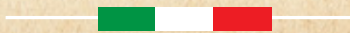


# DE CECCO

— Mugnai dal 1831 —



**THE ONE** *and only*



**FINE IMPORTED ITALIAN PASTA**

*for foodservice*





# DE CECCO

—Mugnai dal 1831—

## From father to son

*The De Cecco family started milling in 1831 at Fara San Martino: a real vocation which in 1886 evolved into an authentic art of pasta-making. A long history of passion that combines only the best wheat and the unique know-how of ancient pasta-making traditions to produce a Superior Quality Pasta.*

—METODO DE CECCO—

### THE DE CECCO METHOD

While there are easier, less expensive, and faster ways to make pasta, only our six-step 130-year-old method results in a superior experience that's uniquely De Cecco—the emblem of 100% Italian quality.

#### 1. *Slow Drying*

It was 1889, as recorded in the Treccani Encyclopaedia, when Filippo Giovanni De Cecco invented the first low-temperature “slow-drying” system. We still use the same method today to best preserve the natural flavor and aroma of wheat and the natural color of our semolina for a superior quality pasta.

#### 2. *The Best Durum Wheats*

We select the best durum wheats from Italy and the rest of the world in terms of gluten quality, healthiness, protein content and organoleptic characteristics, in order to constantly guarantee, despite the variability of the crops an “al dente” pasta with an intense taste to savor.

#### 3. *Coarse-Grain Semolina*

We use only “coarse”-grain semolina in order to preserve the integrity of the gluten and obtain a pasta which is always “al dente”.

#### 4. *Cold Majella Mountain Water*

We make our dough solely with cold water from the Majella mountains, at a temperature of less than 59° F ensuring perfect firmness when cooked.

#### 5. *Coarse Texture*

We craft our pasta with coarse drawplates to guarantee the ideal porosity to best capture the sauce.





# A TRADITION *of Quality Since 1831*



The **De Cecco** company history is a story of a family with deep roots in the **Abruzzo** region of Italy.



## THE DE CECCO GUARANTEE

When it comes to pasta, the quality is critical to how the product performs under the rigorous foodservice applications in your kitchen. You can depend on De Cecco to provide you with consistent high-quality, performance, and taste because delivering great pasta to your business is always our #1 priority.

### TIME SAVINGS

With your busy schedule, pasta that you can rely on to always maintain its shape, texture, and flavor is critical. That's why with De Cecco you can par-cook, pre-cook, or cook and serve immediately. You can always count on us for consistent quality.

### WASTE REDUCTION

With De Cecco pasta, there is no breakage or loss in shape after cooking; plus, you can reheat it without the pasta sticking and clumping.

### LOWER SERVING COST

The rough texture of De Cecco pasta keeps sauce on the pasta exceptionally well, reducing the amount of sauce needed for full coverage.

### EXTENDED HOLDING

De Cecco's high-quality ingredients and traditional production process deliver pasta with an al dente bite, making it ideal for catering and takeout applications.

## THE POPULARITY *of pasta*

Offering a variety of **De Cecco** pasta cuts on your menu is a simple way to satisfy guests' varying tastes. It's the perfect carrier for the wide range of on-trend global flavors that diners are craving today.

- While the foodservice industry is flat, pasta is **growing at 3%** in quick-service restaurants and 2% in casual-dining restaurants.<sup>1</sup>
- Nearly 10 different cuts of pasta are showing growth on menus over the past four years, and **pasta variety** is driving consumer participation.<sup>2</sup>
- **Italian cuisine** is a strong foundational menu item and the #1 ethnic cuisine, with more than 50% of consumers showing great interest.<sup>3</sup>

<sup>1</sup> The NPD Group/ CREST®, YE December 2017

<sup>2</sup> Datassential Pasta Entrees, February 2018

<sup>3</sup> 2017 Technomic Flavor Consumer Trend Repo



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## THE ONE and only



De Cecco offers a wide range of pasta types and cuts to help foodservice operators create on-trend dishes that meet diners' demands.



### DURUM WHEAT PASTA

An all-time classic of Italian gastronomic culture and the core of De Cecco products. Available in a variety of shapes and styles to complement your menu needs.



### 7 GRAIN PASTA

The exclusive blend of durum wheat semolina with 6 other grains makes this pasta rich in taste and aroma and a natural source of fiber, protein and phosphorus.



### SPINACH PASTA

Made using tender spinach leaves and perfect for your customers who are seeking an alternative to traditional semolina pasta.



### ORGANIC PASTA

The De Cecco organic line comes from a centuries-old traditional search for ingredients obtained only by natural methods, giving you a pasta that is authentic and flavorful.



### TRICOLOR PASTA

In addition to top-quality coarse-grain semolina and tender spinach leaves, we also use select Italian tomatoes to bring fresh flavor and natural color to your menu.



### EGG PASTA

Everything you already love most about our pasta, kneaded with farm-fresh eggs.



### WHOLE WHEAT PASTA

Due to the special processing method of the flours, our whole wheat pasta retains all of its nutritional characteristics and the authentic taste of a whole wheat pasta.



### POTATO GNOCCHI

A tasty product originating from the classic recipe that combines selected potatoes (80% mashed potatoes) and wheat flour. They only take 2 minutes to cook.

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See how **DE CECCO IS THE ONE AND ONLY** with a pasta cutting

Call our team at **212-661-2336** to experience the De Cecco difference and to discuss how we can help your business with marketing support, menu development, and more.

