THE BARILLA GROUP
The Group’s Brands

**Number 1 in Italy and in the world**
The finest durum wheat and best technologies available to provide to customers all over the world an always “al dente” product and with tasty ready sauces.

**The pleasure of quality**
Everyday, from morning till night, products made with fresh and genuine ingredients.

**“It is always the time” for Pavesini and Ringo, everywhere...**
Since 1937 a great tradition of temptation and innovation.

**Since 1879 the great pasta from Naples**
The shapes of the great Neapolitan tradition to better “capture” the sauces and flavors.

**Simple and natural food**
The first producer in the world of crispy breads for breakfast and snacks.

**The pasta leader in Greece**
A tradition which identifies itself in the figure of the monk Akakio, who, with his mule goes to the village’s market to purchase pasta.

**A dynamic reality in the Turkish market**
Filiz is one of the main pasta producers in Turkey, a country that is also one of the major pasta consumers in Europe.

**The culture of the Client**
An organization always in the avant-garde to compete in the logistic market.
Our Mission is to launch world-wide food products that Consumers acknowledge as excellent for taste and for superior quality and that contribute to a nutritionally balanced diet.

Guido, Luca, Paolo Barilla

From the origins to the present day

Barilla was born in Parma in 1877, from a bakery that produced bread and pasta. Today, Barilla is Italy’s largest food manufacturing group, guided for over 120 years by the business expertise of a family name that, with the brothers Guido, Luca and Paolo, has reached its fourth generation of management. The Barilla Group has 25 factories (18 in Italy and 7 abroad), directly managing 7 mills that supply a large quantity of the raw materials used. Barilla is today the no.1 pasta in Italy and throughout the world. The Group is Italy’s leading manufacturer of baked products and ready-made pasta sauces, and exports to more than one hundred countries. The Group’s main exports are pasta products, which are also locally manufactured in the US, Greece and Turkey. As ever emphasizing customer satisfaction and respect for health and nature, Barilla has become renowned the world over for the quality of its products - the result of substantial investment in research, innovation and technology - and its efficient communicative methods. Loyalty to its evergreen principles, management of human resources as a basic asset and cutting-edge production systems make Barilla an exemplary case of Italy’s finest food manufacturing traditions. More than ever before, Barilla faces the market with an approach of a company with a name - keeping its promises to the consumer, while supplying a product that offers real value for money. For updated economic and financial results of the Group, visit the News section at the site http://www.barilla.com.
Barilla timeline

1877 Pietro Barilla opens a bakery for bread and pasta in Parma: using a wood press, he produces 50 kg of pasta a day.

1910 Building of first factory: 80 workers produce 80 quintals of pasta a day. Pietro Barilla’s sons Riccardo (1880-1947) and Gualtiero (1881-1919) take over the family business.

1936 Six continuous presses and 700 workers produce 800 quintals of pasta and 150 quintals of bread a day.

1937 Pasta Fosfina Barilla, advertised by radio, street posters and newspapers, is the first pasta to be sold in a completely packaged form.

1947 The company ceases production for the State to concentrate on the market alone. A fleet of lorries opens up the market to the whole of Italy.

1952 Barilla decides to cease production of bread. Erberto Carboni proposes a new trade name. The campaign “Con Pasta Barilla è sempre Domenica” (“It’s always Sunday with Pasta Barilla”) wins the company the Palma d’Oro for advertising, laying the base for future expansion. Riccardo Barilla’s sons Pietro (1913 - 1993) and Gianni (1917) now run the company.

1955 Restructuring of the Via Veneto factory in Parma.

1956 Erberto Carboni designs the new pasta packaging.

1960 Barilla becomes a joint-stock company. The managerial system adopted, considered ahead of its time, is divided into seven operative sections. The number of workers rises to 1,300 with a sales personnel of 200.

1965 The new factory in Rubbiano (Parma) is inaugurated for the production of bread surrogates (bread sticks and rusk). Italy’s famous singer Mina promotes Barilla products for five years on the television commercial program Carosello.
1966 Production reaches 6-7,000 quintals a day. The company now employs 1,400 workers.

1970 The factory in Pedrignano (Parma), still the world's largest pasta manufacturing plant (1,250,000 m² with a covered surface of 55,000 m²), commences production. The new plant has an output capacity of 10,000 quintals of pasta a day.

1971 The Barilla family sells its majority share to the US multinational Grace, which continues to expand.

1973 Purchase of the Voiello pasta factory in Naples. Barilla now covers 15% of the pasta market.

1974 Purchase of Italy's largest mill in Altamura (Bari).

1975 The Mulino Bianco line is created, lifting the market share of baked products from 3% in 1973 to 8.5% (reaching 20% in 1976).

1977 The Fresco Mulino Bianco line of fresh products - pastry snack, brioches, sliced bread - is born.

1978 Promotional campaign with the famous Mulino Bianco earthenware cup (the “coccio”).

1979 Pietro Barilla buys back the majority share of the company from Grace. The company turnover has now reached ITL 250 billion, and employs 1,600 workers.

1985 Important advertising campaigns are launched, including “Rigatoni” by Federico Fellini and the series “Dove c’è Barilla c’è casa” (“Home is where Barilla is”).


1989 Purchase of Panem and launch of a new, complete line of pasta sauces. The company now employs 2,500 workers.

1991 The international campaign is stepped up, helping the company consolidate its leading role in Europe. Misko, Greece’s biggest manufacturer of pasta, is bought by Barilla. Skier Alberto Tomba is hired to promote pasta Barilla, and Paul Newman is called to wish a Merry Christmas to all Barilla customers.

1992 Purchase of Pavesi. The Group payroll increases to 6,000 employees.

1994 Purchase of a share in Filiz, no. 2 pasta manufacturer in Turkey.

1996 Barilla announces an end to promotions in favour of a price reduction on most of its products.


1998 Works commence on the construction of the factory in Thebes (Greece); purchase of the mill in Loulis (Volos, Greece); production of new egg pasta line commences in Pedrignano.

1999 Inauguration of the “twin” factories in Ames and Foggia, as well as the filled pasta factory in Pedrignano. Launch of dried filled pasta lines “Tortellini” and “Tortelloni Le Emiliane”. Purchase of the WASA group, world crispbread leader. The number of workers employed by Barilla reaches approx. 8,500.

2000 Launch of a line of cakes and new generation of Mulino Bianco kid’s breakfast biscuits. The Group adopts a matrix-type organisational structure.
Barilla is Europe’s largest user of durum wheat.
The cultivated surface necessary to satisfy our requirements (1,150,000 tons per year) is equal to that covered by an entire region of Italy, such as the Val d’Aosta. We also use 350,000 tons of soft wheat every year, while two million hens “exclusively” lay 500 million eggs for Barilla.

Products

**DURUM WHEAT PASTA**
- Barilla Semola
- Barilla Specialità
- Filiz (Turkey)
- Misko (Greece)
- Voiello (Italy)

**EGG PASTA**
- Barilla Emiliane (Italy)

**PASTA SAUCES**
- Barilla Sughi

**BREAD SUBSTITUTES**
- Mulino Bianco, Pavesi

**SWEET BISCUITS**  
**(INCLUDING FILLED BISCUITS)**
- Mulino Bianco, Pavesi

**PASTRIES, CAKES AND SNACKS**
- Mulino Bianco, Pavesi

**CRISPBREAD**
- Wasa

Production sites

**PASTA FACTORIES**
- Parma
- Caserta
- Foggia
- Matera
- Ames (Iowa, USA)
- Bolu (Turkey)
- Tebe (Greece)

**BAKERY PRODUCT FACTORIES**
- Ascoli Piceno (pastries)
- Caserta (bread substitutes)
- Castiglione delle Stiviere - Mantua (biscuits and bread substitutes)
- Cremona (pastries, cakes)
- Melfi (pastries and bread substitutes)
- Novara (biscuits)
- Rubbiano - Parma (bread substitutes)

**MILLS**
- Altamura (Bari)
- Castelplanio (Ancona)
- Ferrara
- Galliate (Novara)
- Termoli (Campobasso)
- Ames (Iowa, USA)
- Volos (Greece)

**WASA FACTORIES**
- Filipstad (Sweden)
- Celle (Germany)
- Wroclaw (Poland)
- Hamar (Norway)
Main companies and subsidiaries

**Board of Directors**

*President:* Guido Barilla  •  *Vice-presidents:* Luca Barilla, Paolo Barilla

*Chief Executives:*  •  *Pasta Meals:* Gianluca Bolla  •  *Bakery Products:* Maurizio Spampinato (since May 2001)

*Directors:* Antonio Aiello, Andrea Allodi, Paolo Biancardi, Nicolaus Issenmann, Manfredo Manfredi

**ITALY**

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