

## National Pasta Month Toolkit

### October is National Pasta Month!

Every October marks the kick-off of National Pasta Month. During this time, the National Pasta Association (NPA) and its consumer communications program, Share the Pasta, will be focusing on sharing even more pasta meals and celebrating all the perks of pasta, from its amazing taste and versatility, to its affordability and cooking ease! The National Pasta Month campaign is a time to share the joys and benefits of pasta. Share the Pasta has plenty of consumer-facing pasta content to engage your customers and have them enjoying pasta all month long.

Even more exciting, this year's National Pasta Month marks one year since the soft-launch of the Share the Pasta program. Within the last year, Share the Pasta has seen great success in a variety of areas related to communications, including:

- **The introduction of Chef Rosario Del Nero as NPA's national spokesperson**
  - Chef Rosario contributes monthly recipes, cooking videos, pasta and cooking tips for social media, and has been featured on Facebook Live.
- **Multiple Instagram contests and campaigns** including the "Share the Pasta" Campaign in October 2020 and the "Love Letter to Pasta" Instagram contest and campaign in February 2021
  - The "Love Letter to Pasta" campaign resulted in nearly 100 pieces of user-generated content and engagement with the Share the Pasta Instagram page.
  - Three of those user-generated content posts were shared on the Share the Pasta's Instagram page, and the month of February 2021 saw a 60.5% increase in engagement and an increase of 844 followers (19.5% increase) compared to January 2021.
- **An increase in nearly 5,000 total followers across all NPA social media sites** (Instagram, Facebook, and Twitter) with an increase of 4,809 followers on Instagram alone. (April-June 2021 compared to April-June 2020).
  - These successes were the result of budget allocations toward post boosting, ad traffic, and social media content strategy and engagement.
- **A 20% increase in impressions for paid social ads and a 63% increase in CTR for paid search ads** when comparing Q3 of 2021 to Q2 of 2021. Targeting optimization drove improved metrics throughout the most recent quarter.

Still to come during the final month of FY 2021 is the launch of NPA's social media influencer program and satellite media tour (SMT), which will feature Chef Rosario as a spokesperson on television morning shows around the country. These initiatives will conclude during Q4 of 2021, but will serve as excellent means to jumpstart buzz and excitement around National Pasta Month.

Staff will circulate the final list of influencers we will be working with, along with their social media handles so that you can engage with their content throughout the month of October. Additionally, the **SMT with Chef Rosario will run on September 28** and we will circulate links and clips to that interview that you can share on your social channels or watch with your teams.

Additionally, Share the Pasta will be posting National Pasta Month-themed content throughout October and engaging with key groups like the International Pasta Organisation (IPO). Be sure to follow along, share, and tag Share the Pasta in your posts. *Note that Sunday, October 17<sup>th</sup> is National Pasta Day and Monday, October 25<sup>th</sup> is World Pasta Day, so feel free to ramp up your content then!*

Looking for a Share the Pasta resource that's not included in the below? Reach out to Danielle Meyer at [DMeyer@kellencompany.com](mailto:DMeyer@kellencompany.com)!

## Social Posts and Graphics

### Sample Social Media Posts:

- October is National Pasta Month! Celebrate the month with a classic, family favorite meal like this Bucatini Carbonara meal: <https://sharethepasta.org/recipes/spiffy-bucatini-carbonara/> #NationalPastaMonth
- Never underestimate the importance of salt in your pasta water! When cooking pasta meals during #NationalPastaMonth, add about 2 tbsps of salt to your boiling water – it not only adds flavor, but also keeps the pasta from sticking. Find more pasta cooking tips here: <https://sharethepasta.org/cooking-pasta/tips/cooking-techniques/>
- According to a recent consumer survey from the National Pasta Association, 86% of participants said they ate pasta at least once a week. How often do you eat pasta? #NationalPastaMonth
- Pasta doesn't just taste good – it's provides important health benefits too! Read the latest pasta research which details how whole grain pasta can reduce your risk of heart disease: <https://sharethepasta.org/in-the-news/new-study-shows-eating-more-whole-grains-can-reduce-your-risk-of-heart-disease/> #NationalPastaMonth
- There's no better comfort food than pasta! As the days get colder, tuck into warm pasta soups like this Turkey Noodle Soup: <https://sharethepasta.org/recipes/turkey-noodle-soup/> #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://sharethepasta.org/pasta-shapes/> #NationalPastaMonth

- Want to make a classic pasta meal fit for the approval of a professional chef? Start by following Chef Rosario's Spaghetti all'Amatriciana recipe:  
<https://sharethepasta.org/recipes/spaghetti-allamatriciana/> #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
- Pasta is a staple in the popular and healthy Mediterranean Diet. By adding on fresh veggies and lean meats like chicken or seafood, you can incorporate healthy and delicious pasta dishes into all your meals. Learn more: <https://sharethepasta.org/pasta-nutrition/the-mediterranean-diet/> #NationalPastaMonth
- A pasta dish is only half complete without a perfect sauce pairing. Learn the tips and tricks to matching your pasta to the right sauce here:  
<https://sharethepasta.org/cooking-pasta/tips/sauce-tips/> #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 #sharethepasta, #pasta, #pastarecipe, #pastashapes, #noodles, #carbs, #pastalover, #pastameal, #pastadinner
- Note that Sunday, October 17th is National Pasta Day and Monday, October 25th is World Pasta Day, so feel free to ramp up content and include respective hashtags for these days.
- Feel free to use Share the Pasta's recipes or substitute your own company's recipes wherever you see fit.
- You can change all links to a [bitly](https://bitly.com) for shorter links.
- Tag Share the Pasta on the following accounts so that we can engage with and share your content:
  - [Twitter](#): @sharethepasta
  - [Facebook](#): @SharethePasta
  - [Instagram](#): @sharethepasta
  - [TikTok](#): @sharethepasta

#### Pasta Recipes – [Images available here](#)

- [Crispy Ravioli with Marinara Dipping Sauce](#)
- [Healthier Fettuccine Alfredo](#)
- [Dairy Free Penne Alla Vodka](#)
- [Pantry Puttanesca](#)
- [Baked Spaghetti and Meatballs](#)
- [Lasagna Verde](#)
- [Mac and Cheese with Garlic-Herb Crumb Topping](#)
- [Spinach and Garlic Orecchiette Gratinée](#)
- All other recipes available on [Sharethepasta.org](https://sharethepasta.org)

[National Pasta Month Logo](#)

[Social Graphics – to download and share](#)

[Pasta Sauce Infographic – to download and share](#)

## National Pasta Month Template Press Release

### October is National Pasta Month – Enjoy Classic Comfort Dishes and Celebrate with Friends and Family

**WASHINGTON D.C.** – Last year saw unprecedented growth within the pasta industry as a result of people staying home during the COVID-19 pandemic and eating the dishes they know and love best. While families have emerged back into the world throughout the last year a bit more, there is still a beautiful comfort discovered within the act of staying home and enjoying a classic recipe together. Pasta makes the perfect classic meals, whether Italian or Asian cuisine, and is a staple that is universally beloved by all. In honor of National Pasta Month, Share the Pasta, the consumer platform for the National Pasta Association, and **[Insert Company Name]**, has compiled a handful of delicious classic, comfort dishes that your whole family will love and will help remind you of the simple joy found from the act of staying at home.

**[Insert Quote from Company Spokesperson]**

**Baked Spaghetti and Meatballs** – Nothing says “classic pasta meal” more than spaghetti and meatballs! Plus, it only takes 5 ingredients and 30 minutes to pull together. It will end up being a family favorite that is easy to prep and clean up, too!

**Smokey Minestrone** – Soup is the perfect comfort food, especially during the fall and winter seasons, and minestrone is a collective favorite. This smokey minestrone recipe kicks up the flavor by adding a chipotle puree to give the soup an unexpected and delicious hint of spice. And with leeks, carrots, celery, zucchini, and greens all added to the mix, it’s a great way to get more vegetables into your diet.

**Fettuccine Alfredo** – Nothing is more classic than Fettuccine Alfredo, and with this version from Share the Pasta, you don’t have to worry about extra calories! It’s ready in just 30 minutes and will be a meal the whole family will ask for again and again.

**Spaghetti all’Amatriciana** – This recipe comes courtesy of Share the Pasta spokesperson, Chef Rosario Del Nero, and uses plenty of classic Italian ingredients to make your at-home pasta night feel like it’s taking place in the Italian countryside.

**Pork, Mushroom & Noodle Stir-Fry** – We can’t talk about classic pasta dishes 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.

If you're looking for classic, while also creative, pasta recipes to fit in your day-to-day life, visit [www.sharethepasta.org](http://www.sharethepasta.org), where you can sort the recipes by 30+ categories, or [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. Visit [www.ilovepasta.org](http://www.ilovepasta.org) for more information.

**[Insert company boiler plate]**

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## **Nutrition Tip Sheet**

### **Facts about Pasta**

- The [2020-2025 US Dietary Guidelines](#) (DGA) recommend consuming 45% to 65% of your total calories from carbohydrates
- Pasta, a staple of 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](#) 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](#) 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.

### Partnership with the International Pasta Organisation (IPO)

During National Pasta Month and beyond, the National Pasta Association has worked closely with our international friends at the International Pasta Organisation who share very similar sentiments and goals around the worldwide promotion and love of pasta. During this National Pasta Month and World Pasta Day (October 25), NPA and IPO will be coordinating their efforts in order to make a greater impact. Please see below for the ways in which you can get involved in IPO's World Pasta Day efforts.

- Lookout for the IPO toolkit, which will provide a comprehensive guide to celebrating and promoting World Pasta Day, as well as the World Pasta Day graphic. **NPA Staff will forward both items to membership the week of October 4.**
- Visit the [Al Dente](#) website, which aims to reach an international audience, communicates about World Pasta Day, the week-long social media campaign they are hosting, and more.
  - [Subscribe](#) to the site to receive important messaging and updates
  - **Food Service Members:** Consider joining the Al Dente challenge:
    - Join by September 30 on the Al Dente website and during the week of October 18-25, promote a pasta dish on your menu and invite your customers to share their order on their social networks.
- Promote these key message points and hashtags in your own social posting, particularly on World Pasta Day:
  - Pasta accessible, affordable, sustainable, and brings people together.
  - Pasta has extremely high social value for people all over the world.
  - Pasta is something to be celebrated and enjoyed with those you love.
  - #WorldPastaDay
  - #HaveAGoodPasta