



For Immediate Release

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Barilla® Introduces Cellentani to Foodservice Marketplace

Classic Corkscrew-Shaped Cut Added to Full Line of Best-Selling Semolina Pastas

BANNOCKBURN, ILLINOIS – Barilla Foodservice has introduced a new shape to their best-selling line of pastas. Cellentani, also known as cavatappi, is a corkscrew-shaped semolina pasta well-known in Italy and among chefs for its superior durability, holding time and versatility. Cellentani can add sophistication to American comfort food classics, or add texture and the signature Barilla *al dente* bite to fresh pasta salads.

Cellentani joins a full line of over 20 semolina pasta cuts for foodservice from Barilla, the #1 national brand of pasta in Italy and in the United States¹, along with the Barilla PLUS and Whole Grain better-for-you pastas. Barilla Cellentani is now available nationwide in a convenient 2/10lb case for volume foodservice. For foodservice-scale recipe ideas, visit <http://www.barillafoodservicerecipes.com>. For more information, visit www.barillaus.com/foodservice.aspx.

About the Barilla Group

Barilla, originally established in 1877 as a bread and pasta shop in Parma, is today one of the top Italian food groups: a leader in the pasta business worldwide, in the pasta sauces business in continental Europe, in the bakery products business in Italy and in the crispbread business in Scandinavia.

Barilla owns 52 production facilities (13 in Italy and 39 outside Italy) and exports to more than 125 countries. Every year more than 2,700,000 tons of food products, with the brands Barilla, Mulino Bianco, Voiello, Pavesi, Wasa, Harry's (France, Spain and Russia), Lieken Urkorn, Golden Toast and Kamps (Germany), Alixir, Academia Barilla, Misko (Greece), Filiz (Turkey), Yemina and Vesta (Mexico), are featured on dining tables the world over.

By respecting its own traditional principles and values, which still feel current today, by considering employees a fundamental asset and by developing leading-edge production systems, Barilla has become one of the world's most esteemed food companies, and one that is recognized worldwide as a symbol of Italian know-how.

For more information: www.barillagroup.com \ www.barillaus.com

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¹ IPSOS ASI, Barilla Pasta Brand Health Topline, Wave 6 (January 2009), N=940 replicating national demographics