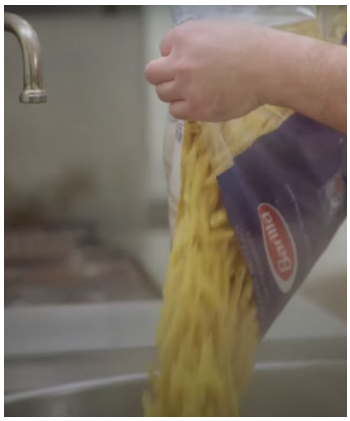
BEYOND THE BOX CAPABILITIES

How we can help

> Barilla's team of experts from the Chefs, Marketing, and Sales provide a variety of ongoing services that enhance our brand and build teammate confidence and knowledge
>
> **Barilla is a true partner in every sense of the word.**

TRAINING AND EDUCATION



- Video-based training
- Operational Optimization
- Live Chef Visits
- Teaching Demos

CULINARY SUPPORT

- Recipe concept development:
  - Core Menu and LTO
  - Takeout and Dark Kitchens
- Menu description copywriting
- Nutrition analysis

> **Pasta is a most-loved food in America – 85% love/like it**
>
> Datassential, 2021

www.barillaFS.com

MERCHANDISING/PROMOTION

- Point-of-sale marketing materials
- Social media marketing tools and resources
- Sweepstakes and contests
- Partnerships
- Menu co-branding and storytelling

> **"Before partnering with Barilla, I didn't realize how dedicated they were to supporting operators."**

RESEARCH

- Category Trends
  - Pasta cuts and sauces on the rise
- Consumer and Market Insights
  - Italian and Mediterranean Cuisine
  - Plant-based
  - Local/sustainable
  - Kids Menus
- Custom Research
  - Focus groups
  - Taste tests
  - Customer specific

CATEGORY MANAGEMENT

- Insights to help you choose the right pastas for your operation
  - Cuts/Shapes
  - Types – Classic Semolina, Gluten Free, Whole Grain
- Sauce and ingredient pairings
- Optimized setups for:
  - Action stations
  - Dark kitchens
  - High volume service

PUBLIC RELATIONS

- Our trade PR team helps Barilla customers gain visibility and recognition for their operations
  - We give your success the spotlight
  - Share your story with peers, investors, franchisees, and partners

For further information, contact your sales professional or **call 1-800-922-7455.**