

PASTA OF THE FUTURE? IT'S PRINTED IN 3D BARILLA PREVEWS ITS THE PROTOTYPE AT CIBUS 2016

It is not science fiction, it is the challenge launched by the brand from the Italian region of Emilia Romagna, always a pioneer in product innovation. The new prototype of 3D pasta printer will be presented at CIBUS on Tuesday May 10, at the Barilla booth. From restaurants to delicatessen and in our homes: there are many applications of this new tool to make custom made pasta, in shape and for the selection of ingredients.

What would our grandmothers say if they knew we make pasta with a printer? Maybe they would burst out laughing; they knew only the rolling pin, the board and pasta-cutting wheel. But it is all true. It is a revolutionary project created in Parma, where **Barilla - from a high level of experience in innovation technology** - has designed a truly leading-edge way to make pasta. The prototype of the first 3D pasta printer will be presented on Tuesday May 10 at the Barilla booth at Cibus, the International Food Exhibition to be held in Parma from May 9 to 12.

UNIQUE SHAPES AND TOTALLY UP TO YOU: FROM ROSE TO MOON AND VORTIPA...

The 3D Pasta Printer is a project of innovative technology that **Barilla has been working on for about 4 years now. It originated from the collaboration with TNO, the Dutch Research Center** (Netherlands Organisation for Applied Scientific Research). **In 2015 a first prototype using 3D printing technology was created and it was capable of producing fresh pasta in 2 minutes**, using dough prepared only with **Durum Wheat Semolina and water**. This innovation will make it possible to create unique shapes, with geometrical shapes otherwise not obtainable with the traditional technology used in pasta production.

At the end of 2014 the design contest "PrintEat! Your new idea of Pasta", launched on the international platform Thingarage and collected new ideas of pasta shapes created with the 3D printer. From the over 200 projects submitted, a jury of experts selected the winners: "**Roses**", "**Moon**" and "**Vortipa**", **three shapes that can be produced only with 3D printer technology.**

THE DOUGH REPLACES THE INK: AND IN A FEW MINUTES THERE IS PASTA, AS WE WANT IT

Preparing pasta is very easy, as explained by **Fabrizio Cassotta, Innovation Pasta, Ready Meals and Smart Food Manager**: "*All you need to do is load the dough cartridges in the machine and that's it. It takes only a few minutes: you choose the pasta shape you want and the data is sent to the printer that materializes ready-to-cook pasta, shaped as cubes, moons, roses or many other shapes. Never seen before pasta shapes made with our favourite ingredients.*

MANY FIELDS OF APPLICATION: FROM RESTAURANTS TO DELICATESSEN

This technology can offer multiple opportunities. To create your own designed pasta does not only mean to give it the shape you like, but also changing the taste, texture, colour and nutritional value, as ingredients such as vegetables, pulses, whole grain or other types of flours can be used to obtain pasta more rich in fibres, or with higher protein content.

The project is still in the research phase with a medium to long-term time horizon: Barilla is assessing scenarios and possible applications of this innovation in line with people's new needs. Besides home use, others are being considered: real restaurants, where pasta can be created on demand and ordered from an Ipad, or fresh pasta shops, where orders sent online can be picked up. What do chefs think about it? *"3D pasta is not only a high quality pasta, fast cooking and always al dente, it can also be used to create gourmet recipes"* said **Barilla's chef Marcello Zaccaria, that will present at Cibus 2016 a recipe that uses this innovative kind of pasta: 3D pasta on peas cream with sautéed calamari, caramelized tomatoes and toasted pine nuts.**

Barilla Group

Established in Parma in 1877 out of a shop that made bread and pasta, today Barilla is 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 crisp bread business in Scandinavia. The Barilla Group owns 29 production facilities (14 in Italy and 15 abroad) and exports to more than 100 countries. Every year, the Group's 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, Harrys, Pavesi, Wasa, Filiz, Yemina and Vesta, Misko, Voiello, Academia Barilla.

The Barilla Group has one way of doing business: "Good for You, Good for the Planet."

"Good for You" means constantly improving our products, motivating people to adopt healthy lifestyles and improving food access and social inclusion. "Good for the Planet" means promoting sustainable supply chains and reducing the amount of CO2 we emit and water we consume during production.

For more information, please visit: www.barillagroup.com

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