



INNOVATIVE, SUSTAINABLE AND DESIGNED FOR RECYCLING – BARILLA “MACCHERONI AL POMODORO E BASILICO”: A UNIQUE “ON-BOARD” TASTE EXPERIENCE IN AN INTELLIGENT NEW PACKAGING FROM ETIMEX

Barilla is based in Parma - in the heart of the Italian Food Valley and is the global market leader in pasta and one of the most famous Italian food brands. Since it was founded in 1877 and with its mission „good for you, good for the planet“, its name has been synonymous with quality, continuous innovation and responsibility, both for people and for the environment. Today, the Barilla Group employs more than 8,000 people, has plants all over the world and operates internationally in various sectors of the food industry.

BARILLA DECIDES FOR ETIMEX CPET TRAYS

Barilla is now expanding its product portfolio and will supply various airlines with its high-quality travel catering. For this strategic business, Barilla has chosen ETIMEX PRIMARY PACKAGING, a partner who shares the same passion for continuous improvement in all its areas of activity. The challenge was indeed not easy: even under difficult conditions in the air, such as limited space and unexpected turbulences, perfect culinary pleasure must be guaranteed. In the course of this, all eventualities were examined. From the design of the tray to the selection of the perfect primary packaging which had to be suitable for sterilization and reheating on board.

The result of this collaboration is an innovative new CPET tray: a tray with two compartments and high barrier properties which is designed for recycling and ensures that the flavour and taste of pasta and sauce is perfectly preserved for several months at ambient temperature. This high-convenience package is completed by a transparent easy-to-peel lidding film and a printed cardboard lid in the Barilla colours. One special feature is the design of the tray: thanks to a perforated divider which allows easy bending, the aromatic sauce can be poured effortlessly into the steaming pasta compartment. While the flavour stimulates your appetite, all you have to do is mix the tomato sauce properly with the Maccheroni using the fork included in the scope of delivery and your meal is ready. In any case, the pasta is always "al dente!"

Barilla and ETIMEX wish you "Buon appetito!"

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