

# Pasta

The power of colours and natural values

**PAULA**  
INGREDIENTS

**„Life is a combination of pasta and magic.“**

Federico Fellini

The most popular types of pasta, associated with sunny and sensational Italian cuisine, make up some of the most beloved **comfort food** dishes, i.e. they contribute to a valuable and tasty meal for everyone, are easy to prepare, at any time, and are enjoyable to eat.

Find out how many solutions you can implement so that this universal and accessible product for everyone reveals its **new quality**, while you also appeal to a **very large group of consumers** in markets around the world thanks to the natural additives you may use.



**MINTEL**

„Healthy diets remain the focus of consumers' attention, which means that pasta producers should offer formulas with more nutrients.“

Selected European countries: consumption of pasta with higher nutritional content, second half of 2018.



**15%**  
Italy



**13%**  
Poland



**11%**  
Spain



**7%**  
Germany

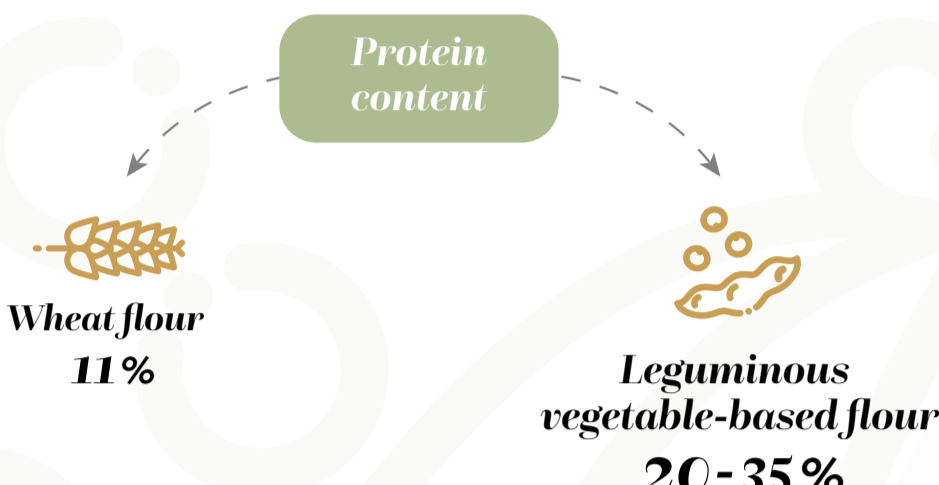


**6%**  
France

\*Data according to Mintel

## The numerous benefits of functional flour

Leguminous vegetables have a low glycemic index and provide **carbohydrates and fibre**. They are also rich in polyunsaturated fatty acids and in minerals such as **iron, calcium, phosphorus, magnesium, iodine, potassium and protein**, which contribute to building muscle mass and help to maintain it.

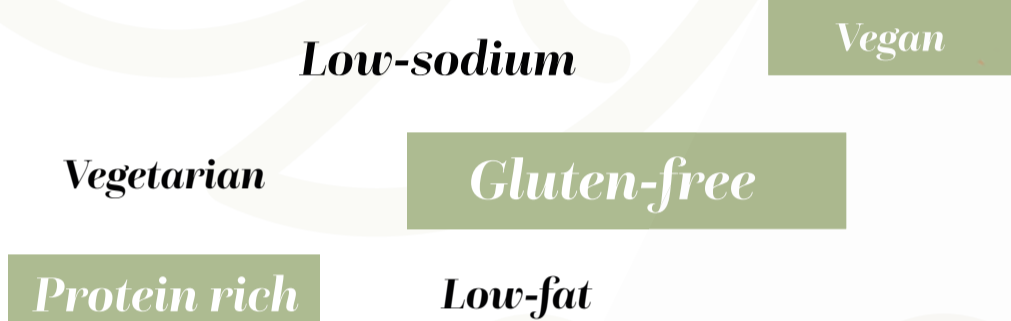


**MINTEL**

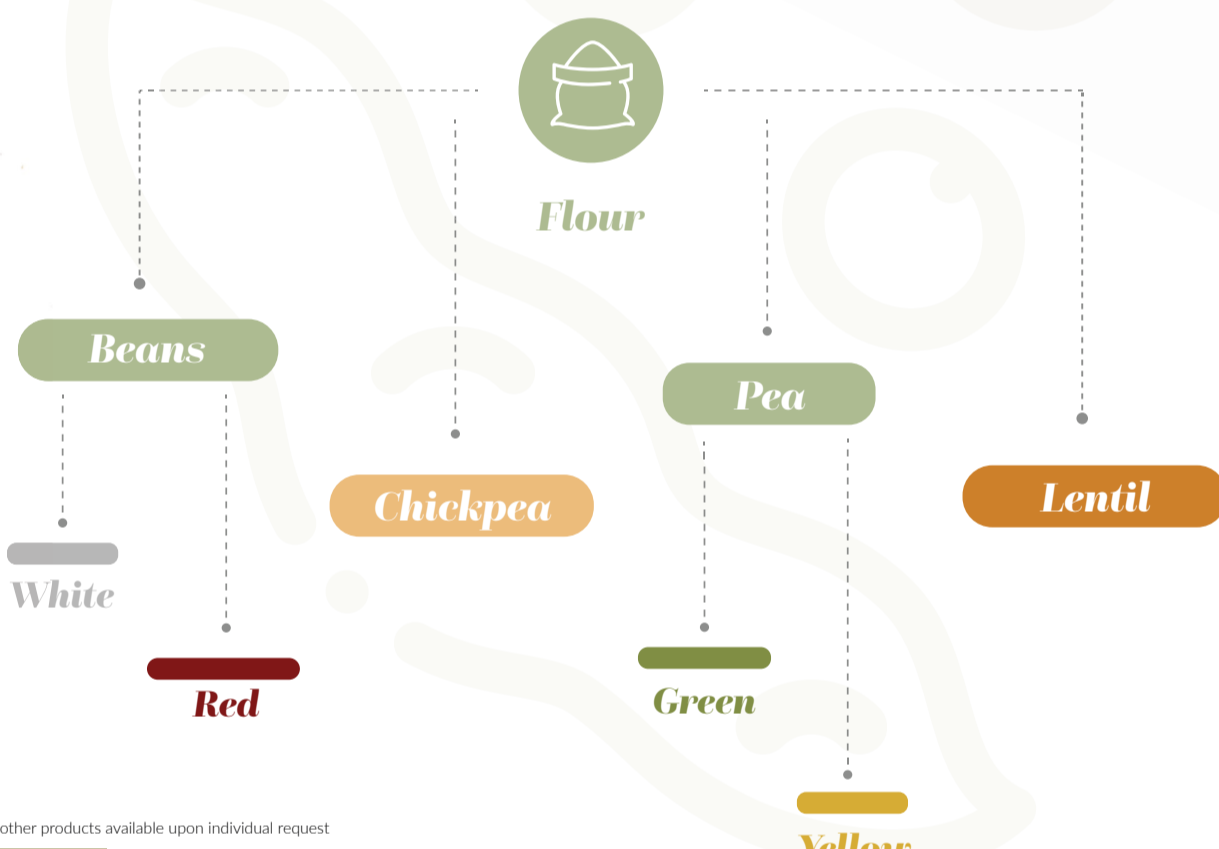
„In the period from the beginning of the third quarter of 2017 to the beginning of the third quarter of 2019, the use of peas in new pasta products on the European market increased by **300%** (second highest growth among ingredients).“

\*Data according to Mintel

Leguminous plant flours and pastas are:



Leguminous plant flours available in our range:\*



\*other products available upon individual request

## All the colours of nature



Adding dried vegetable powder, with natural colouring properties completely changes any type of pasta, even those you have known well for such a long time. Spinach tagliatelle, beetroot fusilli, carrot or paprika penne or tomato spaghetti? **Create your own unique composition to make your product stand out from the crowd.** Inspire yourself with mother nature's beautiful colours and use them as dyes that are **completely safe for your health**.

Dried vegetable powders as natural colourants\*



**Beetroot**



**Pumpkin**



**Tomato**



**Spinach**



**Curly kale**



**Pepper**



**Carrot**



**Wild mushroom**



\*other products available upon individual request

## Super Pasta – pasta with added superfoods

Pasta is for being the basis of many athletes' diets and an irreplaceable source of carbohydrates which also help you keep fit. Jump on the trend of increasingly sophisticated combinations of healthy ingredients and offer your customers **Super Pasta - pasta enriched with superfood ingredients**.

Natural dried vegetable superfoods as a supplement to pasta\*



**Beetroot**



**Curly kale**

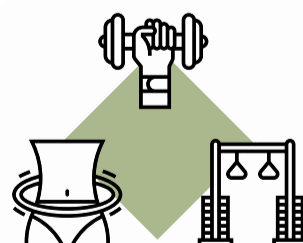


**Spinach**



**Carrot**

\*other products available upon individual request

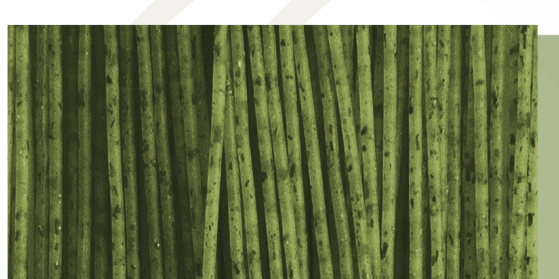


## Different shapes and textures



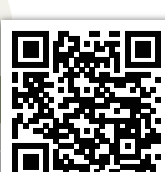
Combine flavours and colours with a form that breaks with **tradition**. Merry silhouettes of animals or famous fairy tale characters will convince the youngest pasta lovers to try your product. **There's something for everyone to enjoy with pasta in the shape of classic car models or romantic floral motifs.** A pinch of imagination together with the right ingredients will ensure the success of any bold offering.

Leguminous vegetable flour enriched with vegetable superfoods will also add a **natural, fine grained texture to your pasta**, which will give the product an **extra sensory appeal**, whether in the packaging, on a plate or while eating. Bon appétit!



**Any questions? We would be happy to answer!**

**read more:**



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