

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.

58% OF PARENTS SAY THEIR LIFE IS MORE HECTIC THAN A YEAR AGO*

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

VERSATILE SOLUTION

89% OF PARENTS SAY PASTA IS A MEAL THE WHOLE FAMILY ENJOYS*

FROM PENNE TO LINGUINI, 90% OF PARENTS SAY PASTA IS AN EASY MEAL OPTION.*

EASY GO-TO MEAL

85% 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

48% OF PARENTS CAN MULTI-TASK WHILE COOKING PASTA*



Dinner Challenged?

Check out The Modern Family Pasta Cookbook at www.barilla.com/modernfamilycookbook.

*Source: Barilla October 2012 Pasta Survey conducted by Edelman Berland.

