NEWS | GLOBAL

Barilla acquires Canadian dry pasta brand Catelli

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As a family-owned company, Barilla is committed to bringing food to the world inspired by the Italian lifestyle and Mediterranean diet. Catelli, a leading Canadian brand, is aligned with this commitment. Together, the brands will work together to pursue a vision of promoting joyful and healthy food.

“In Barilla, we’re leading the charge in transforming the pasta category, and as a category leader worldwide, it’s our mission to be an architect of growth,” said Claudio Colzani, Chief Executive Officer of the Barilla Group. “Given the synergies between our business strategies, commitments and values, Catelli dry pasta is a natural fit for the expansion of our business. This acquisition will help underscore the importance of our responsibility to not only serve and satisfy the ever-changing needs of consumers through innovation but also to anticipate them.”

“Barilla is a family company that has always put people first – starting with caring for our employees. We’re thrilled to expand our North American operations, and we welcome the Catelli team to the Barilla family,” said Jean-Pierre Comte, President, Barilla Americas.

In order to assure an orderly transition of the business for both parties, Barilla and Catelli will work through Transition Services Agreements to assure critical information and services are shared and provided between the businesses. All of this is being done to keep the businesses operating smoothly and identify efficiencies for customers and consumers.

Read online: https://nuffoodsspectrum.in/news/31/17001/barilla-acquires-canadian-dry-pasta-brand-catelli.html
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