

# Barilla Pasta Meal Seasons – Post-Holiday Better For You

January – March  
Post-Holiday BFY



## Seasonal Opportunity – Better For You Pasta and Sauces

*Barilla PLUS*

*Barilla Whole Grain*

*Barilla White Fiber*



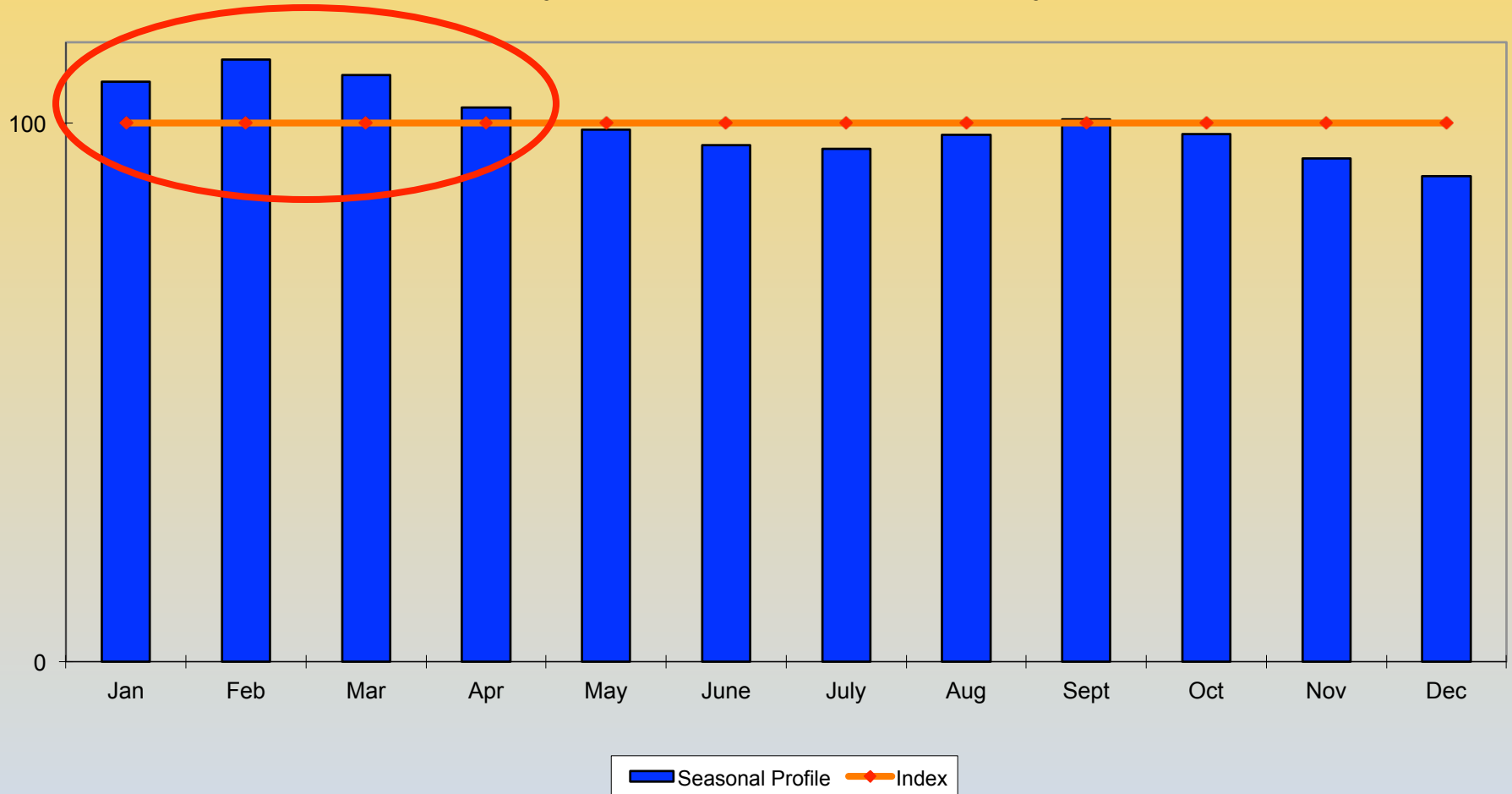
# Post-Holiday Lifestyle

- Return to healthier activities and exercise
- Entertaining reduced
- Preparation for bathing suit season



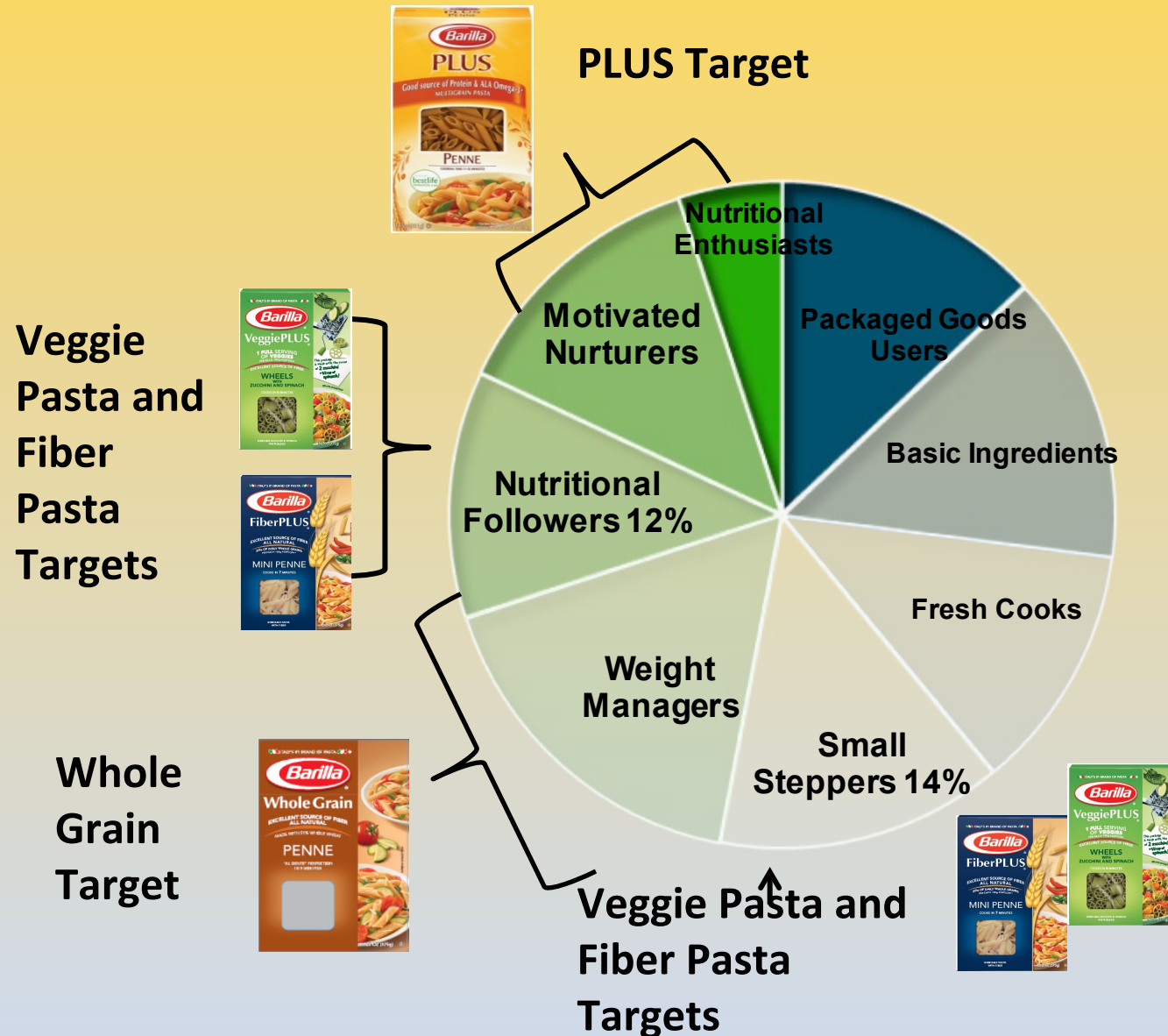
# Better For You dry pasta is purchased throughout the year, but we definitely see peak post-holiday consumption

Seasonality Index – Better For You Dry Pasta



Source: AC Nielsen - Total U.S. – Volume Sales - 4 week periods ending 05/14/11

# Barilla BFY Pasta Consumer Segmentation





# BFY Pasta Cuts show same Red Sauce in-basket trending as regular pasta, indicating that consumers use BFY pasta like regular pasta in their meals

From shopper card data – National Retailer

*How many times more likely is red sauce in the shopping basket with the dry pasta cut than an average basket at the retailer?*

Skew Score – In basket with Red Sauce		
Dry Pasta Cut	Better For You	Regular
Spaghetti	19.5	21.1
Lasagne	18.5	19.4
Thin Spag	17.8	18.9
Rigatoni	14.9	16.8
Penne	14.8	14.8
Linguine	14.7	13.7
Rotini	14.5	13.7
Farfalle	12.3	12.3

**Bashas'**  
**Health**  
**Styles.**

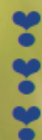


Look for  
the logo in-store!

Follow Bashas' Dietitian on **twitter** @EatSmartAZ

Issue 10 • January/February 2012

## In this issue:



- Simple Steps to Get Healthy in the New Year
- Smart Phones for Health
- Game Day Recipes: Score Big on Health

## Veggie Taco Salad

Recipe courtesy of  
MorningStar Farms®

SERVES  
4

### Ingredients

- 2 c MorningStar Farms® Meal Starters® Grillers® Recipe Crumbles™
- 3/4 c salsa
- 5 c Full Circle® romaine lettuce
- 1 c thinly sliced cucumber
- 4 radishes, thinly sliced
- 1/4 c sliced green onions
- 1/4 c shredded reduced-fat Cheddar cheese
- 2 TB sliced Lindsay® ripe olives
- 2 TB Bashas' fat free sour cream
- Fresh cilantro, as needed



### Directions

1. In large nonstick skillet coated with cooking spray cook **MorningStar Farms Grillers Burger-Style Veggie Recipe Crumbles** and salsa over medium heat about 5 minutes or until heated through, stirring frequently.
2. In large bowl toss together lettuce, cucumber and radishes. Arrange on 4 serving plates. Top with Crumbles mixture. Sprinkle with green onions, cheese and olives. Top with sour cream and garnish with fresh cilantro, as desired.

**Nutrition Facts** (per 2 cup serving): Calories 130, Total Fat 5g (1.5 sat. fat), Chol. 10mg, Sodium 640mg, Carbohydrate 12g, Fiber 3g, Protein 11g.

Bashas' Store Coupon • Expires 3/25/12

**\$1 off 2**



**Morningstar Farms® Products**

Limit one coupon per transaction. Not to be doubled or used in conjunction with any other Store Coupon for the same product.

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**SHOP FOR HEALTH AT BASHAS' ...Look for the logo**



## Dietitian's Message



Barbara Ruhs, MS, RD, LDN  
Bashas' Registered Dietitian  
Ask me your nutrition questions!  
[eatmart@bashas.com](mailto:eatmart@bashas.com)

### Smart Phones for Health

Ring in the New Year means making new commitments to better nutrition and exercise habits for many.

Nearly half of Americans who own a cell phone have a Smartphone. It is like having a miniature computer all wrapped up in a mobile phone. One of the smartest and unique features of Smartphones is the ability to download applications ("Apps") that can assist with nearly anything and everything!

There are literally hundreds of diet and nutrition apps available, many of which are downloadable for free. These are a few of my favorites:

**CalorieCounter & Diet Tracker** Keep a food journal that provides nutrition analysis and calorie intake; establish fitness goals and track weight-loss progress. This unique tool enables you to connect with friends that can help motivate and support your goals.

**Fooducate** Use the barcode scanner feature to scan products and obtain a dietitian's product grade (A+ to D). Obtain calorie and point info, and healthy alternatives.

**AllRecipes** Shake your phone to activate the "Dinner Spinner" feature which is a Vegas-like slot machine that gives you healthy meal suggestions and customer-rated recipes with nutrition facts. Upgrade for shopping list options and more.

Find more helpful reviews from Registered Dietitians at [www.eatright.org/appreviews](http://www.eatright.org/appreviews)

Let me know what your favorite App is! Send me a tweet @EatSmartAZ or email [eatmart@bashas.com](mailto:eatmart@bashas.com)

Wishing you good health in 2012,

Barb

## Simple Steps to Get Healthy in the New Year!

### Try NEW healthy foods in the New Year!

#### RESOLUTION #1

**How to do it:** Add a NEW and healthy ingredient or recipe to your routine each week. Add more beans, fish and different produce items to boost fun and nutrition. Search for coupons and values in your weekly circular and then find healthy recipes ideas on [EatingWell.com](http://EatingWell.com)



Sign up for the **MorningStar Farms Insider™** for coupons and great-tasting recipes. Try veggie bacon strips or sausage links for breakfast; enjoy chick'n nuggets or 3-bean chili at lunch & experience great-tasting veggie burgers and meal starters for dinner! [www.MorningStarFarms.com](http://www.MorningStarFarms.com)

### Swap High-Fat Options with Lower-Fat Alternatives.

#### RESOLUTION #2

**How to do it:** Replace higher fat ingredients like sour cream and mayonnaise with low-fat or non-fat alternatives to reduce calories, fat and artery-clogging saturated fat. You will be pleasantly surprised with the taste in the recipes we've modified in this issue.

Per 8 oz.	Total Fat	Sat. Fat	Calories
Regular Mayonnaise	160g	19g	1440
Light Mayonnaise	56g	8g	640
Regular Sour Cream	40g	26g	480
Light Sour Cream	20g	15g	320
Lowfat Yogurt	2.5g	1.5g	140
Fat Free Yogurt	0g	0g	120

**AllWhites®** provides 5g of fat-free protein in every 3 tablespoon serving and is a great way to boost intake of lean protein to help you shed fat and restore muscle. No matter what your fitness or weight loss goals may be, **AllWhites®** is a great choice. Find great recipes and get The Protein Skinny at [www.AllWhitesEggWhites.com](http://www.AllWhitesEggWhites.com)



### Make half your grain intake WHOLE grains.

#### RESOLUTION #3

**How to do it:** Choose more whole grains found in pasta, cereals and bread to boost fiber and other disease-fighting nutrients at meals. Cut your risk of heart-disease by 20-40% by making this simple switch. Lower your cholesterol and

you waiting for?



**Barilla Whole Grain Pasta is 51% whole wheat and an excellent all-natural source**

of fiber, delivering three times the fiber of regular pasta. Discover How Delicious Whole Grain Can Be. Learn more at [www.BarillaUS.com](http://www.BarillaUS.com)

### Find ways to add more vegetables and fruit to recipes whenever possible!

#### RESOLUTION #4

**How to do it:** When you're making pasta, sauce, casseroles, eggs, soups and sandwiches, find creative ways to sneak in as many vegetables (beans count too!) as you can. You'll reap the health benefits along with feeling & looking better. Find great ideas at [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org)

Manufacturers' Coupon • Expires 3/25/12 • Do Not Double

**SAVE \$2.00**

off any two (2)

Better N'Eggs Products



Retailer: We will reimburse you for the face value plus 8 cents handling if you and your agent comply with the terms of this offer. Any other use constitutes fraud. Invoices showing sufficient inventory to cover all coupons must be presented upon request. Coupon may not be assigned and/or transferred. Cash value 1/20 cent. Mail to: Old Orchard Brands, PO Box 880042, El Paso, TX 88588-0042. **Bashas®**



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## Dietitian's Message



Barbara Ruhs, MS, RD, LDN  
Bashas' Registered Dietitian

Ask me your nutrition questions!  
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# Summer Lifestyle

- Family meals lighter and more casual
- Outdoor activities and picnics
- Less baking



# Barilla Pasta Meal Seasons – Summer Pasta Salad

**May – August**  
**Summer Pasta Salad**



**Seasonal Opportunity – Pasta Salad Meals**

*Tri-Color Rotini*

*Tri-Color Penne*

*Farfalle*

*Elbows*

*Campanelle*

*Medium Shells*

*Elbows*

*Ditalini*





**In the summer, with picnics and leisure activities,  
we see an increase in sales of pasta cuts used for  
pasta salads**

**% Dollars and Units – Tri-Color Pasta**

***Pasta Salad Season***

**January – March                      19%**

**April – June                              31%**

**July – September                      31%**

**October – December                      19%**



# During the May through August period, shopping basket analysis validates the Pasta Salad Season opportunity

Propensity to be in the shopping basket with Tri-Color Pasta - May - August

TRI-COLOR PASTA	Skew Score
BAZAAR OLIVES	2.77
AVOCADOS	2.36
CHEESE	3.18

**Items in the shopping basket with Tri-Color Pasta**

PICKLES OLIVES RELISHES	6.00
SALAD DRESSING	6.49
IMITATION CRAB	5.04
SPOONABLE DRESSING	3.51
RELISH	5.68



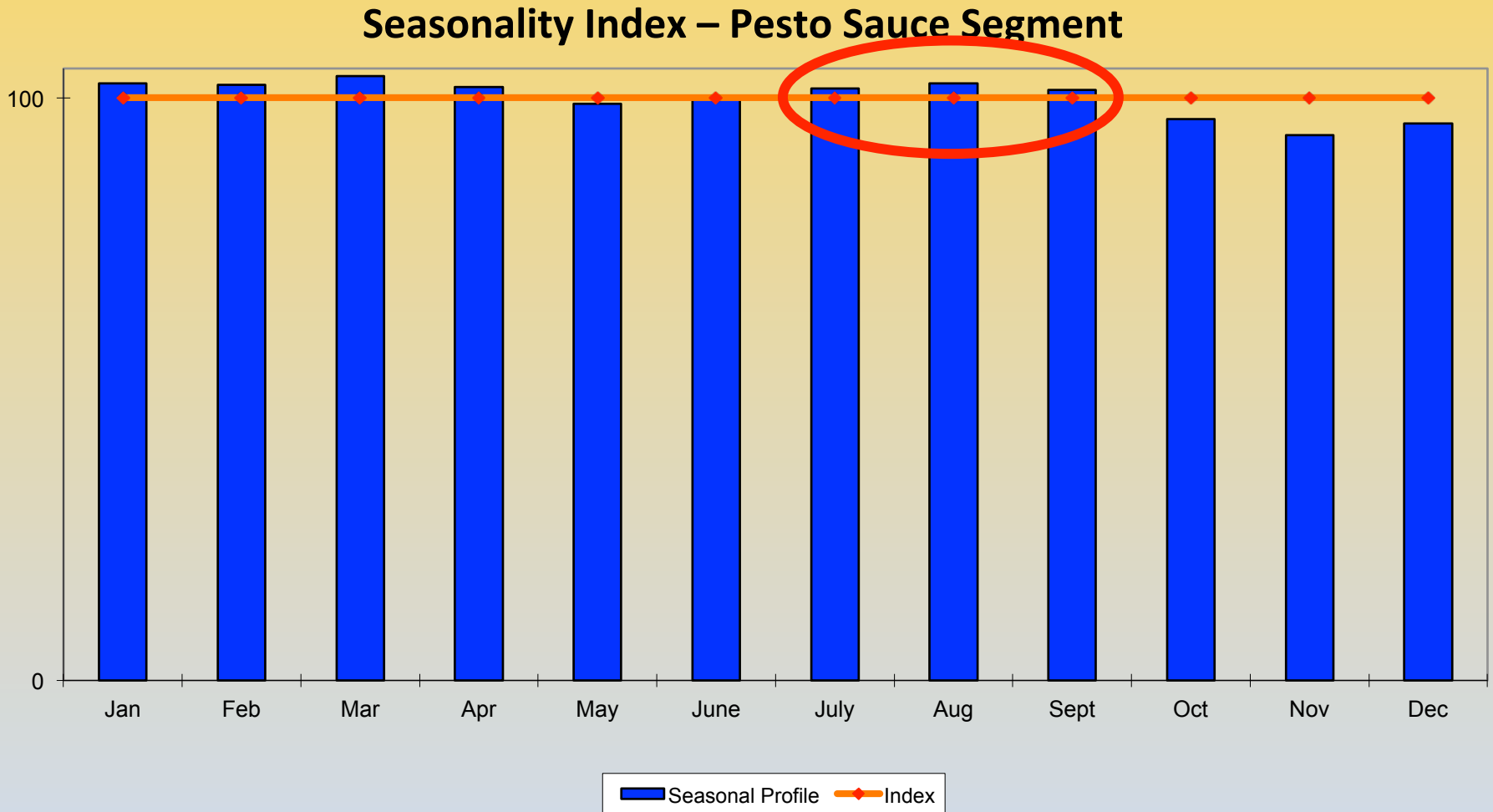
# Drilling into Salad Dressing brands with Barilla Pasta Salad Cuts during the season, we can see what shoppers are buying for pasta salad recipes

**Salad Dressing brands in the shopping basket with Tri-Color Pasta**

UPC Name	Skew Score	Composite Score (Correlation)
WISHBONE SLD DRSG ITALIAN	22.45	2.61
KRAFT ZESTY ITA		2.04
WISHBONE DRES		1.87
WISHBONE SLD		1.65
NEWMANS OWN		1.39
BERNSTEINS SL		1.38
WISHBONE DRES		1.28
KRAFT SLD DRSG		1.27
BERNSTEINS SL		1.25
BERNSTEINS SL		1.20
WISHBONE SLD		1.18
WISHBONE SLD DRSG RANCH	11.06	1.15



# Pesto sauces show higher sales in Q1, but also have higher sales July - September



Source: AC Nielsen – Total U.S. 52 Weeks ending 12/24/11 Base Unit Volume

# Pesto sauces are paired with Filled Pasta, more creative long cuts and short cuts for pasta salads

From shopper card data – National Retailer

*How many times more likely is **pesto sauce** in the shopping basket with the dry pasta cut than an average basket at the retailer?*

Dry Pasta Cut	Skew Score – In basket with Pesto Sauce
Filled Pasta	25.4
Farfalle	23.3
Penne	18.9
Rotini	17.0
Linguine	15.5
Tri-Color	14.9



# Seasonal Merchandising Example - Summer





# Back-To-School Lifestyle

- Return to family meals and balanced diet
- Routines return – along with hectic school activities



# Barilla Pasta Meal Seasons – Back-To-School

**August - September**  
**Back-to-School**



**Seasonal Opportunity – Family Meals and Convenience as routines return:**

**Shapes and Cuts for Kids**

***Barilla PLUS***

***Fiori***

***Wheels***

***Elbows***

***Rotini***

***Ready Meals***

**Shapes for Family Meals**

***Elbows***

***Spaghetti***

***Thin Spaghetti***

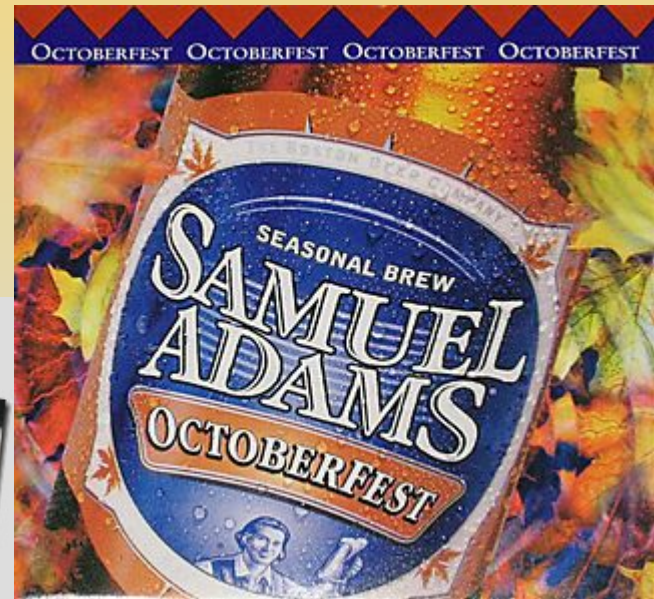
# Fall Lifestyle

- *Nesting* kicks in as weather changes
- Comfort foods highlighted and preparation for winter





# Seasonal Merchandising Examples – Fall



# Columbus Day kicks off fall pasta meal merchandising of traditional pasta meals and heartier soups

**October - November**  
**Columbus Day & Heartier Meals**



## Seasonal Opportunities

### Heartier Pasta Dishes

*Rigatoni*

*Mostaccioli/Ziti*

*Short Cuts with Red Sauces*

### Hearty Soups

*Orzo*

*Pastina*

*Ditalini*

*Cut Spaghetti*

*Other Soup Cuts*



# The increase in heartier pasta meals starts in September and runs through March

*% Dollars – Mostaccioli/Ziti/Rigatoni*

**January – March 27%**



**April – June 23%**

**July – September 24%**

**October – December 27%**





# In the fall and winter, consumers are seeking pasta cuts for homemade soups

## *% Dollars – Soup Cuts*

**January – March 27%**

**April – June 22%**

**July – September 24%**

**October – December 27%**



# Holiday Entertaining Lifestyle

- Parties and larger group meals
- Traditional Family gatherings and meals
- Multiple dishes and “fancier” foods



# Barilla Pasta Meal Seasons – Holiday Meals and Entertaining

**November – December**  
**Holiday Meals and Entertaining**



## Seasonal Opportunity – Holiday Meals and Entertaining

### Holiday Dining – group meals

***Lasagne***

***Wavy Lasagne***

***Jumbo Shells***

***Manicotti***

***Ziti***

***Red and White Sauces***





**During the holiday season, consumers are making baked pasta dishes for entertaining and parties**

***% Dollars and Units – Oven Cuts***

**January – March 27%**

**April – June 20%**

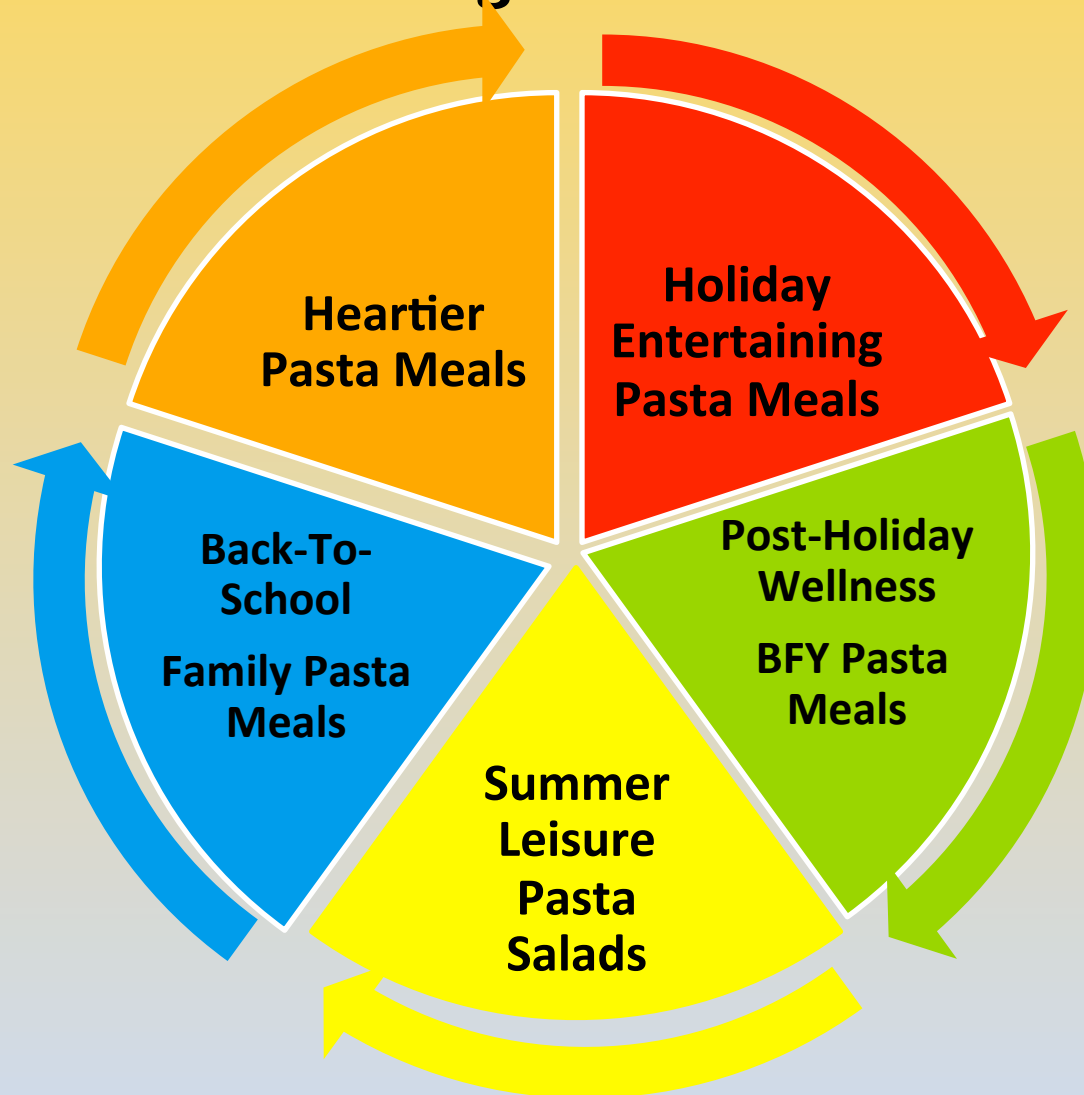
**July – September 19%**

**October – December 33%**



# Putting it all together – Merchandising the Pasta Meal

## Seasons to drive larger basket rings, maintain store loyalty and grow traffic across categories



## How we are activating Pasta Meal opportunities





**Quick tips for applying shopper knowledge to educate consumers on pasta meals**



***Pasta Meal Seasons* – Pasta Cuts and Sauces; recipe tips**

***Product knowledge* for Newsletters and On-Line communications**

# **Some things Barilla can provide as we partner with you to help your shoppers**

- **Samples**
- **Coupons**
- **Recipes**
- **Pasta meal shopper knowledge**
- **Nutrition Information**
- **Newsletter material**

# Barilla Memory Stick Contents

- **Mediterranean Diet Paper and Resources**
- **Barilla PLUS Fact Sheet, Recipes and UPC list**
- **Product Images - Proofs**
- **Social Networking Information on Barilla**
- **What consumers are saying about us**
- **My presentation**



# Merchandising Pasta Meals Year Round

	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Year Round Pasta Meals	Full line pasta cuts sales; Red/White/Pesto Sauces											
Post-Holiday BFY				Whole Grain pasta and PLUS; Red and White Sauces								
Summer Pasta Salad	Rotini, Ditalini, Tri-Color, Elbows, Shells, Farfalle with salad dressing, pesto sauces and produce											
Back-To-School				Shapes for families with kids; Ready Meals								
Heartier Pasta Meals/Soup				Soup Cuts; Rigatoni, Elbows, Mostaccioli, Ziti; Red, Vodka, White Sauces								
Holiday Entertaining				Oven Cuts; Lasagne, Jumbo Shells, Manicotti, Mostaccioli, Ziti; Red, White Sauces								



**Call me! E-mail us!**

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**847-405-7566**



# Thank you!

***Craig Geiger***  
***Barilla America, Inc.***

**Barilla**  
The Italian Food Company. Since 1877.