

# LSG Group and Barilla extend partnership

By **Rick Lundstrom** on April, 11 2019 | Catering



Francesco Del Porto, Chief Customer Officer, Barilla Group left and LSG Group CEO Erdmann Rauer at this year's WTCE

[LSG Group](#) and pasta producer [Barilla Group](#) signed a supply and cooperation agreement at last week's World Travel Catering and Onboard Services Expo (WTCE) that will gradually extend the collaboration between their two companies through the year 2023.

This long-term partnership will focus on Barilla pasta ready meals that will be sold exclusively through [Evertaste](#), the LSG Group's expert brand for packaged products.

"The packaging and taste of the meals have been adapted according to the special requirements of flight operations, so that they can be offered to passengers on flights with onboard retail, for example," said a release by LSG Group. "By following the enclosed instructions, the pre-cooked pasta can be served al dente."

The Barilla products are being offered only for onboard sale are Maccheroni alla Bolognese and Maccheroni Pomodoro e Basilico. More recipes are under development in order to extend the range said LSG Group.

The agreement signed in Hamburg between the LSG Group and Barilla includes, in addition to the gradual expansion of sales volumes, a permanent joint effort for product innovation. Both companies will use feedback from customers and passengers to grow their offerings. They will also work together on developing pasta and bakery products.

"We at the LSG Group are excited about this fascinating collaboration," said CEO Erdmann Rauer. "The culinary expertise of Barilla, a company that stands like few others for the authenticity of Italian cuisine, and our extensive knowledge about the requirements of the aviation industry complement each other perfectly."

"The fact that the LSG Group is helping us offer Barilla products on airplanes enables us to provide passengers with an attractive and, above all, tasty experience," added Francesco Del Porto, Barilla's Chief Customer Officer. "We are very proud of this opportunity."