

## **BARILLA REWARDS THE WINNERS OF GOOD4 - START UP THE FUTURE**

**The Italian *Smart food* , *Sashaktikiran - A ray of empowerment* from India and the project of Haiti, *Haitian Heirloom Seed Bank*, are the winners of the Barilla contest dedicated to Start Ups in the food world: €200,000 prize, courses at SDA Bocconi and support for the implementation of their ideas.**

Parma, February 17 - "**Barilla Good4 - Start Up the future**" is drawing to a close. This contest organized by Barilla in collaboration with the SDA Bocconi School of Management in Milan and the Speed MI Up incubator, is dedicated to innovative ideas for the food sector with the aim of fostering sustainable development.

On Monday, **February 16 at SDA Bocconi** the contest's six finalists, under 30, from every corner of the globe, presented their projects in front of an international jury consisting of representatives from the academic and business worlds, as well as civil society, including the Bocconi Vice Rector, Alberto Grando, and Andrea Pontremoli, CEO of the Dallara Automobili Company.

Today the closing ceremony has taken place **at the Barilla headquarters in Parma**, where the Vice-chairman of the Group, Paolo Barilla, has awarded the prizes to the winners of the four categories:

### **Good4 our Wellbeing (nutrition and food safety projects)**

Cesare Alfredo and Guerreri Marco Casassa - **Smart Food: more than an e-commerce.**

The purpose of SmartFood is to create a new form of online sale based on nutritional values certified by a Scientific Committee, with special focus on the seasonality of food.

### **Good4 our Planet (innovative solutions focussing on the sustainability of the Planet)**

Gaurav Sharma and Abhishek Sharma - **Sashaktikiran – a ray of empowerment.**

A business model that aims at overcoming three problems that afflict the Indian agricultural system, i.e. indebtedness, poor education and waste.

### **Good4 our Communities (projects for the wellbeing of individuals)**

Junior Beauvais, Fang Wan, and Enel Delice - **Haitian Heirloom Seed Bank** with the purpose of promoting the use of Haitian Heirloom seeds to benefit the community, the economy and the environment.



The Italian Food Company. Since 1877.

In the food education area instead, **Good4 our Knowledge**, **three winners** had already been chosen:

**SEEDING THE FUTURE:** To create knowledge and awareness among children on the cultural and sustainability aspects of food, in a simple, fun and compelling way.

**RAW, NUTRITIONAL, COLD-PRESSED BEVERAGES:** Anti-junk food, this project aims to produce and sell cold-pressed fruit and vegetable drinks.

**MY REAL FOOD:** This program wishes to turn the relationship with food into healthy eating habits. From the planning of a healthy meal, to the best ingredients to buy, and the best cooking methods.

"This project allows us to give an opportunity to talented young people from all over the world - says **Paolo Barilla**, Vice-chairman of the Barilla Group - what strikes us is the passion they have for their ideas and the desire to change and improve the world.

The initiative came out of "**Good for You, Good for the Planet**", a corporate strategy for development that is mindful not only of economic factors and correct nutrition, but also of the environmental and social impacts that every business activity entails."

The young winners have been awarded a total of €200,000, which will allow them to realize their projects, also thanks to the support of the Speed MI Up incubator. In addition, the winners will receive six months' non-stop tutoring.

#### **The Barilla Group**

Created in Parma in 1877 out of a shop that made bread and pasta, Barilla is today among the top Italian food groups, a world leader in the pasta and pasta sauce businesses in continental Europe, bakery products in Italy, and the crispbread business in Scandinavia.

Currently, the Barilla Group owns 30 production sites (14 in Italy and 16 abroad) and exports to more than 100 countries. Every year, its plants turn out around 1,700,000 tons of food products that are consumed on tables all over the world, under the following brand names: Barilla, Mulino Bianco, Voiello, Pavesi, Academia Barilla, Wasa, Harrys (France and Russia), Misko (Greece), Filiz (Turkey), Yemina and Vesta (Mexico).

[www.barillagroup.com](http://www.barillagroup.com)

For additional information  
Barilla Press Office  
Luca Di Leo/Caterina Grossi  
+39 0521 262217  
luca.dileo@barilla.com  
caterina.grossi@barilla.com