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OCTOBER IS NATIONAL PASTA MONTH

Pasta Proves an Economical and Healthy Winner Among U.S. Families

New York, NY (June, 2009) — This coming October marks “National Pasta Month” – a timely observance, as pasta is more popular than ever for two reasons: pasta is a budget-friendly meal and offers important health benefits.

Pasta feeds the family and pads the wallet. Due to the current economic climate, families are taking further steps to provide budget-friendly meals that are also delicious and nutritious. The average price of a one pound box of pasta, which is enough to feed a family of four, is \$1.33. When taking into account additional ingredients, such as pasta sauce, the cost of a pasta meal is approximately \$3.33, only \$.83 per serving.

American consumers have experienced the biggest jump in food prices in 17 years. “Not only does pasta continue to be among the most affordable foods available, its versatility provides nutritious alternatives to other less healthy yet cost-efficient meal options. You can have a different and low-cost, healthy pasta meal every day of the week.” said **Mark Vermeylen**, chairman of the National Pasta Association.

Pasta is also part of a well-balanced diet. Current dietary guidelines call for up to 65 percent of daily calories to come from carbohydrates. Pasta is very low in sodium and non-egg varieties are cholesterol-free. Per cup, pasta provides a good source of essential nutrients, such as iron and B-vitamins, and whole wheat pasta can provide up to 25 percent of daily fiber requirements in every serving.

The perfect foundation for a meal, especially when combined with other nutrient-dense food partners like vegetables and proteins, pasta is a nutritious and economical staple in households across the world. In celebration, this year, **World Pasta Month** will showcase the healthy and delicious ways pasta is enjoyed by families around the globe.

On October 26, 2009, as part of “National Pasta Month,” the National Pasta Association (NPA) and the International Pasta Organization (IPO) will join to present “**World Pasta Day 2009**,” a day-long conference in New York City to present the latest nutritional and scientific research on pasta to the industry and the media. Additionally, World Pasta Day will offer demonstrations on preparing appetizing and healthy recipes for all family members to enjoy.

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World Pasta Day 2009 is sponsored by pasta manufacturers including American Italian Pasta, Barilla, and New World Pasta, flour milling companies, pasta equipment manufacturers, and other industry participants.

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.

ATTENTION MEDIA: PASTA RECIPES AND PHOTOS AVAILABLE UPON REQUEST.

www.worldpastaday.com

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