

YESTERDAY
TODAY
TOMORROW

THE RUMMO TIMES



INSIDE:
How Italians'
Best-Loved Pasta
Earns & Returns
the Love



WHAT YOU'LL FIND IN EDITION N°4

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**SPECIAL REPORT**

How Italy's best-loved pasta earns and returns the love.

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**ITALY & ELSEWHERE**

The sales status of Rummo pasta in Italy and elsewhere.

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FROM STANLEY TUCCI'S kind, *unscripted* words in our Preface, to our Special Report, to Lucia Gaggiotti's life-filled illustrations for Rummo, this entire issue is infused with the love Italians have for being Italian.

It's a love we feel deeply and are passionate to share. We hope it reaches you wherever you are, and that you know you're invited to enjoy it along with us. Italy is not a culture of stinginess, but one that believes we *all* have a right to live well and fully.

Wishing you a warm winter.

Cosimo Rummo

PRELUDE

The pasta Stanley Tucci *can't* live without.

In GQ's recent video, "10 Things Stanley Tucci Can't Live Without," the actor talks about "this one brand that I really love—Rummo. They don't pay me to say that." (Thank you for your kind words, Stanley. The feelings are mutual.)



PLAY VIDEO

YOU CAN SEE THE FULL-LENGTH GQ VIDEO [HERE](#).

**SPECIAL
REPORT**

RUMMO IS ITALY'S FAVORITE PREMIUM PASTA*



*ACCORDING TO A SURVEY CONDUCTED BY SWG IO-2022

**SPECIAL
REPORT**

Nothing's more beautiful than requited love.

[SEE LANDING PAGE](#)

ITALIANS ARE our constant inspiration and our most important critics! So when we recently discovered that we were their favorite premium brand* for the third year-running, we knew we had to thank them for their support, without which this recognition wouldn't have been possible. So we developed a campaign to tell them how much — and exactly *how* — we love them back.

The Italian campaign uses a robust communication mix, QR code and landing page to thank Italians and show them how we return their love for our brand.

You can experience the landing page for yourself and see the following materials (translated into English) on the next pages: IG stories, in-store materials, packaging tweak, out of home, and print.

**SPECIAL
REPORT**

How we earn & return the love.



Recently, we were thrilled to learn that Rummo is the premium pasta brand most loved by Italians.*



This wouldn't have been possible without you. We return the love in a number of concrete ways we'd like to share.

*RESEARCH CONDUCTED BY SWG OCTOBER, 2022



I WE SHARE YOUR LOVE FOR THE PLANET

The packages you find on supermarket shelves are RECYCLABLE WITH PAPER once you remove the small resealable tab.



Water is a precious resource. We're financing research on how to use it more efficiently in grain cultivation—to use as little as we can with the greatest possible results.

We're cutting our usage of energy derived from non-renewable resources by 60% in the next two years with the goal of eliminating it completely within the next five.

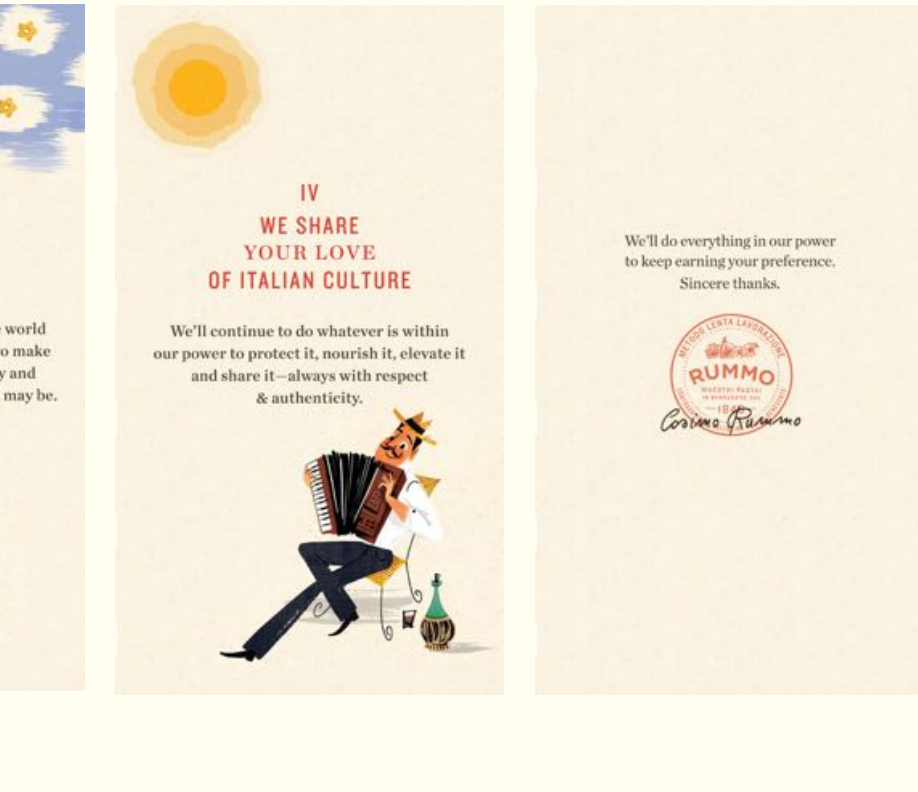


We choose the best ingredients in the world and treat them with extreme respect to make the types of pasta you need to satisfy and complement your lifestyle, whatever it may be.



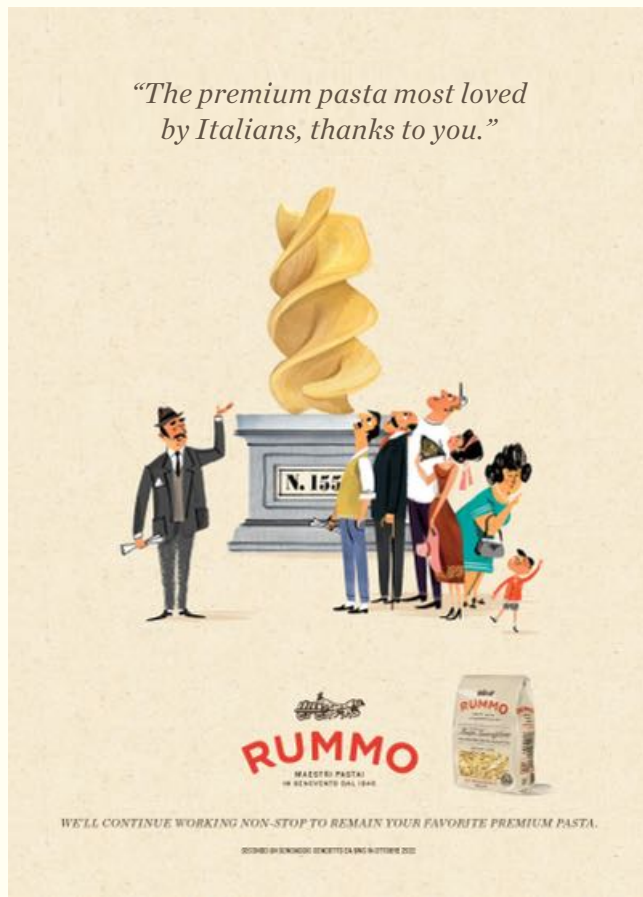
SPECIAL REPORT

Digital, on-package, in-store & more.



SPECIAL REPORT

Available soon for your country too.



We're developing a similar campaign for usage around the world based on our performance here in Italy, but with a message perfectly adapted to non-Italian customers.

Kindly contact your Rummo export manager if interested.

ITALY AND
ELSEWHERE

There's so much to love.

Well-being & Happiness Excellence Tradition & Craft Quality & Innovation Premiumness



Culinary Performance Accessible Luxury Genuinely Italian Uniqueness You Can Experience

ITALY AND
ELSEWHERE

A LOOK AT THE MARKETS HERE & THERE



ITALY AND ELSEWHERE

The snapshot on both sides of the Atlantic.



In **France** Rummo is the No. 1 Premium Pasta.

In **Switzerland**, Rummo is the fastest growing brand both in terms of Value (+11%) and Volume (+14%).

In **Italy**, Rummo has the highest rotations in the entire market for 500 g and 1 kg packages.*

Rummo is the **price leader and fastest growing brand in the US Pasta Market.****

**DIGITAL
REALM**

LIVING THE SEASONS & CELEBRATING CRAFT



**DIGITAL
REALM****IG Stories for the love of *Lenta Lavorazione*®.**

LAST FALL we went home to Benevento to pay tribute to the artisans who inspire our pasta-making method, *Lenta Lavorazione*®. Using age-old techniques, they keep the past alive and the present rooted in tangible passion, craft and quality.



DIGITAL REALM

We dove into the colors & flavors of Fall.

OUR SOCIAL media takes you around Italy, in search of seasonal beauty, tastes and customs, including but not limited to local pasta dishes and gastronomic specialties. Come with us! There's room for everyone at our tables.

[JOIN US](#)[JOIN US](#)

DIGITAL REALM

High performance at high altitude.



JOIN US

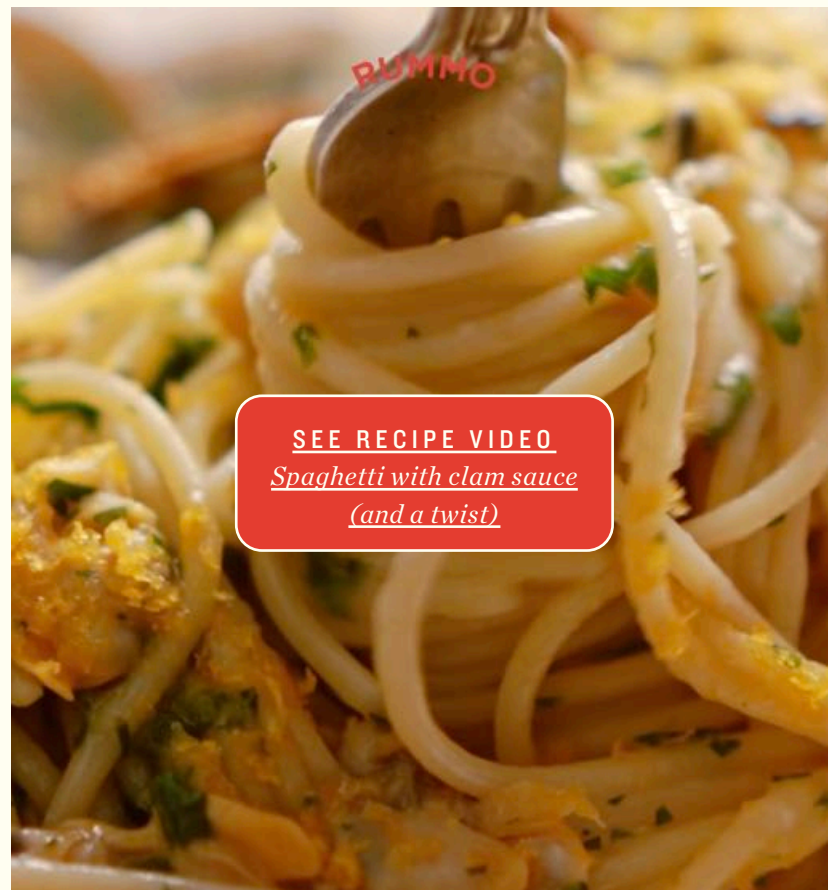


JOIN US



**DIGITAL
REALM****We agree with your mother: *Mangia!***

ITALIANS OFTEN celebrate the winter holidays with seafood. So, our last recipe of 2022 was a sumptuous new take on Spaghetti with Clam Sauce. (Take a look if you haven't seen it!) But, generally speaking, there's nothing better than steaming plates of flavorful pasta to take the edge off the colder months of the year. Join our social media (link on previous page) to see what's been cooking in Rummo's autumn and winter kitchen: soothing broths, swirling spaghetti, sumptuous sauces and more.



[SEE RECIPE VIDEO](#)
[Spaghetti with clam sauce](#)
[\(and a twist\)](#)

**DIGITAL
REALM**

Postcard from Courmayeur: *Wish you were here!*



**COUNTRY
SPOTLIGHT**

A COLLABORATION IS BORN—IN JAPAN



2022 witnessed the beginning of a new collaboration and friendship with Chef Salvatore Cuomo in Japan. We couldn't be happier.

NAGOYA

**COUNTRY
SPOTLIGHT****Meet Chef Salvatore Cuomo.**

BORN in Naples, Italy in 1972 to an Italian father and Japanese mother. Inspired by his father, who was a chef, Cuomo started at the tender age of 11 working in kitchens and travelling back and forth between his paternal and maternal countries, absorbing from one the traditional Italian art of cooking, from the other the Japanese art of perfection. Mentored by his father, his first job was preparing pizza and other Italian dishes in Naples.

Since those times, Cuomo has mastered cooking “in Italian” with a Japanese food mentality, and is credited for the huge rise in popularity of pizza in Japan (where he is known as Pizza Man) as well as in other Asian countries.

Today, between his cookbooks and food-focused TV shows, he’s a successful media personality as well as the founder of more than 82 restaurants and the Chairman of Salvatore Cuomo International. We’re honored to be embarking on a new relationship with him. *Arigato, Chef!*

COUNTRY
SPOTLIGHT

Chef Cuomo & Rummo: A beautiful beginning.



今回のレシピは(Rummo)とルッコラの
ペスト、カリフラワーピューレ、エビの
タルタルかけ



#pastarummo #rummo #pasta #penne #chefsaltatorecuomo
#saltatorecuomo #bestpasta #mostlovedpastabyitalians



chef_salvatore_cuomo 🌐 Tonight the most loved pasta by all
Italians: Fettuccine by @pasta_rummo with scallops & Truffle!!
Work on progress to let you taste it at my next gala dinner
100% Italiano in Tokyo at #xexnihonbashi
#saltatorecuomobros
See You there Guys on November 10!! #tokyoevents
#chefsaltatorecuomo #saltatorecuomo

Our response? Obviously:



使用するRUMMO(ルンモ)のパスタは、アルデンテの状態を保ちやすいのが特徴
です。表記の時間通りに茹でるだけで、誰でもプロがつくるアルデンテの状態
に近づくことができます。そんな歯ごたえに特徴のあるRUMMOのスパゲッ
ティー二使ったレシピをみなさんにご紹介します。



[VISIT HIS WEBSITE](#)

**COUNTRY
SPOTLIGHT**

Primo piatto: Rummo Linguine N°13.



LAST APRIL, we launched our collaboration with Chef Salvatore Cuomo at his restaurant, The Kitchen, in Nagoya celebrating the excellence of 100% Italian food including a dish made with Rummo Linguine N°13.



召し上がり

PLEASE, HELP YOURSELF!

Buon appetito!

COUNTRY
SPOTLIGHT

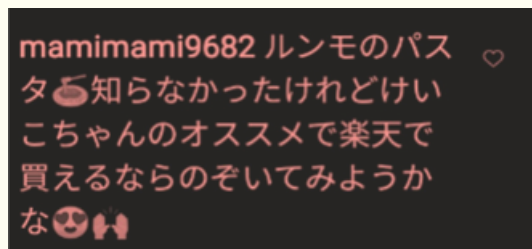
Influence, from the plate to social media.



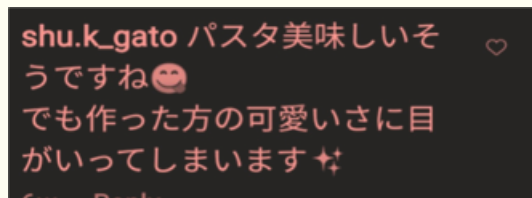
WITH THE HELP of 5 food vloggers and 2 lifestyle influencers covering the event at “The Kitchen,” we were able to expose our brand to a top-end Japanese audience of about 200,000 people.

Through numerous IG posts and stories enthusiastically sharing our brand, whether published by people who already knew us or those experiencing Rummo for the first time, we began making friends in this country we admire and respect.

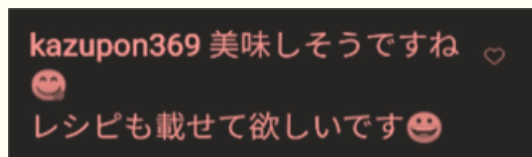
Thanks to chef Cuomo, the event attendees and all our new Rummo fans in Japan. We're looking forward to doing it again!



NEVER HEARD OF RUMMO! LOOKS DELICIOUS, I'LL CHECK IT OUT ON RAKUTEN SHOPPING!



PASTA LOOKS AMAZING!



LOOKS DELICIOUS, I WANT TO KNOW THE RECIPE!



**PRODUCT
HIGHLIGHTS**

PRODUCT NEWS FOR YOU & YOUR CLIENTS



*From a new tomato sauce,
to new 8-pack gnocchi (seen here)
cartons—your product news is here.*

**PRODUCT
HIGHLIGHTS****NEW Tomato Sauce with Olives.**

WE'RE HAPPY to inform you of the launch of our new Tomato sauce with Olives outside of Italy. As with all our sauces, it's made with 100% ripe Italian tomatoes and brings a favorite sauce often made in Italian homes conveniently into yours.

MADE WITH 100% RIPE ITALIAN TOMATOES



PRODUCT
HIGHLIGHTS

NEW 8-pack gnocchi cartons.

RUMMO GNOCCHI unite the quality of fresh gnocchi with the practicality of an ambient range — ideal for building sales in the category and satisfying consumer need.

With the aim of improving the logistics of our Gnocchi line, we've increased the number of packets in each carton from 6 to 8.

Please note that while the size of the cartons and the configuration of the pallets will remain unchanged, the item and ITF codes as well as the carton/pallet weights will change.

Given current stocks and sales projections for the next few months, we anticipate the following intro dates:



NEW ITEM CODE	PRODUCT DESCRIPTION	INTRO DATE
0081117	Rummo Potato Gnocchi 117 (8 x 500 g)	11/23/22
0081121	Rummo Potato Gnocchetti 121 (8 x 500 g)	01/01/23
0381117	Rummo Gluten-Free Potato Gnocchi 117 (8 x 500 g)	01/24/23

The RUMMO
DIFFERENCE

PASTA THAT PERFORMS AGAIN & AGAIN



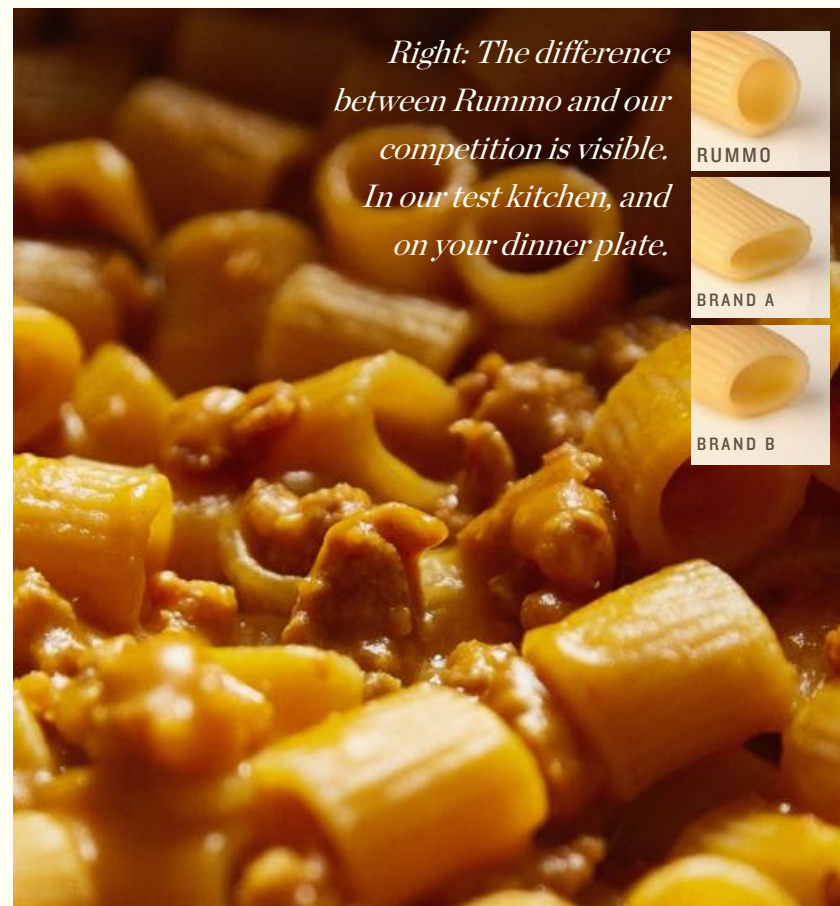
The RUMMO DIFFERENCE

The Rummo Benefit: Pasta that stays “al dente.”

RUMMO PASTA is characterized by its “*Eccezionale tenuta alla cottura.*” This is hard to translate, but it simply means that the pasta’s defining qualities, shape and flavor — its essential characteristics — remain intact even after being boiled (*see right*). In other words, it stands up to cooking — *exceptionally well*. All thanks to our exclusive method of making pasta, *Metodo Lenta Lavorazione*® which is explained on the next page.

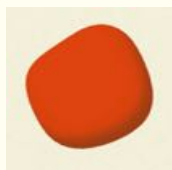
In Italy, pasta is eaten and loved “al dente” which means it’s slightly resistant to the bite. It’s a more pleasurable experience. But it’s hard for a food that’s cooked in boiling water to maintain a perfectly “al dente” texture, yet be cooked evenly from its exterior to its most interior point. And 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.



**The RUMMO
DIFFERENCE****The 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.

The RUMMO DIFFERENCE

Linguine N° 13: an impeccable classic.

LINGUINE N° 13. Linguine (or Trenette) come from Liguria, where this shape of pasta has always been linked to Genoese pesto. It's extremely versatile, though, and is exquisite with sauces containing shellfish, lobster or squid ink, where its rough, bronze-cut surface absorbs the flavors and its starch contributes to the creaminess of the sauce.

COOKS IN **10** MINUTES

LENGTH	THICKNESS	WIDTH
260mm	1.55mm	3.3mm



INDEPENDENTLY
CERTIFIED
PERFORMANCE

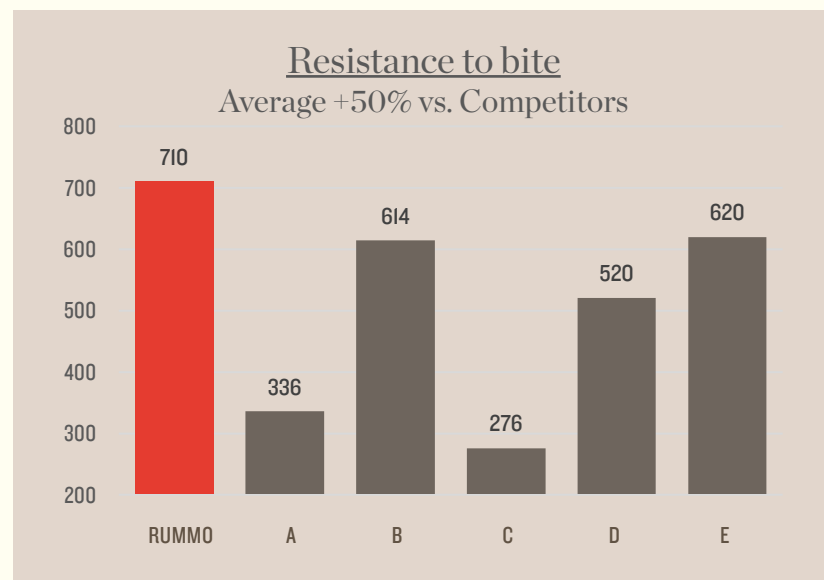
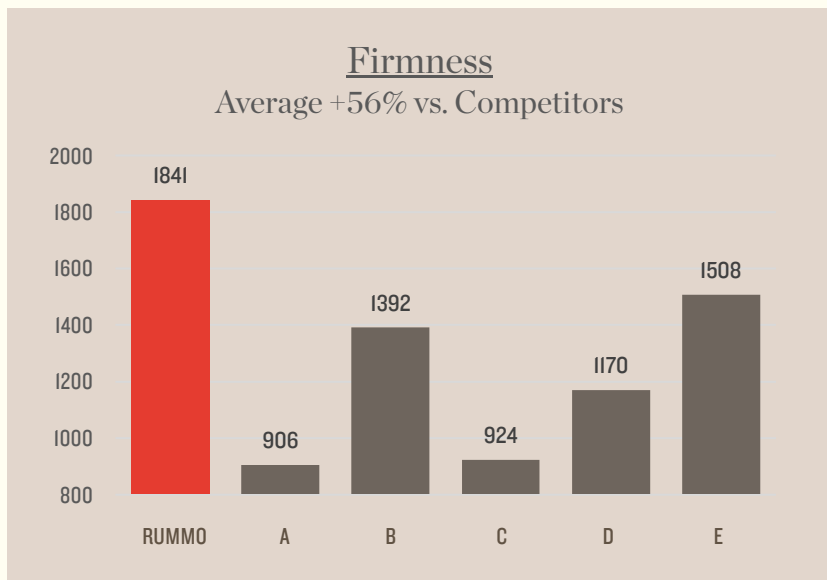
SUPERIOR
FIRMNESS

SUPERIOR
RESISTANCE

*Left: Our classic,
paper packaging.*

**The RUMMO
DIFFERENCE**

Our Linguine N° 13 outperform the others.



Rummo Linguine No. 13 L2287RA - 16/10/2022 vs. comparable products from our top competitors.

BEAUTIFUL
MERCH

BRANDED, DESIGNED & MADE FOR EVERYONE



BEAUTIFUL
MERCH

Accessories for pasta-lovers & professionals.

BEAUTIFULLY DESIGNED materials for everyone — from professionals to home cooks to people who are simply fans of our exceptional pasta. In this issue, we're featuring our:

PREMIUM ILLUSTRATED KITCHENWARE COLLECTION of 100% cotton aprons and shoppers with the delightful illustrations of well-known Italian illustrator, Lucia Gaggiotti (see next two pages).

Lucia Gaggiotti X RUMMO

COMING
SOON

ALSO AVAILABLE

ORGANIC T-SHIRT
COD. 880926RUMMO SHOPPER
COD. 880970PREMIUM APRON
COD. 880927CASUAL APRON
COD. 880985

**BEAUTIFUL
MERCH**

Meet the talented Lucia Gaggiotti.

LIVING AND WORKING between Italy and London, illustrator Lucia Gaggiotti is inspired by nature's colors, old children's schoolbook illustrations and well crafted decorative detail.

Her illustrations capture the inherent warmth and exuberance of modern Italian life with a mix of vintage Italian aesthetic, world folk art, and the wit and irony of 60s illustrator Miroslav Sasek.

She's added vivacity and humor to the Rummo brand with both static and animated illustrations, restaurant posters, and more.



Lucia Gaggiotti



BEAUTIFUL
MERCH

100% cotton illustrated shopping bags.

COMING
SOON

Lucia Gaggiotti X RUMMO



BEAUTIFUL
MERCH

100% cotton illustrated aprons.

COMING
SOON

Lucia Gaggiotti X RUMMO



**BITS &
BITES**

NOT-TO-MISS ITEMS FROM AROUND THE GLOBE



8 BITS &
BITES

Hitting the slopes with Rummo.

RUMMO'S HAPPY to support the Ski School of Monte Bianco in Courmayeur where kids from around Italy come to ski on weekends during the winter season. Here's to our future Olympians!



8 BITS & BITES

Rummo & the Benevento Calcio Club.

PASTA IS a way of life in Italy, just like soccer is. So it's only natural that our allegiance and support for our home-town team run deep.

Right: Cosimo Rummo & players. Below: pasta in the locker rooms at Christmas.

