfranco Pulina, Achille Pinna and Sergio Mei Tomasi are the ambassadors of this pasta in Sardinia and around the world. Famed chefs who find in this product the quality they require to turn every dish into a work of art.

“It was not uncommon for restaurant customers to ask the owners if they could buy on the spot a bag of the *fregula* they had enjoyed during their meal. And so, we began to distribute it on a retail level. From a corner in the restaurants to wine bars and delicatessens was just a short hop. And now, for example we are available from ‘Longino&Cardenal Cibi rari e preziosi – (Rare and Precious Foods)’. This channel is opening for us doors in international markets of fine products,” says Madua, who adds: “But above all, it is the care we take of our product, our commitment to tradition and concerted search for raw materials of excellence that guarantee our pasta has a flavour that will never disappoint. This is what we will continue to work towards, in an ever-more concerted and enhanced manner.”

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At Sana, Girolomoni lanuches its semi-wholewheat paccheri

Press release



At the international exhibition of organic and natural products held at the Bologna Fiere exhibition centre, the cooperative from the Marche region launches a new pasta to delight the palate.

A new line of bronze-drawn, semi-wholewheat pasta, rich in flavour and beneficial nutritional properties. After the success of the *tagliatelle* nests presented last year, Girolomoni brought a new pasta shape to Sana 2017 in Bologna: semi-wholewheat *paccheri*, produced in cooperation with Columbro, the artisanal pasta factory from Fano.

This pasta factory which, like the long-established organic cooperative, is also located in the Marche region, has been producing organic pasta for over 40 years. There has always been a great deal of mutual respect between the two companies which share the same views, and this has recently led to the creation of these two premium products.

The work process behind the semi-wholewheat *paccheri* follows the oldest traditions: the pasta is drawn through bronze dies and dried very slowly, strictly at low temperatures. Over 36 hours' rest inside static cells at less than 60 °C guarantees that the nutritional properties of the raw materials will be maintained intact, and this is of fundamental importance for a healthy diet and better digestibility. Bronze drawing also gives the pasta the ideal texture, as well as the porosity and roughness required to absorb and enhance all the flavours of the sauce.

The new bronze-drawn semi-wholewheat line broadens the already wide production of the Cooperativa Girolomoni, a company that has made history in the organic sector in Italy. It dates back to the '70s at Isola di Piano, in the Marche region, when it was founded by Gino Girolomoni, a forerunner in the organic sector in Italy in addition to being an entrepreneur, writer and intellectual. His dream and his farsightedness underpin the excellent achievements of the cooperative: pasta made from ancient grains (*Cappelli*, *Graziella Ra*, *Triticum dicoccum emmer*), durum wheat pasta and many other products such as cereals, couscous, legumes and flour, which complete Girolomoni's range of organic products.

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100% biodegradable packs and Italian raw materials only, for Sarchio’s new line of organic pasta

Press release





Made from durum wheat, wholewheat and spelt, in 13 different shapes: Sarchio presents a new line of Italian organic pasta, with an innovative compostable pack, made entirely from vegetal elements.

Protecting the environment and thinking of future generations, starting from the food we eat. Sarchio, a reference point for healthy and natural eating since 1982, presents its new pasta line: 13 different organic products, made from Italian raw materials, in sustainable packaging designed to respect nature.

From a meticulous selection of 100% Italian organic durum wheat, the most popular and familiar shapes are produced: *penne, fusilli, spaghetti, ditali* and *filini* for clear broth. Drawn through bronze dies, Sarchio's organic durum wheat pasta distinguishes itself for its higher capacity to absorb sauces, and is ideal for making healthy and flavoursome first courses. These are complemented by two traditional shapes: *orecchiette* and *strozzapreti* with their typical irregular and porous contours that help distribute the sauce to perfection.

For those wishing to increase their fibre intake and for those who enjoy a distinctive taste, Sarchio offers three classical shapes of bronze-drawn wholewheat pasta: *spaghetti, fusilli* and *penne*. While for those who prefer more decisive tastes, there are *caserecce, penne* and *fusilli* made of 100% Italian top quality whole spelt flour, for a well-balanced and nourishing diet.

In addition to the careful selection of cereals and guaranteed quality of the organic 100% Italian raw materials, Sarchio's new pasta line distinguishes itself for its R&D on the subject of packaging.

The new pastas are, in fact, wrapped in an innovative pack made of PLA (Polilactic Acids), a transparent organic plastic derived from vegetal elements. Being 100% biodegradable – transformed by microorganisms into carbon dioxide, water and biomass – the pack featured in this line can be disposed of in the decomposable domestic waste.

"Not only is our pasta organic and made from Italian cereals, but the new pack has enabled us to give it the only added value it still needed in order to become even more green. We have used a material deriving from vegetal elements and biodegradable inks in order to make the pack suitable for composting", said Sandra Mori, Sarchio's Marketing Manager.



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