

Rustichella d'Abruzzo, innovation meets tradition

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The choice of special formats
is rewarding



Among Italian producers of dry durum wheat pasta, Rustichella d'Abruzzo is a case in point. Its growth process has not only achieved excellent market results - its turnover exceeds 10 million euros and its offer includes over 250 formats - but it has also developed in an unusual and winning way, first becoming popular in some foreign countries, such as the United States, and then expanding the business also in Italy.

From "Tanuccio" to date

The origins of the pasta factory go back to 1924, when Gaetano Sergiacomo, known as "Tanuccio" - the first of seven brothers, sons of millers working in the Vestina area, and maternal grandfather of the current owners, brothers Gianluigi and Maria Stefania Peduzzi - founded a pasta factory in Penne,





a beautiful village in Abruzzo, not by chance included in the small circle of the "Most Beautiful Villages in Italy", equidistant from the shores of the Adriatic Sea and the Gran Sasso of Italy.

In the eighties, Piero Peduzzi, father of Gianluigi and Maria Stefania, started a production of whole-grain durum wheat pasta drawn in bronze. In 1989, after some company transformations, Rustichella d'Abruzzo was born. The current owners took over the business, starting a complex and painstaking work of weaving business relationships, combining the tradition know-how with the modernization of processes and products required by advanced markets.

In this period began the collaboration with the famous explorer of Italian excellence of taste, Giorgio Onesti, who later became ambassador of pasta Rustichella d'Abruzzo as well as business relations with Giorgio De Luca and Joel Dean who founded - in September 1977- the network of grocery stores, restaurants, cafes and places of good taste, called "Dean & De Luca", in New York.



Maria Stefania Peduzzi, co-owner

De Luca and Dean personally went to Pianella (Pescara), where Rustichella has its headquarters, and to Moscufo, where the pasta factory is located, and fell in love with its products.

Another dazzling meeting took place with chef Rolando Ruiz Beramendi, a tireless promoter of



Mr. Gianluigi Peduzzi, President of the factory

Italian excellence of taste - especially pasta - in the United States, through the "Manicaretti" import and distribution network. This combination of elements

favoured an intense penetration of Rustichella d'Abruzzo's references in the US market: in 1991, his spelt pasta, innovation of the year in Italy, also thanks to an article on spelt published by the "New York Times", caused the sales of Rustichella's product to peak, so much so that, immediately after the publication of the article, the San Francisco distributor of the pasta factory in Pianella quickly sold out the stocks. There was even a phone call from the White House, with a request from the presidential staff to supply a batch of *orecchiette* of their own production for an institutional dinner. Famous connoisseurs of pasta produced in Moscufo were also present in Italy. Among these, the unforgettable tenor Luciano Pavarotti stands out; he even called the Abruzzo company directly to ask for a pasta supply and then sent a letter of appreciation and praise, jealously preserved in the archives where the most precious memories of the pasta factory are kept.

Travelling to make yourself known

The team of owners and managers, i.e. Gianluigi and Maria Stefania Peduzzi and the managing director Giancarlo D'Annibale, began travelling around the world to make their name and their pasta quality known; they started business relationships, based on a mutual knowledge and appreciation between businesses, but also on the value of people, entrepreneurs with their own history, know-how and culture, representing deeply different territories and bearers of opportunities to develop. Orders from abroad poured in, especially from North America, Europe and Asia and today 85% of the pasta factory's turnover is achieved in more than 70 countries, with a continuous

Stars and celebrities Love this pasta brand





CEO Giancarlo D'Annibale

increase in penetration into new markets year after year. In February 2002, Rustichella also invested, providing its know-how, in a project in India in collaboration with an Asian sub-continent entrepreneurial group, which led to the creation of a pasta factory in Jaipur - the capital city (3.3 million inhabitants) of the district and division of Jaipur, in the federated state of Rajasthan. The company, inaugurated with the presence of the Italian ambassador Mancini in India, produces pasta from the local durum wheat chain, and is marketed on the Indian market under the brand name "Gustora". Through a joint venture, Rustichella is still part of the company that owns the pasta factory.

Focus on Italy

In Italy, the marketing channels are diversified and range from specialist shops to delicatessen, from wine shops to bakeries, from delicatessen to restaurants. Approximately 75% of sales on the national territory come from retail. 60% of Italian turnover derives from commercial relations with customers with whom the pasta factory is in contact directly, while the remaining 40% comes from the work of historical agents in strategic areas, such as southern Italy. Among the regions with the greatest demand for supplies, Trentino Alto Adige stands out. The rich catalogue brings together the classic line, alongside the gluten-free and kamut options, products to which are added those of the "Primograno" line, made





entirely from wheat grown in Abruzzo ("San Carlo", "Varano" and "Mongibello" are the cultivar names), and futuristic references, such as spaghetti with very fast cooking "90 secondi rapida" (presented in New York in October 2014, with the same quality characteristics of the classic pasta), pasta with low glycemic index and wheat fibers for those who work out ("Young") as well as the small-size pasta enriched with fruit and vegetable puree suitable for young children, called "Zerotre".

From seed to plate

80% of the wheat used by the pasta factory is domestically grown and 20% is imported. The grains are used for production within 15 days of milling. After the first phase of kneading at low temperature, and drawing, strictly in bronze, the dough is transferred to the drying cells to be dried, at low temperature (between 35° and 42° C). Drying times vary from 24 to 48 hours, but for some sizes they reach 56 hours.

Rustichella d'Abruzzo promotes its products, not only by participating in the main national and international fairs dedicated to the food industry, but also through cultural initiatives, such as the collaboration with the network of "Red-Feltrinelli" bookshops: a series of events, such as those that took place in Milan and Rome, where pasta and books meet in a fascinating union.

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