



L'ARTE DELLA GASTRONOMIA ITALIANA

Company profile

ACADEMIA BARILLA THE ART OF ITALIAN GASTRONOMY

Academia Barilla is the first premier international center dedicated to the spreading of the Italian Gastronomic Culture and offering training, services and carefully selected products from our gastronomic heritage. Academia Barilla was founded in 2004 and is seated in Parma, one of the capitals of the Italian cuisine renowned all over the world for the quality of its typical products and the prestige of the food processing industry, and it represents the ideal crossroads between the most qualified representatives of gastronomy and Italian food culture lovers.

Our mission

Academia Barilla was founded not only in the aim of **protecting** and **safeguarding** Italian food by combating counterfeit food products and improper use of denominations of origin and original brands, but also of **promoting** and **diffusing** the knowledge of Italian products and cuisine all over the world through special events organized in cooperation with prestigious institutions and testimonials. Our mission is also that of **developing** and **boosting** the Italian gastronomy in the field of catering as well as creating special services for the professional's sector.

Our premises

The concept of the area where Academia Barilla is seated, worked out by the Architect Renzo Piano, combines the safeguard of tradition (the building indeed occupies the area where the old Barilla Pasta mill was seated) with the most state-of-the-art innovation.

Crossing the threshold of Academia Barilla means getting into a forefront place as to equipment and materials used: from the 90-seat **Auditorium** to the **multisensory laboratory**, from the Practical Training hall, equipped with **16 professional kitchen** ranges, to the multifunctional spaces, all of them designed so as to enable a unique experience matched with maximum professionalism in training.

A special place within Academia Barilla is occupied by the **Gastronomic Library**, an extraordinary instrument of knowledge about the evolution of gastronomy and taste, a monothematic collection boasting more than **10,000 volumes** (the most ancient one dates back to the 16th century) and 30 periodical magazines, some of them being truly difficult to be found elsewhere since their publication has been discontinued. Academia Barilla has recently acquired an **extraordinary and impressive collection – over 4,700 pieces – of historical menus**, fruit of the painstaking research activity of the Earl Livio Cerini from Castegnate, renowned Academician of Cuisine, together with his wife Wilma, passionate collectors of every cultural manifestation related to gastronomy.

A special place in the collection is devoted to the Italian Cuisine, with 2.000 pieces dating back to the early 18th century and some extremely rare specimens, such as the menu dating back to 1848: the Corpo Decurionale welcoming the Statuto Albertino ("Albertine Statute"); two unique pieces drawn at the Toeplitz bay during the adventure of the "Stella polare" (Polar Star) in 1900, with the Duke of The Abruzzi heading towards the North Pole.

The collection also comprises many menus from Casa Savoia (The House of Savoy), further to a unique autographed by Gabriele D'Annunzio on 18 October 1919 during the occupation of Fiume.

Extremely varied is also the series of advertising menus, majestic is the one dedicated to



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travelling on great cruising ships, on aircrafts or on trains. A second core relates instead to the French cuisine - where historically the menu first affirmed and was widely spread – from the Belle Époque, to the Liberty, and then to the Déco up to recent times.

Academia Barilla, during 2008, has built a unique collection of antique prints relating to gastronomic subjects. There are over 150 pieces in the print collection, including xylographs, etchings and burins dating back to 1500. Some of the prints are in color, however all of them are dedicated to the themes of food and dining.

Captured in the prints are images of kitchen interiors, court banquets and street scenes depicting vendors and markets. There are images of family life, biblical scenes, and still lives, all containing the spirit of conviviality. The collection is a precious tool for understanding the relationship between man and food during the course of the centuries.

Our offer

Academia Barilla hosts such a wide range of **training courses** as to be able to satisfy the most different requests: from experienced gastronomes to simple lovers, from professionals to amateurs.

Academia Barilla has adopted an all-encompassing approach to Italian cuisine and it offers courses on a wide variety of subjects. To help culinary professionals and food enthusiasts in their choice of study, the courses have been divided into categories to suit any need

Food lovers and professionals have a choice to learn

- an in-depth study of food, the importance of a balanced diet and product availability,
- the culinary technique of great chefs' applied to everyday cooking, from favourite Italian dishes to more innovative and original recipes,
- how to create menus suitable for every occasion, dish presentation, table décor, everything that concerns food as a means of communication and a shared experience.

Academia Barilla also is **Gourmet Tours**: a personalizable enogastronomic experience with a variable duration ranging from 1 to 7 days. The enogastronomic tours enable to experience the very best of Italian culture and gastronomy: from the traditional vinegar producers of Modena and Reggio Emilia, to the renowned wine and sausage cellars, from opera concerts to shopping in gourmet Italian products shops and outlets, from dinners organized in castles or historical mansions, to breaks for relaxing and 'getting in shape' at selected spas.

The **Gastronomic Team Building** is the first structured 'team building' method based on the metaphor of kitchen turning into a lab fostering challenge, learning, and fun. The courses are available in variable solutions as to duration, global commitment, costs, and teaching techniques. Applicants may orient their own choices on the basis of specific needs and hence maximize the personalization of their learning pathway.

The group of teachers lecturing at Academia Barilla is made by a team of Chefs of international renown supported by important **"Visiting Chefs"** such as: **Moreno Cedroni, Scott Conant, Giancarlo Perbellini, Carlo Cracco, Andrea Zanin, Iginio Massari** and many others.

Academia Barilla also successfully specializes in the field of **services to businesses** by offering, among others, solutions for representation meetings, press conferences and product presentations, incentive programs, meetings and conventions, thematic seminars and congresses, managerial training courses taking cuisine as a reference metaphor, team building.

Our products

Academia Barilla brands and distributes a whole range of high quality Italian specialties, selected by famous chefs and experienced restaurateurs.

The fundamental features characterizing the products selected by Academia Barilla are the following: the selection of the best raw materials, a rigorous control over any step of the production cycle, the utmost safeguard of people, and the concept of modern diet to be meant



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as the pursuit of wellbeing, health and delight; that is all of the founding values of the Barilla's story.

The selection includes: Regional cheeses (Parmigiano Reggiano D.O.P., Pecorino Toscano D.O.P., Pecorino Gran Cru Sardo, and Pecorino Dolce), Prosciutto di Parma, Regional extra virgin Olive Oils DOP, Traditional Balsamic Vinegar from Modena, Artisan Compotes (Chianti Wine Jelly; Spicy Fig Compote; Pears with Balsamic Vinegar), Sicily Cherry Tomato topping, Spicy Sicilian Cherry tomato topping, Pitted Sicilian green olives, Pesto alla Genovese, one Spreadable cheese with Parmigiano Reggiano and a Spreadable cheese product with Pecorino Sardo, Truffles and Porcini Mushrooms.

Facts and figures and Awards

Academia Barilla is a constantly growing firm and facts and figures can prove it. After 6 years of activity the **turnover amounts to about 10 million euros**; paying **attendees** at the headquarter have been more than **40 thousands, half of whom have come from abroad** (USA, Europe, Japan, and South America) and there are more than **2000 food industry professionals abroad** (both restaurants and delicatessen and gourmet shops) advocating its mission.

In January 2007 Academia Barilla was awarded a prestigious acknowledgment by thus being included in the number of success stories published by the **Harvard Business School**, the US academic institution standing out for the excellence of its publishing production catering to students and professionals alike. The business case study, available on the web, was presented in Boston in front of an audience of more than 220 top managers coming from 20 different countries all over the world and to the MBA's students. The document retraces the conquest and the development of the pasta making market in the United States by Barilla during the last decade, by analyzing the creation of Academia Barilla as a reply to the need of safeguarding the Italian gastronomic culture worldwide through the promotion of excellence in the production of typical Italian foods.

In May 2007, in occasion of **Premio Impresa**, Academia Barilla was given the award *Premio ICE*, (Foreign Trade National Institute), as the company which best valorised the Italian creativity abroad.

This award represents an acknowledgement for Academia Barilla's profound engagement in the defence and safeguard of Italian Food Products from misuse of trademarks and for its important role in promoting the knowledge of Italian food culture throughout the world.

In 2010 Academia Barilla activated a Certification Program aimed at foreign Culinary Institutes which provide their students with Italian cooking courses and at all professional chefs who produce high quality Italian food around the world. Academia Barilla's Certification Program aims to monitor, promote and develop the Italian Cuisine providing educational courses for institutes and for professionals of the food and beverage sector.

For Further information contact: www.academiabarilla.com

Academia Barilla S.p.A.

Ilaria Rossi

Phone: +38 0521 264060

ilaria.rossi@barilla.com