PASTA LOVE

ONE OF THE MOST COMMON WORDS ASSOCIATED WITH PASTA? LOVE!* Pasta brings love to the dinner table, even on the most hectic nights.

What would help? Quick go-to meals that are easy, crowd-pleasers and allow for multi-tasking.



VERSATILE SOLUTION

OF PARENTS SAY PASTA IS A MEAL THE WHOLE FAMILY ENJOYS*

EASY GO-TO MEAL

OF PARENTS SAY PASTA ALLOWS THEM TO UTILIZE PANTRY STAPLES*

Essential Ingredients Pasta Pasta Sauce Italian Cheese Extra Virgin Olive Oil Fresh Vegetables

KEEP THESE INGREDIENTS ON HAND FOR A QUICK, DELICIOUS MEAL.

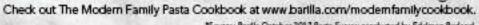
MULTI-TASKING MEAL

OF PARENTS CAN MULTI-TASK WHILE

MOST PASTA COOKS IN UNDER 12 MINUTES.



Dinner Challenged?



*Source: Berille October 2012 Pasts Survey conducted by Edelman Berland.

