



FOR
PROFESSIONALS

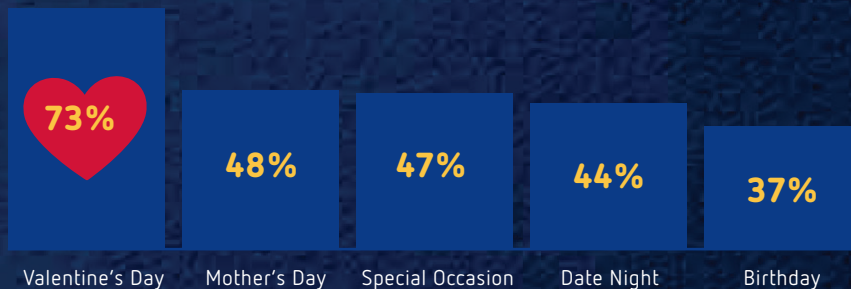


Add *Love* to your *Menu* with Barilla



We're proud to introduce our heart-shaped rigatoni, a limited-edition pasta to help you create signature dishes for Valentine's week and other love celebrations!

According to consumers, the **key occasions** to serve love pasta are...



(Source: Research and insight, Pasta Canada, in field Dec 2023. Q: For which of the following occasions would you be likely to purchase and serve this pasta?)

COOK TIME: 6 MIN DOUBLE COOKING: 3 MIN

LIMITED EDITION, UNLIMITED LOVE



Enhanced Sauce Retention

Each heart-shaped rigatoni is crafted with ridges that lovingly cradle your favourite sauces.



Perfect Al Dente Texture

Consistently delivers the Barilla perfection you trust, bite after heartfelt bite.



Signature Barilla High Quality

Relish in the unmatched quality and taste that comes with every Barilla product.

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7 in 10 operators say **boosting traffic is their biggest business issue.**

LTOs and creative marketing are the key

(Source: Kinetic12 - Emergence Report, Q1 2024)

For more information call the Broker, Affinity Group, at 1 (800) 658-1461 or email info@affinitysales.ca

For recipe ideas visit Barilla.ca

