



The fact that we only serve Barilla says something to our customers; It tells them that quality is important to us.

DIRECTOR OF
FOOD & NUTRITION,
Regional Medical Center

As chefs we always want to give our guests the best experience, and that starts with the products we use. I know Barilla will perform for me, every time.

EXECUTIVE CHEF/OWNER,
*Independent Restaurant
and Caterer*

WHY CHOOSE *Barilla*

BARILLA, THE WORLD'S NUMBER ONE PASTA IS . . .
ALWAYS AL DENTE, ALWAYS PERFECT



QUALITY

Rates highest in "brand you can trust," among other categories.

Uses a blend of the finest durum wheat to produce superior pasta.

Proprietary milling process assures excellent cooking properties.



VARIETY

Over 40 different pasta cuts broaden your offerings and meet a greater variety of tastes and nutritional needs.

Diverse product line ranges from our popular "Blue Box" semolina, Protein Plus and Whole Grain, to our Gluten Free and Legume Pasta.



CONSISTENCY

Uniform in size, shape and signature amber color in every case.

During cooking, pasta will resist sticking, clumping together and breaking.

Stringent quality standards ensure authentic texture and "bite" as well as a pleasant taste and aroma.

SUSTAINABILITY



For Barilla, this means improving the efficiency of production processes in order to reduce greenhouse gas emissions and water consumption. Promoting more sustainable agricultural and farming practices for all of the Group's strategic supply chains.

GOOD for YOU GOOD for the PLANET



Every Barilla Group brand contributes to the "GOOD FOR YOU, GOOD FOR THE PLANET" Mission, through projects aimed at improving the nutritional profile of products, strengthening the sustainability of supply chains and communicating transparently with consumers.

NON-GMO



Barilla has always been committed to an ongoing process of improving the quality and safety of the raw materials it uses. Barilla therefore refrains from the use of genetically modified ingredients, guaranteeing not to use GMO ingredients for all its products.

FOOD YOU WOULD FEED YOUR CHILDREN



Barilla aims to inspire people to adopt a healthier and more sustainable way of eating, inspired by the values of the Mediterranean diet, with a touch of Italian lifestyle. It is a way of choosing, preparing and eating food that combines pleasure with wellbeing.