



NO. 1 – MARCH 2022

RUMMO
MAESTRI PASTAI
IN BENEVENTO DAL 1846

RUMMO TIMES



*Welcome to the
inaugural issue of
our quarterly,
global update,
the Rummo Times.*



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The latest news about Rummo pasta from Italy and around the world. Plus bits and pieces: What's new, our product benefit & more. Hopefully you'll find inspiration that sparks ideas for promoting our pasta in your country. Happy reading!

Cosimo Rummo

**FEATURE
STORY**

RUMMO CELEBRATES 175 YEARS OF MAKING PASTA



FEATURE STORY

OUR 175TH ANNIVERSARY: A YEAR OF CELEBRATION

On June 9th, a special event was held in Benevento, marking the emission of a celebrative stamp honoring Rummo’s 175 years of activity. Cancelled by the Italian Postal Service, the stamp is part of the thematic series “Economic & Productive Excellence” issued by the Italian Ministry of Economic Development. There was ample media visibility in press, social media and the Rummo website. We also designed a special giftbox with customised 500g packs and an apron.



FEATURE
STORY

ITALY'S MOST PRESTIGIOUS PRESS COVER THE STORY



la Repubblica
IL GUSTO

175 years of Rummo, the pasta maker that has overcome bombardment, earthquakes and floods.

A celebrative stamp is issued in honor of one of the most famous pasta companies in Italy which, following the floods of 2015, is flying towards the future.

2 RUMMO@
HOME IN ITALY

RUMMO ON THE RISE



2 RUMMO@
HOME IN ITALY

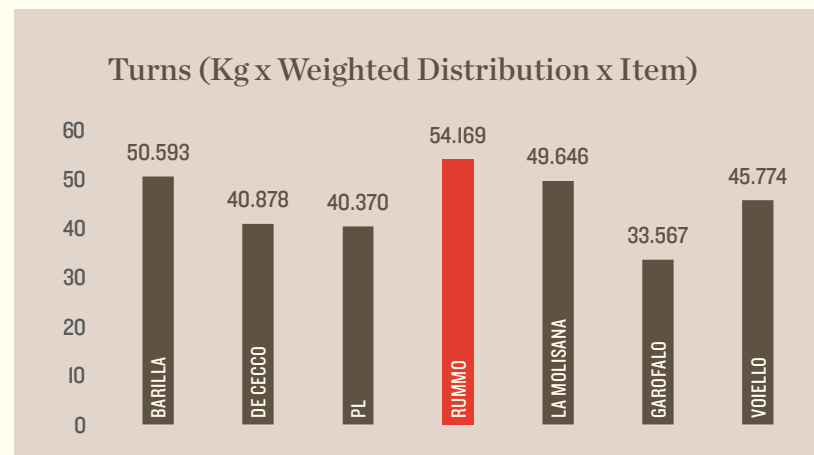
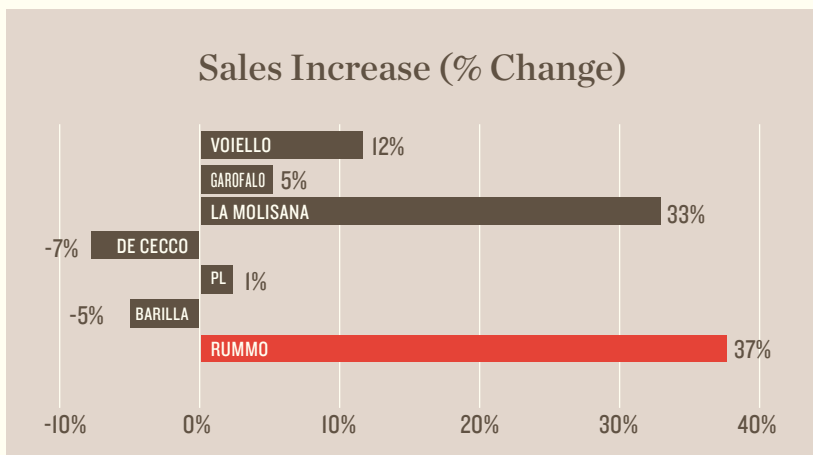
RUMMO IS THE FASTEST GROWING PASTA BRAND IN ITALY & HAS THE HIGHEST TURNS

In 2021, pasta sales in Italy stood at approximately €780 million, down 5.5% vs 2020.

Despite the fall in consumption, **Rummo is the brand that's recorded the biggest increase compared to 2020: +3.7% in Value terms, reaching a Value Market Share of 7.9% (+0.7 percentage points compared to 2020).**

All other brands competing in the premium segment are facing losses in Value: De Cecco -13.6%, Garofalo -5.1%, Voiello -4%. Barilla and Private Label were also down.

We confirm that Rummo is the brand with the **highest turns** (Volumes x Weighted Distribution x reference) on the market.



2 RUMMO@
HOME IN ITALY

PARTNERS WITH ITALY’S MOST LOVED & USED COOKERY SITE

We’re embarking on our third year of sponsorship with Italy’s best known cooking blog, Giallo Zafferano. The partnership includes a comprehensive [special dedicated to cooking pasta](#)—a sort of mini site-within-the-site. 67% of Giallo Zafferano’s users claim to prepare the recipe they search for.

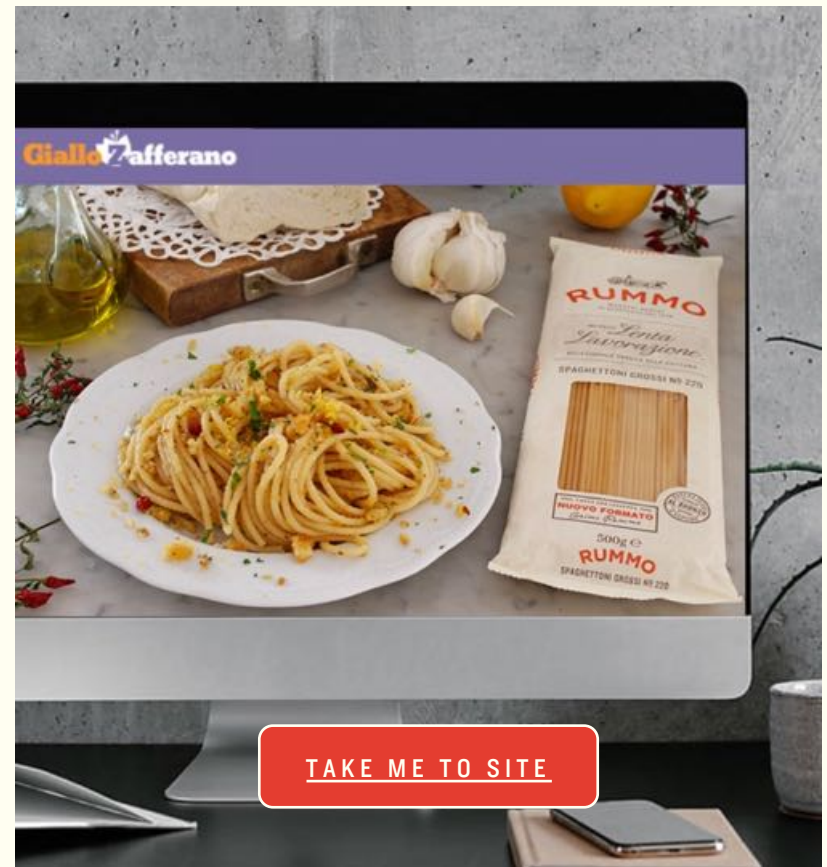
16.5 MILLION READS

4 MILLION SOCIAL MEDIA IMPRESSIONS

995K REACH

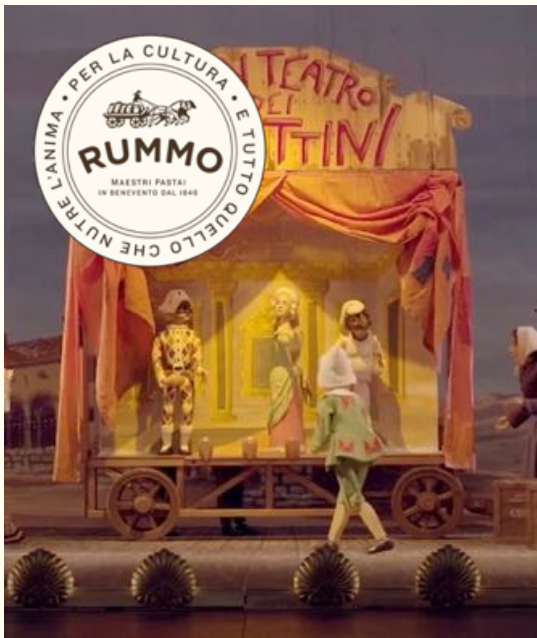
40 RECIPES CREATED BY SPECIALLY
SELECTED BLOGGERS

25 SPONSORED SEASONAL RECIPES



2 RUMMO@ HOME IN ITALY

NOURISHING THE SOUL BY SUPPORTING THE ARTS



Above: A scene from the Piccolo Teatro's "Pinocchio" project for elementary school children. Above right: Jack Savoretti in concert. Below right: A detail from the Symphony Orchestra's promotional poster.

We're pasta makers, but we're committed to nourishing the soul as well as the stomach.

Rummo is both sponsor and partner with Milan's Piccolo Teatro in the development of creative, educational projects dedicated to Italian children and teenagers.

In our home town of Benevento, we're the lead sponsor of the Philharmonic Orchestra's Chamber Music season. And annually we make possible Jack Savoretti's concert to raise money for Genova's San Martino Hospital.



2 RUMMO@ HOME IN ITALY

PRESTIGE & VISIBILITY FROM THE FIELD TO THE SCREEN

Our love of territory extends to our football club, Benevento Calcio. We're proud of our home and our team. But we also believe strongly in supporting those things that, like pasta, give accessible joy to millions of people.



The teams symbol derives from the pagan rituals said to have been performed by the Lombards along the banks of the region's Sabato River in the 6th Century.

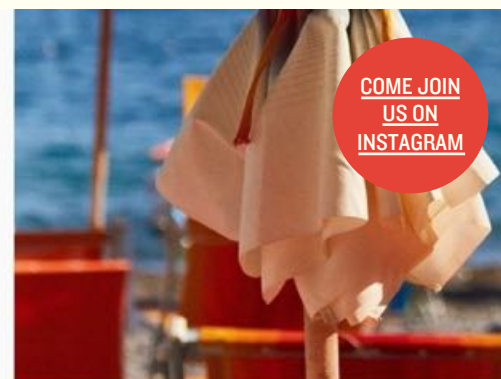


Our brand and products are visible and mentioned in a new film on Netflix and in Cinema – [4 Metà](#) ([Four to Dinner](#)) – whose cast enact the parallel stories of four couples in two possible alternate realities.



3 SOCIAL STATUS

SOCIAL MEDIA THAT GIVES ITALY TO THE WORLD



3 SOCIAL STATUS

HIGH PERFORMING, ONE-FOR-ALL GLOBAL ACCOUNTS



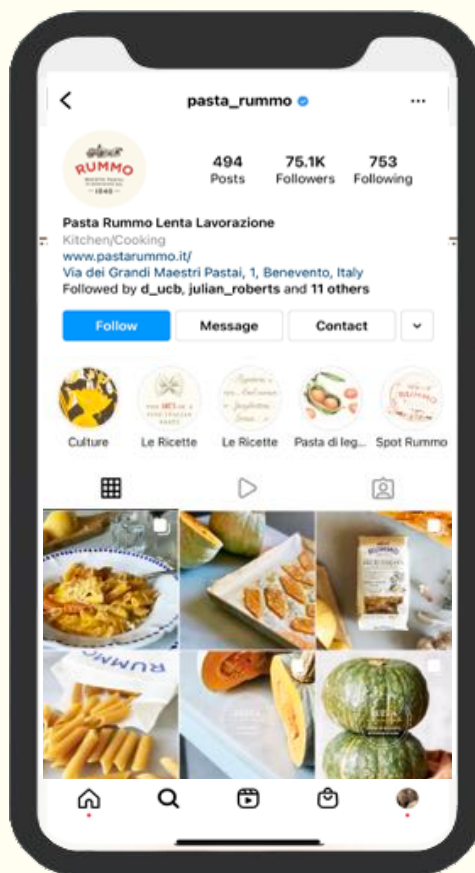
[CLICK TO FOLLOW](#)

THE MOST ENGAGING PASTA BRAND



REACH: 21.9M
IMPRESSIONS: 23.6M
114.6K FOLLOWERS

+16%
INCREASE IN NUMBER
OF FOLLOWERS
SINCE FEBRUARY 2021



[CLICK TO FOLLOW](#)

MOST FOLLOWED PASTA BRAND IN ITALY



REACH: 16.0M
IMPRESSIONS: 23.5M
80.4K FOLLOWERS

+28%
INCREASE IN NUMBER
OF FOLLOWERS
SINCE FEBRUARY 2021

3 SOCIAL STATUS

NEW PHOTOSHOOTS ENHANCE OUR STORY IN SOCIAL MEDIA

It's been a big year for upgrading the Rummo image in social media and elsewhere. New recipes, new step-by-step videos and new lifestyle photos tell a richer story.



HAVE IDEAS?

If you have ideas about how to use our photography to promote Pasta Rummo in your country, please share them with us, and we'll do what we can to help.

4 **COUNTRY**
SPOTLIGHT

RUMMO IS ON THE RISE IN SWITZERLAND



Photochrom Print Collection, Public domain, via Wikimedia Commons

4 COUNTRY SPOTLIGHT

COORDINATED COMMS FUEL RUMMO'S WINNING GROWTH

Switzerland demonstrates fantastic sales results thanks in part to a tightly integrated communications program. From TV to digital, to strategically located out-of-home, to the widely read grocery store pubs—it's an alchemy that works as data show:

Rummo is the fastest growing brand (+50% in Value terms, +0.7 points Market Share). Among the main players, **Rummo is also the brand with the most impressive growth in terms of turns** (+44%).

See the charts on pages 16!



The image shows a 500g bag of Rummo Penne Rigate pasta. The bag features the Rummo logo, a tractor icon, and the text 'MAESTRI PASTAI IN BENEVENTO DAL 1846'. Below the logo, it says 'METODO Lenta Lavorazione. ECCEZIONALE TENUTA ALLA COTTURA. PENNE RIGATE N° 66'. A circular seal on the bottom right of the bag reads 'AL DENTE'. To the right of the bag is a German advertisement with the headline 'HIER GIBT ES KEINE KOMPROMISSE.' and the sub-headline 'METODO Lenta Lavorazione. DER «AL DENTE» PASTAGENUSS'. The signature 'Cosimo Rummo' is at the bottom.

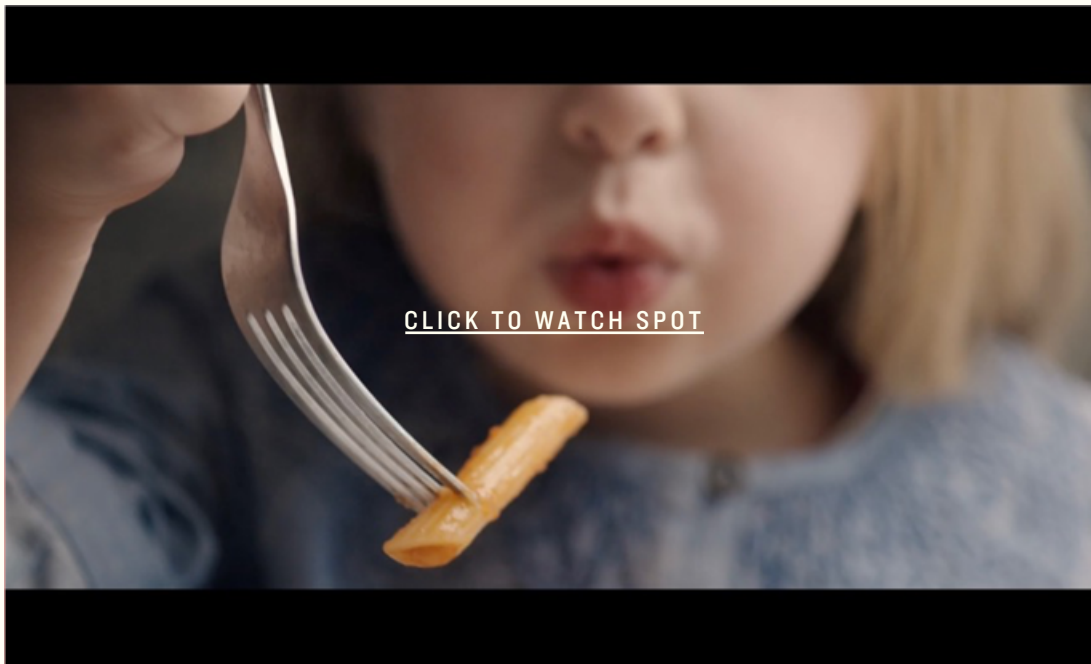


COORDINATION IS KEY IN SWITZERLAND.

Out of home in Switzerland has been strategically positioned very close to COOP stores, and consumers meet the brand again in coordinated ads appearing in COOP's magazine (next page).

4 COUNTRY SPOTLIGHT

HIGHLY INTEGRATED FROM TV SPOTS TO STORE SHELVES



CONSISTENCY FROM BRAND MESSAGING TO PRODUCT PROMOTION.

In Switzerland, we build an emotional connection with our consumers, as well as appeal to their taste for new products on the grocery store shelves. Above, a frame from our TV spot, which you can [see here](#). Right, our ads as they appear in the COOP magazine.



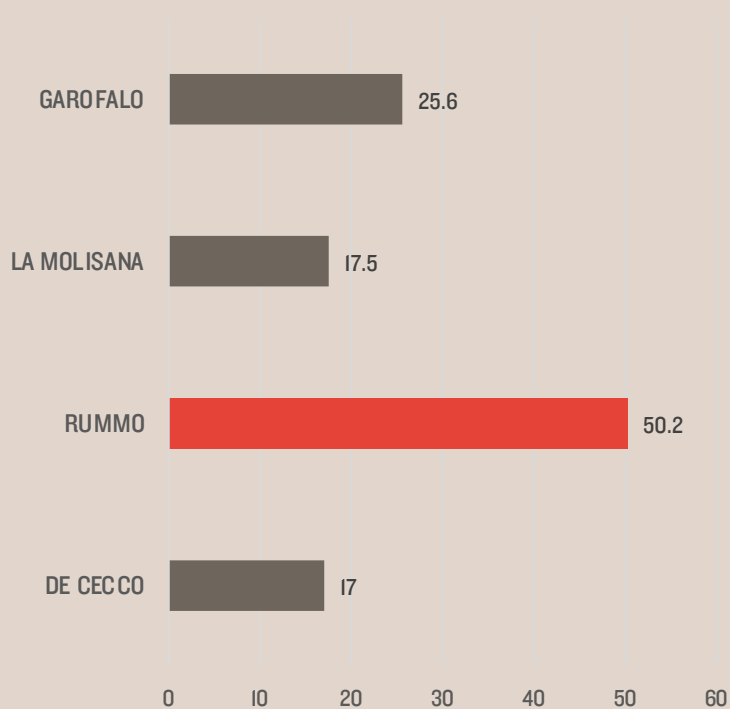
STRONG GRAPHIC IDENTITY.

Strict adherence to our unique graphic standards gives our communication an identifiable look— from our TV spots and digital promos straight to the pasta on the shelves.

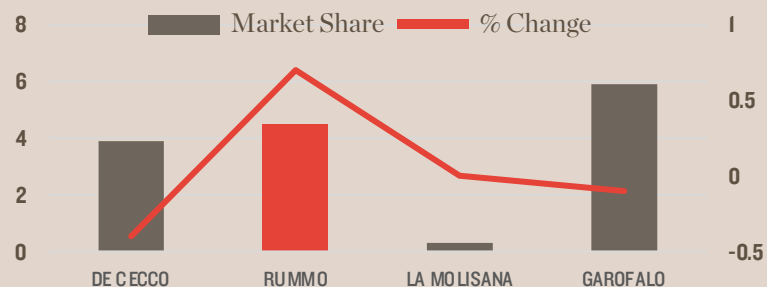
4 COUNTRY SPOTLIGHT

(SOON TO BE) SWITZERLAND'S N° 1 PREMIUM PASTA

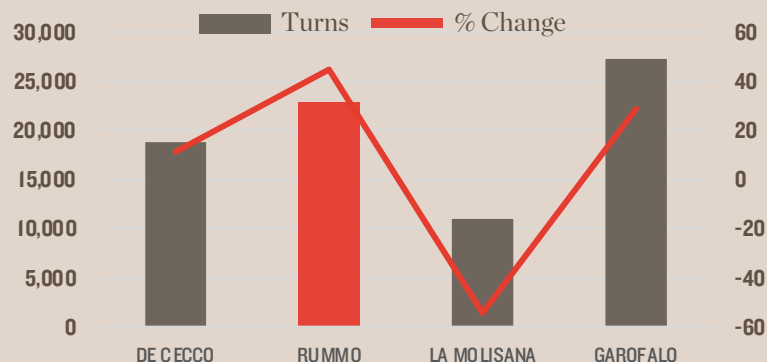
Sales Increase (% Change)



Market Share



Turns (Kg x Weighted Distribution)



*NIELSEN YEAR ENDING DECEMBER 2020

5 **PRODUCT
HIGHLIGHT**

AS WE SAY IN ITALIAN, “GIOVEDÌ GNOCCHI”



5 PRODUCT HIGHLIGHT

ONLY SHELF-STABLE GNOCCHI MADE WITH FRESH POTATOES

“Gⁱovedì gnocchi” or Gnocchi Thursday refers to the Italian tradition of serving gnocchi on that day of the week. But they’re excellent any day, especially when you don’t have to go to the considerable trouble of making them yourself.

Rummo Gnocchi and Gnocchetti, made from 100% Italian fresh potatoes, readily absorb the sauces and flavors of both classic and more innovative preparations.

But they’re shelf-stable for 12 months, making them an ultra-convenient kitchen staple.

*Paper packaging,
premium standing.*



**FRESH ITALIAN POTATOES
SHELF-STABLE FOR 12 MONTHS
NO NEED TO REFRIGERATE
2kg FOOD SERVICE SIZE**



3 METHODS FOR PREPARING GNOCCHI:

METHOD 1

AL FORNO

(baked in the oven)

METHOD 2

À LA POËLE

(in the sauté pan)

METHOD 3

BOLLITI

(boiled in broth/water)

5 PRODUCT HIGHLIGHT

GNOCCHI COOKED THREE WAYS – [SEE THEM ON OUR IG PAGE](#)



[DOWNLOAD 3 GNOCCHI RECIPES NOW](#)

Savory, comforting, and loaded with flavor—light, fluffy Gnocchi alla Sorrentina ooze with melted mozzarella and piping hot tomato sauce.

Beautifully caramelized, these Rummo gnocchi cooked in the sauté pan are accompanied by a ricotta, basil and parmesan cream.

A cozy dish of light, flavor-absorbing Rummo Gnocchetti with fresh shrimp, ripe jewel-colored tomatoes, and basil—all in a warm velvety broth.

6 The RUMMO
DIFFERENCE

PASTA THAT PERFORMS PERFECTLY – AGAIN & AGAIN



6 The RUMMO DIFFERENCE

THE RUMMO BENEFIT: PASTA THAT STAYS “AL DENTE”

Pasta Rummo is characterized by its “Eccezionale tenuta alla cottura.” This is hard to translate, but it simply means that **the pasta’s best qualities, shape and flavor – its essential characteristics – remain intact even after being boiled. It stands up to cooking – to an exceptional degree.**

In Italy, pasta is eaten and loved “al dente.” That means that it’s slightly resistant to the bite when you eat it. It’s a more pleasurable experience. But it’s hard for a food that’s cooked in boiling water to maintain a perfectly “al dente” texture, yet be cooked evenly from its exterior to its most interior point. And it’s even harder in a restaurant, where the pasta is pre-boiled, reheated, then likely sautéed with its sauce. **Rummo pasta is certified to deliver a perfect result.**



6 The RUMMO DIFFERENCE

THE EXCLUSIVE METHOD BEHIND THE PERFORMANCE

METODO *Lenta Lavorazione*



WE SEARCH INCESSANTLY for the finest ingredients — including wheat with a significantly high protein content (14.5%).



WE KNEAD THE DOUGH SLOWLY for an extended period of time, which creates a miraculously resistant and elastic pasta.



WE CUT THE PASTA WITH BRONZE dies, giving it a rough, absorbent surface that acts like a “sauce magnet”.



WE DRY THE PASTA SLOWLY, masterfully varying times and temperatures — depending on shape — to eliminate water and lock in flavor.



WE TEST EVERY LOT by cooking it, tasting it, and measuring its firmness and resistance with a “Dynamometer” which replicates biting.



CUSTOMIZED CONVEYANCE & PACKAGING assures that the integrity of each piece of pasta is protected until it reaches you.



WE USE EXTERNAL CERTIFICATION to insure that our pasta meets our stated and desired goals of quality and performance.

6 The RUMMO DIFFERENCE

OUR PENNE RIGATE NO. 66: A PERFECT EXAMPLE

Penne Rigate is one of the most versatile and widely used shapes of Italian cuisine. These ridged tubes combine perfectly with all types of sauces, from the classics to more modern, creative interpretations. But the better the pasta, the better the results!



COOKS IN **11** MINUTES

| LENGTH | THICKNESS | THICKNESS | DIAMETER |
|--------|-----------------------------|-----------------------------|----------|
| 48mm | 1.6mm <i>(above rib)</i> | 1.3mm <i>(below rib)</i> | 8,2mm |

Pictured at right in our special edition 175th Anniversary packaging.



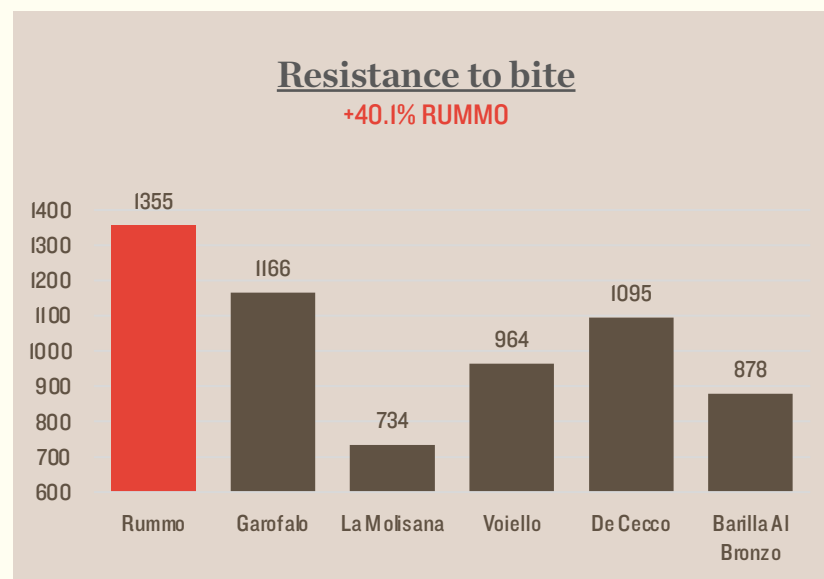
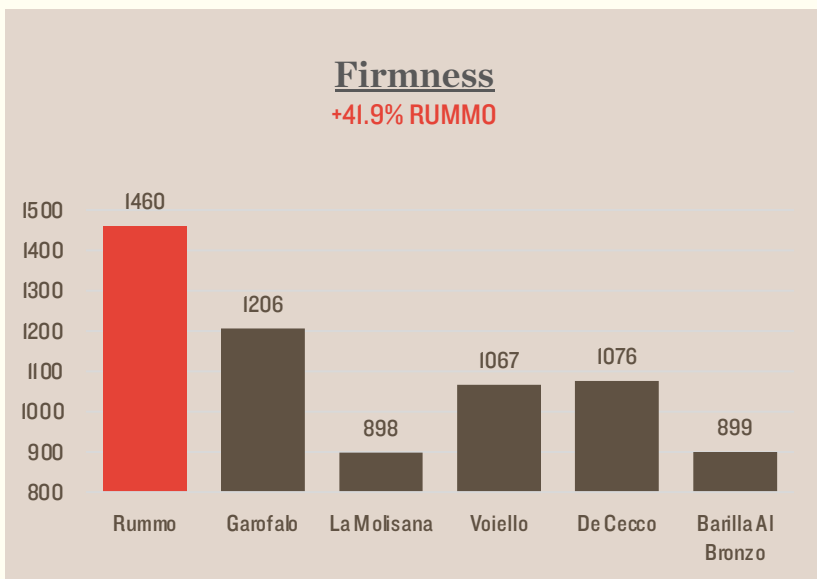
**INDEPENDENTLY
CERTIFIED
PERFORMANCE**

**SUPERIOR
FIRMNESS**

**SUPERIOR
RESISTANCE**

6 The RUMMO
DIFFERENCE

OUR PENNE RIGATE NO. 66 OUTPERFORMS THE COMPETITION



Rummo: Penne Rigate n° 66 - lot L1353RGN of Dec. 19, 2021 / De Cecco: Penne Rigate n° 41 - lot L00221219 of Aug. 7, 2021
 Rummo: Penne Rigate n° 66 - lot L1353RGN of Dec. 19, 2021 / La Molisana: Penne Rigate n° 20 - lot L1263MCH of Sep. 20, 2021
 Rummo: Penne Rigate n° 66 - lot L1353RGN of Dec. 19, 2021 / Voiello: Penna Doppia Rigatura n° 152 - lot L14436051 of Mar. 1, 2021
 Rummo: Penne Rigate n° 66 - lot L1353RGN of Dec. 19, 2021 / Garofalo: Penne Ziti Rigate n° 70 - lot L1262GO2 of Oct. 9, 2021
 Rummo: Penne Rigate n° 66 - lot L1353RGN of Dec. 19, 2021 / Barilla Al Bronzo: Penne Rigate n° 152 - lot L14457071 of Jul. 1, 2021

*TEST CONDUCTED ON THE BASIS OF FULL COOKING TIMES IN THE QUALITY DEPARTMENT OF PASTIFICIO RUMMO

7 BEAUTIFUL MERCH

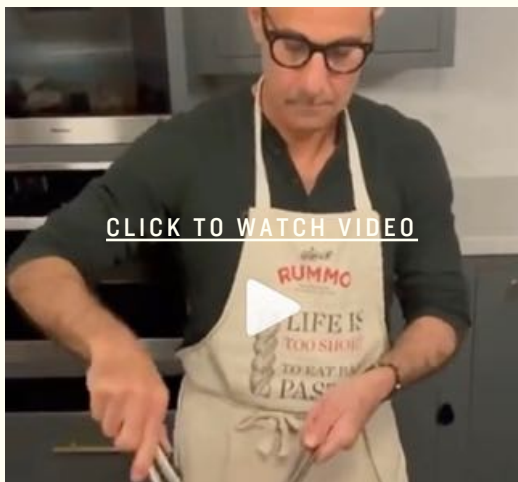
BRANDED, DESIGNED & MADE WITH EVERYONE IN MIND



7 BEAUTIFUL MERCH

PASTA PASSION YOU CAN WEAR OR CARRY WITH YOU

Beautifully designed materials for everyone — from professionals to home cooks to ... award-winning American actor, and now cookbook author, Stanley Tucci (*below*)! In this issue, we're featuring our **CASUAL APRON** made of 100% cotton, **COD. 880985**.



ALSO AVAILABLE



ORGANIC T-SHIRT
COD. 880926



CHEF'S JACKET
COD. 880972



PREMIUM APRON
COD. 880927



RUMMO SHOPPER
COD. 880970

7 BEAUTIFUL MERCH

FOOD SERVICE FOLDER & CHEF SELECTION BOX

Beautifully designed materials that explain and demonstrate the **Rummo product benefit**, “**Eccezionale Tenuta alla Cottura**” and their pasta-making method, **Lenta Lavorazione**®.



CHEF'S SELECTION BOX
Includes 1 pack each of Fusilli,
Mezzi Rigatoni, Linguine
& Spaghetti No. 3
COD. 880972

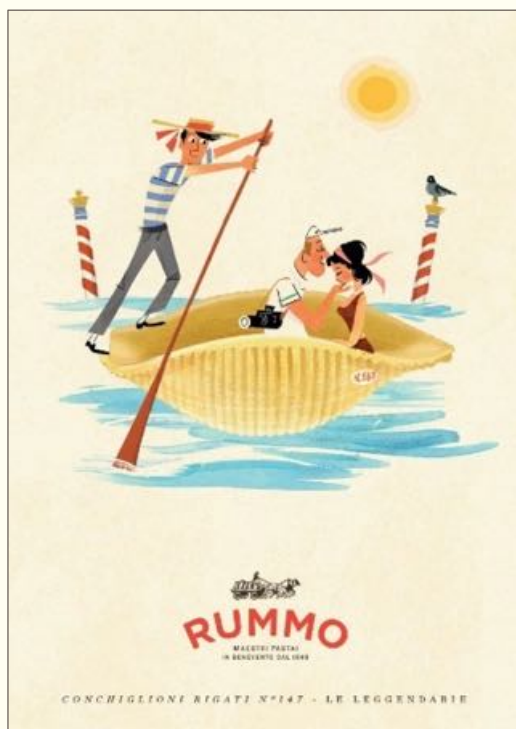


FOOD SERVICE FOLDER
Italian. COD. 880936
Russian. COD. 880932
Greek. COD. 880933
Korean. COD. 880934

English. COD. 880944
French. COD. 880943
Also available in Polish
and Albanian.

7 BEAUTIFUL MERCH

RETRO ILLUSTRATED POSTER SET



LARGE 3-POSTERS SET — 70 x 100cm

COD. 880925



SMALL 3-POSTER SET — 30 x 42cm

COD. 880924



**8 BITS &
BITES**

OTHER NOT-TO-MISS ITEMS FROM AROUND THE GLOBE



8 BITS & BITES

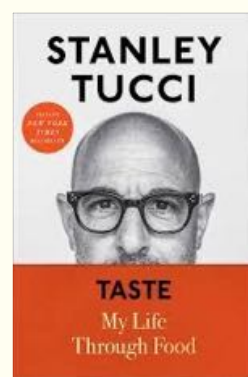
PASSION FOR RUMMO PASTA & BRAND ON THE RISE

Quite spontaneously, [love for Rummo is popping up on the internet and elsewhere](#). And our love for the people who spread it is reciprocal!

Huge thanks to Stanley Tucci, the celebrated American actor also known for CNN’s “Stanley Tucci’s Searching for Italy,” who wears our apron and cooks our pasta on his social media videos ([Instagram @stanleytucci](#)), and mentions us in his wonderful new book, *Taste: My Life Through Food*, which tells the story of how good food—and his deep love for it—helped him overcome a personal challenge.



[CLICK TO WATCH VIDEO](#)



STANLEY TUCCI

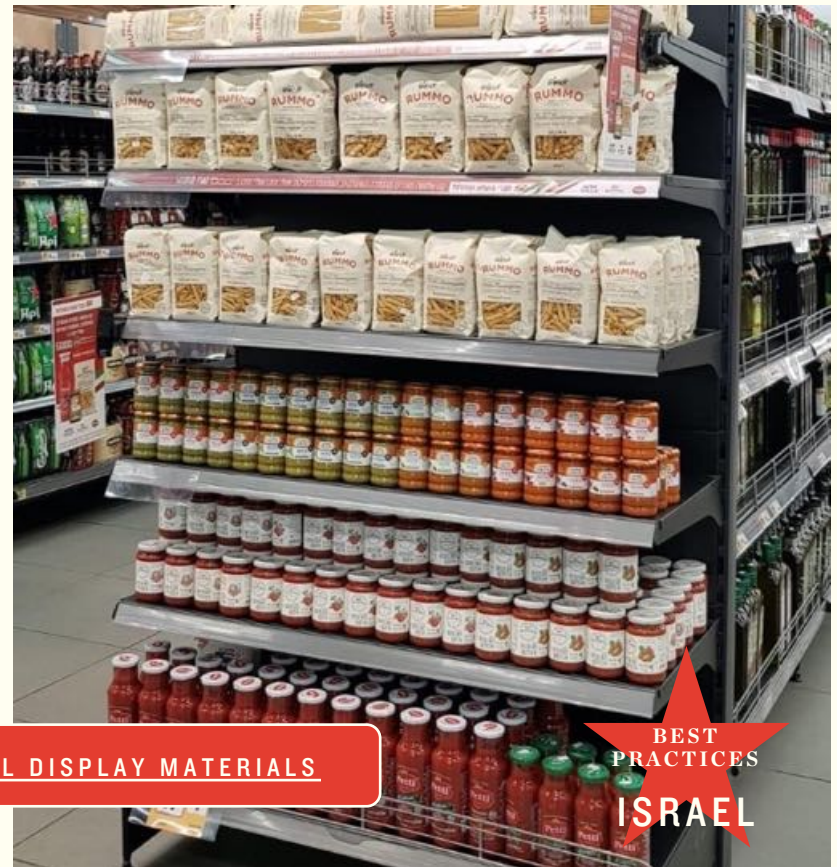
My Stomach

Finally, at the end of my twenties, I discovered I was lactose intolerant and also could not digest sugar very well. I forthwith removed both from my diet and luckily saw some improvement, but still problems persisted. In short, I suffered from constant bloating and IBS-like symptoms.

I know this might seem like TMI, but if you are a food obsessive and, due to allergies or a faulty digestive system, eating becomes a daily struggle, then everything else in life can be a bit of a struggle as well, especially as we age. It is proven that our guts are inextricably linked to our brains and hence our moods. If our guts are not functioning properly, then we cannot function properly. I had made attempts at going gluten-free for periods of time and found it disheartening, something I did not feel with lactose or sugar. I tried countless numbers of gluten-free pasta, most of which did not even resemble what I knew of as pasta. Others came closer. Rummo, in particular, is for me the one brand of gluten-free pasta that is able to achieve some of the elasticity and depth that we recognize in regular pasta. But otherwise, in place of my favourite addiction (besides exercise, Martinis and Marx Brothers movies), I ended up making risotto more often than not, or gnocchi, because they are made of mostly potatoes with a minimal amount of flour. Buckwheat pasta was also an alternative, but, as it has no gluten at all, it really needs to be made with about 40 to 50 per cent white flour in order for it not to become

8 BITS & BITES

RUMMO ON DISPLAY AROUND THE GLOBE: BEST PRACTICES



[DOWNLOAD CATALOG OF ALL DISPLAY MATERIALS](#)

8 BITS & BITES

RUMMO ON DISPLAY IN ITALY: BEST PRACTICES



[DOWNLOAD CATALOG OF ALL DISPLAY MATERIALS](#)

**8 BITS &
BITES**

FOR YOUR VIEWING PLEASURE – FROM THE U.S.

