



RULES OF ITALIAN CUISINE

RULES OF ITALIAN CUISINE

WHAT MAKES ITALIAN CUISINE SO SPECIAL IS ITS REFLECTION OF OUR WAY OF LIFE. WE BELIEVE IN SLOWING DOWN AND SAVORING FOOD. OUR COOKING EMBRACES A RUSTIC SIMPLICITY THAT HONORS BOTH SEASONALITY AND REGIONALITY. ITALIANS COOK WITH THE CALENDAR, HIGHLIGHTING INGREDIENTS THAT GROW IN THEIR PARTS OF THE COUNTRY, HONORING THEIR HIGH QUALITY WITH A SIMPLE APPROACH TO COOKERY. **SEASONALITY, SIMPLICITY AND QUALITY** OF INGREDIENTS ARE THE THREE PILLARS OF AUTHENTIC ITALIAN CUISINE.



SEASONALITY

- / Fresh, in-season produce is at the heart of Italian cookery.
- / Many Italian food traditions are born out of what is local and what is in season.
- / Italian cuisine follows a field-to-fork rhythm.



SIMPLICITY

- / Simpler is always better. Many Italian dishes focus on one star ingredient.
- / The pleasure of eating in Italy is tied to the simple, but well-executed expression of flavor.



QUALITY

- / When using a simple approach to cooking, the high quality of ingredients is incredibly important.
- / Pride in regional and local cuisines results in a focus on the quality of ingredients used.



Pasta salad with Farfalle, bread and marinated vegetables

PASTA AS A PILLAR OF ITALIAN GASTRONOMY

PASTA IS AT THE HEART OF ITALIAN CUISINE. IT'S **A WAY OF LIFE IN ITALY**, PREPARED EVERY DAY WITH LOVE BY ITALIAN FAMILIES FOR GENERATIONS. THE CONNECTIVITY BETWEEN PASTA AND ITALIAN CULTURE CANNOT BE OVERSTATED. THAT KIND OF EMOTIONAL CONNECTION HOLDS GREAT POWER ON MENUS TODAY SO LEVERAGING PASTA AND ITS RICH TRADITIONS AROUND BRINGING PEOPLE TOGETHER IS A SMART MENU STRATEGY.

Pasta is also a staple within the Mediterranean Diet — one of the healthiest lifestyles in the world. Most of us are familiar with it as it continues to stay in the spotlight thanks to its tried-and-true approach to wholesome living. The Mediterranean Diet is rich in fruit, healthy fats, vegetables, pulses, whole grain cereals, seafood and dried fruit.

It's at the heart of a number of trending cuisines, from the wide umbrella of Eastern Mediterranean to the growing interest in regional Italian ingredients, like Calabrian peppers, Ligurian olive oil and bagna càuda from the Piedmont, an umami-rich dip made with anchovy, garlic and olive oil.



The Barilla Center for Food and Nutrition developed the Double Pyramid in 2009, building off the Mediterranean Diet's iconic pyramid of healthy eating. The Double Pyramid takes environmental impact into account, demonstrating which ingredients should be eaten more frequently to aid in sustainability efforts. This translates beautifully to foodservice menus, helping guide chefs in telling a great food story to their guests.

The contemporary approach to the Mediterranean Diet is based on three overarching guidelines:

EVERYDAY MEALS

- / Fruits and vegetables
- / Grains (mostly whole)
- / Extra-virgin olive oil, herbs and spices
- / Low-fat milk and yogurt in moderation

WEEKLY

- / Beans and legumes (a few times per week)
- / Nuts and seeds (often)
- / Eggs (a few times per week)
- / Leaner meats (a few times per week)
- / Cheese (a few times per week)
- / Seafood (often, at least twice a week)

LESS OFTEN

- / Sweets (preferably with low sugar and low fat)
- / Sodium and salty foods

THE WHOLE PICTURE

Barilla believes that the company can be a daily partner in a modern Mediterranean way of eating. To help chefs in developing menus that both nourish the body and delight the palate, Barilla is committed to:

Increasing

- / Fruit and vegetable use in products
- / Legumes in our products
- / Whole grain and fiber in products

Reducing

- / Sodium
- / Total fat
- / Saturated fat
- / Sugar

Improving

- / Consumer education around fat quality

Hungry for more? Contact us!