



The company

Barilla is an Italian family-owned food company, founded by Pietro Barilla in Emilia-Romagna in 1877 when he started a simple bread and pasta shop, still nowadays this is a family-run business based in Parma. Today the Group is present in over 100 countries, with 8,700 employees and 30 production sites in 10 countries, through brands for pasta, ready-made sauces in Europe, bakery products in Italy and crispbreads in Northern Europe. Barilla is a food company that produces selecting raw materials from responsible supply chains to improve the quality of its lines and is committed to reducing its impact on the planet by promoting an open and attentive dialogue in the communities where the Group operates.

Among the company's initiatives, through the Barilla Foundation, it promotes sustainable behaviour and healthy food choices for a concrete change in society; with BlueFuture, Barilla supports innovation in the food field by financing innovation and, with Archivio Storico, it collects the company's history to inspire its future.

The challenge

Barilla formalized its commitment to improving its environmental performance, monitoring the food losses and waste all along the value chains to reduce them¹. Moreover, its commitment to better environmental performance spreads management systems, policies, guidelines, and rules for environmental protection in all its plants. Among other achievements, the greenhouse gas emissions decreased by 31 percent and water consumption per tonne of finished product by 18 percent compared to 2010. So today, 95 percent of Barilla Group products have a low environmental impact².

For this reason, Barilla is searching for new innovative ways to reuse the production remains of sauces. The sauces production chain is unique for all the recipes. When one type of production is over, the following starts, but between the sauce switch, in the pipes there are leftovers of production. These production byproducts are then collected in tanks. The mixture created by combining the leftovers is highly perishable and variable, depending on the recipes produced, and this is reused as animal food. The challenge focuses on this sauce production residue. How can this mixture of Barilla's sauce recipes be reused, recycled, or upcycled differently than the way it is used now to re-value it and re-gain the proper value of these production byproducts?

To give you a better understanding of these leftovers, Barilla shared with us a comprehensive information about the macro analysis of the mixture available.

¹ https://flwprotocol.org/wp-content/uploads/2020/09/Pasta_FLW_5820.pdf

² https://www.barillagroup.com/media/filer_public/c2/60/c260d218-8fed-46c6-9256-1344a0b392d3/ita_barilla_group_rapporto_di_sostenibilita_2021_interattivo.pdf