INSTANT PASTA

THE NEW WORLDWIDE PASTA MARKET

THE REAL ITALIAN PASTA READY TO EAT IN ONLY 3 MINUTES

3 mins

FOR **EVERY**ONE EVERY**WHERE**

FOOD FOR A CHANGING WORLD

Our world is changing. Nowadays daily activities are often carried out at lightning speed, fast routines, including meals. However a new attitude towards traditional food has been catching on lately, favouring ready-to-cook meals, easy to prepare, and also tasty, healthy and affordable.

STORCI INSTANT PASTA CUP

Healthy, handy and **tasty**. It is made by Storci's production lines: it is the fast and low-cost answer to the needs of modern lifestyle.

MARK UP

+300%

COMPARED TO THE SAME DRY PRODUCT

PASTA: A TIMELESS POPULARITY

Pasta has been known since time immemorial as the staple for human nutrition. During the centuries it has always been adapted to suit new lifestyles. An Oxfam report places pasta as the most **popular** food in several areas of the world such as Philippines, Guatemala, South Africa and Brazil, overtaking rice, meat and pizza in the charts. In addition to this, its consumption **is increasing** worldwide: Venezuela, Mexico, Switzerland, Greece, Bolivia....

(source: http://www.bbc.com).

EVERYBODY LIKES IT, INDEED!

Times of preparation however are not quick and this makes it more appropriate for traditional cooking, not suitable for fast lunches that a modern and active life demands. Until now.

AND IF YOU COULD COOK IT IN A FLASH?

Just think what kind of market there would be for a product such as a pasta that anyone could prepare in a few minutes, anywhere.

FIND IT OUT

What is the reason of its sensational **success**? Simple and natural ingredients with many, possible variations which make it an adaptable and **versatile** food (just think of kamut, quinoa, rice, corn flours, etc).

Moreover, pasta is one of the few foods eaten also by growing groups of different consumers such as **health enthusiasts**, vegetarians, vegans.

NOODLES A GREAT IDEA ...

Thanks to their low cost and versatility, **instant noodles** represent one of the most widely spread ready meal in the world, most likely the no. 1.
Today the **consumption** of instant noodles is estimated to be more than 102 billion packets and 91,6 billion portions are sold every year all over the world.

USA
4.280 Million

EUROPE
1.100 Million

RUSSIA
1.940 Million

CHINA
44.400 Million

BRAZIL
2.360 Million

NIGERIA
1.520 Million

AUSTRALIA
360 Million

102
BILLION
of Cups every year

It is probably the best selling ready-meal in the **world**, because it is cheap and handy. Furthermore its market **is increasing** thanks to the industrial **development** of the emerging countries.

280
MILLION
of Cups a day

The global turnover is **remarkable**. An enormous market to fit in. A very little share of it is enough to guarantee an amazing **profit** with a moderate investment.

WORLD
WIDE
Product

Pre-cooked noodles are consumed **all** over the world, although far less in traditional **pasta** cooking countries, notwithstanding the same needs of a modern lifestyle.

THE GREATEST CONSUMERS IN THE WORLD
Fast foods represent a remarkable figure in industrialised countries. Over 102 billion packets of noodles alone are sold every year.

*Data from 2014 global Demand from Instant Noodles Report (World Instant Noodles Association)

... BUT **NOT** HEALTHY

However in the last few years several **doubts** have emerged about **health** issues strictly linked to the consumption of instant noodles. There are so **many** articles on the internet, and not only there, placing this product in the category of junk food. This kind of information is circulating **worldwide** conveying a very clear idea about noodles.

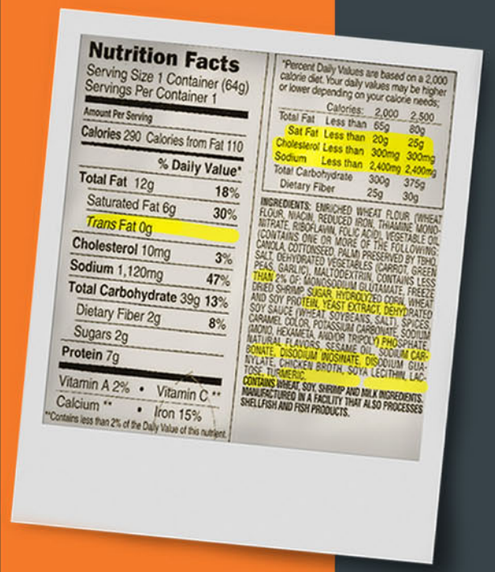
A research about the damages caused by a prolonged consumption of this kind of food has recently been published by the **American Society of Nutrition** and carried out in South Korea by American and Korean researchers. The result of the sample group who followed a **high-calorie diet**, **eating low quality foods** speaks for itself: excess of abdominal fat and increase in cholesterol and triglyceride levels. The **consumption** of **instant noodles** can be linked to many diseases such as **hypertension**, **metabolic syndrome**, **heart disease**, **stroke and kidney damage***. Just have a look at the nutritional panel of an instant noodles kit and you'll have a firm grasp of the problems.

Artificial flavour
Their taste basically comes from **artificial flavours**, that are mostly dangerous to our health and do not taste good.

Fat excess
They are 10 time higher in fat than pasta and often fried in palm oil, a saturated fat. Everybody knows how fat might be dangerous to our health causing a high blood level of cholesterol.

Unbalanced nutrient ratios
They are low in proteins, fibre, vitamins and minerals. They are not suitable for a long period nutrition.

They are high in salt
They are very high in salt which causes hypertension along with several diseases which represent a tremendous cost for the National Health Plan.



CONSUMERS
ARE WELL-AWARE

They are already looking for an option. Just the same versatile and handy product, but healthier.
We can make you seize this opportunity.

*Jillian Rose Lim, "Washington Post" (Healt and Science), 2014 ; Marlene Leung, CTVNews.ca, "The Journal of Nutrition", 2014

THERE IS NOW AN **OPTION**

There is a product which puts together the properties of pasta and the business advantages of the noodles: **instant pasta**. It is a healthy product since it is never fried and meets the needs of all those consumers who feel the necessity for a **healthy diet** and **natural products**, keeping up with the fast pace of the modern lifestyle. Instant pasta perfectly fits in a market which is now ready and mature, inheriting all the potentialities of the noodles market. Actually, **times of preparation** and cooking instructions are the same. It has a very long shelf life and can be easily stored at home or at the office although it is made with no preservatives at all: this aspect is very much appreciated by suppliers, retailers and especially consumers. When you talk about pasta, you can't help thinking of Italy, of the **Italian culinary delights and flavours**. Instant pasta is real pasta in instant format.

The pasta
It is made of durum wheat semolina with no additives, it is not fried and has a very long shelf life.

The sauce
It is made with natural ingredients and can be added before or after cooking the pasta. There is a great variety of flavours and recipes and new ones can be created.

How to use it
Ideal for meals and soups in a cup, perfect for any situation that requires a fast, handy and good meal.

How to prepare it
Just pour some boiling water in the cup: a nourishing and tasty meal is ready to eat in 3 minutes and no mess.

YOU JUST NEED SOME HOT WATER

AND THE MEAL IS READY IN 3 MINUTES

INSTANT PASTA
FOR EVERYONE, EVERYWHERE

IT'S HEALTHY
There are no harmful substances

IT'S ECO FRIENDLY
It is energy saving since it needs a lower quantity of water to cook in

EASY TO PREPARE
Because the packaging is practical and handy and it takes only 3 minutes

IT'S INEXPENSIVE
It is good value for money.
Like the noodles.

IT'S ITALIAN STYLE
It comes from the Italian taste for food, yet it is adaptable to the modern lifestyle

IT'S VERY GOOD
It can meet any taste, due to the presence of pure ingredients and excellent sauces.

FORGET THE INSTANT NOODLES

Instant Pasta is **good** and **healthier**. It is as handy and cheap as noodles are. It takes the same **time** to prepare it, maybe less. It has a **huge** target market.

FOR EVERYBODY, **REALLY**!

Thanks to the unlimited variety of the **dehydrated sauces**, our instant pasta can suit every needs. More sauces can be created, **traditional** or totally **new** ones, in order to meet the **needs** of everybody, **worldwide**.

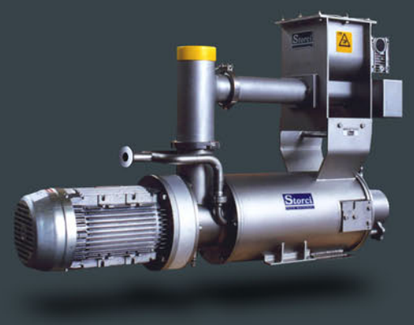
FIND OUT
HOW YOU CAN PRODUCE IT

THANKS TO OUR SERVICES AND MACHINERY

Storci

INSTANT PASTA **STORCI**'S WAY

No specific **knowledge** is requested **to produce** instant pasta since Storci provides all its know how: from raw materials to packaging, to the sauces. The Customer should only have determination and investment possibilities. There's no need for a specific area, just a plant of approximately 1000/2000 sqm.
The **size** of the packet is **customizable** depending on the **target**: from a minimum of 64/65 grams to a real full meal of 95 grams.



1 PRODUCTION LINE

Thanks to our patented technology, such as Storci Premix® or special screws, the dough is perfectly hydrated creating an exquisite product.

OUR **SERVICES**

We are one of the leading groups of this sector in the world, able to supply both **ENTRY LEVEL LINES** (typical semi-automatic lines, with static cell) and **AUTOMATIC LINES** with a production ranging from 100 kg/h to 2000 kg/h. All the lines have a very good quality-price ratio. Moreover we can provide a series of important services which can meet all your needs.

Franchising

We can offer a **franchising** service, **searching out** Italian joint ventures, in order to enable Customers to obtain a **new brand** name with an Italian partner (a pasta Factory) and 100% **Italian know how**.

Business Plan

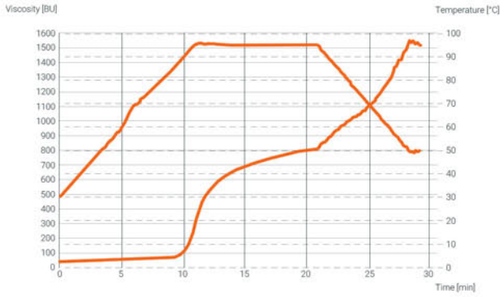
We can conduct a feasibility **study** that could offer a **series** of socio- economic data to give the guidelines on how to create the enterprise.

Marketing Plan

We can carry out a market study in the countries chosen by the Customer including several **information** on the **real market** such as market expectations, **product cost** of competitors, kind of shelves, etc..

Turnkey Solution

Everything you need in one service. From the search of suppliers to the **packaging**. Do not worry since we are going to solve all your problems so that you can concentrate all your efforts on your **production**. A complete service to start up producing instant pasta...**worry-free**.



2 PRE-COOKING

We have **developed** a gelatinization system able to make the final product extremely **homogeneous** in order to get a better quality product when the moisture is replenished.

3 DRYING

The drying can be made in **static** cells, for limited productions up to **400 kg/h**, or in **continuous** operation for larger productions, up to **2000 kg/h**. In both cases our machinery have been considered **leaders** of the market for many years and our reliable technologies are the outcome of continual investments and **improvements**.

4 PACKAGING

The packaging can be made in food **packets** or **cups**. It is also possible to mix pasta with sauce or to keep them separated so that the **consumer** can mix them together when preparing the meal. In any case **our solutions** can monitor **all the process**.

WHAT ABOUT THE SAUCE?

WE HAVE THOUT OF EVERYTHING. FIND IT OUT.

PRODUCING

ISTANT PASTA IS VERY SIMPLE

THANKS TO OUR MACHINERY AND COMPLETE SERVICE

We are going to think of **everything**. At this point you have nothing more to do than to produce pasta and take advantage of the **profits** that are extremely **higher** than those of traditional pasta.

THE DRIED **SAUCES**

The sauce is together with pasta one of the two main ingredients for the success of the product. It is a **dehydrated mixture** which is able to obtain, after adding some water, a ready sauce to flavour your pasta.
Only Storci, thanks to its cooperation with Liodry Foods, a company which produces flavourings, dressings, dry sauces and flavour **preparations**, can offer a consultation service for the realization of a customised condiment, based on the specific requests of the Customer. Dried sauces can also be made **Gluten-free** and **Allergen-free**.

The Company can choose between a **personalized consultation** along with our **support** to **produce** the sauce **independently** in its own country and the supply of condiments made in Italy on its behalf, using the desired recipes (both existing and expressly created new ones).

The **dehydrated** sauce will be natural, **without flavour enhancers** and **allergens**

DRIED CONDIMENTS

CHOOSE THE SERVICE FIT FOR YOUR PURPOSE

SAUCES
SUPPLY

You do not have to produce the sauces, we will do it for you. We can supply you with the **dehydrated condiments** made to be added to your instant pasta. Just choose one of the **ready recipes** or create a new one with our **experts**' help.

In this case the sauce will be **100%** strictly **ITALIAN**, made with excellent ingredients; it shall be in full compliance with ISO9001:2008, IFS, and BRC quality standards, which assure that all raw materials used in its production are traceable to their origins and conform to manufacturing and production methodology specifications.

CONSULTING
SERVICES FOR YOUR OWN PRODUCTION

You can choose to have the **know-how** requested to **produce** the sauces on your own. The service Is complete: from the **search** and creation of recipes to the consulting services to get the raw materials until reaching the **end product**.

EASY **MARKETING**

It is easy to advertise instant pasta since it promotes itself thanks to the growing traditional pasta popularity. You can underline its value for money. That's interesting for everybody! Or you can highlight its taste. A tasty product obviously draws a lot of attention. It is totally new: you could arouse your clients' curiosity for a **product never seen before** or tempt them because it's genuine and healthy, **quick** and **easy to prepare** as modern lifestyle requires. You can direct their attention to the long shelf life of the product that can be easily stored and does not have any preservatives. Last but not least you can stress the fact that **Italian food** is so **famous** in the world and pasta is **excellent**. And then you can finalize your ad selecting the most specific market segments: students, kosher, vegetarians, vegans, health enthusiasts, children, halal, workers, etc.

IT IS EASY
TO SELL INSTANT PASTA

THANKS TO ITS VERSATILITY

It is easy to **promote** it for the above mentioned reasons. You can also rely on our **marketing plan** service. There are no limits but your own imagination.

IT'S QUICK
ready in 3 minutes

GOOD
healthy, italian style

FOR EVERYBODY
for every taste, everywhere

DO NOT HESITATE
CONCTACT US

AND NOW START YOUR NEW PRODUCTION!

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Instant Pasta Web Site