

# Storci instant pasta lines

Instant pasta it's the "latest global pasta market". Because it's quick, healthy and good! And quick, healthy and good are the watchwords in a society, like today's, which is always on the move, dynamic and always pressed for time, even when it comes to mealtimes.

The possibility of having good food available which is quick and easy to prepare has become a common need for a whole range of people. Students, workers and professionals, to name just a few. And that's not all: this product, thanks to its high level of segmentation, also meets the growing demands linked to ethical or religious choices (kosher, halal, vegan, vegetarian, etc.) as well as health or dietary needs.

Instant pasta: all it takes is boiling water, pasta and a few minutes to enjoy a meal which is complete, quick and above all healthy. Unlike noodles, instant pasta is not fried and is made with 100% durum wheat semolina, with no additives. It can be eaten anywhere and comes in a huge range of flavours which can be adapted to local recipes and tastes.

And if we want to think in economic terms: also in this case, the benefits for



any manufacturer entering the instant pasta market are plain.

- First: market penetration, especially in developing countries where the western way of life is becoming more and more popular amongst the middle class (and it is expected to become even more so over the coming years).
- Second: the possibility to diversify the product.
- Third: an increase in overall profits.

- Fourth: low production costs (compared to other types of ready meals).

- Fifth: high return on investment (also thanks to the product's long shelf life).

Need we go on? Always keeping a close eye on new food markets and trends, Storci is aware of all the benefits linked to entering the instant pasta market.

Which is why we offer versatile and customizable lines: automatic, semiautomatic and "turnkey solutions".

In the latter case, Storci's staff will support you throughout all the stages of your project to guarantee the result required by the customer: from identifying and managing suppliers to product analysis (pasta and the recipes for the various condiments), from packaging to palletizing.

If on the other hand you already own a pasta plant, this can (following due evaluation) be "converted" over to the production of instant pasta, while still keeping the option of producing standard dry pasta.

Keep up with the times, and make the most of the opportunities which these systems can offer! ■

