

Barilla

BRING THEM IN

Pasta

BRINGING
PEOPLE

together

Eating pasta with friends or family is
a shared experience like no other.

PASTA PROMOTIONS

Generate buzz and drive traffic with creative menu promotions starring pasta. Each promotion teases out pasta's most alluring qualities—comfort, tradition, a sense of place, seasonality and partisanship.



Give Your Guests a Real Experience

Promote a "Month in Italy" with a special regional menu. Celebrate the country's rich pasta traditions through an exploration of some of its many regions. Highlight authentic pasta dishes from places like:



Lazio in Central Italy, home of the capital city, Rome, and famous for simple dishes based on local ingredients like pecorino, cauliflower, fava beans, and the lentils of Onano. Cacie e pepe is Lazio's irresistible comfort-centric pasta dish starring bucatini, pecorino and black pepper.

Emilia-Romagna in the north, home to many of Italy's most famous food products, like prosciutto di Parma, Parmigiano-Reggiano and balsamic vinegar from Modena. Pasta is king in this region, thanks to the local cultivation of wheat. Rigatoni Bolognese is one of the region's most famous dishes.



Calabria in Southern Italy (on the "toe" of the Italian boot), a rugged coastal region with a tradition of preserving foods, including anchovies, veggies, tuna, olives, and mushrooms. Spicy cured meats are common, like sopressata, n'duja, guanciale with Calabrian chile, and capocollo.

Celebrate the Seasons

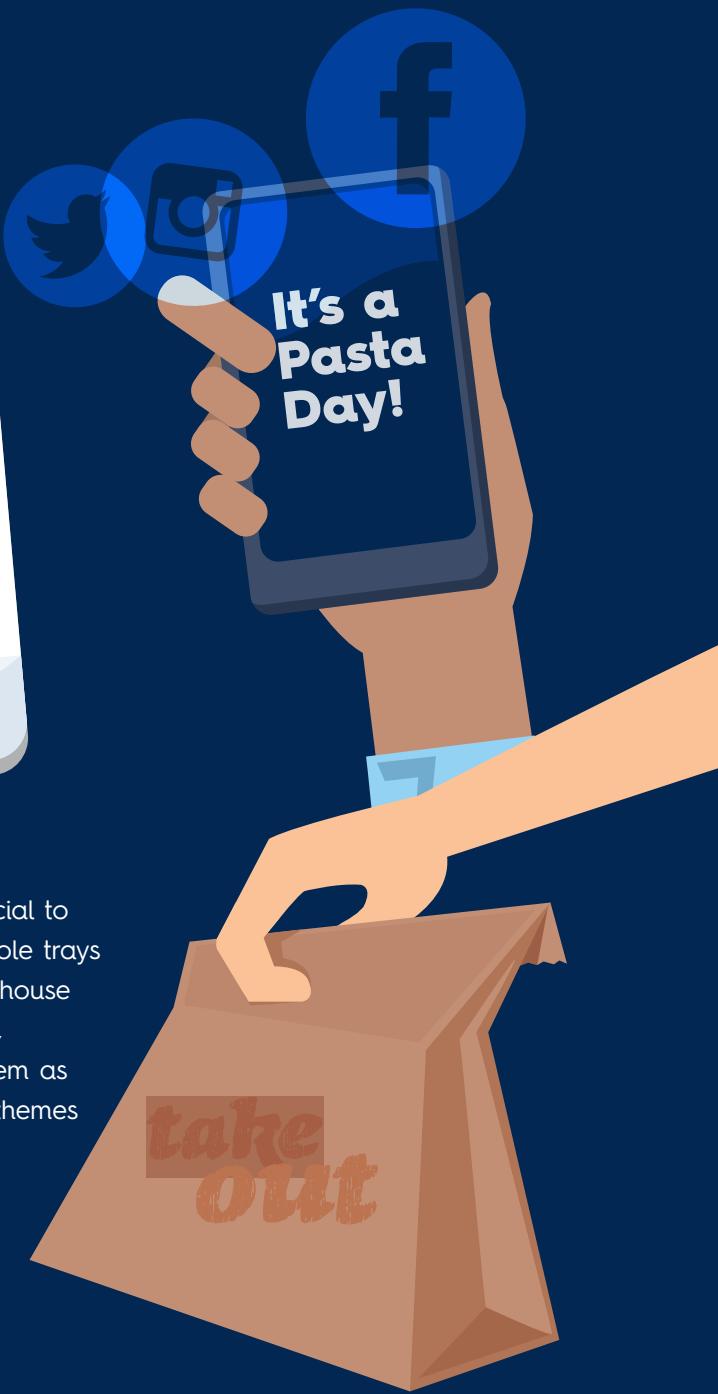
Pasta carries the bounty of the seasons beautifully, acting as a blank canvas for spring peas, late-summer tomatoes, autumn rainbow carrots and winter squash.

Spring comes to life in this "**Carbonara**" Orzo Pasta with Spring Vegetables and Portobello Lardons, tossed in a lemon-herb vinaigrette and served over whipped Parmesan cream.



A SOCIAL BLAST

Keying into a National Day of the Month is an easy way into an effective menu promotion. Pasta's list of fan favorites makes it even easier. Promote it over the course of a month through social media, or fire off a post on Instagram the day before.



Send Them Home with **LOVE**

Offer them something special to enjoy at home. Bundle whole trays of lasagna with signature house salads, artisan bread rolls, regional bottles of wine and creative dessert offerings, marketing them as "Sunday Suppers," "Family Game Night," or other themes that bring people together around a shared meal and keep your restaurant brand a regular part of their week.



Pasta not only brings people together, it can also help build bridges to exciting global flavors. Keep those exotic flavors anchored in the familiar by using pasta as the carrier. Highlight Eastern Mediterranean ingredients like fiery harissa and smoked yogurt over red lentil penne or showcase aromatic Thai flavors like lemongrass and basil with spicy sambal tossed with angel hair.

