



PRESS RELEASE

FELICIA CHOOSES SANA 2019, INTERNATIONAL EXHIBITION OF ORGANIC AND NATURAL PRODUCTS, TO LAUNCH ITS NEW OAT PASTA ON THE MARKET.

Felicia, Andriani's brand, confirms its attendance at the 31st edition of SANA, the International Exhibition of organic and natural products, from 6th to 9th September at the Bologna Exhibition Center. The Fair represents the brand opportunity to officially launch Oat Pasta on the market, a new reference with a delicate and always *al dente* taste, available in three different formats and shapes.

Gravina in Puglia, September 6th, 2019 – Felicia, the Andriani's brand of the leading company specialized in gluten-free and organic pasta production, in the Innovation food segment, confirms its attendance at SANA (Hall 29 Stand E11).

The Bologna event represents to Felicia the main Italian showcase dedicated to organic and natural products and one of the best location to recounting the main trends, innovations and the food chain research. The ideal context, **to officially launch the latest, newest Felicia reference, which clearly expresses its attitude for experimentation: Oat Pasta.**

Organic, vegan, nutritious and naturally gluten free, the new Felicia Oat Pasta is available in Caserecce, Mezzi Rigatoni and Penne shapes.

During the Show days, the new reference will be presented at **SANA Novità**, the stage that hosts the most recent exhibitors' proposals, with a completely renewed packaging, conceived and developed by 6.14 Creative Licensing under the creative direction of Luigi Focanti.

Rich in fiber, Felicia Oat Pasta always grants *al dente* cooking and has a unique and delicate flavor, also suitable for those who wish to enjoy a pasta dish between meals.

Also good once cold, it allows multiple cooking combinations, from sweet to savory, ready to be enjoyed at any time of the day.

Available in 340 gram packs and distributed in the main large-scale distribution and specialized shops, it has a price of approx. 2.90 euros.

Andriani, based in Gravina in Puglia, since 2004 is specialized in the production of high quality gluten-free pasta. The raw materials used, including corn, brown rice, rice, buckwheat, quinoa, lentils, chickpeas and peas, are carefully selected and naturally gluten-free. The processing takes place within a 100% gluten free production facility: five production lines, over 55 different formulations and 800 Sku managed. Among the main players within the gluten free pasta market, Andriani is present in the major distribution chains all across 50 countries worldwide. Flexibility, dynamic organization, research, innovation and commitment to economic, environmental and social sustainability, with concrete actions and good practices towards all stakeholders, are the leading factors of the company's performance, which contributes to the achievement of the Sustainable Development Goals (SDGs) of the 2030 agenda, promoted by ONU for a more sustainable global economy.

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