

ATLANTE
— FOOD OF THE WORLD —

**GUIDE TO:
FRESH
FILLED
PASTA**



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A HUNGER FOR AUTHENTIC PASTA

INTRODUCTION

Pasta is the quintessential expression of Italy's food culture and has won the hearts of UK consumers.

In 2021, the UK retail market for fresh filled pasta was worth more than £115m and grew 10.2% by value year on year.

Atlante only sources fresh filled pasta from Italian producers, normally located in the north of the country where there is a long tradition of pasta production.

This guide looks at the fresh filled pasta production and the pasta supply chain, how Atlante works with its customers and producer partners, and the opportunities and challenges in the UK fresh filled pasta market.



WHY WORK WITH ATLANTE?

We're motivated by passion for our work and the ability to innovate, brainstorming side by side with our **partners to create winning products that interpret market trends and satisfy customer needs.**

Atlante is unique as we are neither an agent nor broker. We see ourselves as a value-adding link between retailers and producers. We do not represent producers and, being totally independent, use our expertise to identify the producers best suited to meet a customer's standards, requirements and expectations.

Our customers receive a **tailor-made, timesaving and cost-efficient package of products and supporting services.** The experience we have gained from working with highly professional, structured and demanding organizations, such as a leading UK supermarket chain, is an invaluable asset when it comes to assessing the strengths and weaknesses of producers.



FRESH FILLED PASTA PRODUCTION

In contrast to dried pasta, which is produced with durum wheat alone, **fresh-filled pasta is made from a mix of durum wheat semolina and soft wheat flour.**

The soft wheat flour helps add **elasticity to the dough** and gives the **pasta an 'al dente' bite.**

The flours are combined with fresh pasteurized eggs and water to produce the pasta dough.

The producer prepares the **filling from the agreed specifications**, and this is used with the pasta to form the finished product.

After being shipped fresh from Italy, these goods are stored at a chilled warehouse in the United Kingdom before then being delivered to retailer's depots.



FRESH FILLED PASTA PRODUCTION

The filled pasta undergoes a **pasteurisation process** with a gentle heat treatment before packaging. Fresh-filled pasta is a delicate product that needs to be transported and **kept at a constant temperature between 0 and 4°C.**

Atlante provides forecasts and then collects the finished products at the manufacturing site. Atlante then manages the international chilled transport to the UK, including customs activities, where the products are delivered to a chilled warehouse. Atlante then distributes the products to the customers' depots as ordered.



ATLANTE'S PRODUCTION PARTNERS

All Atlante partner producers are vetted and onboarded according to **strict sustainable, ethical, technical, quality and safety parameters.**

The key criteria are that production sites are BRC certified, SMETA audited and work to SEDEX standards. Our producers demonstrate reliability, capacity and experience with large retail customers (preferably international).

By **sourcing fresh filled pasta products from a number of suppliers** we are able to meet demand for a wide range of styles and recipes, and to cater for specialist diets such as gluten free.



ATLANTE'S PRODUCTION PARTNERS

For example, one of our partners **produces a premium industrial product with an artisanal touch that meets the quality and technical standards required by the UK market.** With their own research and development department, our partner can propose innovative products and recipes to tap market trends. Our producers have long-term partnerships with the best Italian mills for the supply of soft wheat flour and durum wheat semolina.

Fresh filled pasta producers who meet our high standards must ensure that their pasta has an 'al dente' bite, and be able to supply a creamy filling that does not leak from the pasta during the cooking process.

HOW WILL ATLANTE WORK WITH YOU TO DEVELOP A PRODUCT?



FRESH FILLED PASTA SUPPLY CHAIN

1



Sourcing of ingredients and raw materials.

The image shows a wooden surface with wheat stalks, a wooden scoop filled with white flour, and a brown egg, representing the raw materials for pasta.

2



Working with the suppliers on recipe development.

The image shows a group of people, including a man in a white lab coat and hairnet, sitting around a table and discussing recipe development.

3



Planning and production with the customer and the supplier.

The image shows a hand pointing at a digital display showing a candlestick chart, representing planning and production.

4



Once packed, loaded onto a chilled road trailer.

The image shows a white semi-truck with a chilled road trailer, representing the transportation of the pasta.

5



Stored in a chilled warehouse, until it's ready to hit the shelves.

The image shows workers in high-visibility jackets handling cardboard boxes in a warehouse, representing storage.

6



Loaded onto chilled vehicles & distributed to stores in the UK.

The image shows a white semi-truck parked in front of a building, representing distribution to stores.



PREMIUM FRESH PASTA

Atlante has developed a wide range of **premium pasta products with rich flavours and outstanding quality of ingredients.**

By offering interesting pasta shapes and on-trend flavours, a retailer can stand out from its rivals with a range that will tempt the most discerning of today's consumers.

Top-tier shoppers are drawn to flavour combinations that stand out from traditional pasta recipes. Flavours developed by Atlante and its partners include **Nduja & Mozzarella, Butternut Squash & Sage and King Prawn & Chilli.**



PREMIUM FRESH PASTA

These fillings are made in small batches to preserve the integrity of the raw material, with vegetables cooked on the producer's site to ensure the best quality.

A thin pasta layer has been developed to make the most of the rich flavour and creaminess of the **filling**, **which accounts for between 55% and 60% of the whole product.**

Among the shapes that can add interest to a premium range is Triangoli, which is triangle-shaped; Cappellacci, which is folded to resemble the shape of a traditional straw hat; and Girasoli, which is cut and shaped to resemble a sunflower.

CHALLENGES & OPPORTUNITIES

CHALLENGES

- Input costs
- Recipe developments
- Ingredient quality

OPPORTUNITIES

- Eating at home
- Trend let recipes
- Convenience

UK FLAVOUR TRENDS

**UK fresh filled pasta
market snapshot**

Retail market value*

£115m

Value growth 2021*

+10.2%

The market is dominated by **private label**

* Source: The Grocer Pasta & Pasta Sauces Category Report 2021



FULL OF FLAVOUR

The UK fresh filled pasta market is more innovative than the Italian one, with fillings making use of Italian ingredients that appeal to UK consumers such as Calabrian sausage and Nduja.

FAVOURITE UK TASTES

The top-selling pasta fillings in the UK are:

- spinach & ricotta;
- pumpkin & sage;
- chicken & bacon;
- tomato & mozzarella;
- cured ham



THANK YOU

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