

Packed with flavour: Packaging giant, Eviosys, and internationally renowned Italian food producer, Barilla, partner to marry sustainability and premium products with renewed Pesto range

- Eviosys has partnered with the Italian food giant, Barilla, as it presents a renewed range of Pesto Barilla more premium than ever before.
- The renewed packaging design features Eviosys elegant metal closure emphasising the values of quality, delicacy and sustainability of the Pesto Barilla range.
- Barilla has transitioned to Eviosys deep closures supported by the Eviosys technical teams, including the installation of new capping machines
- Combining circular packaging and 100% recyclable closure, Eviosys' packaging innovations continue to support brands in their journey to a more sustainable future

XX, XX December 2022: Barilla, the king of Pasta appoints Eviosys' to supply and manufacture deep closures for the rebranding of its premium Pesto products, Pesto Barilla.

Two giants of industry, Eviosys and Barilla have partnered to create a sustainable future for Barilla's premium pesto range. The new packaging features a revised logo, graphics, jar design and elegant Eviosys deep metal closure, showcasing the values of quality and sustainability the brand wanted to convey. Barilla sets the standard in premium high quality Pesto as it positions itself as The King of Pesto. The rebranding effort make the renewed Pesto Barilla packaging stands out and acquires even greater recognition on the shelves.

Made from ingredients carefully selected, with basil from sustainable agriculture, and following a unique and secret preparation, only a highly controlled capping process and top quality metal closure was able to ensure the best preservation the Pesto Barilla deserves.

The high-quality seal and optimal protection of Eviosys deep metal closures ensures the preservation of the taste and delicacy of Barilla's premium basil and the authentic Italian flavors.

Eviosys has supported Barilla's transition to a new premium packaging design, with a deep closure and the installation of new capping machines in the Pesto Barilla Plant. Utilising the expertise from the technical team at Eviosys, Barilla has seamlessly overcome the challenges of changing their glass and closure formats to suit the needs of their new and improved premium product line, Pesto Barilla.

Combining circular packaging made from 100% recyclable material to a product storing sustainable and locally sourced products, Eviosys' packaging innovations continue to support brands such as Barilla on their journey to a more sustainable future.

The partnership represents a step change in the food sector more broadly, highlighting that packaging can be both sustainable and premium, leading the way for brands globally to adopt innovative sustainable packaging solutions without compromising on the design of their products and preserving their ingredients even better. The partnership builds on Eviosys' ambitious ESG program, Preserve Together, using innovation to drive progress and sustainability in the sector.

Laetitia Durafour at Eviosys said:

"Eviosys and Barilla are a natural fit for this partnership. Both value high-end, sustainable products, and ensuring that they are offering the best quality and preserving the planet. Barilla's PESTO BARILLA range bring basil from sustainable agriculture to a global level, while

Eviosys' commitment to innovation drives the sustainable revolution in the packaging of high-end food products."

Leonardo Mirone, Barilla Packaging Purchasing Director said:

"Our partnership with Eviosys has been instrumental in making our new packaging design and evolution of the Pesto Barilla range possible. I believe Barilla Pesto will command greater recognition on the shelf, thanks to the perfect combination of packaging that exemplifies quality, Italianity and sustainability."

ENDS

Notes to Editors

To request further information, images, or interviews, please contact Maisie Jenyon, eviosys@grayling.com +447720498408

About Eviosys:

Eviosys is a leading global supplier of metal packaging, producing food cans and ends, aerosol cans, metal closures and promotional packaging to preserve the products of hundreds of consumer brands.

Eviosys has the largest manufacturing footprint in Europe, the Middle East and Africa (EMEA) with 6,600 employees in 44 manufacturing facilities across 17 countries in the region. In 2021, it generated €2.1 billion in revenue. Eviosys is a portfolio company of KPS Capital Partners, LP.

For more information, visit www.eviosys.com.

About Barilla:

Barilla is the brand that changed pasta for good by putting it in a box for the first time, back in the '50s. Started by Pietro Barilla in 1877, in a bottega in Parma, today Barilla brings the Italian food experience to more than 100 countries with its range of pasta and sauces, as the leading Italian pasta brand worldwide. From the iconic blue box, celebrated and loved even by Federico Fellini, to continuing innovations - the creative pasta cuts of Collezione, the creation of the perfect always al dente Whole Grain range, the Gluten Free range with the classic pasta taste and texture, Vero Gusto no-preservatives-no-added-sugar sauce recipes - Barilla has always being committed to convey the real meaning of a pasta dish: a sign of love.

Barilla is part of the Barilla Group, one of the leading food Italian companies, manufacturing pasta, sauces, and bakery with 20 brands, in 30 production sites (15 in Italy and 15 in the rest of the world). The 8.591 employees from over 100 countries are inspired by the Company's long-term sustainable mission 'Good for You, Good for the Planet'.