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storci s.p.a. / via lemignano, 6 / 43044 Collecchio / parma / italy / tel. +39 0521 543611 / storci@storci.com / www.storci.com

N.10 special

From Instant Noodles to **INSTANT PASTA:** THE NEW GLOBAL MARKET OF PASTA



With more than 120 billions packets sold every year, instant noodles are likely to be the most widely spread ready meal in the world

LET'S HAVE A LOOK TO THE GREAT OPPORTUNITIES
ALL THIS MEANS TO PASTA PRODUCERS

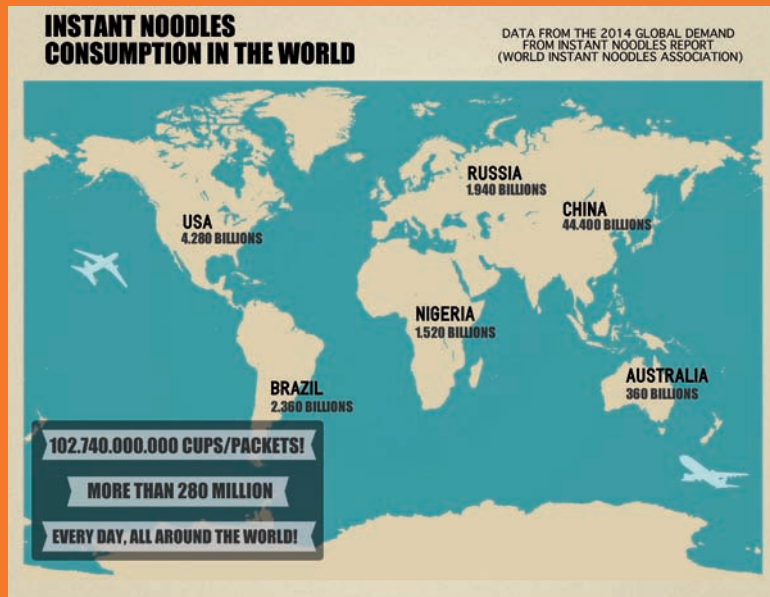


INSTANT NOODLES: History and growth of the market

The origins

The idea of instant noodle dates back to 1958 in Japan.

The process implied flash frying the noodles just after their production. This created a dehydration that gave them a longer shelf life. The product was sold at a price that at the time was perceived as expensive. But despite this fact it gained a wide popularity both in Japan and abroad. The idea of selling instant noodles, or ramen (as they are universally known), in a cup dates from 1971. In the same year, the product arrived in the United States. This marked the first step of a worldwide diffusion especially in the emerging countries.



The global development

Thanks to cheapness and versatility, instant noodles are one of the most popular foods in the world, probably the number one in the area of ready meals. They are synonymous of speed and value for money, but also of variety (with the introduction of a wide choice of flavors, in order to adapt to the single local tastes). However, in the last few years, several doubts and worries have emerged about health issues linked to the consumption of instant noodles.

Nutritional values and health

Let us have a look at the nutritional panel of an instant noodles kit. It is easy to check that they are very high in:

MSG (Mono Sodium Glutamate), Salt, Fat (deep fried in palm oil, a saturated fat, they have up to 10 times more fat than pasta)

At the same time, they are low in:

proteins - fibers - vitamins - minerals

In addition to all the foregoing, the taste of the product mainly comes from artificial flavors.

So it is not a surprise that new studies are not only placing instant noodles in the category of junk food, but also suggesting that consumption is linked to a variety of diseases such as hypertension, metabolic syndrome, heart disease, stroke and kidney damage. In such a setting, it is clear that Instant Pasta may represent the healthier option to replace instant noodles in the heart of a growing number of instant meal fans worried about their health and well being.

Fast and Tasty
As a hot snack or delicious meal- anytime.

RECOMMENDED COOKING DIRECTIONS

1. Fold back lid half way, fill to inside line with boiling water. For 3 minutes.
2. Close lid securely and let stand roughly and enjoy from cup.
3. Remove lid, stir thoroughly and enjoy from cup.

CAUTION: Product is hot, please handle with care especially when serving children.

For best results, please use boiling water.

Nutrition Facts	
Serving Size 1 Container (64g)	
Servings Per Container 1	
Amount Per Serving	
Calories 290 Calories from Fat 110	
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 1,190mg	50%
Total Carbohydrate 39g	13%
Dietary Fiber 2g	8%
Sugars 2g	
Protein 7g	
Vitamin A 2%	Vitamin C **
Calcium **	Iron 15%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

INGREDIENTS: ENRICHED WHEAT FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), VEGETABLE OIL (CONTAINS ONE OR MORE OF THE FOLLOWING: CANOLA, COTTONSEED, PALM) PRESERVED BY TBHQ, SALT, DEHYDRATED VEGETABLES (CARROT, CORN, GREEN PEAS, GARLIC, ONION, CELERY STALK), CONTAINS LESS THAN 2% OF: MALTODEXTRIN, MONOSODIUM GLUTAMATE, SUGAR, HYDRATED CORN, WHEAT AND SOY PROTEIN, CHICKEN FAT, POWDERED COOKED CHICKEN, SPICES (CELERY SEED), YEAST EXTRACT, DEHYDRATED SOY SAUCE (WHEAT, SOYBEANS, SALT), POTASSIUM CARBONATE, SODIUM (MONO, HEXAMETA, AND/OR TRIPOLY) PHOSPHATE, SODIUM CARBONATE, TURMERIC, DISODIUM INOSINATE, DISODIUM GUANYLATE, SILICON DIOXIDE (ANTI-CAKING AGENT), LACTOSE, CHICKEN BROTH, SOYA LECITHIN. CONTAINS WHEAT, SOY AND MILK INGREDIENTS. MANUFACTURED IN A FACILITY THAT ALSO PROCESSES SHELLFISH AND FISH PRODUCTS.

**Contains less than 2% of the Daily Value of this nutrient.



On the wave of the massive development of the instant noodles market, Instant Pasta has now a global expansion perspective: it is a growing niche with an enormous potential for a further diffusion.

While in high mature markets traditional pasta is facing a slower customer demand, Instant Pasta has all the characteristics to have a massive market penetration in developing countries, thanks to the increasing popularity of Western lifestyles among middle-class consumers, whose number will have a huge increase in the next few years. Furthermore, packaging and cooking instructions are the same of those already well known by instant noodles consumers.

Under these circumstances, entering the niche of instant pasta represents an opportunity to:

- diversify the range of pasta products
- achieve a significant expansion over the medium to long term
- grow overall revenues



Instant pasta corner
Ipak-Ima 2015

INSTANT PASTA: The answer

The product

Pasta made with 100% semolina
no additives
no deep fried
long shelf life
rehydrate in approximately five
minutes when mixed with boiling
water

Dehydrated Sauce made with
natural ingredients to be added
after or before cooking

Ideal use for meals and soups in
a cup perfect for any application
that requires pre-cooked pasta



INSTANT PASTA:

FOR EVERYBODY, EVERYWHERE!

FOR EVERYBODY...

Modern lifestyle is getting faster and faster. The new "on the go" generation has redefined the approach to traditional eating. Fast! Is the new key word, without forgetting the need of high quality ingredients and nutritional. Under these circumstances, Instant Pasta represents a delicious meal, ready in a few minutes:

from home to the office...
from school to the sport field...
from the dining table to the camping tent...
...just add boiling water and it's ready!



...EVERYWHERE!

A versatile product such as Instant Pasta is not only adaptable to local recipes, but also easily segmentable and customizable:

Age (children, through dedicated shapes and recipes)
Social Position (workers, self-employed people, students, etc.)
Ethical, Social and Religious Groups (Vegetarian, Vegan, Halal, Kosher, Organic, etc.)
Medical and Dietary Choices (Gluten Free, Low Fat)

For more info, you can request the dedicated Instant Pasta Lines by Storci brochure and the product samples to the Storci Sales Team:
sales-storci@storci.com / ph. +39 0521 543611

