**National Pasta Month Toolkit**

**October is National Pasta Month!**

This month, we focus on sharing even more pasta meals and celebrating all the perks of pasta from its affordability, to its cooking ease, to its versatility, to its amazing taste! The National Pasta Month campaign is a time to share the joys and benefits of pasta. [Pasta Fits](http://www.pastafits.org) has plenty of consumer facing pasta content to engage your customers and have them eating pasta all month long.

Pasta Fits will be sharing National Pasta Month content all throughout October so be sure to follow along, share and tag Pasta Fits in your posts. Note that Saturday, October 17th is National Pasta Day and Sunday, October 25th is World Pasta Day, so feel free to ramp up your content then!

Looking for a Pasta Fits resource that’s not included in the below? Reach out to Danielle Meyer at DMeyer@kellencompany.com!

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**Social Posts and Graphics**

**Sample Social Media Posts:**

* October is National Pasta Month! Celebrate the month with a classic, family favorite meal like this Baked Spaghetti and Meatballs meal: <https://pastafits.org/recipes/baked-spaghetti-and-meatballs/> #NationalPastaMonth
* National Pasta Month cooking tip: Be sure to add salt to your boiling pasta water for flavor, but never add oil! It prevents sauce from sticking to pasta #NationalPastaMonth
* Did you know? Collectively, the U.S. consumes 5.95 billion pounds of pasta per year. #NationalPastaMonth
* Pasta doesn’t just taste good – it’s healthy for you too! Read the latest pasta research which details how pasta eaters have a better diet quality than non-pasta eaters: <https://pastafits.org/pasta-nutrition-news/new-research-pasta-consumption-diet-quality/>#NationalPastaMonth
* Pasta = comfort food. Cuddle up as the days get cooler with this Mac and Cheese with Garlic-Herb Crumb Topping: <https://pastafits.org/recipes/reinvented-mac-and-cheese-with-garlic-herb-crumb-topping/> #NationalPastaMonth
* According to a recent NPA consumer survey, 81% of pasta eaters say they have been eating more pasta since the pandemic. Need some recipe inspiration? Pasta Fits has hundreds of recipes to choose from! <https://pastafits.org/cooking-pasta/recipes/> #NationalPastaMonth
* National Pasta Month cooking tip: Cooked pasta will stay good in the fridge for up to three days. Leftover pasta works great for side dishes and cold pasta salads! #NationalPastaMonth
* Can you tell the difference between fettuccine and pappardelle? How about penne vs ziti? Check out our Pasta Shapes Dictionary to learn all about these and all the most popular pasta shapes: <https://pastafits.org/pasta-shapes/> #NationalPastaMonth
* Pasta isn’t just for dinner anymore – try out a pasta snack like these Herbed Lasagna Chips! They’re family friendly and perfect to pair with hummus, dips, or sauce <https://pastafits.org/recipes/herbed-lasagna-chips/> #NationalPastaMonth
* According to a recent NPA consumer survey, 23% of respondents identified fettuccine alfredo as their favorite classic pasta dish. Try out this recipe here: <https://pastafits.org/recipes/healthier-fettuccine-alfredo/> #NationalPastaMonth
* Think you know everything about pasta? Test out your knowledge in this pasta quiz: <https://pastafits.org/pasta-101/pasta-iq/test-your-pasta-iq/> #NationalPastaMonth

Social posting tips:

* Be sure to use #NationalPastaMonth all month long with all your posts.
* For Instagram, feel free to utilize other relevant hashtags like #pasta, #pastarecipe, #pastashapes, #noodles, #carbs, #pastalover, #pastameal, #pastadinner
* Note that Saturday, October 17th is National Pasta Day and Saturday, October 25th is World Pasta Day, so feel free to ramp up content and include respective hashtags for these days.
* Feel free to use Pasta Fits’ recipes or substitute your own company’s recipes wherever you see fit.
* You can change all links to a bitly for shorter links.

[Top Recipes – Images available here](https://drive.google.com/drive/folders/1wllofgQIol2WQk8RPUXcQ9DxoVF0Xuzx?usp=sharing)

* [Leftover Spaghetti with Eggs, Onions & Peppers](https://pastafits.org/recipes/leftover-spaghetti-with-eggs-onions-peppers/)
* [Herbed Lasagna Chips](https://pastafits.org/recipes/herbed-lasagna-chips/)
* [Dairy Free Penne Alla Vodka](https://pastafits.org/recipes/dairy-free-penne-alla-vodka/)
* [Pantry Puttanesca](https://pastafits.org/recipes/pantry-puttanesca/)
* [Healthy Stuffed Shells](https://pastafits.org/recipes/healthy-stuffed-shells/)
* [Lasagna Verde](https://pastafits.org/recipes/lasagna-verde/)
* [Elbow Macaroni and Vegetable Toss](https://pastafits.org/recipes/elbow-macaroni-and-vegetable-toss/)
* [Spinach and Garlic Orecchiette Gratinée](https://pastafits.org/recipes/spinach-and-garlic-orecchiette-gratinee/)
* [All other recipes available on PastaFits.org](http://www.pastafits.org)

[National Pasta Month Logo](https://www.dropbox.com/s/ewyuw9s82bvbc0i/National%20Pasta%20Month%20Logo.png?dl=0)

[Social Graphics – to download and share](https://drive.google.com/drive/folders/1Mo3JOu_gurUl6jeVupC0OVFW0XZO-8Lm)

[Pasta Shapes Infographic – to download and share](https://drive.google.com/drive/folders/1Fc14ZUZzdq2_AMhuTLuW0ifWPZCWFw96)

**National Pasta Month Template Press Release**

**October is National Pasta Month – Celebrate at Home with Easy-to-Make Recipes from [Insert Company Name] and Pasta Fits**

*Pasta is affordable, versatile, and popular, making it easy to cook yourself and please the whole family!*

**[Insert City/State]** – The unprecedented interruption over the last six months from the COVID-19 Pandemic left many families learning the basics of cooking and gathering as many pantry staples as they could find in emptied out grocery stores. Pasta quickly proved once again to be a tried-and-true favorite among many families around the world as cooking at home became an almost universal “new normal.” Luckily, pasta comes in many varieties, including whole wheat, gluten-free, and plant-based options like legume and chickpea, making it an appealing option for families who have picky eaters, kids with special dietary needs, or family members on special diets. Plus, pasta is quick to make, has a long shelf life, and can be customized in a pinch. In honor of National Pasta Month, [Pasta Fits](https://pastafits.org/), the consumer platform for the National Pasta Association, and [Insert Company Name], a proud member of NPA, has compiled a wide range of pasta dishes that are delicious, nutritious, and easy to make right at home.

[Insert Quote from Company Spokesperson]

For the vegan:

* [**Vegan Kale and Whole Wheat Rotini Pasta**](https://pastafits.org/recipes/vegan-kale-and-whole-wheat-rotini-pasta/) – The versatility is really in the name here! Not only is this a vegan-friendly option, but it incorporates whole wheat rotini noodles too. This colorful dish will fill you up without weighing you down. Kale and white beans provide fiber and protein, as well as color, all dressed with a flavorful basil white wine vinaigrette! Even better? It’s ready in just 30 minutes.

For the veggie lover:

* [**Green Pasta Puttanesca**](https://pastafits.org/recipes/green-pasta-puttanesca/) – This vegetarian pasta dish combines the classic taste of Italian Puttanesca with a modern “green” twist, featuring arugula, spinach, and basil. This 20 minute meal is made even simpler as most of the ingredients are so easy to find that you might already have them right in your pantry.

For the spice lover:

* [**Butter Chicken Rigatoni**](https://pastafits.org/recipes/butter-chicken-rigatoni/)– One of the best things about pasta is that it fits into so many cultures and flavor profiles. This butter chicken recipe highlights Indian and Middle Eastern spices and flavors the whole family will love and can still be prepped in just 25 minutes.

For the pescatarian:

* [**Lemony Grilled Calamari Ziti**](https://pastafits.org/recipes/lemony-grilled-calamari-ziti/) –This dish combines the light and refreshing flavors of lemon, garlic, and calamari with an easy 30 minute prep and cook time. Plus, it’s a great dairy free option to boot!

For the Asian cuisine foodie:

* [**Pork, Mushroom & Noodle Stir-Fry**](https://pastafits.org/recipes/pork-mushroom-noodle-stir-fry/)– We can’t talk about pasta without talking about stir-fry! Although stir-fries can be made with any type of noodle, this contemporary version incorporates the soba noodle, which is made with buckwheat flour and makes for a healthy, tasty base. This dish is topped with pork, mushroom, and fresh veggies with an Asian-inspired sauce, but can easily be adapted to fit any taste. It’s a 30-minute meal that’s hard to beat!

If you’re looking for creative pasta recipes to fit in your day-to-day life, visit [www.PastaFits.org](http://www.PastaFits.org) and [Insert company website]. Share the recipes you create this month by using #NationalPastaMonth.

**About the National Pasta Association (NPA):**

NPA is the leading trade association for the U.S. pasta industry. NPA encourages the consumption of pasta by being the center of knowledge and promoting sound public policy to the consumer, the industry and the regulatory bodies because a sustainable pasta industry is vital to healthy diets.

[www.pastafits.org](http://www.pastafits.org)

**[Insert company boiler plate]**

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**Nutrition Tip Sheet**

Facts about Pasta

* The 2015 Dietary Guidelines for Americans recommend consuming 45% to 65% of your total calories from carbohydrates.
* Pasta, a staple of the [Mediterranean Diet](https://pastafits.org/pasta-nutrition/the-mediterranean-diet/), is an excellent source of complex carbohydrates.

* Complex carbohydrates are the main source of energy for the body and released slowly and steadily through the day.
* Pasta is a fat-free, low sodium food.
* A two-ounce serving of pasta is equivalent to one cup of cooked pasta. One cup of cooked pasta contains just 200 calories, in addition to valuable fiber, vitamins and minerals.
* Pasta has a low glycemic index (GI), which means it does not cause sugar in the blood to rise quickly. Thus foods with a low GI have a slower rate of digestion.
* The USDA Dietary Guidelines recommend that up to half of your intake of total grains come from whole grains.
* Pasta eaters have better quality diets than people who don’t eat pasta. [New research](https://www.frontiersin.org/articles/10.3389/fnut.2020.00112/full?utm_source=F-NTF&utm_medium=EMLX&utm_campaign=PRD_FEOPS_20170000_ARTICLE) shows pasta consumption in both children and adults is associated with a better diet quality and better nutrient intakes than that of those adults and children who do not eat pasta.
* Pasta doesn’t make you fat. [New research](https://www.frontiersin.org/articles/10.3389/fnut.2020.00112/full?utm_source=F-NTF&utm_medium=EMLX&utm_campaign=PRD_FEOPS_20170000_ARTICLE) shows pasta consumption was not associated with weight gain in male adults and children and in adult females was associated with reduced waist circumference, body weight and body mass index (BMI).
* White pasta is fortified with three major B vitamins (niacin, thiamin and riboflavin), iron and the B vitamin folic acid, which is critical in the prevention of some birth defects. In fact, enriched pasta contains six times more folic acid as its whole grain counterpart.
* Combine ½ cup of cooked pasta with ½ cup of cooked vegetables and ½ cup of beans or 3 oz of a lean protein and ¼ cup of your favorite sauce for a quick, easy, healthy pasta meal.