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Barilla PRODUCT PLACEMENT OVERVIEW



The **Barilla** brand was born in Parma, Italy, in 1877, when Pietro Barilla senior opened his bread and pasta shop. For over 125 years, the name Barilla has meant “authentic Italian food” to millions of people around the world. Today, Barilla is proud to be America’s #1 brand of pasta and excited to be sharing our passion for Italian food and culture. We invite you to explore Barilla’s family of products: our wide range of pasta cuts (featuring our Classic, Soup, Specialty, and Baking collections), our delicious and quick-to-prepare filled pastas (Tortellini and Tortelloni), and our ready-to-serve sauces (choose from Traditional Red or Restaurant Creations). This dedication to excellence grows from Barilla’s guiding philosophy: that the creation, cooking and eating of food is much more than simply meeting a basic human need – it is an art. For more information visit: www.barillaus.com.

Classic Collection

Barilla’s collection of classic pasta cuts includes the most favorite pasta shapes that are enjoyed in Italy, America, and around the world. Barilla’s Classic Collection offers a pasta for every night of the week and every dining occasion, whether it’s formal dinner, a picnic, a family gathering or a weeknight supper.



Available in: Farfalle, Angel Hair, Fettuccine, Gemelli, Spaghetti, Thick Spaghetti, Thin Spaghetti, Linguine, Mostaccioli, Penne, Rigatoni, Mezzi Rigatoni, Ziti, Mini Classics (Elbows, Fiori, Medium Shells, Mini Penne, Pipette & Tubini), and Salad Classics (Large Shells, Rotini, Tri-Color Fiori & Tri-Color Rotini).

Specialty Collection

When you’re looking to surprise your guests with a pasta shape that’s a little bit out of the ordinary, choose one of the delightful pasta cuts in Barilla’s Specialty Collection. From elegant long cuts to unexpected, unique short cuts, these pastas will make your pasta meal memorable.



Available in: Bucatini Rigati, Campanelle, Cellentani, Castellane, Fettuccine Rigate, Linguine Fini, Rigati & Spaghetti Rigati

Baking Collection

Nothing is more heartwarming than a steaming dish of *pasta al forno*, or baked pasta, fresh from the oven, and bursting with the flavors of sauce, cheese, meat, or seafood. Barilla’s Baking Collection features four classic pastas that always deliver the rich flavor and firm “al dente” texture that you expect from Barilla, Italy’s and America’s #1 brand of pasta.



Available in: Jumbo Shells, Lasagne Oven-Ready, Manicotti & Lasagne

Soup Collection

Pasta is a wonderful addition to soup, transforming a simple broth or a classic vegetable *minestrone* from an everyday appetizer to a satisfying meal. Barilla’s Soup Collection offers three charming pasta cuts that add just the right grace note of authentic Italian flavor and delightful texture to your favorite *zuppa*.



Available in: Ditalini, Orzo and Pastina



Promotional Tie-Ins are Possible – Please Contact CES for Further Information

Filled Pastas

Tortellini remains one of Italy's classic pastas – and has become a favorite in America and around the world. This delicate, fresh pasta, shaped and filled with flavorful ingredients such as cheese, meat, fish, or vegetables, is one of the essentials of Italian cuisine, found in nearly every region of the country in countless varieties. Barilla brings this beloved authentic Italian tradition to your table with Barilla Tortellini.

Available in: Cheese & Spinach Tortellini and Three Cheese Tortellini.

Tortelloni are larger than the traditional bite-sized Tortellini and have more delicious filling in every bite. Packed with the genuine Italian flavors of rich cheeses, savory herbs, and fresh garden vegetables, Barilla Tortelloni are an easy, delicious and authentic way to bring the very best of the Italian culinary tradition to your table.

Available in: Cheese & Garlic Tortelloni, Porcini Mushroom Tortelloni and Ricotta & Spinach Tortelloni.



Barilla Plus



Available in: Penne, Rotini, Elbows, Spaghetti, Thin Spaghetti & Angel Hair

Now, eating healthfully is even easier with new Barilla PLUS, a premium, multi-grain pasta that provides a strong foundation for a nutritionally-balanced meal and has the taste your whole family will enjoy. Barilla PLUS is the next generation of pasta because it offers people a new way of enjoying pasta as part of a healthy, balanced diet. Made with wholesome ingredients that are naturally rich in protein, fiber and ALA omega-3 fatty acids, delicious Barilla PLUS meets the growing challenges of a family desiring a healthy lifestyle while still providing the great taste they expect from their favorite pasta meals. The best news is that Barilla PLUS can easily be incorporated into your family's favorite pasta recipes, using many of their favorite pasta shapes.

Sauces

Barilla Traditional Red Sauces start with fresh, diced tomatoes and 100% pure olive oil to provide the same richness and thickness found in homemade sauces. Then we add the freshest ingredients – such as mushrooms, garlic, sweet peppers, olives, and basil – using our unique “layered” cooking process to bring the rich, homemade taste of authentic Italian cooking to your dining table. Barilla Traditional Red Sauces offer you and your family a wide variety of delicious partners for your pasta.

Available in: Al Forno, Arrabbiata, Basilico, Boscaiola, Campagnola, Formaggi, Marinara, Putanesca, Rustica & Vegetariana



Now Barilla brings these distinctive regional flavors to your pasta meal with **Barilla Restaurant Creations**, the first-of-its-kind restaurant-quality pasta sauce for home chefs that tastes just like the pasta sauces made in Italy's finest restaurants. Each Restaurant Creations *sugo* (which means 'sauce' in Italian) recipe was inspired by the distinctive and authentic Italian flavors and tastes of a particular region:

Sugo alla Genovese - From the windswept coast of Liguria, with the rich flavors of garden-fresh basil, Parmesan cheese, olive oil and nuts.

Sugo alla Napoletana - From sun-drenched Naples and Campania, a delicious blend of fresh tomatoes, onions, olive oil, red wine, garlic and herbs.

Sugo alla Romana - From Lazio and the Eternal City of Rome, with hearty Romano and Ricotta cheeses, olive oil and herbs.



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