



FOR IMMEDIATE RELEASE

WORLD PASTA DAY 2009

Significant Scientific and Nutritional Research plus Cooking Demonstrations from Star Chefs Presented to International Pasta Community

New York, NY (July 20, 2009) — On **October 26, 2009**, the National Pasta Association (NPA) and the International Pasta Organization (IPO) will present “**World Pasta Day 2009**,” a conference of the world’s leading pasta manufacturers to present the latest nutritional and scientific research on pasta to the industry at large. Since 1995, World Pasta Day has been an international celebration of pasta—a food consumed all over the world in varying cuisines. World Pasta Day 2009’s focus will be “**Pasta Meals on Every Family Table**.”

Conference presentations organized by the Oldways Preservation Trust, a nonprofit education organization, will include a scientific update on nutritional aspects of pasta for families, research on the effect of the Mediterranean Diet on Alzheimer’s, and a summary of recent research on carbohydrates. The annual event, set this year in New York City, will also include demonstrations from world-class chefs on preparing appetizing and healthy pasta recipes. World Pasta Day 2009 will take place at the Millennium Broadway Hotel in Times Square from 2:00 PM to 6:00 PM.

“We are extremely proud to host World Pasta Day in the U.S. this year,” said **Mark Vermeylen**, chairman of the National Pasta Association. “We look forward to showcasing the increasingly wide range of pasta’s health and economic benefits for today’s families around the globe—it is a winning component of any meal.”

World Pasta Day 2009 Program Topics Include:

- § **Scientific Update:** An expert panel will summarize the scientific evidence to support why pasta is recommended to regularly appear on family and restaurant tables. The panel will also present brief summaries of new carbohydrate and Mediterranean Diet research reports.
- § **Pasta, The Mediterranean Diet and Alzheimer's: Feeding Your Brain:** New studies find those who closely follow the Mediterranean Diet, which includes pasta, have a lower risk of developing Alzheimer’s and cognitive decline.
- § **The State of Research on Carbohydrates:** A summary will be presented highlighting the most noteworthy published studies on carbohydrates over the past five years.
- § **Culinary Panel Discussion: Pasta Memories and Pasta Cook-Off:** Food writers and cookbook authors will recount their most memorable family pasta meals. Culinary stars will create 10-minute pasta meals for a live audience. Members of the audience will vote for their favorite recipe and preparation.

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Confirmed Speakers Include:

- § **Dr. Nikos Scarmeas: Speaker, The Mediterranean Diet and Alzheimer's**
PhD, MD, MSc, Assistant Professor of Neurology, Columbia Medical Center
- § **Dr. Joanne Slavin: Speaker, The State of Research on Carbohydrates**
PhD, Professor, Food Sciences and Nutrition, University of Minnesota; Chair, Carbohydrate Committee, 2010 U.S. Dietary Guidelines Advisory Committee
- § **Melissa Clark: Moderator, Culinary Panel and Pasta Cook-Off**
Award-winning author and food writer. Books include, "Chef Interrupted: Delicious Chefs Recipes You Can Actually Make at Home"
- § **K. Dun Gifford: Moderator, Scientific Update Panel**
President and founder, Oldways Preservation Trust

World Pasta Day 2009 is an industry event closed to the general public. Media interested in attending should please contact Stephanie Fraiman at 212-297-2129. For more information on World Pasta Day 2009 please visit www.worldpastaday.org.

World Pasta Day 2009 is generously sponsored by: American Italian Pasta, Barilla, New World Pasta, A. Zerega's Sons, Buhler, Canadian Wheat Board, Dakota Growers Pasta, Fava, Horizon Milling, International Pasta Organization, IPACK-IMA, Italgrani USA, Landucci, Maldari & Sons, Miller Milling, North Dakota Wheat Commission, Pavan, Philadelphia Macaroni, Rembrandt Foods, ST Specialty Foods and Strom Products.

About the National Pasta Association:

Founded in 1904, the National Pasta Association is the trade association for the United States pasta industry, with members including the manufacturers, industry suppliers and allied industry representatives. The NPA provides leadership to the industry on public policy issues, serving as its voice in Washington, D.C. NPA also forges alliances with key organizations, monitors and addresses technical issues, and organizes events and seminars for the industry.

About the International Pasta Organization:

Founded in October 2005, the International Pasta Organization (IPO) is a non profit association dedicated to increase pasta consumption and awareness, by advancing consumers understanding of the nutritional value and health benefits of pasta, and to promote the common business interests and safeguarding the image of pasta industry at the international level.

About Oldways Preservation Trust:

Oldways Preservation Trust is a nonprofit education organization, changing the way people eat through practical and positive programs grounded in science, traditions, and delicious foods and drinks.

ATTENTION MEDIA: PASTA RECIPES AND PHOTOS AVAILABLE UPON REQUEST.

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