



# **RUSTICHELLA d'ABRUZZO**

**COMPANY PROFILE**



**THE SAME  
RECIPE  
SINCE 1924**

# MADE IN ITALY

## Tailor Made



## THE BENEFITS OF RUSTICHELLA D'ABRUZZO

- **Premium** artisan pasta product
- **Historic** brand
- **World leader** in the artisan pasta segment
- **High-quality Italian** products
- **Case history** of **internationalization** of artisan **pasta** companies

**FOR YOU,  
A FLAVOUR  
CONNOISSEUR...**

The world's **Best** Artisan Pasta!



# HISTORY AND PHILOSOPHY

In 1924, **Gaetano Sergiacomo**, the paternal grandfather of the current owners Gianluigi and Maria Stefania Peduzzi and son of renowned millers who worked in the Vestina area, decided to leave the family business and set up the '**Pastificio Gaetano Sergiacomo**' in Penne. In 1980, under the watchful eye of Piero Peduzzi, Pastificio Sergiacomo became **Rustichella d'Abruzzo**. Guaranteeing quality and authenticity, the Peduzzi brothers focused their energies on creating a company image that identified the Rustichella d'Abruzzo brand as synonymous with **quality craftsmanship** and **made in Italy** excellence.



**GIANLUIGI PEDUZZI**  
PRESIDENT

*"...new partners who share my view that Rustichella d'Abruzzo is a way of life, as simple and intriguing as a fine plate of pasta."*



**STEFANIA PEDUZZI**  
PROJECT MANAGER

*"...our pasta in its rightful role as an ambassador of made in Italy, of a lifestyle that values tradition, quality and craftsmanship."*



**GIANCARLO D'ANNIBALE**  
C.E.O.

*"...my spirit linked to my land allowed me to find useful synergies in the area to develop the PRIMOGRANO project."*



We consider making pasta  
an **ancient art**, part of the  
history and culture of our land,  
**Abruzzo.**

# A FAMILY RECIPE



# TODAY...

Rustichella d'Abruzzo is the Italian **Premium Brand** in **80** countries around the world.



# PREMIUM BRANDS IN 80 COUNTRIES WORLDWIDE

## 17MILLION EURO TURNOVER

**85%** of turnover comes from exports to 80 countries around the world and **15%** from Italy. The business sales channel division is composed of Retail, accounting for **65%**, and HoReCa, accounting for **35%**.

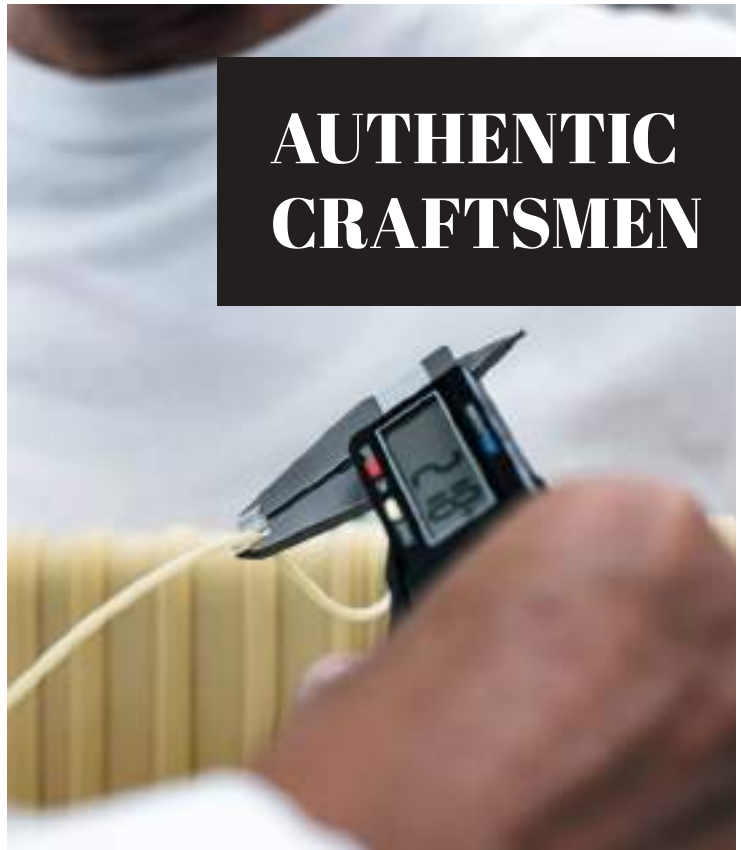
*Present at all major trade fairs: **Fancy Food Show** in San Francisco and New York; **Anuga** in Germany; **Sial** in France; **Fha** in Singapore; **Cibus**, **Taste** and **TuttoFood** in Italy.*







# AUTHENTIC CRAFTSMEN



# PREMIUM PASTA, THE PERFECT BALANCE OF 4 ELEMENTS

**Wheat,**  
the Raw Material



**Bronze**  
Die



**Slow drying** at Low  
Temperatures  
(40/50 C°)



**Artisanal**  
Processing

# WHEAT, THE RAW MATERIAL

Rustichella d'Abruzzo only uses top-quality wheat.

**Italian, Canadian** and **American** wheat for the **Classica** line.

**100% Abruzzese** and **100% Italian** grain for the **Primograno** and **Triticum** lines.

Goal: to always guarantee the same quality standard.



# EXTRUDED THROUGH A BRONZE DIE

These premium dies give our  
pasta a **rough texture**...  
Suitable for holding all kinds  
of sauce.







# SLOW DRYING AT LOW TEMPERATURE

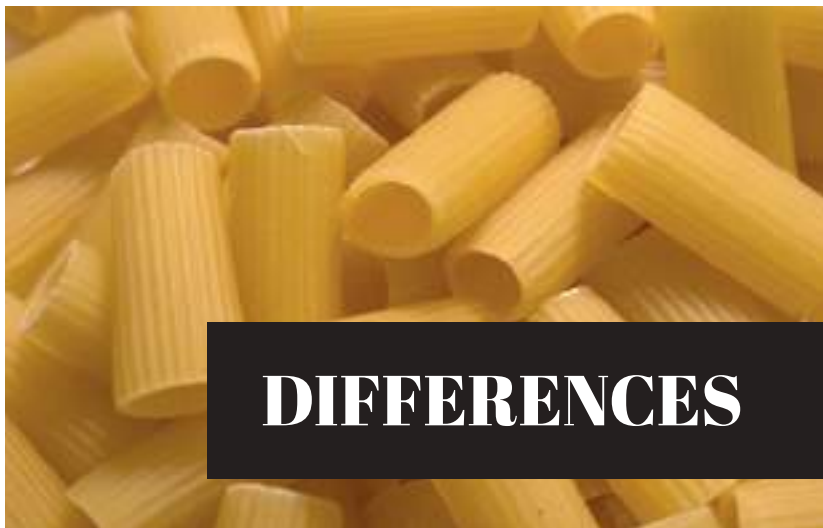
You need just the right amount of time  
to create a masterpiece...

Our **drying process** can take up to  
**50 hours**.



## ARTISAN PRODUCTION

- 40/50 C°
- 36 - 56 hours
- Extruded through a **Bronze Die**
- **500 Kg** per hour



## DIFFERENCES

## INDUSTRIAL PRODUCTION

- 85/95 C°
- 4 - 6 hours
- Extruded through a Teflon die
- 7000 Kg per hour

# CUSTOMER TARGET

Our customers love **good food** and **outstanding products** in the **food & wine** sector.

After all, pasta is a cultural statement, the truest expression of the increasingly metropolitan Italian spirit, which should be eaten and adapted by reinventing it in a transgressive or informal way.

**Rustichella d'Abruzzo... A life philosophy.**



# EGG PASTA Industry 4.0

The new egg pasta production plant is part of an **Industry 4.0** project. We have combined artisan production with technology and automated processes to always guarantee the same high quality standard. This development involves **complete traceability** from storage silos to the final package and consolidated relations with the agricultural chain.





# RESEARCH & DEVELOPMENT



Constantly engaged in **research**, process **monitoring** and **quality control**, Rustichella d'Abruzzo is at the forefront of developing pasta and food formulas that meet consumer needs. The company has its own **in-house laboratory**, allowing it to develop various innovation activities and to optimise the production process.

# MARKETING & COMMUNICATION



- In-house **Packaging** and **Graphic Design**
- In-house management of **Social Media** and **Websites**
- **Press office**, **Digital PR** and **Events**
- **Advertising**
- **Photo shoots** and **videos**

# E-COMMERCE

- Internally managed **B2C** and **B2B** platforms
- Personalised **newsletters**
- **Direct shipment** to the customer





# LOGISTICS 4.0

- New **Storage, Handling** and **Transport** systems
- **Digitalisation**
- Hybrid **Automation**





# CHEF AMBASSADORS IN THE WORLD



Barbara Pollastrini



Barbara Pollastrini  
(Los Angeles)



Bistro da Omero  
(Velbert, Germany)



Danilo Cortellini  
(London)



Ragnar Freyr Ingvarsson  
(Iceland)



Davide Sagliocco  
(Italy)



Massimiliano Cappucci  
(Italy)

# 10 REASONS TO CHOOSE RUSTICHELLA

- **Selected** and **certified** durum wheat semolina
- **Artisan** production method
- Use of **bronze** dies
- **Slow drying process** at low temperature
- **High roughness** on the pasta surface
- Perfect **absorbment** of the pasta sauces and seasonings
- Excellent taste and perfume of **wheat**
- **Research** and **innovation**
- Respect of the **environment**
- Usage of **natural inks**



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