BARILLA GROUP ANNOUNCES THE ACQUISITION OF THE BAKERY BRAND BACK TO NATURE

Parma, Italy, December 16th, 2022 – **Barilla Group** ("Barilla") **announced today that it has entered into an agreement to acquire *Back to Nature,* from B&G Foods, Inc.** ("B&G"). *Back to Nature* features a portfolio of plant-based, non-GMO products that compete in the United States cookies, crackers, granola and nuts & trail mix categories. Founded in 1960, the brand is mainly distributed in the U.S. natural and specialty channels and is committed to providing people with good food made with nature-inspired recipes.

Barilla, a fourth-generation family-owned company founded in 1877 is an international food company, leading in pasta and bakery products, and present in more than 100 countries. It has a strong bond with the United States, where it has operated since 1996, and is currently the #1 pasta brand**. The acquisition of *Back to Nature* is consistent with Barilla's long-term strategy to build a strong multi-brand bakery platform in the United States**, where the Group is already market leader in the crispbread category with the Wasa brand. Barilla is currently a leader in the European bakery products sector and has expertise in, and a reputation for, healthy, good-for-you snacking products. The acquisition of *Back to Nature* provides Barilla with a strong platform from which to build and grow in the dynamic North American bakery marketplace.

"*At Barilla, we aspire to build a long-term and significant presence in the U.S. baking industry and this operation reminds me of when we first started our journey with pasta over 25 years ago and we are now the market leader. The acquisition of Back to Nature is a key step for this exciting journey*", said **Guido Barilla**, **Chairman of the Barilla Group**. "*We focus all our business activities and products on health and indulgence and hence Back to Nature was a natural choice. We are excited to see how our efforts will evolve in the future*".

Barilla confirms its commitment to ensure people have access to good, sustainable food with consistent improvements in its nutritional profile. The Italian based family company, founded 145 years ago, brings together 8,700 people around the world, and a supply chain that shares its values and passion for quality.

The Barilla Group

Barilla is a family business, not listed on the Stock Exchange, chaired by the brothers Guido, Luca and Paolo Barilla. It was founded by their great-grandfather Pietro Barilla, who opened a bakery in Parma in 1877. Today, Barilla is renowned in Italy and around the world for the excellence of its food products. With its brands – Barilla, Mulino Bianco, Pan di Stelle, Gran Cereale, Harrys, Pavesi, Wasa, Filiz, Yemina and Vesta, Misko, Voiello, Academia Barilla, First, Catelli, Lancia, Splendor, Tolerant and Pasta Evangelists – it advocates tasty, hearty and wholesome nutrition, inspired by the Mediterranean Diet and the Italian lifestyle.

When Pietro opened his shop 145 years ago, the main aim was to make good food. That principle has now become the Barilla way of doing business, with 8,700 people working for the company and a supply chain that shares its values and passion for quality.

The Group's commitment is to offer people the joy that good, well-made food can bring them, produced with selected ingredients from responsible supply chains, to contribute to a better present and future.

Since 1987, a historical archive has been collecting and preserving the company's 145-year history, now a resource open to all via the portal-museum www.archiviostoricobarilla.com, a testament to the journey of an icon among Made in Italy products and to the changes in Italian society.

For further information, visit: www.barillagroup.com; Twitter: @barillagroup; LinkedIn: Barilla Group; Instagram: @barillapeople

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