



L'ARTE DELLA GASTRONOMIA ITALIANA

ACADEMIA BARILLA- HARVARD BUSINESS SCHOOL CASE STUDIES

Parma, Italy - January 31, 2007 - Harvard Business School has selected Academia Barilla for an in-depth look into its business in the prestigious annals of Harvard Business School's business case studies. Less than three years after its founding, Academia Barilla is one of the few Italian companies to ever get chronicled by Harvard.

The Harvard Business School business case study for Academia Barilla recounts the last 10 years of the development of the Pasta market in the United States and illustrates how Barilla, and later how Academia Barilla, has made an incredible impact in the American food market that reaches far beyond pasta. In addition, the study sharply focuses on the role of Academia Barilla as a beacon of Italian Gourmet Food Culture and Gastronomy that protects and promotes authentic food products from Italy.

From its gourmet food products line to its culinary classes and learning vacations at the Academia Center in Parma to its newest blog – prides itself on being the vanguard of gourmet Italian food culture. Its work in the gourmet food space has done wonders for the authentic trademark *Made in Italy* stamped on exported Italian foods since its inception in 2004.

The business case study was presented in Boston at the beginning of this month to over 220 top business executives from around the globe, with the participation of Academia Barilla President Gianluigi Zenti and Paolo Barilla, Vice President of the Barilla Group.

Zenti celebrated Academia Barilla's Harvard business case study by noting that "as one of the few Italian Food companies to be examined by Harvard, we are grateful to know that the best American business school recognizes our strategic leadership in the Italian gastronomic world. We are proud to be one of the symbols of authentic *Made in Italy* in the United States and in the world."

In 1994, Academia Barilla's parent company, the Barilla Group, received the same honors from Harvard Business School, and that study is one of the most reviewed case studies in the entire library of nearly 7,500 business case studies by Harvard Business School. Academia Barilla's business case is now available online at the

Academia Barilla distinguishes itself from its parent company by offering a full line of gourmet Italian food products, including Traditional Balsamic Vinegar of Modena, DOP Extra-Virgin Olive Oils, and Gourmet Gift Boxes, as well as cooking courses and learning vacations located on the beautiful Academia campus in Parma, in the heart of the Italian Food Valley, Northern Italy.

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